



Redwood Region
RISE

**NORTH
EDGE**
Business Financing &
Community Development


CCRP
California Center
for Rural Policy

Cal Poly
Humboldt.

March 27, 2025

**Redwood Region RISE (Resilient Inclusive Sustainable Economy)
Quarterly Collaborative Meeting (Zoom)**

Learn More: bit.ly/Redwood-RISE

Welcome Everyone / ¡Bienvenidos todos!



You have arrived at the second **Quarterly Collaborative Meeting** of **Redwood Region RISE's** Implementation Phase.

Please introduce yourself in the chat—name, affiliation (if applicable) and where you are zooming in from: <https://native-land.ca/>

Icebreaker:
What is something exciting happening in your community this month?
Let us know in the comments!

Land Acknowledgement



Redwood Region RISE's Collaborative is located on the present and ancestral Homeland and unceded territory of Indigenous People. Tribes and Nations in our region include:

Bear River Band of the Rohnerville Rancheria; Big Lagoon Rancheria; Big Valley Band Rancheria; Blue Lake Rancheria; Cahto Tribe; Coyote Valley Band of Pomo Indians; Elem Indian Colony; Elk Valley Rancheria; Guidiville Indian Rancheria; Habematolel Rancheria of Pomo Indians; Hoopa Valley Tribe; Hopland Band of Pomo Indians; Karuk; Koi Nation; Manchester Band of Pomo Indians; Mattole; Middletown Rancheria of Pomo Indians; Pinoleville Pomo Nation; Potter Valley Tribe; Pulikla Tribe of Yurok People; Redwood Valley Little River Band of Pomo Indians; Robinson Rancheria; Round Valley Indian Tribes; Scotts Valley Band of Pomo Indians; Sherwood Valley Rancheria; Tsnungwe; Tolowa; Tolowa Dee-ni' Nation; Trinidad Rancheria; Wailaki; Wiyot; Yurok Tribe; Yokayo Rancheria.

We make this land acknowledgement in recognition that our words must be matched by action and approach.

Learn more: ["What Good Is a Land Acknowledgment?"](#)

Housekeeping Notes

Reminder: *This meeting is our check-in space to get updates and progress reports of Redwood Region RISE and California Jobs First.*
→ *The work happens at the Tables!*

- **Welcome (Back)!**
- **Convening Team** 🙌
- **Informational Meeting:** no stipends
- **Spanish recap** will be shared after
- Please **mute your microphone**
- **Questions in chat** (DMs to the team)
→ *we gather & answer your questions!*



Agenda



Goals for today:

- Catalyst Pre-development Fund Updates
- Introduce the State Blueprint, Implementation, and Tribal Funding Opportunities
- Hear Updates from Collaborative Bodies
- Next steps on Sector Development: Sector Investment Coordinators

| TIME | GOALS | PRESENTED BY |
|-------------|--|---------------------------------|
| 11:00-11:05 | Welcome (Back) | CCRP |
| 11:05-11:35 | Implementation Phase Admin Updates <ul style="list-style-type: none"> ● Introducing the California Jobs First State Blueprint, Implementation, and Tribal Funding ● RRRISE Operational Plan (Timeline, Meeting Cadence & Benchmarks) ● RRRISE Resource Toolkit ● RRRISE Budget Update | CCRP, North Edge |
| 11:35-11:50 | Collaborative: Implementation Phase Report Outs <ul style="list-style-type: none"> ● Equity Council ● Tribal Table ● Economic Development Finance (EDF) Working Group | Collaborative |
| 11:50-12:20 | Catalyst Pre-development Updates <ul style="list-style-type: none"> ● Process Overview and Project Funding Updates ● Next steps for Projects: Sector Investment Coordinator & EDF Working Group resources | CCRP, Voting Members' Co-Chairs |
| 12:20-12:25 | Looking Ahead <ul style="list-style-type: none"> ● Upcoming Milestones, Key Benchmarks <ul style="list-style-type: none"> ○ EDF WG meetings: Sector finance-focused | CCRP |
| 12:25-12:30 | Recap of Agreements & Next Steps | CCRP, North Edge |
| 12:30 | Adjourn Meeting | CCRP |

