



VIRGINIA INITIATIVE FOR  
**GROWTH &  
OPPORTUNITY**  
IN EACH REGION

---

**AGENDA**  
**VIRGINIA GROWTH AND OPPORTUNITY BOARD**  
**Thursday, September 23, 2021**  
**2:00 PM – 4:00 PM**

**Patrick Henry Building, East Reading Room**  
**1111 E Broad St, Richmond, VA 23219**

- I. OPENING
  - a. Call to order Chair
  - b. Roll Call Andrea Devening
  - c. Public Comment Chair
  
- II. Elections of Officers – **Action Items**
  - a. Call for Nominations/Election – Chair Erik Johnston
  - b. Call for Nominations/Election – Vice Chair Chair
  
- III. CONSENT AGENDA – **Action Item** Chair
  - a. June 2021 Meeting Minutes
  - b. Amendment Policy #12 - Use of Tobacco Commission Funds as Match
  - c. Amendment Policy #9 – Use of GO Virginia Funds for Site Development Investments
  - d. Region 7 Capacity Building Budget Approval
  - e. 2022 Board Meeting Schedule
  
- IV. DIRECTOR’S REPORT Erik Johnston/ Sara Dunnigan
  - a. **Action Item:** Per Capita Applications (8)
  - b. **Action Item:** Economic Resilience and Recovery Applications (2)
  
- V. REPORTS
  - a. **Presentation:** SCHEV Regional Internship Initiative Pilot Lynn Seuffert
  
- VI. INFORMATION ITEMS Sara Dunnigan
  - a. DHCD Approved Enhanced Capacity Building Projects
  - b. DHCD Approved ERR Fast Access Projects
  - c. Funded Project Summary
  
- VII. ADJOURNMENT Chair

**2021 Board Meeting Schedule**  
Tuesday, December 7, 2021

**2022 Board Meeting Schedule**  
Tuesday, March 15, 2022  
Tuesday, June 14, 2022  
Tuesday, September 13, 2022  
Tuesday, December 13, 2022



VIRGINIA INITIATIVE FOR  
**GROWTH &  
OPPORTUNITY**  
IN EACH REGION

---

VIRGINIA GROWTH AND OPPORTUNITY BOARD MEETING

June 15, 2021

1:00 PM

Virtual Meeting

Members Present

Nancy Howell Agee  
Delegate Lamont Bagby  
The Honorable Brian Ball  
Senator George Barker  
Ben J. Davenport, Jr.  
Jim Dyke  
Speaker Eileen Filler-Corn  
W. Heywood Fralin  
Leah Fremouw  
Doug Juanarena  
The Honorable Aubrey Layne  
Delegate Martha Mugler  
The Honorable Atif Qarni  
Senator Frank Ruff  
Todd A. Stottlemeyer  
Don Robin Sullenberger  
Delegate Luke E. Torian  
Pia Trigiani  
Marilyn H. West  
John O. "Dubby" Wynne

Members Absent

Senator Janet D. Howell  
Joe Wilson

Call to Order

Ms. Nancy Agee, Vice Chair of the Virginia Growth and Opportunity (GO Virginia) Board, called the meeting to order. It was noted that the meeting was held electronically in the form of a Google Meets presentation in accordance with § 2.2-3708.2 of the Code of Virginia and as a result of Executive Order Number Fifty-One (2020) declaring a state of emergency due to novel coronavirus (COVID-19).

Roll Call

Ms. Andrea Devening, GO Virginia Program Analyst for the Department of Housing and Community Development (DHCD), called the roll and stated that a quorum was present.

Public Comment

Ms. Devening informed the Board that staff had not received any submitted public comments.

The public comment period closed.

Election of Officers

Mr. Erik Johnston, Director of DHCD, opened the floor for nominations for Chair of the Board. Mr. Wynne nominated Ms. Agee for the position of Chair. There were no further nominations. The floor was closed.

