

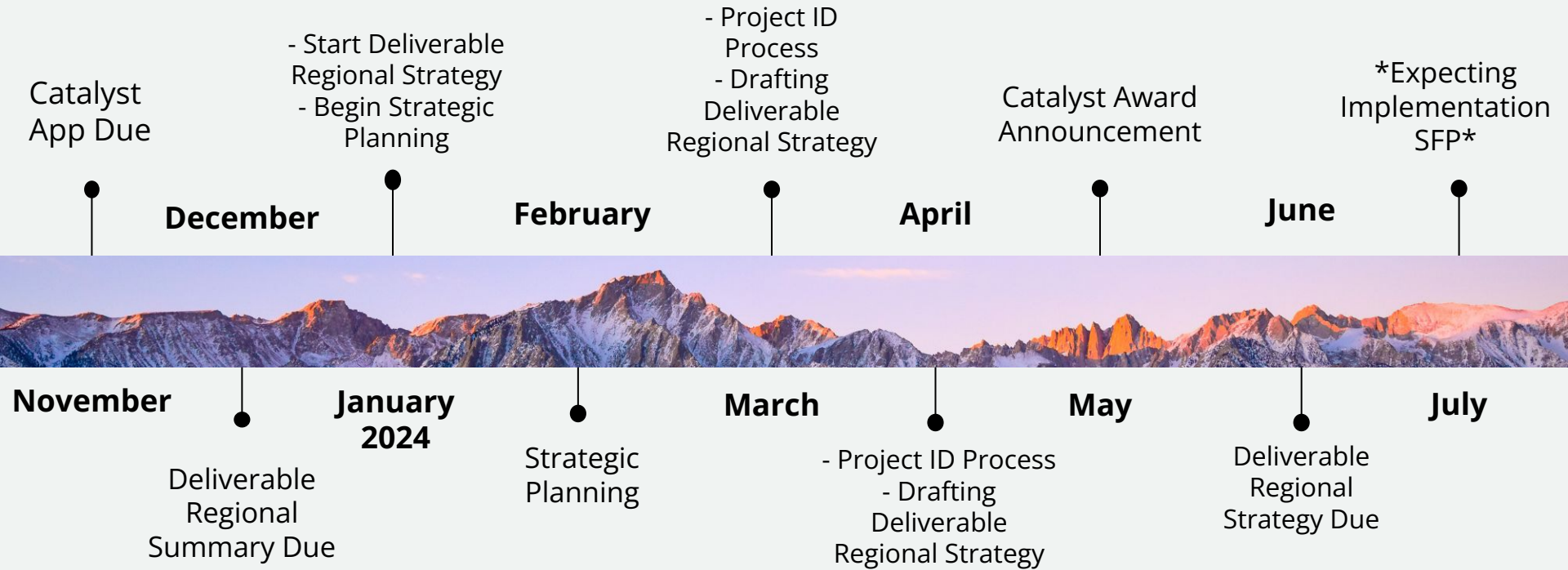
Rebrand Update

California Jobs First (CERF)

- New name for CERF was revealed at the California Economic Summit in October
- The rebrand will officially launch in January of 2024.
- We are still waiting on brand guidelines such as name and logo use requirements

CERF Timeline

**timelines and funding may change based on changes in the CA state budget*



Project Deliverables

- Catalyst Pre Development Application Submitted 11/30/23
- Deliverable 2.1 Regional Summary – preparing to submit 12/31
- Deliverable 2.2 Regional Strategy/Plan – begin 1/2/24 and due 6/24



Catalyst Application Outcomes

Programmatic - \$2.8M

- Administration/Regional Convenor Costs
- Research Costs
- Outreach Costs
- Travel Costs
- HRTC Programmatic Costs
- HRTC Reimbursement Costs
- Subcontractor Costs (e.g., ESCOG, ITCC, MLJT, SBRC)

Projects - \$9M

No specific projects included (not a requirement in the application!)

Requested full amount - \$9M towards regional projects in pre-development stages

Building framework with HRTC and Subcommittees for how projects will be identified and chosen

Sector Investment Coordinators - \$1.5M

Outline of five \$300,000 subcontracts with expertise in:

- Stewardship Economy, Wildfire resilience, Forest Health and Wood Products
- Sustainable Recreation/Tourism and Small Business
- Rural Healthcare
- Sustainable Agriculture
- Energy Resilience

Project Submission Summary

63 projects submitted as of 12/8/23 - [LINK](#)



Healthcare



Sustainable
Recreation &
Tourism



Natural Working
Lands



Renewable
Energy



Agriculture

Other

1

5 projects
submitted

- Workforce
- Training
Facilities
- Collaborative

2

25 projects
submitted

- Parks
- Access
- Capacity
- Predevelopment

3

16 projects
submitted

- Infrastructure
- Workforce
- Training
- Predevelopment

4

7 projects
submitted

- Planning
- Predevelopment
- Infrastructure

5

4 projects
submitted

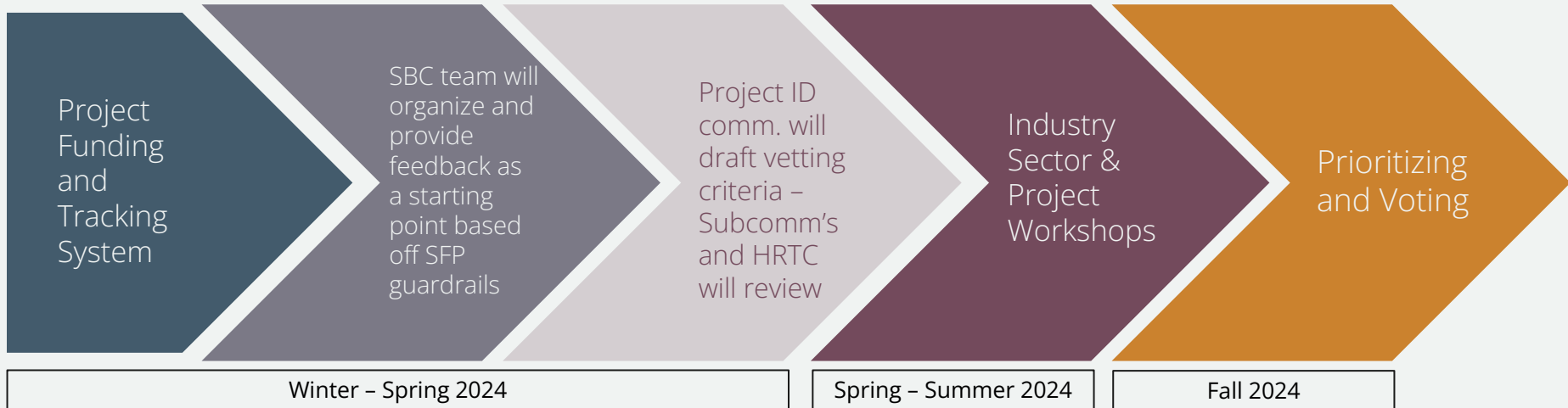
- Predevelopment
- Program
- Infrastructure

6 projects
submitted

- Education
- Workforce
- Finance
Mechanism

2024 Project ID Process

- There is **no application or due date** for the project 9m bucket yet
- SBC will request proposals when the time comes
- Catalyst Pre Development Funds **won't be available** until Fall 2024





Thank You

Follow up info:

Stacy Corless
Sierra Business Council

Email: scorless@sierrabusiness.org
cerf@sierrabusiness.org

Website: sierrabusiness.org/cerf