Implementation Phase Admin Updates: Overview

- Introducing the California **Economic Blueprint**
- Funding Opportunities: **Implementation** and **Tribal Funding**
→ What does it mean for the Redwood Region?
- **RRRISE Operational Plan**
- **RRRISE Resource Toolkit:**
 - [Partner Directory](#)
 - [Public Media Gallery](#)
 - [Newsletter](#)
- **Budget Update** by Fiscal Agent North Edge Financing

California Economic Blueprint (1)



- **State Economic Blueprint**: First-of-its-kind 10-year plan for growth & job creation
- Built with input from 13 regional Collaboratives' Roadmaps (including RRRISE)
 - *Different terminology* → State effort to standardize industry language statewide (RRRISE sticks to our community-endorsed sector language)
- Organizes industries into four categories:
 - **Strengthen**: Sectors with a strong presence that need continued investment.
 - **Accelerate**: High-growth industries where targeted investments can further expand.
 - **Bet**: Emerging industries with significant potential to shape the future economy.
 - **Anchor**: Foundational sectors that support regional economies and provide good-paying jobs.
- Governor's announcement also included the Master Plan for Career Ed, expanded support for apprenticeship programs across the state.

California Economic Blueprint (2)

California's Strategic Sectors

Strengthen



Accelerate



Bet



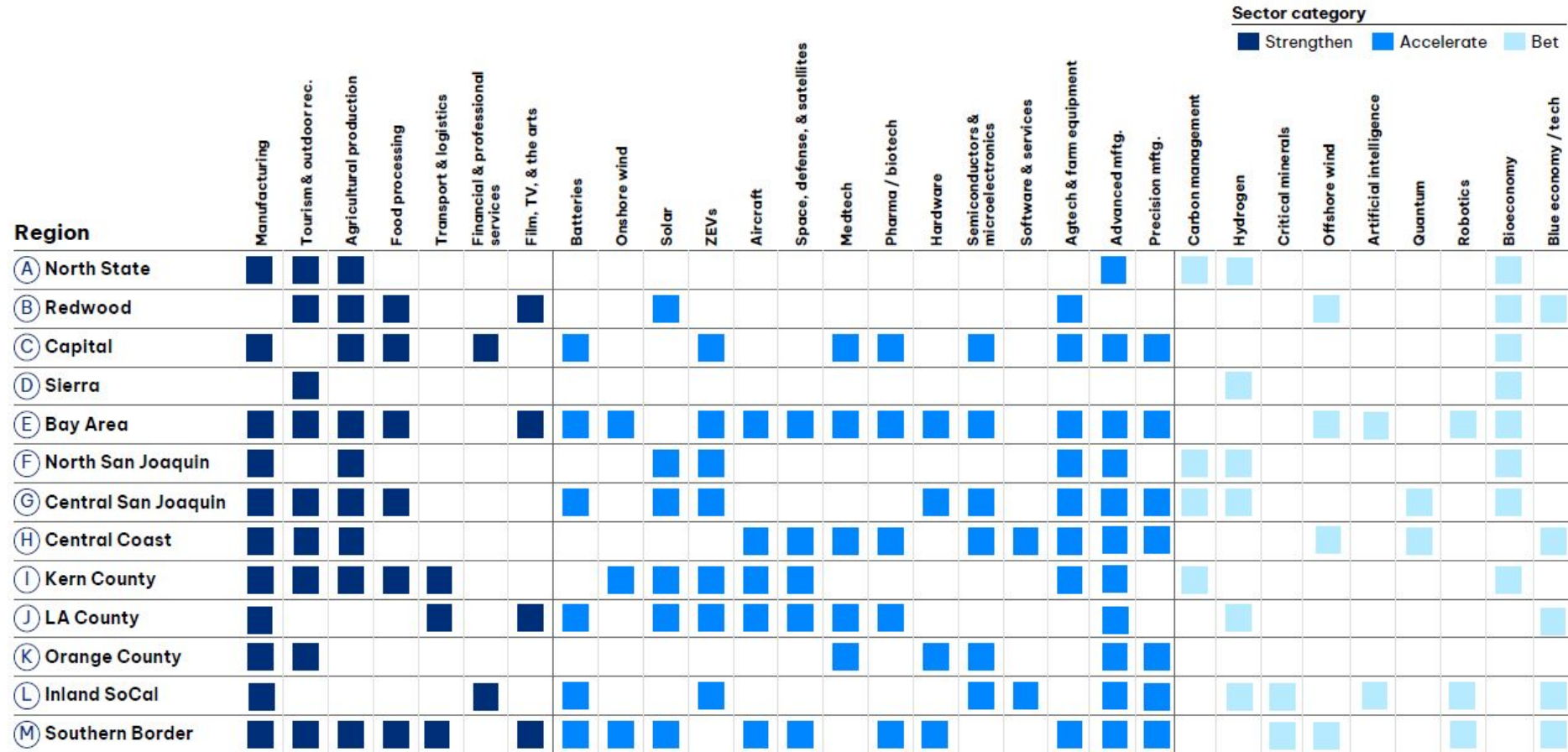
Anchor



¹High-value advanced and precision manufacturing play a major role in many of the sectors and subsectors within the 'Accelerate' category
Source: Lightcast, Moody's Analytics, MIT Living Wage, Pitchbook, US Cluster Mapping Project, California Jobs First Regional Plans Part 2, meetings with California Jobs First Regional Collaboratives conveners

California Economic Blueprint (3)

Jobs First Collaboratives have identified priorities for their regions aligned to these strategic sectors



Source: August – October 2024 working discussions with GO-Biz and LWDA, Lightcast, Moody's Analytics, Pitchbook, US Cluster Mapping Project, Jobs First Regional Plans Part 2, meetings with Jobs First Regional Collaboratives conveners

Funding Opportunities: State Implementation RFP

