

MERCED COLLEGE



Made in Merced. Built for the World.

Potential Public-Private Partnerships



Understanding Public-Private Partnerships (PPPs)

Definition: PPPs are collaborations between public institutions (like colleges) and private industry, fostering mutual benefits.

- We are executing PPP's in certain forms already on campus
- The larger scale PPP's in education are traditionally done with universities.....that can change

Benefits of PPP's for Merced College

- **Enhanced Academic Programs**
- **Increased Student Success**
- **Diversified Revenue Streams**
- **Cost Savings and Shared Resources**
- **Enhanced Grant Funding**
- **Sponsorships and Endowments**

Examples of Innovative Enterprises Through PPP's

Incubators and Innovation Hubs

- Offer hands-on experience in entrepreneurship and technology development
- Example: Arizona State University's SkySong Innovation Center, which connects students and startups

Corporate-Sponsored Academic Programs

- Industry-tailored curricula and sponsored courses enhance workforce readiness.
- Example: Advanced Manufacturing: A fast-track/cohort credential program proposed by Tesla

Examples of Innovative Enterprises Through PPP's

Contract Education Programs

- Customized training programs developed with industry partners for specific skills
- Example: Laird Manufacturing partnering with Merced College for the purpose of upskilling their labor force (Welding, painting, etc.)



Examples of Innovative Enterprises Through PPP's

Real Estate

- Leveraging college real estate to generate revenue and facilities through land leases, and other creative financing options
- Example: UC Merced partnering with multiple private organizations to deliver the largest Social Infrastructure PPP in history (\$1.3 Billion)
- Example: Ohio State Parking Management PPP

Minimize Our Exposure!

 Lake County Record-Bee on MSN · 1d

CSU Campuses Brace for Possible Cuts in Classes and Sports

Sonoma State plans to end NCAA sports and close six departments to address a \$24 million budget deficit. Several CSU campuses anticipate multimillion-dollar cuts, potentially leading to fewer course ...

 The National Law Review · 4d

ALERT: Trump Administration Issues “Pause” on Federal Grant Spending Effective January 28

On January 27, 2025, the White House Office of Management and Budget (“OMB”) released a memorandum regarding “Temporary Pause ...



San Francisco Chronicle · 8d · on MSN

Sonoma State eliminating dozens of degree programs, laying off faculty amid \$24M deficit

Sonoma State University announced Wednesday that it will take extraordinary steps to close a crushing \$24 million budget hole by eliminating six academic departments, ending nearly two dozen degree ...



RESERVOIR

INCUBATORS FOR
CALIFORNIA'S FUTURE

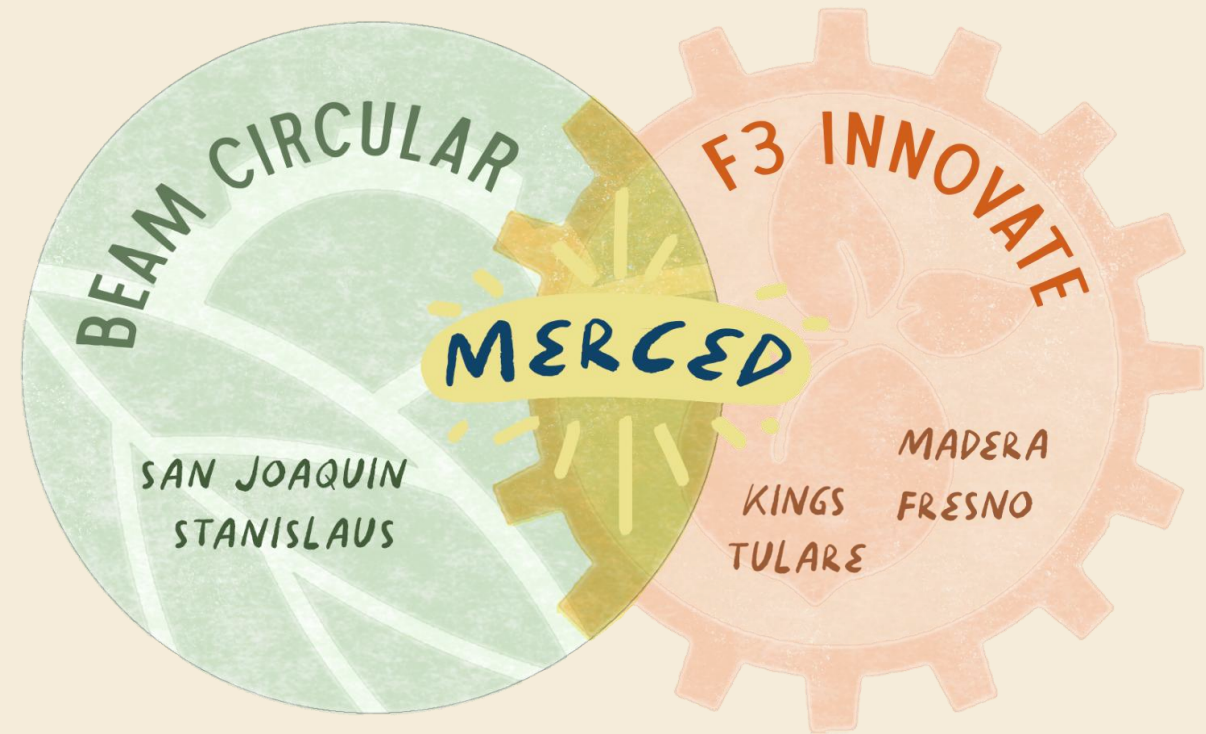
A Natural Hub for Tech Innovation in the Central Valley