Ms. Agee was elected Chair (Yeas: Agee, Bagby, Ball, Barker, Davenport, Dyke, Filler-Corn, Fralin, Fremouw, Juanarena, Layne, Mugler, Qarni, Ruff, Stottlemeyer, Sullenberger, Torian, Trigiani, West, Wynne; Nays: None).

Proclamation for Tom Farrell

Ms. Agee read aloud a proclamation honoring Mr. Thomas Farrell, II, who served as both Growth and Opportunity Board member as well as chair to the Board prior to his passing on April 2, 2021. Ms. Agee expressed that a copy the proclamation would be spread upon the minutes of the meeting.

Consent Agenda

Ms. Agee introduced the consent agenda items to be voted on in a bloc, including the March 16, 2021 meeting minutes, Regional Capacity Building Allocations and Continuation of Match Waiver, Regional Per Capita Allocations, approval of regional council budgets, and approval of the proclamation honoring Mr. Thomas Farrell, II. A motion was made by Mr. Dyke and properly seconded by Mr. Juanarena to approve the consent agenda items. The motion passed (Yeas: Agee, Bagby, Barker, Davenport, Dyke, Filler-Corn, Fralin, Fremouw, Juanarena, Layne, Mugler, Qarni, Ruff, Stottlemeyer, Sullenberger, Torian, Trigiani, West, Wynne; Nays: None).

Director's Report

Ms. Sara Dunnigan, Deputy Director of Economic Development and Community Vitality at DHCD, presented 1 statewide competitive application regarding workforce development: Cybersecurity Job Creation System from Region 5. Ms. Dunnigan noted that staff recommended approval of the project as presented. After discussion, a motion was made by Senator Barker and properly seconded by Mr. Dyke to approve the application as presented. The motion passed (Yeas: Agee, Bagby, Barker, Davenport, Dyke, Filler-Corn, Fralin, Fremouw, Juanarena, Layne, Mugler, Qarni, Ruff, Stottlemeyer, Sullenberger, Torian, Trigiani, West, Wynne; Nays: None).

Ms. Dunnigan presented 13 Per Capita applications regarding workforce development, site development and infrastructure, and start up ecosystems: 757 Collab from Region 5, Maritime Entry-to-Employment Training from Region 5, Northern Virginia Community College Dual Enrollment Expansion Program for Information and Engineering Technology from Region 7, Dearing Ford Industrial Park from Region 2, Strengthening Southern Virginia's Economy by Expanding the Inventory of Shovel Ready Sites from Region 3, Virginia's Gateway Region Sites from Region 4, Westmoreland County Site Development from Region 6, Accelerating Regionally Significant Sites from Region 9, Southwest Virginia REI Implementation from Region 1, VSU Minority Small Business Launch Center from Region 4, 757 Collab from Region 5, Establishing a RIoT Accelerator Program in the Rappahannock Regional Entrepreneur Ecosystem from Region 6, and 2030 Initiative from Region 7. 757 Collab was pulled from the bloc for additional discussion and consideration by Secretary Layne. A motion was made by Mr. Sullenberger and seconded by Mr. Wynne to approve the applications as recommended by staff as a bloc. The motion passed (Yeas: Agee, Ball, Barker, Davenport, Dyke, Filler-Corn, Fralin, Fremouw, Juanarena, Layne, Mugler, Qarni, Ruff, Stottlemeyer, Sullenberger, Torian, Trigiani, West, Wynne; Nays: None).

After discussion, a motion was made by Mr. Juanarena and seconded by Mr. Davenport to approve the 757 Collab project at the full funding request. The motion passed (Yeas: Agee, Ball, Barker, Davenport, Dyke, Filler-Corn, Fralin, Fremouw, Juanarena, Layne, Mugler, Qarni, Ruff, Stottlemeyer, Sullenberger, Torian, Trigiani, West, Wynne; Nays: Bagby).

