



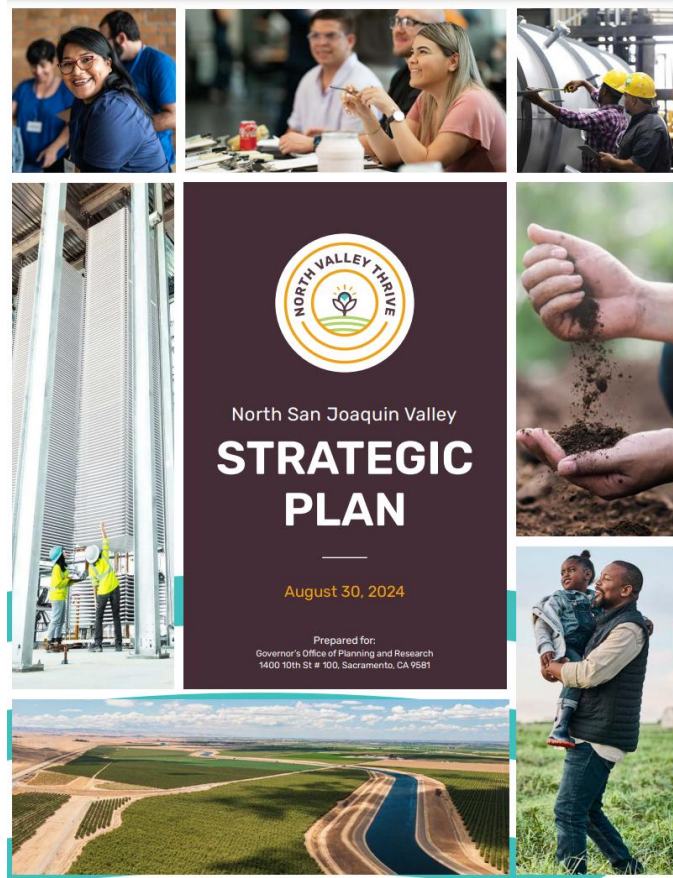
# Catalyst and Implementation Funds



# AGENDA

- Introduction to/California Jobs First Recap
- The North Valley THRIVE Catalyst Fund
- California RII Implementation Fund
- Comparison
- Open Q/A
- Closing