- State Implementation RFP: **\$125 million** for “shovel-ready” projects to create jobs, support businesses, and strengthen California’s long-term economic resilience
- The State will award Implementation Funding on a rolling, statewide competitive basis
- The State is prioritizing four industries in the “**Accelerate**” and “**Bet**” buckets
 - Strong focus on industries such as Aerospace & Defense, Clean Economy, and High-Tech
- Only **interregional coalitions** focusing on Accelerate or Bet sectors will be competitive.

→ **Redwood Region RISE Approach**



Funding Opportunities: State Tribal RFP



- State launched “[Tribal Investment Funding](#)”: **\$15 million** in statewide competitive grant funding to enhance economic development, job creation, and climate resilience
 - *Optional Round 1 Notice of Intent Due to GO-Biz: March 26, 2025*
 - **Round 1 Full Application Due: April 30, 2025**
 - *Optional Round 2 Notice of Intent Due to GO-Biz: February 13, 2026*
 - **Round 2 Full Application Due: March 13, 2026**
- Broad scope:
 - **Planning projects** – Economic development strategies, feasibility studies, and business planning initiatives.
 - **Pre-development projects** – Financing infrastructure assessments, environmental surveys, and project readiness activities.
 - **Implementation projects** – Enabling business creation, workforce development programs, infrastructure improvements, and clean energy initiatives.
- Up to **\$1 Million** for individual Tribes, up to **\$2 Million** for Tribal Consortia
- Open to all Federally and Non-Federally Recognized Tribes
- Alignment with [RRRISE Regional Roadmap](#) and California Jobs First goals necessary, building on Catalyst Funded projects is advantageous...

Redwood Region RISE Implementing Our Roadmap



*Please note: Subject to change

Year One

Year Two



Phase 1

From Planning to Action: Implementation Onboarding

- Collaborative transitions to Implementation Phase
- Selects resource & facilitation experts
- Sector Investment Coordinators onboarding
- Finalizes Catalyst RFP Application and Scoring Rubric
- Leadership Team (Executive Committee with representation from Tribal Table, Equity Council, and four Counties) starts meeting monthly

