



Redwood Region R.I.S.E

Creating a Regenerative, Inclusive, Sustainable Economy

Community Economic Resilience Fund (CERF)



Developed by the State of California to create and promote a **sustainable and equitable recovery from the economic distress of COVID-19** by supporting new plans and strategies to diversify local economies and develop sustainable industries that create high-quality, broadly accessible jobs for all Californians.



Planning grants for 13 regions up to \$5 million



Awards for implementation projects based on criteria such as demonstrated community support, alignment with state climate goals.

REDWOOD REGION

Mendocino County

Lake County

Humboldt County

Del Norte County



Initial Members of Redwood Coast Economic Collaborative (REC)



Labor:

- Operating Engineers #3
- Building and Construction Trades Council of Humboldt and Del Norte Counties

Employers/Business Assn:

- Adventist Health
- Noble Vineyard Management
- Del Norte Chamber of Commerce
- Lake County Chamber of Commerce
- North Coast Small Business Development Center
- Chamber of Commerce Mendocino
- Chamber of Commerce Ukiah
- Visit Mendocino

Grassroots/Community:

- True North Organizing Network
- Centro del Pueblo
- Laytonville Family Resource Center
- Hope Rising

Tribal:

- Blue Lake Rancheria
- Redwood Valley Little River Band of Pomo Tribe

Government:

- Del Norte County Board of Supervisors
- Humboldt County Economic Development Division
- City of Fort Bragg*
- City of Ukiah
- Mendocino County Resource Conservation District
- Mendocino County Board of Supervisors Economic Development Committee

Philanthropy:

- Humboldt Area + Wild Rivers Community Foundation
- Community Foundation of Mendocino County

Education/Training:

- Cradle to Career Collaborative Humboldt
- Mendocino Community College
- Mendocino County Superintendent of Schools
- Mendocino/Lake Adult and Career Education (ACE)

Workforce Entities:

- Northern California Indian Development Council
- Smart Workforce; Workforce Alliance of the North Bay

Environmental Justice:

- Mid-Klamath Watershed Council
- Environmental Protection Information Center

Economic Development:

- Redwood Region Economic Development Commission
- City of Crescent City Economic Development
- Lake County Economic Development Commission
- West Business Development Center
- Economic Development & Financing Corp

Worker Centers:

- North Coast Opportunities
- Cooperation Humboldt
- Mendocino County Farm Bureau

Disinvested Community:

- Building Black Community
- UVA : Vecinos en Acción
- Periodico Al Punto

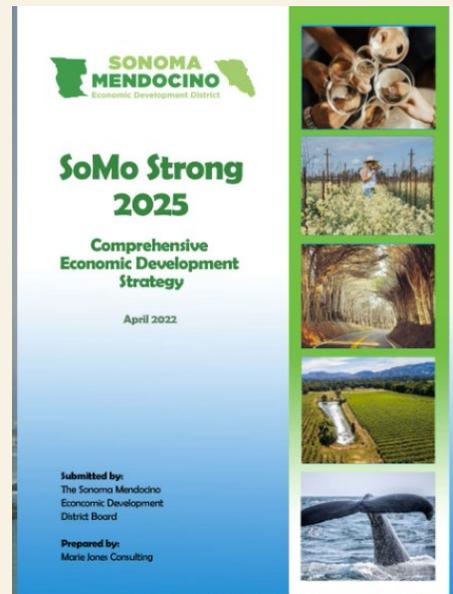
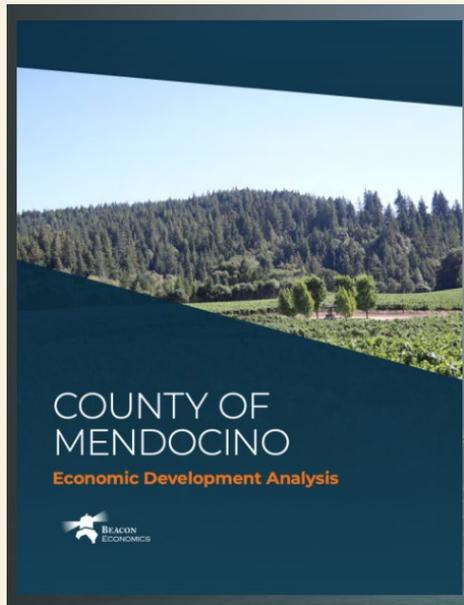
Other:

- Queer Humboldt
- Arts Council of Mendocino County

WHY DOES THIS MATTER ?



MENDOCINO ECONOMIC PLANNING GUIDES



Blue Economy

Green/Regenerative Economy

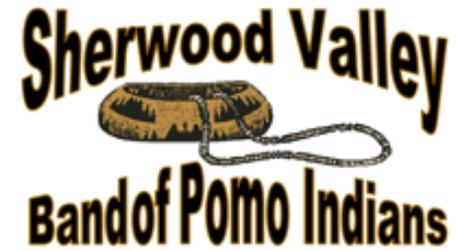
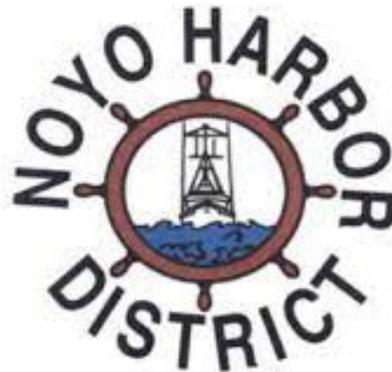
Regional Partnerships

Community well-being, education,
workforce development

Broadband

Arts, Leisure, Tourism

Public/Private Partnerships





THANK YOU
&
Questions

OUR GOALS



1.

Build economic development capacity to maximize opportunities for growth and effective implementation of projects across industries, agencies, and disinvested/BIPOC communities.

2.

Create an equitable regional economic plan aligned with existing plans and informed by data, community participation and community priorities.

3.

Increase diversity of the regional workforce employed in high road occupations by ensuring training and pathways to flourishing-wage careers for people historically under-represented in growth sectors.

4.

Identify funding opportunities driven by stakeholder participation in decision-making for priority projects.

Convener & Fiscal Agent



CONVENER:

The California Center for Rural Policy at CalPoly Humboldt

North Coast Opportunities

Outreach for disinvested communities



FISCAL AGENT

Arcata Economic Development Corporation



VISION & PURPOSE

Over the next decade, Redwood Region R.I.S.E. will create a vibrant, regenerative economy catalyzed by the implementation of community-driven innovations and collaborative governance.

To guide and support an equitable, comprehensive, transparent, and inclusive regional planning process generating policies, projects and funding that will advance long-term prosperity, carbon neutrality, economic resilience and pathways to high road industry initiatives and employment opportunities.