Ms. Dunnigan presented 1 statewide economic resilience and recovery application in the startup ecosystem space, Expansion of ICAP Mentor Network from Region 7 and 1 regional economic resilience and recovery application in the workforce development space, The Future Workforce Development Outreach from Region 9. A motion was made by Ms. Fremouw and properly seconded by Mr. Ruff to approve the applications as presented by staff. The motion passed (Yeas: Agee, Barker, Davenport, Filler-Corn, Dyke, Fralin, Fremouw, Juanarena, Layne, Mugler, Qarni, Ruff, Stottlemeyer, Sullenberger, Torian, Trigiani, West, Wynne; Nays: None).

- Reports Secretary Layne provided the Board with a brief presentation regarding Virginia’s Fiscal Health and Future Developments.
- On the direction of the Chair, the presentation regarding the SCHEV Regional Internship Initiative Pilot was postponed to a future meeting.
- Information Items Ms. Dunnigan gave the Board a brief overview of the enhanced capacity building projects and economic resilience and recovery fast access projects that were administratively approved since the March meeting of the Board.
- Future Board Meetings Ms. Dunnigan advised the Board that the dates for the 2021 Board meetings had been set for September 23<sup>rd</sup> and December 7<sup>th</sup>. These meetings will occur in a physical location that is to be determined. Ms. Dunnigan also noted that staff is considering a Board retreat to coincide with the December meeting but further details are to be determined.
- Adjournment The meeting was adjourned.

DRAFT



## Board Policy #12

---

**TITLE:** Use of Tobacco Commission Funds as Match

**EFFECTIVE DATE:** 6/24/2020

**AUTHORITY:** § 2.2-2486 - §2.2-2489 of the Code of Virginia

**POLICY STATEMENT:** It is the policy of the Virginia Growth and Opportunity Board that, as permitted by § 2.2-2489(K) Code of Virginia, Tobacco Region Revitalization Commission funds may be applied as matching funds for GO Virginia projects. Tobacco Commission funds may cover up to 50% of the total project match required and may not be used to satisfy any local match requirement. Tobacco Commission funds may be utilized as project match funds for projects submitted between July 1, 202~~10~~ and June 30, 202~~21~~.

To be considered, projects must meet GO Virginia program guidelines and applicants must provide a letter of award from the Tobacco Region Revitalization Commission that demonstrates that the funds have been awarded by the Commission to support the GO Virginia application and delineate the project activities supported by the Tobacco Region Revitalization Commission grant.

Tobacco Commission and DHCD staff will jointly monitor the project.

**APPROVAL AND REVIEW:** This Board policy was reviewed and approved on 06/23/2020. [Technical amendment was approved on 9/23/2021.](#)

**SUPERSESION:** This policy is new.

**DHCD DIRECTOR:** Erik Johnston



## Memorandum

---

**TO:** GO Virginia Board Members

**FROM:** DHCD Staff

**RE:** Update to Sites Policy #9

**DATE:** 9/16/2021

DHCD staff received a request from the Region 8 Council on May 18, 2021 requesting changes to the Region 8 Sites Enhancement project that was approved at the March 16, 2021 GO Virginia board meeting. In the time from the original application submission in November 2020, several of the sites that were included in the approved list of sites had received contracts for sale or option on all or portions of the sites. This request was made prior to the contract being executed for this project.

Region 8 has requested that the board approve changes to the contract to allow two additional sites to be included that were not originally approved. The sites were part of the applicant's prioritization process and were the next sites in priority that were included in the original approved sites. These include:

- Martin site (Augusta County)
- Stephens Site, Lot 2 & 6 (Warren County)
- Bath County Industrial Park

The total costs for the project will still fall within the original approved budget. A copy of the request from Region 8 is attached.

Staff recommends that the Board approve this change to the Region 8 Sites Enhancement project. In addition, staff would request that the Board approve an amendment to the Sites Policy #9 to allow DHCD staff administratively approve similar changes to projects in the future as long as the approved project budget is not increased, the new sites were included in the applicant's prioritization process, and the site(s) meet all other requirements as presented in the GO Virginia Regional Site Project Guidance.



