



Regional Investment Initiative Catalyst – Sector Activation Plan Application Webinar



October 3, 2025

Overview of Sector Activation Plan Application Webinar

- [Regional Investment Initiative Informational Webinar](#)
- California Jobs First Objectives
- Purpose of Funding, Eligible Proposals and Eligible Entities
- Ineligible Projects, Application Requirements and Scoring Criteria
- Next Steps & Support for Applicants – Key deadlines, resources, and where to get help.
- Q&A

California Jobs First

First of Its Kind Investment

At the core of this initiative:

Build a Community-Led, Climate-Forward Economy by investing in key sectors to drive sustainable economic growth, innovation, and access to good-paying jobs.

**Statewide CA Jobs First webpage can be accessed [here](#).*



Purpose of Funding

- Invest in industries that will advance good-paying job opportunities in high-opportunity industries and/or significantly improve job quality in specific industries.
- Advance projects that ensure disinvested communities are significant beneficiaries.
- Advance projects that assist the state in meeting climate goals and improve environmental sustainability.
- Advance projects physically located in or with significant participation from Orange County residents.

A total of \$9 million has been allocated for Catalyst Pre-Development Activities. Of that, \$8 million has already been awarded. Up to \$1 million is released through this NOFO.

Good Paying Jobs

- Occupations/Source of Income that offer baseline annual earnings of \$48,353, receive employer-sponsored health care/can afford healthcare coverage, have full time (35 hours/week) and full-year appointment (50 weeks or more).

Available Funding

- Up to \$1 million available through this [NOFO](#) to advance tasks mentioned in either of the 5 activation plans
- Intent of scoring committee: allocate up to \$200,000 per sector ([Healthcare](#), [Med-Tech](#), [Childcare](#), [Semiconductors](#), and [Tourism & Outdoor Activities](#)), if competitive proposals justify.
- **Note:** An Activation Plan is a project management tool designed to effectively execute strategies. It prioritizes tactics from Regional Plan Part II, converting them into specific tasks with timelines, assigned responsibilities, and identified budgets. These plans ensure partner accountability and support distributed implementation by extending beyond project lists to include organizational capacity, daily activities, and program focus. The plans also guide state support by targeting assistance, fostering inter-regional connections around common sectors, and informing policy and budget decisions.

Tourism and Outdoor Activation Plan

Activation Plan: Tactical Workplan

Strategy 1: Create work-based learning opportunities in high-demand industries. Create and expand work-based learning opportunities such as pre-employment training, soft skills training, registered apprenticeships, and internships that create entry points to the industry and grow foundational skills and improve the quality of life.

Tactic & Overview	Task	Responsible Parties	Timeline
<p>1.1: Tactic 1: Recruit and build an industry-workforce working group to develop recommendations and best practices, assess future workforce needs, identify emerging trends, identify skills gap, and select a model to pilot in a training program. Working groups would report</p> <ul style="list-style-type: none"> a. Purpose: Create a body that can provide strategic direction, build buy-in for work-based learning opportunities among businesses, labor, workforce, and community networks, and develop recommendations for Strategy implementation. 	<p>Task 1: Identify and engage business, labor, and education leaders in the Tourism and Outdoor Recreation industry to form a collaborative working group. Work with organizations like Visit Anaheim and OCBC to analyze industry trends, such as the use of digital tools and sustainable practices. Conduct outreach to confirm participation, and host regular roundtables or webinars to address workforce needs. Share quarterly reports on emerging skills to align employers and training providers.</p>	<p>SIC, Public Sector and Economic Development Organizations, Educational Institutions and Workforce Training Partners, Small Business and Entrepreneurship Support Organizations, And Labor Unions</p>	<p>Engage key leaders and begin industry trend analysis with Visit Anaheim and OCBC (Q1 2025), then finalize working group membership and host the first industry roundtable or webinar (Q2 2025). By May 31, 2025</p>

Regional Partners and Their Roles

Regional Partners and Their Roles

The success of this strategy depends on strong partnerships with a wide network of organizations. Due to the significant level of coordination and collaboration between regional organizations it is imperative that these organizations, many of which already have a long history of working together, remain engaged and committed to the implementation of these strategies.

Many of these organizations already have a long track record of success helping to drive employment and business growth, workforce development, deep industry knowledge, educational attainment, public engagement, and a number of other programs and strategies aimed at improving the quality of life for all residents in Orange County. Together these partners and their expertise will help to drive the regional Tourism and Outdoor Recreation industry while improving the lives of Orange County residents with a special focus on disinvested communities to help raise regional economic, social and health equity.

