



Redwood Region  
**RISE**

# Economic Development Finance (EDF) Working Group

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*July 17, 2024*



# Agenda

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- Chairperson's Welcome
- Sector Table Strategy: **Blue Economy**
- Catalyst Update
- Funding/Finance Capacity Matrix
- RGS Phase 1 Report Status
- Other Items





# Blue Economy Strategy



Redwood Region RISE

# BLUE ECONOMY COLLABORATIVE



Regional Blue Economy Strategy


Mary Anne Petrillo

West Business Development Center

[www.westcenter.org](http://www.westcenter.org)

# Overview

*The Blue Economy sector encompasses a wide range of industries related to marine resources, coastal activities, and oceanic research. In the context of the Redwood Region, the 280 miles of coastline plays a significant role in driving local economic growth, supporting livelihoods, and fostering environmental sustainability. Key industries within this sector include commercial fishing, aquaculture, marine research, seafood processing and distribution, maritime transportation, and coastal tourism.*



# S.W.O.T.

*The California coast faces **severe climate-related challenges** that threaten the fishing and seafood industry. Issues include labor shortages, industry consolidation, limited capital for vessel improvements, and regulatory changes. **Permitting delays** for all improvements including those that would prepare us for **sea level rise** such as dredging of sediment accumulation that burdens waterfront facilities. Ecological challenges, economic pressures, and **misaligned regulations** further strain the industry's sustainability and viability.*

BLUE ECONOMY COLLABORATIVE

# S.W.O.T

*The Redwood region's Blue Economy is flourishing due to its robust **commercial fishing network**, sustainable aquaculture, and strong consumer market for eco-friendly seafood. Local **research institutions** contribute expertise in ocean research, while fisheries practice responsible ecosystem **stewardship**. The influx of **young innovators**, support from legislators, and small-scale sustainable fisheries further bolster the economy. The original **inhabitants' ancestral knowledge** enhances sustainability, preserving traditional wisdom and practices.*

# Vision

The Redwood Region is poised to become a global leader in rural regenerative blue economies. To achieve this, we will form collaborative networks of stakeholders to advocate for policy and investment, drive innovative technologies, revitalize infrastructure, create robust and expanded markets, and advance ocean/water research.



# Strategy

## **Champion Advocacy**

Advocate for policy changes, streamlining permit process and investments in infrastructure

## **Advance Ocean Research**

Expand research to enhance understanding of ocean ecosystems, and mitigate climate change impacts

## **Expand Markets**

Invest in expanding markets for fisheries, and working harbors to ensure a diverse range of services can flourish

## **Drive Innovation**

Launch accelerators/incubators and entrepreneurial networks to develop innovative products with local resources



# Goals & Tactics

## Shorten Supply Chain

### **Direct to Retail Sales**

Establish partnerships with local retailers to sell directly to consumers.

### **Cold-Storage & Processing**

Infrastructure for storing and processing seafood locally

### **Distribution & Co-packing**

Efficient distribution networks to streamline supply chain.

## Create Market Demand

### **Robust Community Markets**

Lively markets to showcase/sell locally sourced seafood.

### **Seek Institutional Buyers**

Incorporate local seafood into schools, hospitals, etc.

### **Tell the Regional Story**

Use storytelling to create consumer interest and trust in local seafood.

## Invest in the Coast

### **Improve Port Infrastructure**

Invest in dredging, maintenance, electrification, and shared equipment.

### **Streamline Permitting**

Lobby Sacramento for regional permits.

### **Entrepreneurial Development**

Create regional marine based accelerator/incubator.

# Transformational Projects

Single biggest *regional* impact  
**SEAWATER INTAKE INFRASTRUCTURE**

## Aquaculture Innovation Center Humboldt, CA

Positioning Humboldt as a leader in aquaculture will stimulate local businesses, boost marine science tourism, and generate seafood export revenue. The center will also enhance education and local partnerships, embedding into the community's economy.

## Middle Creek Restoration Project Lake County, CA

By restoring 1,650 acres of floodplains, the project will enhance water quality, support agriculture, boost eco-tourism, and improve Clear Lake's water, reducing flood damage costs and increasing access to wetlands.