2024 - Q4



Phase 2

Catalyst Awards, Refine Activation Plans

- Collaborative awards Catalyst Predevelopment Funds to projects
- Catalyst awardees kick off projects
- Sector Investment Coordinators refine Activation Plans with their Sector Advisory Groups, and the broader Collaborative, and start to develop Project Portfolios
- Collaborative bodies prep for quarterly meetings
- Create Policymaker briefings (BOS, State/Federal Representatives)

2025 - Q1



Phase 3

Finalize Activation Plans, Advance Project Portfolios

- Sector Investment Coordinators and Collaborative finalize and start implementing Activation Plans
- Training on the Capital Absorption framework
- Sustainability model discussions
- Collaborative bodies prep for quarterly meetings
- Policymaker briefings (BOS, State/Federal Representatives)
- Semi-annual progress report
- Publish Regional Roadmap feedback and updates

2025 - Q2



Phase 4

Develop A Collective Impact Model

- Sustainability model discussions continue
- Collaborative bodies prep for quarterly meetings
- Policymaker briefings (BOS, State/Federal Representatives)
- Sector Investment Coordinators update Project Portfolios and Activation Plans, with an emphasis on securing funding
- RRRISE Year 2 metrics review begins
- Publish Regional Roadmap feedback and updates

2025 - Q3



Phase 5

Strengthen RRRISE's Long-Term Sustainability

- Sustainability model discussions continue and intensify
- Sector Investment Coordinators update Project Portfolios and refine Activation Plans
- Collaborative bodies prep for quarterly meetings
- Policymaker briefings (BOS, State/Federal Representatives)
- Semi-annual progress report
- Year-end review and 2026 planning

2025 - Q4



Phase 6

Sustainability Planning and Impact Assessment

- Sector Investment Coordinators update Project Portfolios
- Collaborative bodies prep for quarterly meetings
- Policymaker briefings (BOS, State/Federal Representatives)
- Mid-program impact assessment begins
- Sustainability model discussions intensify

2026 - Q1



Phase 7

Monitoring, Evaluation, and Learning

- Looks towards Monitoring, Evaluation, and Learning (MEL) model
- Collaborative bodies prep for quarterly meetings
- Policymaker briefings (BOS, State/Federal Representatives)
- Semi-annual progress report
- Sector Investment Coordinators provide final Activation Plans updates
- Transition planning for post-funding period

2026 - Q2



Phase 8

Finalize Redwood Region RISE activities, launch 2.0

- Complete metrics review through Monitoring, Evaluation, and Learning framework to assess RRRISE outcomes and impact
- Collaborative defines and refines Collective Impact Model
- Collaborative bodies prep for quarterly meetings
- Policymaker briefings (BOS, State/Federal Representatives)
- Final progress update on Catalyst Pre-Development Projects, Project Portfolios
- Knowledge transfer documentation

2026 - Q3

2024

2025

2026

Budget Update by RRRISE Fiscal Agent North Edge

- **Total Budget: \$14M**

- Fiscal Administration: \$1.5M
- Convening Team: \$2M
- Sector Investment Coordinator Team: \$1.5M
- Projects: \$9M

We have spent about **4%** of the budget to date (\$0 for projects)

- **Current Budget Spent: ~4%**

- Conveners have spent: \$315,921.63
- Sector Table has spent: \$13,799.54
- Admin has spent: \$223,419.69

Budget Update: Stipend Expenses to Date

Stipend Budget: \$100,000

Money spent so far: \$20,199 – About 20%
(About 25% of the way into the Phase)

The State required a change in compensation at the beginning of 2025. Look for the completed policy in the next RRRISE Newsletter.

Spent by Body:

- Equity Council: \$5,800
- Voting Block (including Leadership/Ad Hoc/Grants Process): \$7,600
- Tribal Table: \$2,400
- Sector Tables: \$800
- Collaborative (prior to change of policy) \$3,599

Collaborative Bodies: Implementation Report Outs

- **Voting Members**

- Co-Chairs for this quarter: Nicole Flora and Stacey Caico

- **Equity Council**

- Co-Chairs Maria Dahlin and Thomas Nicholson Stratton, facilitator Lulu Mickelson