Suggested partners and their roles include:

Regional Partners and Their Roles

- **Public Sector and Economic Development Organizations:**

- **Orange County Business Council (OCBC):** Advocate for business interests, promote workforce alignment, and support regional economic development.
- **Orange Workforce Association (OWA):** Lead workforce programs, including pre-employment training, apprenticeships, and job placements.
- **City Economic Development Offices** (e.g., City of Anaheim, Huntington Beach, San Clemente): For local business incentives, permit streamlining, and site selection support.
- **Tourism and Industry Associations** (e.g. Visit Anaheim, Visit Huntington Beach, Visit Buena Park, etc.) Promote the region as a destination, support marketing campaigns, and connect local businesses to the tourism ecosystem.
- **Local and Ethnic Chambers of Commerce:** Promote business growth, provide networking, connect businesses with resources, and support local economic development

- **Educational Institutions and Workforce Training Providers:**

- **Orange County Department of Education (OCDE) and Regional Occupational Programs (ROPs):** Provide career technical education (CTE) and pre-employment training for high school students.
- **Community Colleges** (Irvine Valley College, Santiago Canyon College, and other CCCs): Develop and deliver certifications, stackable credentials, and sector-specific training programs.
- **4 Year Universities** (e.g. UCI, CSUF, Chapman, Concordia, UMASS Global): Partner on research initiatives, entrepreneurship programs, and workforce training.
- **Workforce Centered Non-Profits** (e.g Hope Builders, Chysallis, Vital Link, etc.): Advance equitable workforce pathways, provide wrap-around support services, and connect disinvested communities to tourism and outdoor recreation career opportunities.

Regional Partners and Their Roles

- **Small Business and Entrepreneurship Support Organizations:**
 - **Small Business Development Centers (SBDs):** Provide technical assistance, mentorship, and resources for small businesses in the tourism sector.
 - **Cooperacion Santa Ana and La Asociacion de Emprendedores:** Focus on empowering underserved communities by promoting cooperative business ownership and entrepreneurship.
 - **RevHub and CIELO:** Offer resources and mentorship for social enterprises and startups.
 - **Apex Accelerator:** Works with federal, state, and local partners to provide opportunities for companies new to government contracting.
 - **OCTANe:** Support the integration of technology and innovation in tourism and recreation businesses
- **Community Based Organizations**
 - **Community Based Organizations (e.g. Thrive Santa Ana, Latino Health Access, OCAPICA, etc.):** Trusted messengers with disinvested communities to actively recruit these communities to put them on a pathway to be eligible for careers in this sector.
 - **Environmental Organizations (e.g. Citizen's Climate Lobby, Climate Action Campaign, Coastal Corridor Alliance, Orange County Coast Keeper, Sunrise Movement Orange County):** Advise on how to develop the tourism and outdoor activity sectors while not creating significant damage to the environment.
- **Labor Unions**
 - **Unite Here Local 11:** Represents over 32,000 workers employed in hotels, restaurants, airports, sports arenas, and convention centers throughout Southern California and Arizona. UNITE HERE Local 11 fights for improved living standards and working conditions.
 - **Hospitality Training Academy:** Taft-Hartley/labor-management

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partnership between UNITE HERE Local 11 and its contributing employers. Their mission is to build a strong workforce for the hospitality industry and provide well-trained workers for hospitality and food service employees throughout Southern California and Arizona.

- **LA/OC Building and Construction Trades:** Will work to ensure fair wages, benefits, and safe workplace safety in the construction of tourism and outdoor recreation facilities.

Eligible Entities

- Only those listed as a 'Responsible Party' in the Tactical Workplan.
- Or, entities that can reasonably classify themselves as associated with a responsible party.
- Example: Community college applying under Healthcare (Educational Institutions listed).
- Not reasonable: A community college claiming to be a Labor Union.

