



## Uplift Announces the Preliminary Objectives, Timeline, and Budget for Upcoming Catalyst Grant Opportunity

Uplift Central Coast is pleased to announce the upcoming release of a Notice of Funding Opportunity (NOFO) for the Catalyst Predevelopment Phase of work. This NOFO will be released in early October and will be available for download from [Uplift's website](#). For more information on preliminary criteria and information from the State, please see the [Preliminary Catalyst Predevelopment Phase Timeline and Criteria](#) document that Uplift released in early July.

**The objective of Catalyst Predevelopment Funding is to support sector-specific, exploratory, predevelopment activities that align with regional strategies developed under the California Jobs First initiative.** The funding aims to foster economic resilience, environmental sustainability, and equitable growth by investing in projects that:

- Advance priorities and promote the strategies identified in Uplift's Regional Plan Part II. *Please see the [Strategies at a Glance](#) section for preliminary guidance on these strategies. **Projects that promote activities aligned with Target Sectors will be prioritized for funding.***
- Ensure that workers and disinvested communities are the primary beneficiaries.
- Leverage federal, state, and private dollars to maximize impact.

### Preliminary Budget Information

Uplift will provide a range of grant awards to successful applicants. The exact budget amounts are currently being finalized and will be detailed in the full NOFO. To help potential applicants plan their applications, we are providing preliminary information on the expected range of grant awards.

- Minimum Grant Award: \$25,000
- Maximum Grant Award: \$1,000,000

### Organizational Requirements and Timeline

To be considered for receiving an award for the Catalyst Predevelopment Phase the below requirements must be met:



- Applicants can be nonprofits, nongovernmental organizations (NGOs), academic institutions, local governments, community foundations, or labor organizations.
- **Applicants must submit a Letter of Intent.** The Letter of Intent will be due approximately two weeks after the NOFO is released. Uplift will review each Letter of Intent to determine which organizations meet the requirements outlined in the NOFO.
- **Applicants must submit an application.** Based on Uplift's review of the Letters of Intent, Uplift will invite applicable organizations to submit an application to be considered for funding.
- It is **highly recommended that applicants attend the Bidders Forum**, which will be held in early October. The official date will be released in the NOFO and on Uplift's website and newsletter.

## Important Dates<sup>1</sup>

Uplift Releases the Regional Plan Part II: Late September

NOFO Release Date: First week of October

Question Submission Deadline: Early October

Bidders Conference: Early October

Letter of Intent Submission Deadline: Mid-October

Application Submission Deadline: Mid-December

## Relevant Documents and Resources

- [Uplift's Website](#)
- [Uplift's Regional Plan Part I - Executive Summary \(Spanish version\)](#)
- [Uplift's Regional Plan Part I - Full Report](#)
- [Uplift's Databook](#)
- [Preliminary Catalyst Predevelopment Phase Timeline and Criteria](#)
- [Notice of Available Funds: Catalyst Program Overview](#) (*please note that this document was released before "CERF" was renamed to "California Jobs First"*)
- [Project Readiness Stages](#)
- [Proposed Project Criteria: Catalyst and Implementation Projects](#)
- Point of contact: Lady Freire, Lady@upliftcentralcoast.org

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<sup>1</sup> Please note that all dates are subject to change.

## Strategies at Glance

Uplift's strategies are organized by target sector, economic mobility, climate resilience through economic and workforce, and community development strategies to increase the presence of quality of jobs and enhance the quality of life for current and future residents of California's Central Coast. Further explanation of each of these strategy categories is as follows:

- **Target Sector Strategies:** Uplift identified a set of sectors, precision manufacturing and advanced business services, positioned to deliver quality job creation accessible to those with less than a four-year degree, based on analysis weighing regional competitiveness, concentration, innovation assets, talent base, and other factors. Meanwhile, recognizing that multiple major industries on the Central Coast (agriculture, hospitality, and healthcare) contain significant numbers of lower-quality jobs, additional strategies seek to upgrade the quality of jobs in these sectors and improve pathways to better positions. All strategies seek to improve access to quality jobs for individuals from disinvested communities.
- **Economic Mobility Strategies:** While some strategies are tailored for specific sectors, the strategies in this section are not specific to any one sector. Instead, they have applications across all sectors. Topics within this category include small business development, workforce training, and child care. Uplift's aim with prioritizing these strategies in addition to the target sector strategies is to advance equity and set up a foundation for more economic mobility across the full region.
- **Climate Resilience through Economic and Workforce Strategies:** These strategies focus on equitable economic development, job creation, and resilience, ensuring communities benefit from these transformations. The Central Coast is navigating the transition from fossil fuels to renewable sources, which may impact the local employment and economic dynamics. As the region prepares for a more sustainable future, including the development of offshore wind and other clean tech initiatives, prioritizing quality jobs that advance climate resilience and nature preservation will be crucial in ensuring long-term environmental and economic stability, thereby enabling the Central Coast to be ready for these shifts.
- **Community Development Strategies:** There are several topics beyond the scope of California Jobs First that have profound impacts on a thriving, resilient, equitable, and sustainable economy for the Central Coast residents. Topics