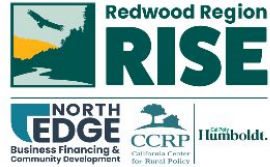
- **Tribal Table**

- Joe Davis (Northern California Indian Development Council, NCIDC)

- **Economic Development Finance (EDF) Working Group**

- Chair Susan Seaman (North Edge Financing), facilitator Regional Government Services (RGS)

Catalyst Pre-development Updates (2)



Redwood Region RISE Catalyst Pre-development Funding RFP Process

1. RFP Launch

Nov 2024



- RFP period: November 18, 2024–January 15, 2025
- RFP Walkthrough during Collaborative Meeting on 11/21/24
- Technical Assistance kicks off
- Call for up to 30 Project Scorers

2. Technical Assistance

Dec 2024



- 1st Q&A Session
- Technical Assistance ramps up
- Resources and FAQ regularly updated
- Project Scorers recruitment ongoing, deadline Dec. 20

3. RFP Deadline

Jan 2025



- 2nd Q&A Session
- TA available until Jan. 13
- RFP Deadline: Jan. 15
- Project Scorers selected
- Conflict of Interest and Rubric Scoring Trainings
- Feasibility & Budget Review by Convening Team: Jan. 15–17
- Project Scorers contracted, start work

4. Review

Feb 2025



- TA available for Project Scorers
- Project Scorers finalize scoring of Catalyst RFP Project Proposals using the Scoring Rubric: Feb. 14
- Top 20 Project Proposals proceed to Voting Member Block
- Voting Members review Collaborative recommendations, deliberate finalists

5. Awards

Mar 2025



- Optional Pitch Session with Voting Members
- Voting Members award Catalyst Pre-development Funds to 10 finalists
- Project Proposals that were not awarded Catalyst Funding will (continue to) receive support from RRRISE's Collaborative