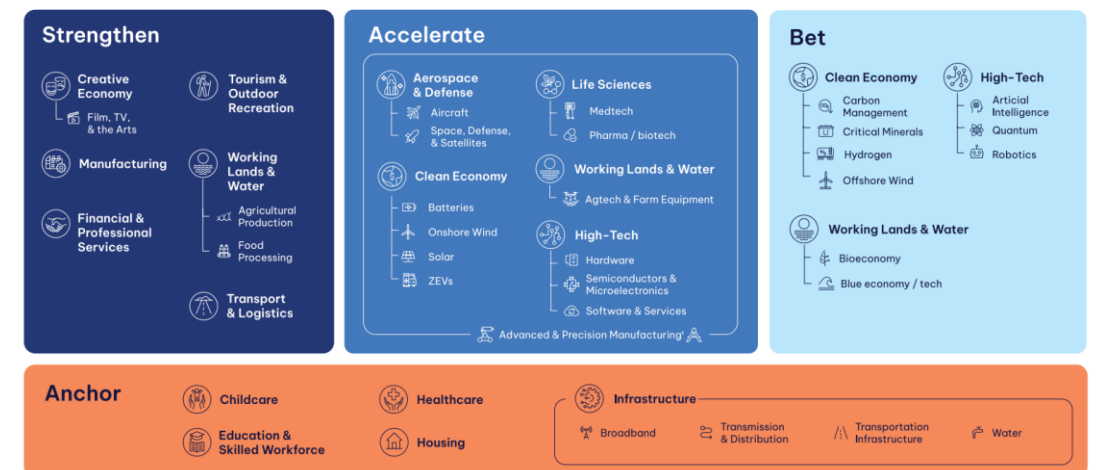


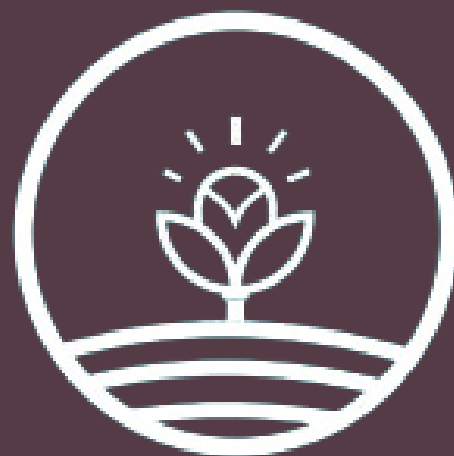


# CALIFORNIA JOBS FIRST



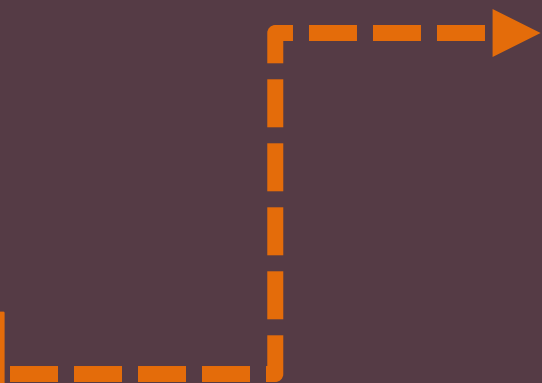
## California's Strategic Sectors





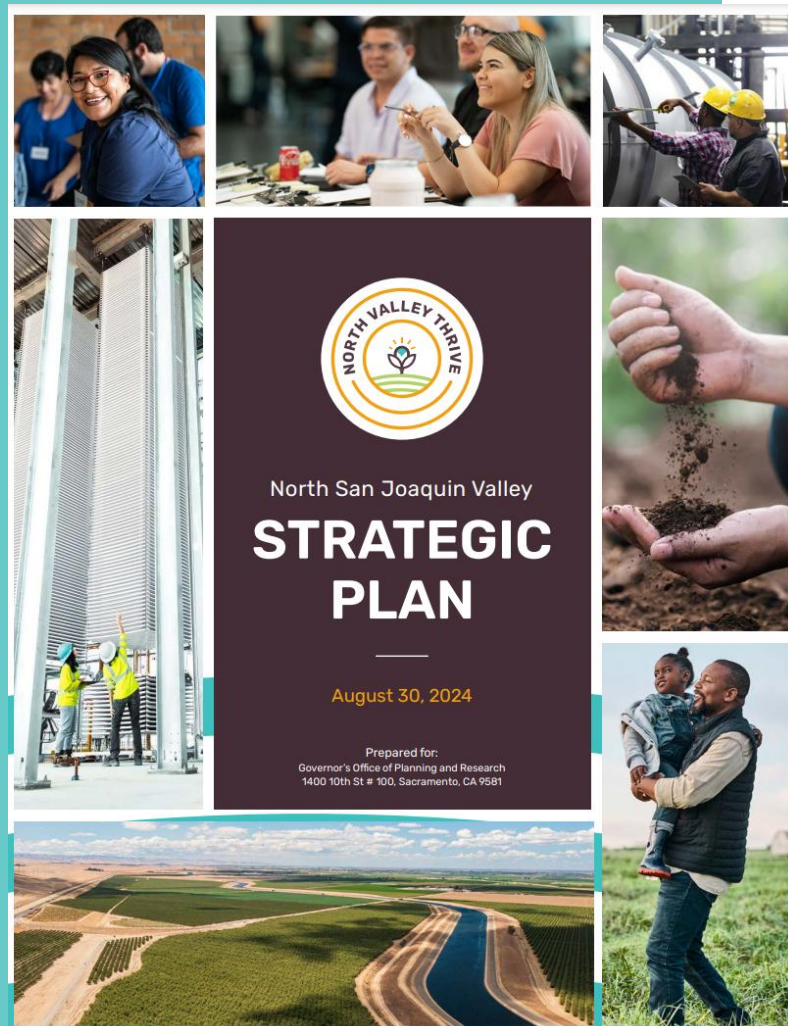
# Catalyst Fund

Ours

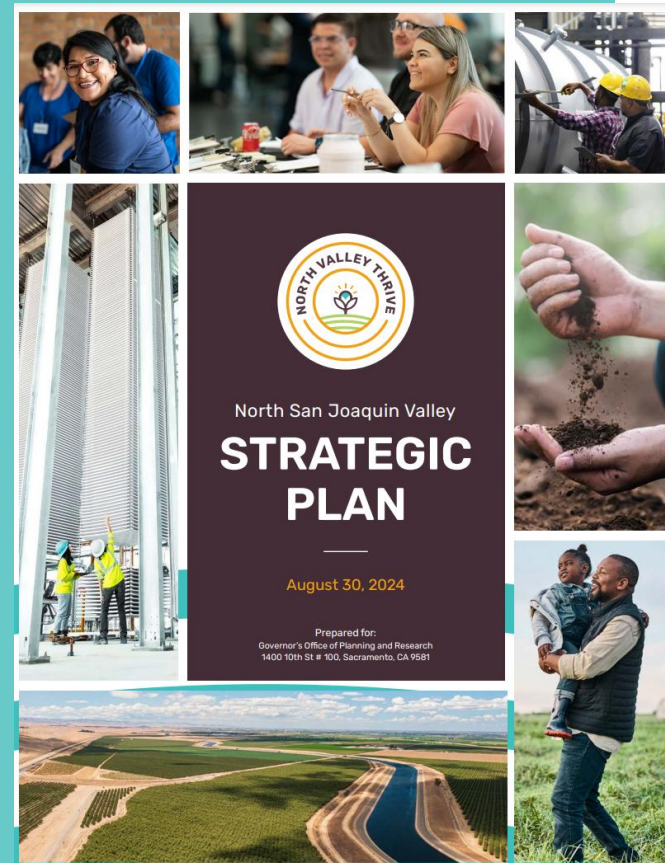


# Priority Sectors

- 1. Advanced Manufacturing**
- 2. Clean Energy**
- 3. Circular Bioeconomy/Bio-Industrial**



# Cross-cutting Enabling Strategies



- 1. Regional Innovation Ecosystem**
- 2. Small Business/Entrepreneurship**
- 3. Catalytic Skills/Talent Development**
- 4. Climate Smart Infrastructure**
- 5. Placemaking & Amenities**
- 6. Generational wellbeing**
- 7. Regional Coordination & Alignment**



# Catalyst Fund

- **\$9M investment** in projects that will help build a long-lasting regional economic development infrastructure in the North San Joaquin Valley.
- Catalyst funds aim to serve as a bridge between project planning and implementation. To accomplish this, the **Catalyst program will only fund predevelopment projects.**
- There are three tiers to the Catalyst Funding: **“Idea,” “Developmental,” Investment”**



# Categories & Ranges



## **Idea Stage**

Total Funding Available: \$750K

Grant Size: Up to \$50K



## **Developmental Stage**

Grant Size: Up to \$500K



## **Investment Stage**

Grant Size: Up to \$2MM



# Idea Stage



**Total Funding Available: \$750K**

**Grant Size: \$30K to \$50K**

**Description:** In this phase, the project is still in the concept and testing phase. It focuses on experimentation, gathering data, and validating core ideas. Projects could include small-scale pilots or prototype testing to identify feasibility, potential issues, and opportunities for refinement.

**Example Activities:** Feasibility studies, pilot programs, concept testing, initial data collection, small-scale trials.

**Goal:** To prove the viability of the idea and make informed decisions about whether to proceed to a more advanced phase.



# Developmental Stage



## Grant Size: Up to \$500K

**Description:** Projects that are beyond the pilot phase and have entered a more developed stage where most of the major uncertainties have been addressed. Projects in this phase could be focused on refining the idea, scaling the testing, and preparing for broader implementation. It's still a work-in-progress but closer to readiness for deployment.

**Example Activities:** Prototype refinement, scaling up tests, optimization, securing additional resources, developing project plans for broader implementation, environmental inspections.

**Goal:** To finalize the development of the project's core components and identify remaining challenges before full deployment.