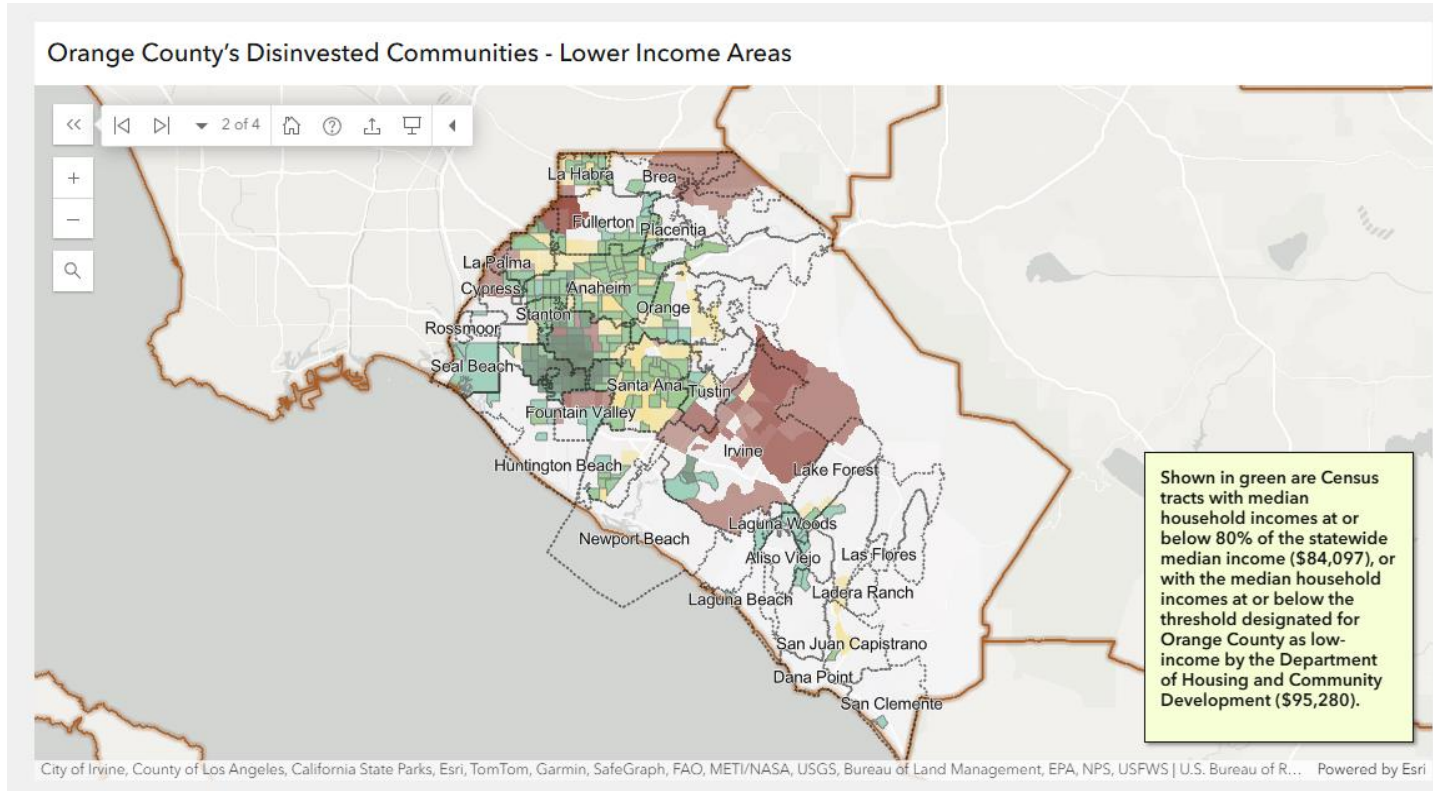
Ineligible Projects

- Sector Investment Coordinators under Catalyst.
- Tasks not explicitly listed in the activation plans.

Scoring Criteria (100 Points)

- **Project Impact** (20 points)
- **Economic Equity** (20 points)
- **Work Plan** (25 points)
- **Organizational Qualifications** (20 points)
- **Proposed Budget and Budget Narrative** (15 points)
- **References:** 3 letters of reference from someone who is not employed by or is directly associated with your organization and does not stand to benefit financially from the project.
- **Scoring Criteria can be found on pages 8-9 in the NOFO packet*
- **Catalyst Application can be accessed [here](#).**

Orange County Census Map



Grant Web Portal



Logon

Email Address*

The Email Address* field is required.

Password*

The Password* field is required.

Log On

Create New Account

[Forgot your Password?](#)

Welcome to the Orange County Business Council's Online Portal.

New Users: Please click on "Create New Account" to complete the registration process and create your logon credentials.

Existing Users: Please enter your credentials and log in. If you forgot your password, please use the "Forgot your Password?" link to the left to reset your password.

Not Sure? If you think that you or someone at your organization has already registered in the system, do not create a new account. Please contact our Grant Administrator to receive your username.

Proposers' Webinars

- For an overview of the foundational work leading to the Catalyst pre-development Notice of Funding Opportunity (NOFO), view the recording of the Regional Investment Initiative Informational Webinar found [here](#).
- Today's webinar recording will be made available on the [California Jobs First](#) webpage in a few days.



Next Steps & Support Available

Application Details and Rating

- Application Deadline
 - October 17, 2025 by 5:00 pm PST
- Apply through the grant web portal [here](#)

Weekly Q&A Updates

- Email Questions: jobsfirst@ocbc.org

Support for Applicants: Grant Writing Mentors

- Request up to five hours of mentorship by emailing jobsfirst@ocbc.org.

Financial or Contract Related Questions

- Email subcontracts@charitableventuresoc.org





Thank you!

Business Initiatives Team, Orange County Business Council
jobsfirst@ocbc.org