## Noyo Center for Marine Science Fort Bragg, CA

Center will link ecological conservation and economic growth, creating a model for coastal communities to thrive while protecting resources. It will foster academic partnerships, promote sustainable marine practices, and attract research investments.

## Rebuilding of Citizen's Dock Crescent City, CA

The project will revitalize the fishing industry, enhance commercial activity, attract tourism, create construction jobs, and boost long-term employment in marine industries through a modernized dock.



[www.westcenter.org](http://www.westcenter.org)

Small businesses are the heart of every community. For over 30 years, West Business Development Center has supported our rural region's small business owners and the communities they serve so they may thrive in the decades ahead.

### Since 2020

Businesses served 1,383

Capital infusion \$18 million

Businesses Launched 55

Training Attendees 6,085

### SIGNATURE PROGRAMS



*"We believe in the power of collaboration"*  
*The West Center Team*



# Catalyst Update



# Updates from RRRISE- Moving from Planning to Implementation

## Catalyst Phase:

- Period of Performance is from now until October 2026.
- Funds ongoing convening for the Collaborative bodies, outreach and engagement efforts in Tribal Lands and all four counties, as well as data, research, and technical assistance (\$5million).
- Also includes the \$9million for predevelopment-stage projects.

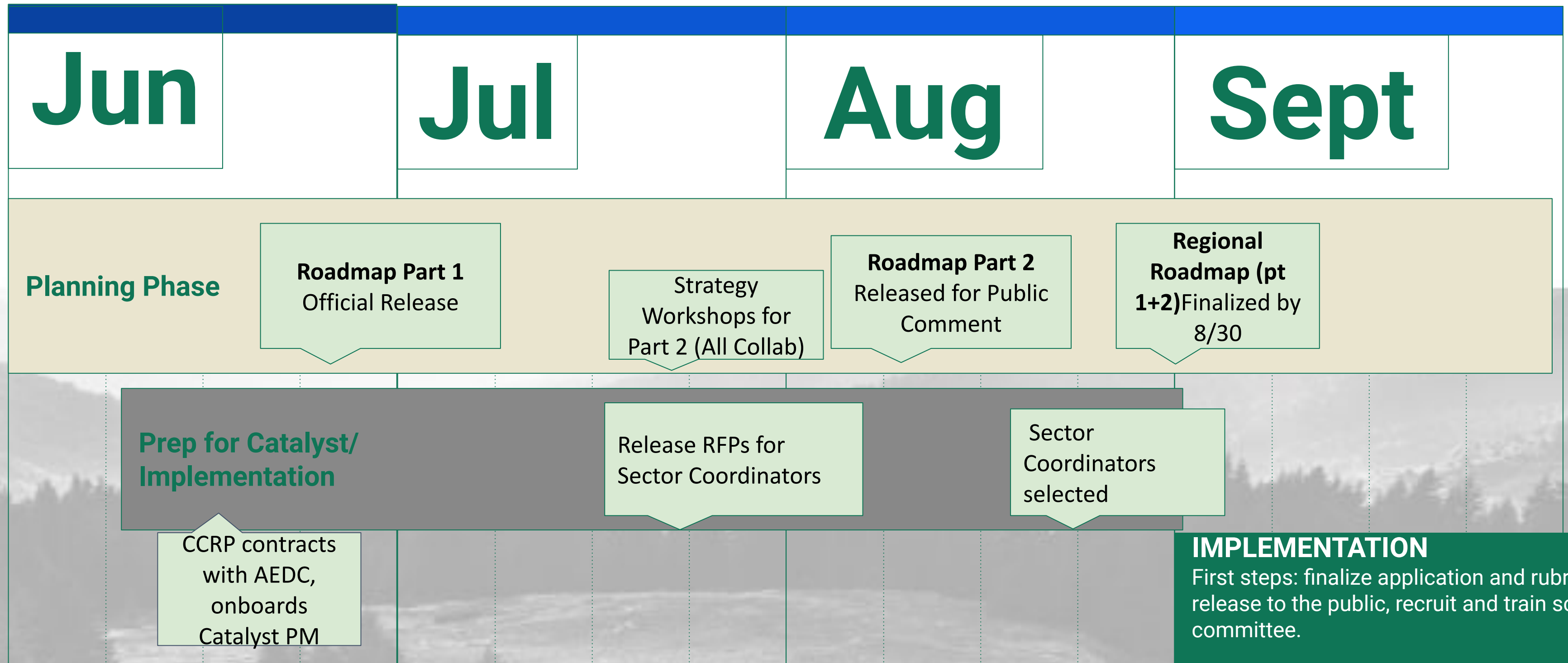
## Implementation Funding Opportunity:

- SFP opens “early September”, submit by November for shovel ready projects.

