



- Background:** The REDC has enacted the following Workforce Recruitment / Retention Grant Program in order to help Rockwall's primary employers both recruit and retain employees at 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, and/or employee-focused efforts that would provide a benefit to the individual and contribute to a desirable working environment. Employers should strive to use the Grant on expenditures 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-served 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 / Retention 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. All job fairs supported by the Grant will also be promoted on the REDC's job board, Rockwalljobs.com.
- Maximum Grant Authorization:** In no case will the REDC's annual contribution to a company for the Workforce Recruitment / Retention Grant Program exceed \$5,000.
- Eligible Expenses:** The Grant shall fund expenses designed to advertise or promote the employer as a place for new employees to come and work, or existing employees to be retained. Examples include, but are not necessarily limited to the following:
- Job Fairs
  - Job Advertisements (digital, social media, traditional media)
  - Staffing Agencies / Recruiters
  - Recruitment Events (travel costs, conference fees, etc.)
  - Childcare Cost Sharing
  - Employee Wellness Programs (ex: local gym memberships)
  - Employee Appreciation Events / Meals
- Ineligible Expenses:** All expenses must be tangible expenditures that directly relate to the recruitment or retention of employees. Grant funding shall not go toward typical operational costs, such as salaries or healthcare. Additionally,

recruitment expenses that are deemed to exclusively target the employees of other Rockwall employers (ex: signage used to attract only localized traffic) are ineligible. A company may also not receive grant funding for products or services that are offered by that same company.

**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 is the desired outcome of the expenditure. 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 documents could result in Grant ineligibility in future years.

**Timing of Expenditures:** Eligible expenditures must be planned to be put into effect by September 30, 2025.

**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, retain, or benefit 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 from 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:** \_\_\_\_\_  
Phil Wagner  
President  
Rockwall Economic Development Corporation

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