within this category include housing, TK-12 & higher education, transportation, immigration, arts & culture, and nonprofits. Paired with actions to increase presence of quality jobs and improve the quality of jobs within prominent industries, Uplift's research and community engagement clearly highlight the need to improve livability for Central Coast residents and lower barriers that prevent many residents from succeeding. **Applications in this category will be more competitive if they have a clear nexus with target sector and economic mobility strategies.**

The strategies in each section are noted on the following pages.

# Uplift’s Strategies at a Glance

The following strategies are explained in more depth in Uplift’s Regional Plan Part II.

**Target Sector Strategies**

**Boosting Quality Jobs Creation**  
 Precision Manufacturing & Advanced Business Services

1. Accelerate Sub-Baccalaureate Workforce Pipeline Development
2. Bolster the Region’s Long-Term Science Technology Engineering and Math (STEM) Pipeline
3. Enhance the Capacity of the Region’s Talent Ecosystem to Serve Priority Sectors
4. Unlock the Full Potential of the Region’s Innovation Assets
5. Increase Supports for High-Growth Entrepreneurship
6. Enhance Core and Sector-Relevant Infrastructure
7. Ensure the Sustainability of Small and Middle Market Firms in Target Sectors

**Enhancing Job Quality in Prominent Sectors**

Healthcare

1. Expand Pathways Into Quality Jobs For Lower Paid Healthcare Positions
2. Bolster Workforce Pipeline Between Educational Institutions and Healthcare Institutions
3. Expand Training and Awareness on Healthcare Career Paths

Agriculture

1. Create an AgTech and Regenerative Agriculture Ready Workforce
2. Strengthen AgTech Commercialization, Innovation, and Research Initiatives

Hospitality and Tourism (*relevant strategies are integrated in other sections*)

**Economic Mobility Strategies**

**Main Street and Black, Indigenous, and People of Color (BIPOC) Small Business Development**

1. Expand Culturally Responsive Community-Focused Small Business Technical Assistance
2. Bolster Small Business Financial Capacity and Access to Capital
3. Promote Collaborative Models of Local, Broad-Based Ownership
4. Support Community Kitchens and Regional Food Hubs

**Training, Upskilling, and Learning and Development**

1. Expand On the Job Training and Upskilling
2. Enhance Training and Apprenticeship Programs
3. Promote Culturally and Linguistically Inclusive Upskilling Programs
4. Scale Family Self-Sufficiency (FSS) programs

**Child Care**

1. Expand Child Care Workforce
2. Enhance Child Care Infrastructure
3. Encourage Employer Supported Child Care
4. Improve Usability of Centralized Resources to Navigate the Child Care System

**Climate Resilience through Economic and Workforce Strategies**

**Meeting the Moment of the State’s Climate Leadership**

1. Advance the State’s Clean Energy Goals and Promote Job Creation
2. Develop a Clean Energy Workforce
3. Drive Equitable Access to the Clean Economy
4. Protect and Conserve the Natural Environment
5. Adapt to a Changing Climate

## Uplift's Strategies at a Glance

The following strategies are explained in more depth in Uplift's Regional Plan Part II.

### Community Development Strategies

#### Housing

1. Expand Employer Sponsored Housing
2. Promote Creative Housing Models

#### TK-12 & Higher Education

1. Strengthen Curriculum Aligned with the Regional and Future Economy
2. Prepare Disinvested Communities for Higher Education

#### Transportation

1. Increase Public Transportation Infrastructure
2. Support Equitable Reduced or Free Fares for Public Transit

#### Immigration

1. Establish Immigrant Welcome Center
2. Expand Financial Support and Education Program for Immigrants
3. Invest in Educational and Mentorship Program for Immigrants

#### Arts and Culture

1. Support Funding for the Arts
2. Revitalize Art and Culture

#### Nonprofit

1. Expand Diversity of Nonprofit Leaders and Boards
2. Develop Grants Training
3. Increase Capacity of Nonprofits