# Investment Stage



## Grant Size: Up to \$2MM

**Description:** Projects in this final stage of predevelopment where the project is almost ready for full-scale rollout. It's often called the "last mile" because it's the final stretch where the project transitions from development to full operation. At this stage, all systems are being finalized, and any remaining issues are addressed to ensure smooth implementation.

**Example Activities:** Final testing, troubleshooting, full-scale rollout preparations, stakeholder buy-in, securing funding or resources for large-scale implementation.

**Goal:** To complete all final adjustments and prepare for operational launch or full implementation





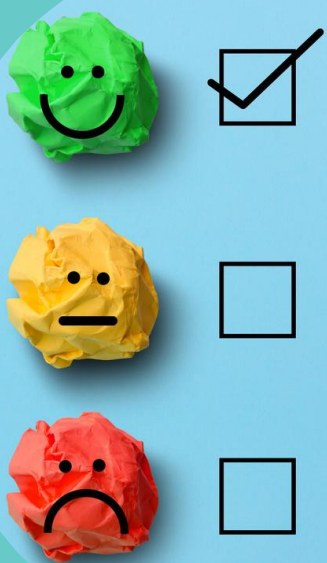
# Who can Apply

- **Non-profit, community-based organizations**
- **Government entities**
- **Higher Education entities**
- **For-profit businesses**





# Scoring Committee and Criteria



**Application scoring will be conducted by a committee comprising non-conflicted steering committee members and subject matter experts based on the following criteria:**

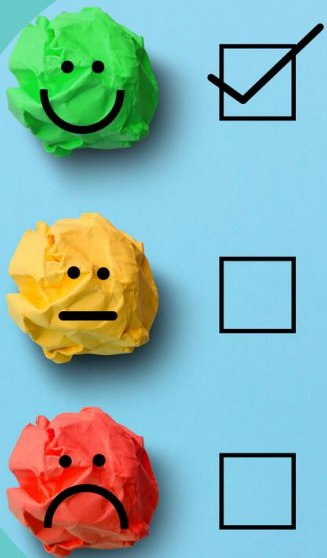
- Extent to which the project advances North Valley THRIVE’s guiding principles
- Alignment with the [North San Joaquin Valley’s priority sectors](#)
- Demonstrates potential to attract additional funding from state, federal, local government, philanthropy, or private investors.
- Demonstrates the use of relevant data such as the data presented in the [Baseline Report](#) to inform the design, implementation, and evaluation of the project
- Demonstrates strong partnerships and collaborations to maximize project impact
- Supports under-resourced or disadvantaged communities
- Shows responsible use of funds and reasonable costs through a detailed budget
- Demonstrates project feasibility and importance
- Aligns with State and Federal policies and climate goals



North Valley THRIVE Catalyst Fund

**Due: April 11, 2025**

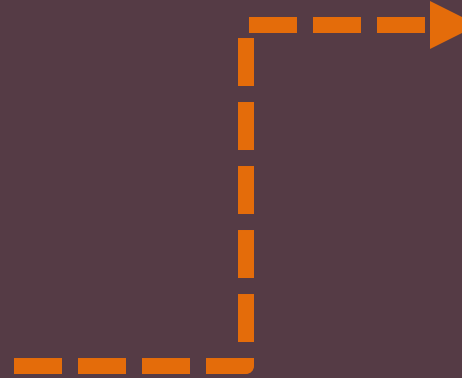
**[northvalleythrive.org](http://northvalleythrive.org)**





# Implementation Fund

State's





# Implementation Fund

These grants are intended to allow a range of activities related to economic growth, job training and access, business development, and research and development, all with the primary goal of supporting the creation, attraction, and access to good-paying jobs for Californians.

**The grants within this phase will be awarded on a rolling and competitive basis to economic development projects that are informed by the work of the regional Jobs First Collaboratives.**



# Funding Availability



- Up to **\$125 million** in General State Funds are available through this RFP, with two review and award periods. **\$80 million in Round One.**
- **The minimum award amount is \$500,000** for individual projects within the project cluster.
- **There is no maximum award** amount for individual projects within the project clusters.
- **There is no matching funds requirement.**
- During the review of the Full Applications, award amounts for the top scoring individual projects may be adjusted depending on the availability of funding.