## Tribal Opportunity:

- Reduced to \$15million, public comments opens “in the next few months”

# Timeline: Transitioning from Planning to Implementation



# Catalyst Fund vs Implementation Funding in a Nutshell

## Catalyst vs Implementation

### Catalyst (Predevelopment)

- Purpose: Develop a pipeline of projects aligned with community priorities and Jobs First program objectives
- What it funds:
  - Up to **\$2 million** in HRTC operations
  - Up to **\$1.5 million** towards Sector Investment Coordinators
  - Up to **\$1.5 million** towards grant administration and compliance (Fiscal Agent overhead)
  - Up to **\$9 million** for project pre-development activities

### Implementation

- Purpose: Fund **ready-to-go (shovel-ready)** projects aligned with regional strategy
- What it funds:
  - Innovation Ecosystem
  - Entrepreneurship and Access to Capital
  - Infrastructure and Community Facility Development
  - Social Infrastructure
  - Workforce Development



# Catalyst Fund vs Implementation Roles and Mechanics

## Catalyst vs Implementation

### Catalyst (Predevelopment)

- Mechanics:
  - Catalyst funds go through the convener
  - Convener and collaborative direct funding
  - Convener and collaborative expand on guidelines provided by State:
    - “Projects must align with existing Jobs First priorities of equity, sustainability, job quality and access, economic competitiveness, and economic resilience. Projects must also adhere to federal, program specific Justice40 guidelines”
- State role:
  - State will provide recommended guidelines for project criteria
  - State approval will not be required for projects
  - State will provide examples of scoring processes for the region to adapt

### Implementation

- Mechanics:
  - Applicants apply to the state for implementation funds
  - State scores applications to distribute grants
- State role:
  - Set standards on criteria for equity, climate, and job quality
  - Establish project readiness framework and requirements for ready-to-go projects

# Understanding Sector Investment Coordinators

1. Work within the Collaborative to **develop industries** prioritized in the Planning Phase.
2. **Catalogue projects** that will support growth of the prioritized industries and enhance high-quality job creation; assess these projects as “exploratory” and “last-mile”, or identify projects as non-viable.
3. Work with GO-Biz staff and regional partners to **find and apply for state, federal, and private grants.**
4. **Align projects** with federal funding.
5. **Liaise with workforce and economic development partners**, High Road Training Partnerships, community-based organizations, and others capable of contributing to the success of the project to build an ecosystem around identified industries or sectors.
6. Provide or procure **Technical Assistance for Implementation grant applications** and administration.

# Next steps on Pre Development Funds (after Sector Coordinators recruited)...

In order to get those **\$9 million dollars** out to the Region we need:

- Advisors to help create the application/ finalize the scoring rubric,
- Committee to score applications,
- Finalize process for voting on projects and awarding funds (5-10 projects)

## Staff Recommendations:

- Consider multiple disbursements,
- Consider evaluating applications for financial mechanisms first.