Tech Startups Complement Merced

- 1 Boosting retail businesses
- 2 Supporting local institutions
- 3 Diversifying the economy

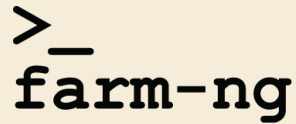
Tech Startups Bring New Opportunity

- 1 Attracting investment
- 2 Career pathways for new grads
- 3 Upskilling local workers



Merced is the only county included the Central Valley's two major technology initiatives, F3 Innovate and BEAM Circular

Survey of 50+ Ag Organizations



Learnings

No Access Shop Space and Farm Land to Test

- **Central Location:** Need a central facility in Salinas Valley, eliminating the need for separate workshops or equipment. Close to SF and Silicon Valley.
- **Customized Testing Fields:** Fields tailored to each startup's needs, always ready w/o scheduling delays.

Limited Access to Emerging STEM Talent

- **Ability to Validate:** Lack of third-party validation in agtech reduces trust with growers.
- **Ability to Iterate:** Contain errors in a low-stakes environment, maintaining a professional image.
- **Access to Talent:** Need access to shop and field talent.

Lack of Trust Between Startups & Growers

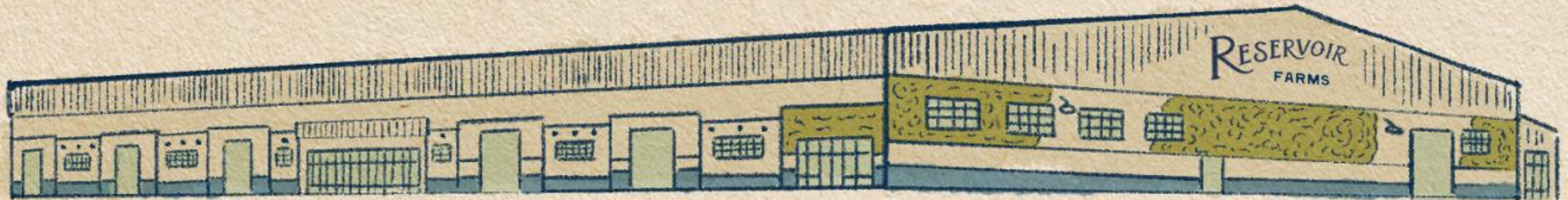
- **Training Challenge:** Difficult to immerse new hires in the world of agriculture.
- **Access to Learnings:** Facilitates research and testing without the complexities.

Lack of Capital Efficiency for Startups

- **Facility Cost Savings:** Shared facility reduces costs on rentals and equipment.
- **No Multi-Year Leases:** No requirement for a long lease, offering flexibility.
- **International Market Fit:** Helps European companies assess the US market.

