



Monday, October 27, 2025

Desiree Massei
Senior Economic Development Project Manager
City of Riverside, Economic Development

Dear Desiree,

Subject: Congratulations on Being Selected as a Thrive Inland SoCal Catalyst Funding: Round 3 Awardee!

It is with great pride and enthusiasm that we congratulate your organization on being selected as a Round 3 Awardee of Thrive Inland SoCal's Catalyst Funding. This achievement recognizes your outstanding dedication to fostering inclusive economic growth and driving meaningful change across the Inland Empire.

The Catalyst Funding initiative is designed to support organizations like yours to spearhead transformative projects that align with our shared vision of a thriving, equitable, and sustainable region. Your selection as an awardee not only reflects the strength of your proposal but also your organization's commitment to creating impactful and lasting solutions for our communities.

As a recipient of this community-driven grant, your organization will receive **\$250,000** in funding to implement your proposal, **The Green Business Attraction and Incentive Program**. Additionally, you will join a cohort of innovative leaders within the Thrive Inland SoCal network, gaining access to invaluable resources, collaboration opportunities, and ongoing support as you work to drive systemic change.

To finalize your award, you must complete the following:

- 1. Submit the attached Project Objective and Outcomes Form by 5pm on Friday, 10/31.**
- 2. Media information:**
 - a. Submit your organization's logo,

- b. A high-quality picture representing your organization (it can be a group picture, headshot, event picture, etc.),
- c. A quote about the funded project/program

After we receive your finalized form, you will be contacted with next steps on the following: completing the grant agreement, with signature, and the necessary documents through DocuSign, including your bill.com registration, and seamless collaboration moving forward.

We are eager to witness the incredible work your organization will achieve with this funding and look forward to supporting you every step of the way. Please feel free to reach out if you have any questions or require additional information as you embark on this exciting endeavor.

Once again, congratulations on your selection as a Catalyst Funding Round 3 Awardee. Together, we are building a brighter, more equitable future for the Inland Empire.

In community,

Esmeralda Vazquez

*Esmeralda Vazquez, Executive Director
Inland Empire Labor Institute, Co-Convener*

A handwritten signature in black ink, appearing to read 'Matthew Mena', with a long, sweeping horizontal line extending to the right.

Matthew Mena, Managing Principal
Inland Empire Growth and Opportunity, Co-Convener