# California's Strategic Sectors

## Strengthen

- Creative Economy**
  - Film, TV, & the Arts
- Manufacturing**
- Financial & Professional Services**
- Tourism & Outdoor Recreation**
- Working Lands & Water**
  - Agricultural Production
  - Food Processing
- Transport & Logistics**

## Accelerate

- Aerospace & Defense**
  - Aircraft
  - Space, Defense, & Satellites
- Clean Economy**
  - Batteries
  - Onshore Wind
  - Solar
  - ZEVs
- Life Sciences**
  - Medtech
  - Pharma / biotech
- Working Lands & Water**
  - Agtech & Farm Equipment
- High-Tech**
  - Hardware
  - Semiconductors & Microelectronics
  - Software & Services

Advanced & Precision Manufacturing

## Bet

- Clean Economy**
  - Carbon Management
  - Critical Minerals
  - Hydrogen
  - Offshore Wind
- High-Tech**
  - Artificial Intelligence
  - Quantum
  - Robotics
- Working Lands & Water**
  - Bioeconomy
  - Blue economy / tech

## Anchor

- Childcare**
- Education & Skilled Workforce**
- Healthcare**
- Housing**
- Infrastructure**
  - Broadband
  - Transmission & Distribution
  - Transportation Infrastructure
  - Water

# What Makes a “Cluster”?\*



The State wants to see bundled project groups – groups of projects that center on a specific industry sector or theme that build on one another. They call this a Cluster.

## 3-8 Related Projects with two or more of these:

**Ecosystem Support** Technical assistance, back-bone support, market research

**Infrastructure** Targeted infrastructure, real estate development

**Workforce Development** Workforce training or supportive services

**Additional Anchors** Childcare, healthcare, housing

\*“bundle” is a better term, we think.



# Timeline and Process (Round 1)



(our current understanding as of March 20<sup>th</sup>)

Gather a bundle (“cluster”) of 3-8 related projects.  
Submit a one-page Letter of Intent by **March 26, 2025.**

Don’t expect to hear back. Keep working on your project, ask questions until April 9<sup>th</sup>. Submit the 2,400-word Pre-Application\* by **April 23, 2025.** \*must include a support letter from North Valley THRIVE

**IF** you’re invited to submit a Full Application, you must submit it by **May 28, 2025.**

Decisions are rolling.



California Regional Investment Initiative (RII) aka "Implementation Request"

**LOI due: March 26**

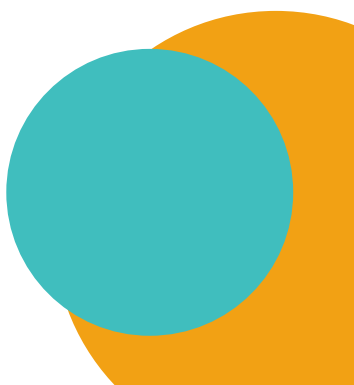
**Gobiz.ca.gov**



# Comparison Chart



	Catalyst	RII (Implementation)
<b>Administered by</b>	North Valley THRIVE <small>(Merced College, Merced County Workforce Board)</small>	State (GoBiz)
<b>Award Range</b>	\$30,000 - \$2M	\$500,000+
<b>Funds Available</b>	\$9M	\$80M (Round 1)
<b>Considering Proposals from</b>	Organizations in Merced, Stanislaus, San Joaquin Counties	Across the State
<b>Eligible Applicants</b>	Non-profits, For-profits, Higher Education, Government entities	Non-profits, Higher Education, Government entities
<b>Deadlines</b>	April 11, 2025 (Full Proposal)	March 26 (LOI), April 23 (Pre-Application), May 28 (Full Application if invited)
<b>More information</b>	<a href="mailto:Erick.Serrato@CountyofMerced.com">Erick.Serrato@CountyofMerced.com</a> ; <a href="http://NorthValleyTHRIVE.org">NorthValleyTHRIVE.org</a>	<a href="http://Business.ca.gov">Business.ca.gov</a>





# THANK YOU



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northvalleythrive.org