



- 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. Grant funds are generally available on a first come, first serve basis.
- Matching Funds:** The REDC will provide 50% upfront funding- up to the maximum grant authorization – for all pre-approved expenditures. Each primary employer will be required to match the remaining 50%, except in the instance of a primary employer hosting a job fair.
- Job Fair Exception:** If a primary employer would like to use the Workforce Recruitment Grant Program to host a job fair, there is no requirement for a company match, as the REDC may pay 100% of the pre-approved expenses, up to the maximum grant authorization.
- Maximum Grant Authorization:** In no case will the REDC’s annual contribution to a company for the Workforce Recruitment Grant Program exceed \$5,000.
- Eligible Expenses:** Expenses eligible for reimbursement include but are not necessarily limited to job fairs, website/social media advertising, media ad buys, billboards, staffing agencies, recruiters, and travel/attendance at recruitment events.
- 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. This does not include short term signage related specifically to wayfinding signage associated with a job fair.
- Application:** **Eligible employers must first apply for a Grant and receive approval from the REDC before incurring eligible expenses.** The application – included in a separate document and to be included on the REDC website – must state what expenses are planned, when the action will be effective, and what open positions the expenditure is planning to fill. The employer is also asked to describe how the expenditure is meeting the intent of the Workforce Recruitment Grant Program. Even if an eligible expense is not to be incurred until later in the fiscal year, the employer is encouraged to apply as soon as possible so that all funding is not already claimed.
- Payment:** The REDC will process payment within 30 days of an approved application, pursuant to Grant guidelines. In order to ease the administrative burden,

the REDC will only process one request, per primary employer, per year. One Grant payment to address multiple expenditures may be accepted.

**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) to report on the success of the effort. The REDC reserves the right to request receipts and/or proof that the expenditure went into effect. Failure to follow up and/or provide requested document could result in Grant ineligibility in future years.

**Timing of Expenditures:**

Eligible expenditures must be planned to be put into effect by September 30, 2024.

**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.

**Signed / Date:**

  
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Phil Wagner  
President  
Rockwall Economic Development Corporation

11-30-23

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Date