**PROJECT UNDERSTANDING: UNDERSTANDING THE IMPACT OF DR-4769 ON SANTA CRUZ**

In early February 2024, Santa Cruz was devastated by a severe winter storm, causing unprecedented flooding, landslides, and mudslides. This event led to extensive damage to homes, businesses, and critical infrastructure. The storm, influenced by El Niño, resulted in toppled trees, damaged vehicles, and widespread power outages, significantly disrupting daily life. Despite these challenges, the community has shown remarkable resilience.

**AVAILABLE ASSISTANCE**

Santa Cruz is eligible for federal funding under FEMA’s Public Assistance (PA) program, which covers categories A through G, including debris removal, emergency protective measures, and permanent work on roads, bridges, and utilities. The PA program will cover 75% of eligible costs, with the State of California covering 75% of the non-federal share. This significant support highlights the importance of expert management to navigate the complex grant processes and ensure maximum recovery funding.

**WHY SANTA CRUZ SHOULD CHOOSE GRANTCITY CONSULTING (GCC)**

Choosing GCC means partnering with a dedicated ally committed to Santa Cruz’s full recovery and future resilience.

**PROVEN EXPERTISE AND EXPERIENCE**

GCC has a strong track record of managing complex disaster recovery projects. Our extensive experience with federal and state aid programs ensures compliance with all regulations and maximizes cost recovery for our clients.

**PERSONAL COMMITMENT**

Our team’s deep personal investment in Santa Cruz’s well-being drives us to deliver compassionate, community-focused recovery solutions. We understand the unique challenges faced by the city and are dedicated to addressing them with empathy and precision.

**STRATEGIC COLLABORATION**

We prioritize collaboration with local authorities, community organizations, and residents. Our approach involves tailoring recovery efforts to meet Santa Cruz's specific needs and aspirations, fostering a sense of unity and shared purpose in rebuilding efforts.

**GCC’S COMMITMENT**

At GCC, we believe in a recovery process that is efficient, effective, and profoundly empathetic. Our commitments include:

* **Supporting Community Resilience:** Through strategic planning and resource allocation, we help build stronger foundations for the future.
* **Ensuring Transparency and Accountability:** Our rigorous approach to documentation and compliance ensures clear, accountable processes.
* **Providing Ongoing Support:** We offer technical assistance and support to ensure a seamless transition from recovery to long-term sustainability.

By choosing GrantCity Consulting, Santa Cruz gains a partner committed to efficient, effective, and compassionate recovery. Our expertise, dedication, and heartfelt commitment will ensure that the city not only recovers but also becomes more resilient and prepared for future challenges. We are eager to bring our experience and commitment to help Santa Cruz emerge stronger and more unified.