# Funding/Finance Capacity Matrix



# Funding/Finance Capacity Matrix

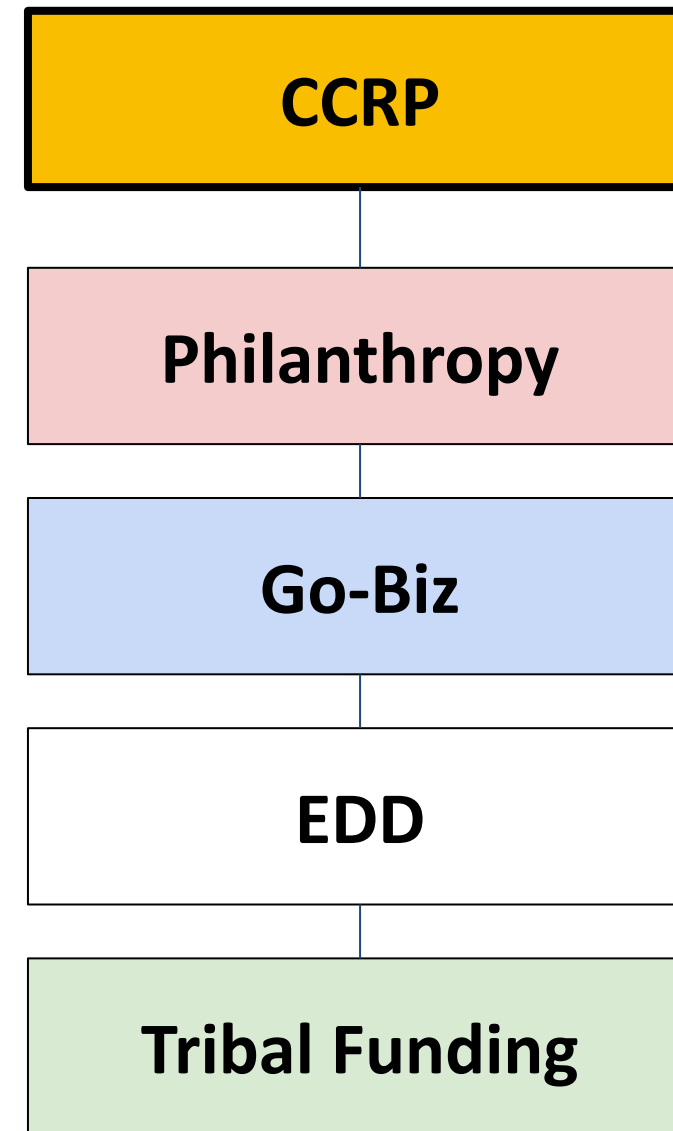
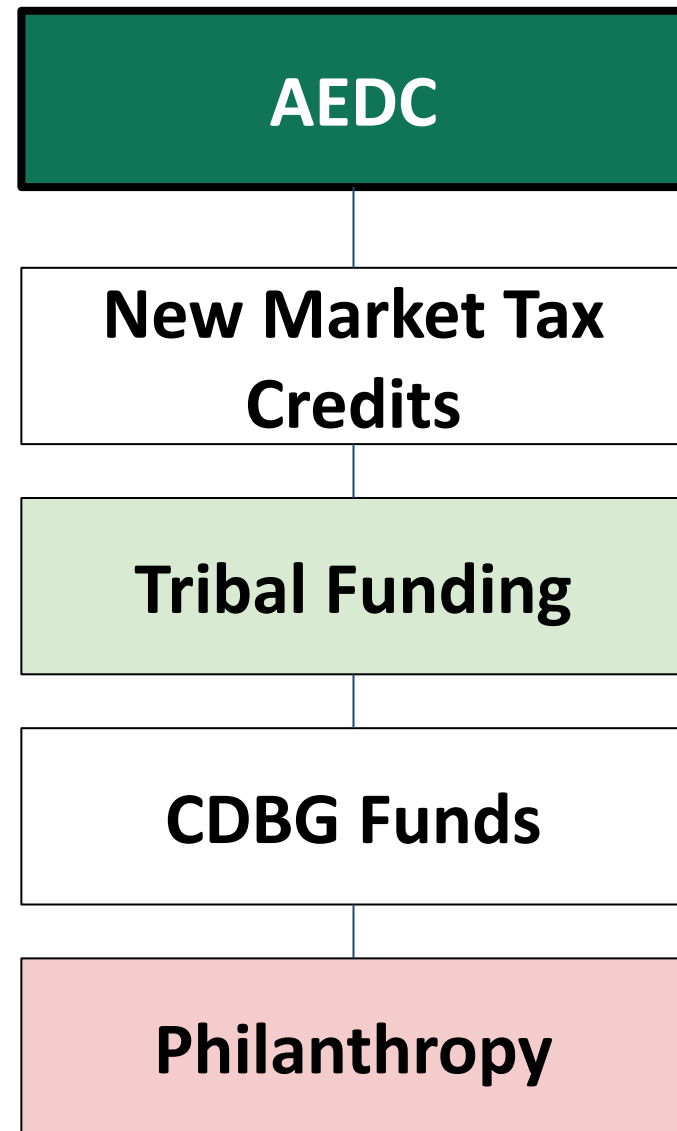
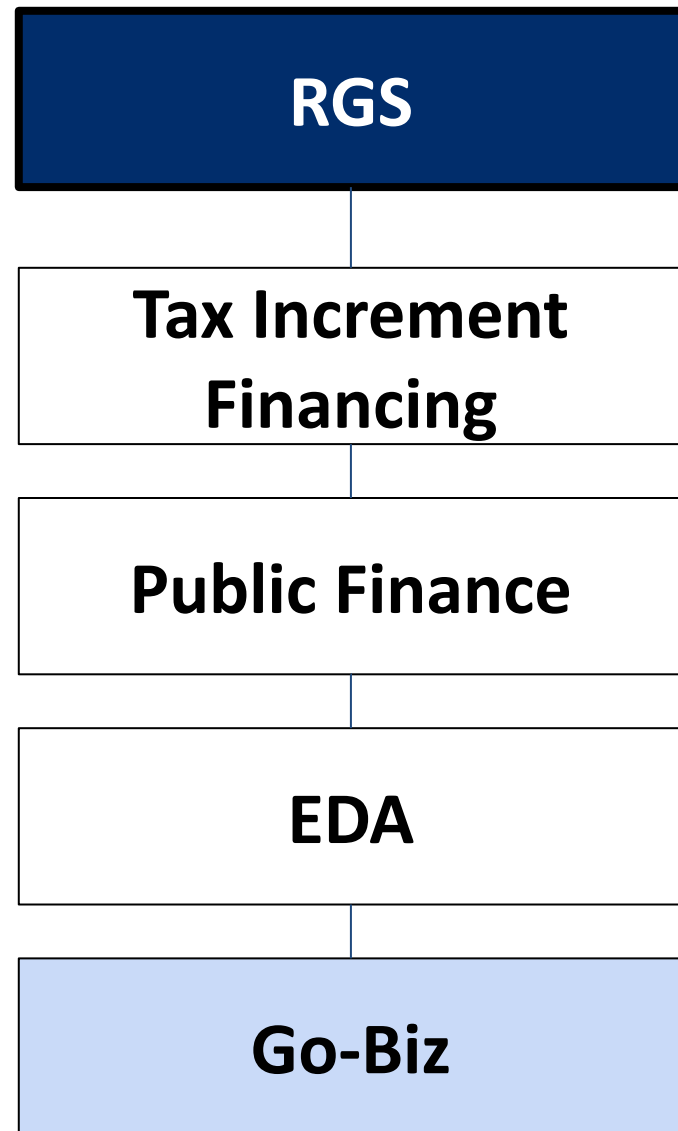
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- Jurisdiction
- Entity (County, City, Special District, Tribal Land)
- Federal & State agencies you have experience working with
- Funding Mechanisms you have experience with
- Financing Mechanisms you have experience with
- Sector Experience (i.e Infrastructure, Biz Attraction, Transportation, Workforce Dev)



# Funding/Finance Capacity Matrix

*Example*





# RGS Phase 1 Report



# Phase 1 Report

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## **Table of Contents**

### **Executive Summary**

### **Introduction**

### **Background**

Purpose of Engagement: California Jobs First – Redwood Region RISE

Economic Development Working Group

Regional Government Services Authority Engagement

### **Process**

Capacity Building Through Educational Efforts

Regular Monthly Working Group Meetings

Expert Sessions

Office Hours

Regional Historical EDF Tools Database

Historical Tools Used and Reported in the last Twenty Years

Capacity Building Through Surveys and Group Engagement

Capacity Building Through the Development of a RISE Projects Database

Redwood Region RISE Project Submittal & Review Process

EDF Process Integration Recommendation

Project Database Evaluation

### **Discussion**

Key Findings & Recommendations

Project Database Evaluation

Educational Efforts

Regional Capacity

Proposed Phase 2 Budget and Workplan

*Review DRAFT on track  
for week of 7/22/24*





# Next Meetings

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## Expert Session:

***Wednesday, August 7th (3:30 – 5PM)***  
***Role of Philanthropy***

## Regular Monthly Meeting:

***Wednesday, August 21st (3:30 – 5PM)***



# Thank You

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