



Background:	The REDC has enacted the following Workforce Recruitment Grant Program in order to aid primary employers in the recruitment of prospective employees to their office or manufacturing locations within the City of Rockwall.
Intent:	Grant funding shall generally be used for the recruitment of positions that are difficult to fill, or have frequent turnover. Employers should strive to use the Grant through avenues and channels that are not typically pursued.
Funding:	Funding is authorized annually by the REDC Board of Directors during the REDC budget process. In any year, the Board may choose not to fund the Grant. Grant funds are generally available on a first come, first serve basis.
Match Requirement:	Funding is provided on a reimbursement basis, with pre-approved eligible companies receiving a 50% reimbursement, after expenses have been incurred, up to expenditure limits.
Expenditure Limits (Smaller Companies):	For primary employers under 100 employees at their Rockwall facility, the REDC will provide up to \$1,500 in reimbursement for up to \$3,000 in eligible expenses spent by the company associated with workforce recruitment.
Expenditure Limits (Larger Companies)	For primary employers with 100 employees and over at their Rockwall facility, the REDC will provide up to \$3,000 in reimbursement for up to \$6,000 in eligible expenses spend by the company associated with workforce recruitment.
Eligible Expenses:	Expenses eligible for reimbursement include but are not necessarily limited to website/social media advertising, media ad buys, billboards, job fairs (not including any REDC sponsored job fair), open houses, staffing agencies, and recruiters.
Ineligible Expenses:	Signage located on a primary employer's property, or other signage designed to target strictly localized traffic, is not eligible for the Grant.
Application:	Eligible employers must first apply for a Grant and receive approval from REDC staff before incurring expenses. The application – submitted via email – must state what expenses are planned, when they will be incurred, when the action will be effective, and what open positions the expenditure is planning to fill. The employer is also advised to describe how the expenditure is meeting the intent of the Workforce Recruitment Grant Program. If there is competition for Grant funding, this rationale may be used to determine which employers shall receive a Grant. Even if an eligible expense is not to be incurred until the end of the fiscal year, the employer is encouraged to apply as soon as possible so that all funding is not already claimed.

Reimbursement: The REDC will process reimbursement, pursuant to grant guidelines, within 30 days of receipt of proof of paid expenditure, and proof the expense went into effect. In order to ease the administrative burden, the REDC will only process one request, per employer, per year. Reimbursement on multiple expenditures may be accepted in the one reimbursement request, if previously approved. In the case of multiple expenditures, receipts and documentation should be combined in one file, with a cover letter describing and organizing the submittal.

Follow Up: Grant recipients are asked to follow up with the REDC following the period the expenditure was effective (ex: after an advertisement had been published). This may occur during the request for reimbursement, in the following year's application, or another period of time. The success of the expenditure, or lack thereof, may factor into future Grant funding decisions by the REDC. Additionally, failure to follow up and report to the REDC on the success of the expenditure may also result in the denial of Grant funds in future years.

Timing: Eligible expenditures must be incurred and effective prior to September 30, the end of each fiscal year. Reimbursement requests will not be accepted after October 31, following the completion of the fiscal year.

Restrictions: Only primary employers (those that export a product or service on a state, regional, national, or international basis) within the corporate limits of the City of Rockwall are eligible. Eligible expenditures must be used to recruit positions located at facilities within the city limits.

Authority: This Grant Program has been adopted by the Board of Directors, but will be administered by the President of the REDC. The President has the authority to seek information of eligible companies to make necessary funding decisions and resolve any ambiguity to align with the spirit and intent of the Grant Program. Additionally, the President may add restrictions to ensure fairness in the distribution of the Grant – such as setting a deadline for Grant submittals at the beginning of every year and evaluating proposals on a competitive basis.

Effective: Upon execution.

Signed / Date:  _____  _____
Phil Wagner
President
Rockwall Economic Development Corporation
Date