



IMMEDIATE RELEASE

Advanced Manufacturing Regional Strategy Investment Underway in the Northern San Joaquin Valley

North Valley THRIVE Selected Capitol Impact and Manufacturers Council of the Central Valley MCCV to Launch New Partnership and Accelerate Sector Growth

June 3, 2025 – Merced, CA — A major regional investment is underway to position the Northern San Joaquin Valley (NSJV) as a statewide leader in clean, inclusive, and competitive manufacturing. With support from California Jobs First, North Valley THRIVE (NVT) has launched a 15-month initiative to strengthen the region's advanced manufacturing ecosystem and equip local firms across Merced, San Joaquin, and Stanislaus counties to thrive in a shifting global economy. The initiative is designed to bring regional manufacturers to the table to shape and drive long-term sector success—from talent development and technology adoption to regional marketing and infrastructure alignment.

At the center of this effort is a new partnership between the **Manufacturers Council of the Central Valley (MCCV)** and **Capitol Impact**, who were selected through a competitive regional process to lead the region's Advanced Manufacturing Industry Strategy. The initiative will activate over **\$500,000 in funding through June 2026** to build county-level capacity, support regional employer convening, education and marketing campaigns, strategy development, and the design of a long-term governance and investment entity to support the sector within the broader megaregion.

Advanced manufacturing—as defined by North Valley THRIVE's regional strategy—refers to industries that adopt or seek to adopt innovative production technologies such as smart materials and precision systems to increase efficiency, precision, and flexibility on the production floor. These firms typically produce high value-added goods that return greater revenue to the region and offer higher-wage jobs and strong career pathways. This approach shifts the definition from a narrow focus on products to a broader emphasis on processes, positioning the sector as a driver of both regional prosperity and technological innovation.

Capitol Impact will serve as the project management and strategy lead. A statewide social impact consulting firm, Capitol Impact brings over two decades of experience advancing inclusive economic development through public-private partnerships. The firm has a strong track record of launching statewide initiatives, designing sector-based strategies, and incubating regional K-16 and industry collaboratives that advance data-driven innovation and cross-sector partnership. Capitol





Impact will guide the development of the Advanced Manufacturing Activation Plan and Sustainability Plan, as well as provide ongoing strategic and operational support across all three counties in implementing the Activation Plan. Committed to industry-led approaches, the Capitol Impact team is credentialed in Talent Pipeline Management (TPM), an award-winning model created by the US Chamber of Commerce Foundation that drives demand-driven talent solutions to accelerate business growth.

Led by Executive Director, Stacey Kollmeyer Johnson, former Vice President, Global Marketing and Communications, of the Almond Board of California, the **Manufacturers Council of the Central Valley (MCCV)** will serve as the regional industry convening partner. For over 30 years, MCCV has acted as the collective voice for manufacturing interests in the Central Valley. MCCV has helped NSJV manufacturers face critical challenges in the changing environmental and regulatory environment, and workforce development.

With a strong industry network and deep roots in the manufacturing community, MCCV will lead and organize employer partnership efforts across the region. This work will be supported by the Workforce Boards of Merced, San Joaquin, and Stanislaus counties, as well as a broader public-private coordination team—including **Paul Rosenbloom Consulting and Rhonda Simmons**—who bring expertise in regional pathway programs and sector-based workforce strategies in major cities and leading workforce boards, respectively.

With the NSJV region poised to lead in next-generation industries, the Capitol Impact–MCCV partnership will play a catalytic role in strengthening regional collaboration, building county-level capacity, and positioning local manufacturing firms to compete and thrive in the Northern California megaregion and beyond. Their joint selection underscores a deep commitment to inclusive economic development and a regional identity rooted in advanced manufacturing strength and innovation.