6. Contracting

Apr 2025

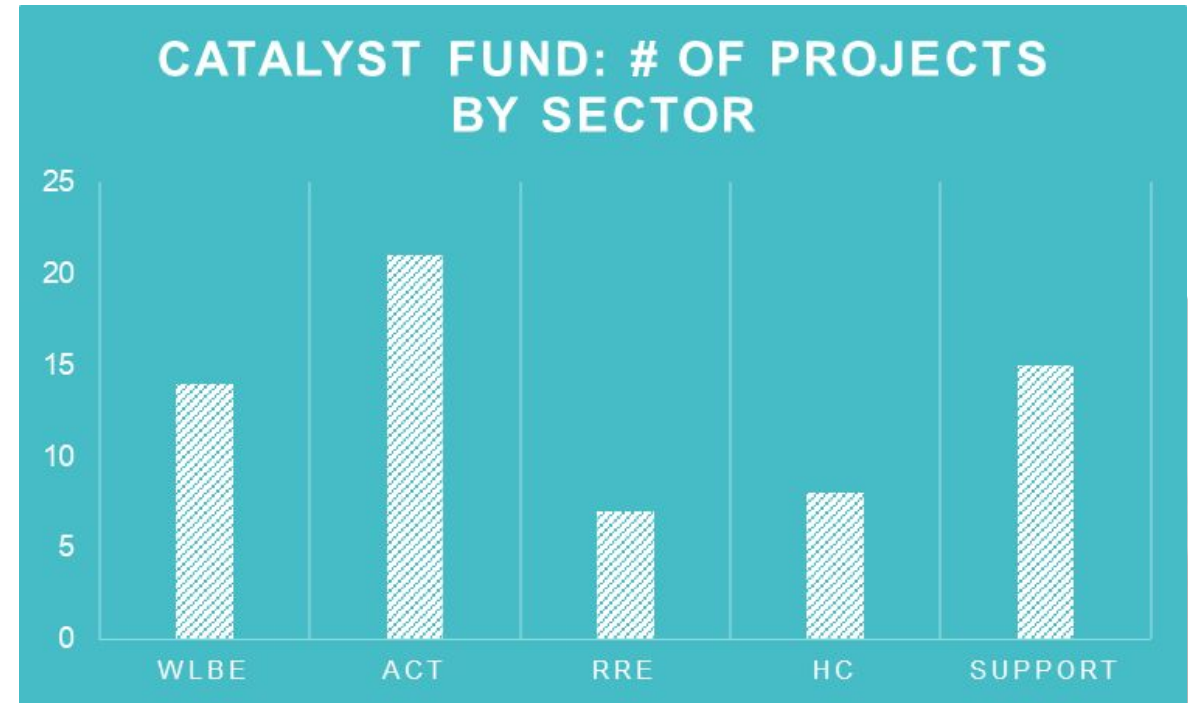
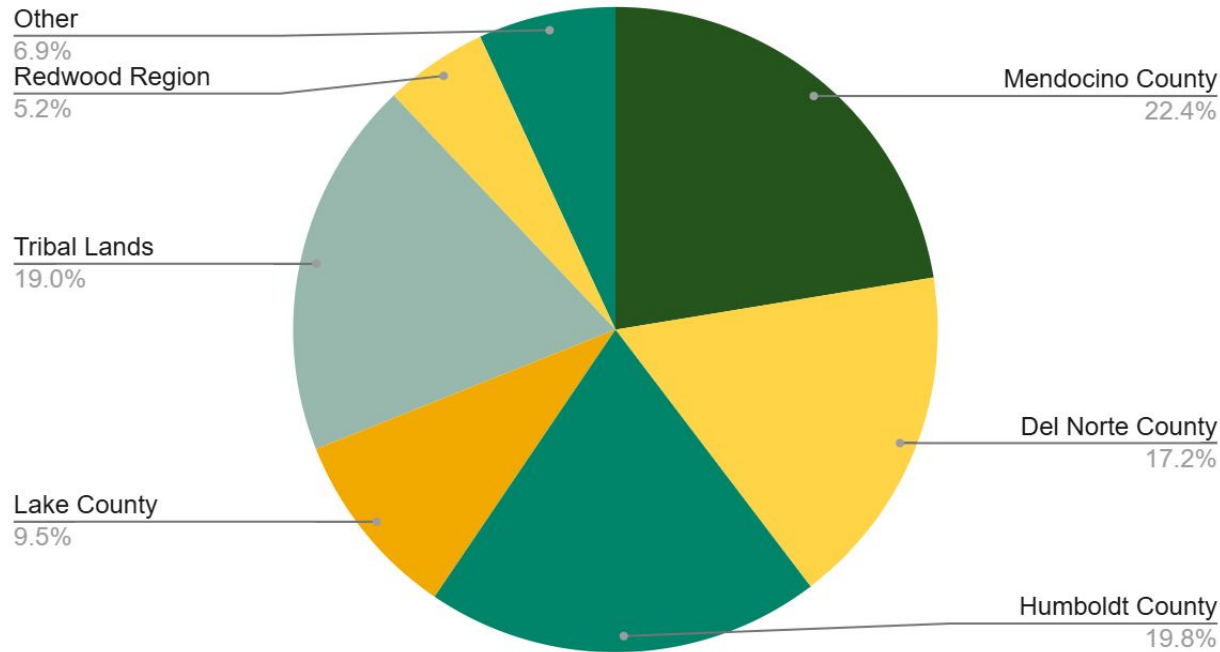


- Fiscal Agent North Edge contracts with 10 Catalyst Pre-development Projects
- Once officially contracted, Catalyst Projects kick off work
- RRRISE Collaborative continues to align and support initiatives in the region

Catalyst Pre-development Updates (3)

- Received **66 projects proposals**, requesting ~ **\$57 million**

Areas Served



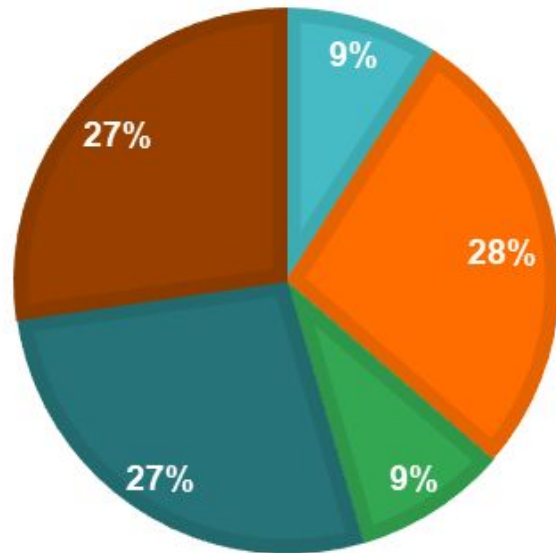
**Please note, does not total to 66, as projects often touch more than one sector*