MERCED

RESERVOIR FARMS





RESERVOIR FARMS

**Nonprofit Robotics
Incubators for
the Future of California
Agriculture**



Salinas & Merced Proposal

- FIRST ON-FARM AG ROBOTICS INCUBATORS
- ACCESS TO WORLD-CLASS SOIL AND PRE-PLANTED BEDS
- EXCLUSIVE WGA CERTIFICATION & VALIDATION
- ROBOTICS SHOPS & AGTECH TESTING
- LEARNING, MENTORSHIP & APPRENTICESHIP
- INTEGRATED WORKFORCE DEVELOPMENT

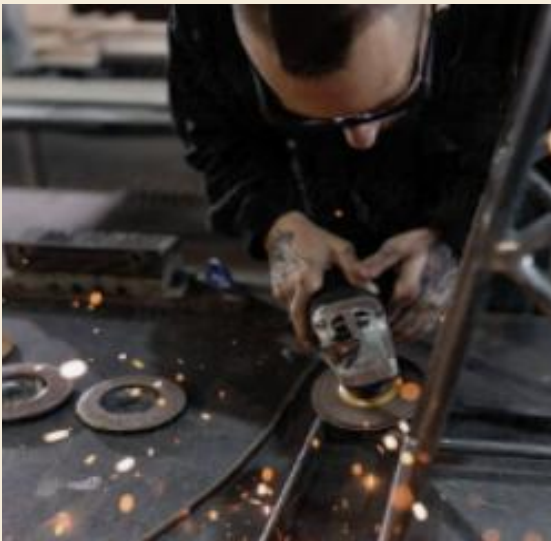


RESERVOIR FARMS

Planned Rental Offerings for Agtech Companies

❑ R&D Workshop

- Fully equipped facility for iterating on MVP
- Secure areas w/ benches, tables, workstations
- Hand and power tools, specialized equipment
- Shop parts and supplies
- Specialized workshop services



❑ Field Testing & WGA Validation

- Customized, pre-planted beds/crops



❑ Secure Storage & Parking

- Dedicated space for equipment
- Robust security infrastructure



❑ Meeting Customers & Demo Days

- Demonstration space
- Lead generation via the WGA network
- Bolster sales pipelines with global growers



Integrated Workforce Development

Apprenticeships, Certificates, Training, and Internships Aligned with Industry Needs

Trade/Craft

AGTECH TESTING AND VALIDATION

Train to work on agtech testing projects. Operating and maintaining high-tech agricultural machinery.

WORKSHOP & FACILITY OPERATIONS

Workshop and facility maintenance. Handling farm and workshop equipment, welding, and metalworking.

FARM & INFRASTRUCTURE

Farming ops and infrastructure, including facility and farm prep. Training in equipment and key ag tasks.

TECHNOLOGY & ADMIN

Tech infrastructure setup and support. Setting up workstations, managing tech equipment, and IT admin.

Recruitment Groups

- CBOs/local workforce
- Community colleges
- Local mechanical workers
- Students in vocational training
- Local farmers
- Students in ag programs
- Local IT professionals
- Digital NEST & Bay Valley Tech

RESERVOIR FARMS





FAMILY OF SERVICES



**SALES
LEASING
DISPOSITION**

Legacy Commercial (LCRE) is a commercial real estate brokerage focusing on the acquisition and disposition of investment properties.



**DATA
DESIGN
DEVELOP**

Legacy Realty & Development (LRD) is a vertically integrated development firm, managing projects from concept to permits, with the integration of area specific data and design services.



**PLAN
MANAGE
BUILD**

Legacy Construction (LC) is a full-service design build commercial contractor, licensed in 22 states, managing projects from permits through to certificate of occupancy.