Catalyst Pre-development Updates (4)

- Voting Members reviewed **32 Top Project Proposals**

REGIONS IN TOP 25

■ Del Norte ■ Humboldt ■ Lake ■ Mendocino ■ Tribal



Top 25: Requested Funds

| Tribal Lands & County | Total \$ Requested |
|-----------------------|--------------------|
| Del Norte | \$350,000.00 |
| Humboldt | \$10,845,193.00 |
| Mendocino | \$7,942,679.00 |
| Lake | \$2,421,000.00 |

Next steps for Projects: Sector Investment Coordinator & EDF Working Group Resources



Key to the success of Implementation are our Sector Investment Coordinators, who will work with their Sector Advisory Councils to increase investment into the region and help resource and capacitate RISE-aligned projects.

- **Arts, Culture, and Tourism:** Calder Johnson (North Coast Repertory Theatre) → calder.johnson@gmail.com
- **Health and Caregiving:** Tina Schaible (North Coast Health Improvement and Information [NCHIIN]) → RRRISE@nchiin.org
- **Renewable and Resilient Energy:** Matthew Marshall (Blue Lake Rancheria) → mmarshall@bluelakerancheria-nsn.gov
- **Working Lands and Blue Economy:** Mary Anne Petrillo (West Business Center) → maryanne@westcenter.org

CCRP staff to the Sector Investment Coordinators: *Leigh Pierre-Oetker* → lao3@humboldt.edu

Sector Investment Coordinators: Activation Plans (1)

- **Activation Plans** are being built off of the strategies outlined in **RRRISE Regional Plan Part 2: bit.ly/plan-part-2**
- **The Collaborative can engage in this process through:**
 - **Sector Advisory Councils** - convened by Sector Investment Coordinators:
 - **Tribal Table + Equity Council Joint Session on April 11 from 9:00-10:30 a.m.**
- **Final Activation Plans** (“living documents”) **due June 30, 2025 to the State**

- Any questions?

Sector Investment Coordinators: Activation Plans (2)

- **Objective:** Ensure we have the steps in place to achieve our proposed strategies, from building funding stacks to developing critical partnerships to identifying and creating plans to address regulatory barriers.
- **Final Activation Plans due June 30, 2025 to the State:**
 - **Strategy:** What are the key strategic initiatives that will help the region advance the selected sector (e.g., ensure a more accessible and sustainable talent pipeline)?
 - **Tactic:** What primary steps will the Collaborative and its partners take over the next 12-18 months to achieve the region's sector strategy (e.g., build an industry-workforce partnership)?
 - **Tasks:** What specific actions are individuals or organizations responsible for, and by when (e.g., [organization] will conduct outreach to five [5] community colleges and workforce training programs by [date])? Tasks may include new projects or refocusing existing programs, as well as day-to-day activities of different organizations.

Looking Ahead: Upcoming Milestones

- **Catalyst Awardees Announcement:** First week of April (🤞)
- **Economic Development Finance WG meetings:** Sector finance-focused
- **Extensive Project Assistance** by Sector Investment Coordinators and RGS: starting in April 2025
- **In-Person Collaborative Meeting:** Fall 2025! TBC

Join Our Next Meetings

- April 2, 3:30–5:00 p.m. → **Economic Development Finance WG Expert Session: North Coast Startup Incubators**
- April 11, 9:00–10:30 a.m. → **Equity Council + Tribal Table Joint Session: Sector Investment Coordinators' Presentations**
- April 16, 3:30–5:00 p.m. → **Economic Development Finance WG Expert Session: Health and Caregiving**

Please contact us with any questions or concerns: ccrp@humboldt.edu

[Check out our Calendar](#)