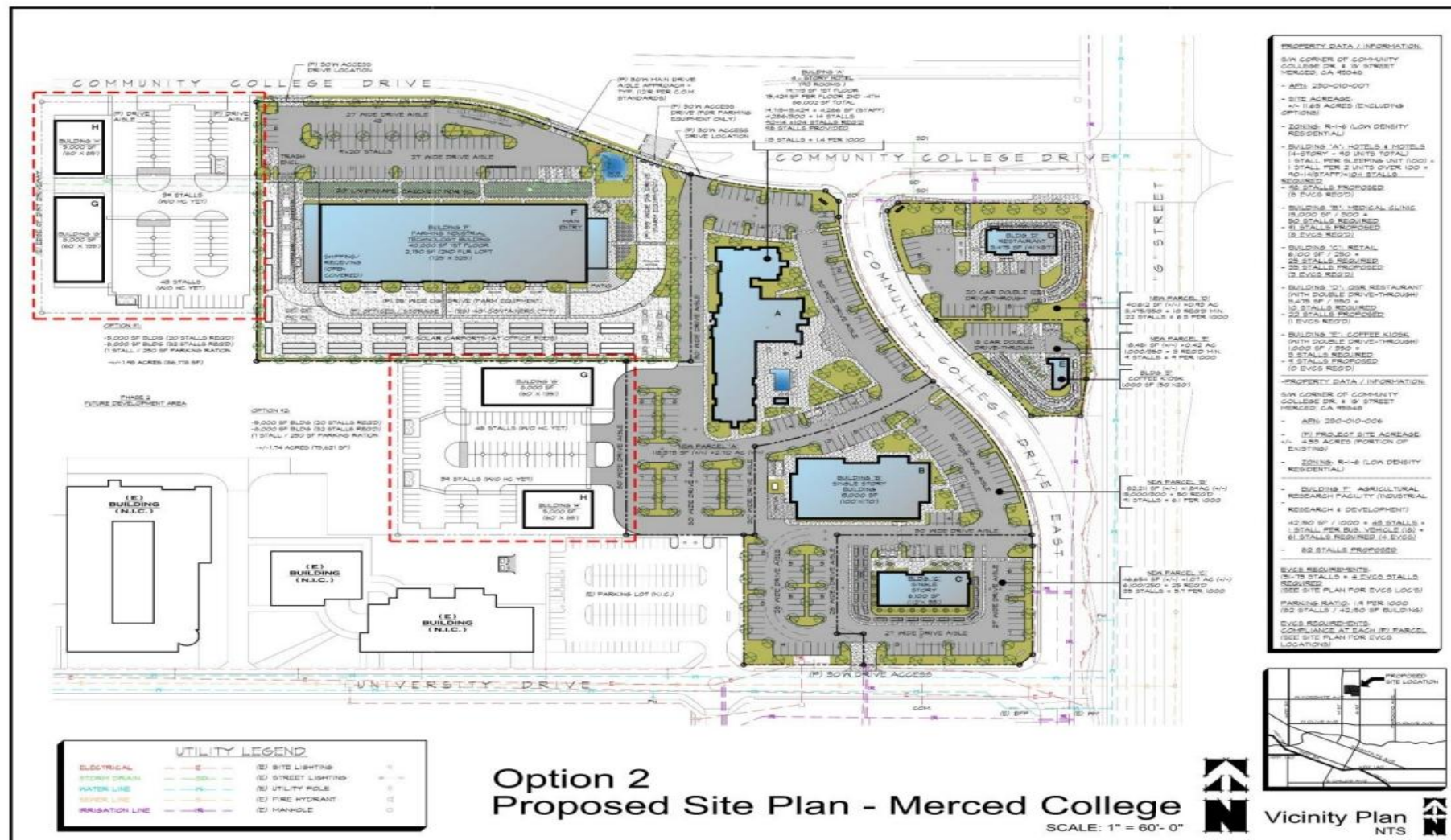


**SALES
LEASING
DISPOSITION**

And the cycle repeats.



Proposed Site Plan



5390 E. Pine Avenue
Fresno, California 93727
Message: 559.291.1922
Facsimile: 559.314.6190
info@icfresno.com

PROPOSED BUILDING & SITE DEVELOPMENT

MERCED COMMUNITY COLLEGE DEVELOPMENT

SOUTH-WEST CORNER OF
COMMUNITY COLLEGE DR.
AND "G" STREET
MERCED, CA 95348

APN: 230-010-007





RENDERINGS OF POTENTIAL PPP SITE PLAN



We Can Lead The Way

- Enhanced Academic Programs
- Greater Student Success
- Revenue Diversification
- Workforce Development and Job Creation
- Economic Development
- Merced College can be a driver in all of this!

Questions?

Made in Merced. Built for the World.



PPP Survey

- Scan QR Code
- You'll get a pop-up that says "Register for Credit"
- Click "Skip for now"