## Region 8

*Cities of: Buena Vista, Harrisonburg, Lexington, Staunton, Waynesboro, & Winchester  
Counties of: Augusta, Bath, Clarke, Frederick, Highland, Page, Rockbridge, Rockingham, Shenandoah, & Warren*

May 18, 2021

Tory McGowan  
GO Virginia Policy Analyst  
Virginia Dept. of Housing & Community Development  
600 E. Main St., Ste. 300  
Richmond, VA 23219

Dear Tory,

Thank you for sending the GO Virginia Per Capita Allocation Grant Contract for the GO Virginia Region 8 Sites Enhancement Project. We are excited to begin the implementation of this program, particularly with respect to the recent news that VEDP is desperate for additional sites due to the unprecedented prospect demand. Region 8 is experiencing the same unprecedented level of prospect activity and is the reason that before we can sign the contract we must request an amendment to the contract due to sales contracts pending or executed on several of our submitted sites. The region is in dire need of sites.

As we have discussed previously, in the time since the application deferment on December 7, 2020, the following changes occurred:

- Acorn Business Park was purchased in its entirety (84 acres);
- A contract for 70+ acres is pending on Innovation Village at Rockingham for a major international food & beverage company;
- Blue Mountain Site has received an option on 300 acres of the 514 ac tract;
- Stephens Industrial Park Lot 2 was subdivided and 25 acres has been purchased for the location of a 300,000 sf user;
- North Shenandoah Valley Industrial Park & Windcrest each have contracts, however it appears that neither contract will move forward based upon County and Town actions.

The fundamental premise of our application has more importance than ever; the need for sites, but the actual locations require modifications if we are to continue our economic growth. Therefore, in coordination with Draper Aden and their analysis of Region 8 sites, and John Loftus' (VEDP) agreement and approval of next best sites, we wish to make the following amendment to the sites covered by the allotment provided in the Contract:

- **Blue Mountain Site** – We will continue due diligence on the balance of the Blue Mountain Site (216 ac). VEDP has specifically asked for this site to be incorporated into their recent push for improving 200+ acres sites across the Commonwealth (April 2021). This site continues to be extremely important as a part of our regional industrial park initiative and the long-term Shenandoah Regional Airport development and it is believed that the balance of the Blue Mountain Site may come back onto the market within two years. The owner is aware of the loss of the due diligence opportunity on the balance of the property, but wishes to proceed with current plans of removing 300 acres from the market. In doing so, we will expend less money on due diligence on the Blue Mountain Site.





- **Martin Site**, Augusta County (168 ac) – This is a new site submission and at the time of original application development, the owner did not wish to be considered for the Sites Enhancement Project. Market conditions have changed considerably and the site is receiving numerous prospect recommendations and visits. According to Draper Aden, our engineering consultant who helped us with the original analysis of sites, the Martin Site likely offers the best ROI of any of Region 8's sites. We wish to use the balance of funds from the Blue Mountain Site to perform the due diligence and raise this site from a Tier 2 to a Tier 4 site. This is a regionally significant site that can handle large food & beverage operations. Neighbors are McKee Baking (Little Debbie), Hershey's and Target Distribution with other major employers in close proximity.
- **Stephens Lot 2 & 6** – Stephens Lot 2 has been divided and 25 acres sold to a company developing a 300,000 sf facility, validating the value of the property in Warren County. We wish to perform due diligence on the balance of Lot 2 and perform the same on Lot 6 (23.4 ac) across the street for the same amount of money as proposed for Lot 2 before its subdivision. Both sites will become Tier 4 sites. While these are two different parcels, each less than 25 acres, the proximity to the Virginia Inland Port and I-66 make both of these sites strategically importance, as exemplified by the 300,000 sf building project.
- **Bath County Industrial Park** (74 ac) – Bath County Industrial Park was in the original application submission and we wish to include it again due to the regional implications it has on the western part of Region 8. The Highland and Bath County region is isolated from the rest of the Valley and in many ways has more in common with Alleghany and Rockbridge Counties than to the rest of the Valley. The region is remote from major population centers and draws labor from a multi-county and -state region. In particular, Bath County serves as a regional hub that anchors this portion of the Commonwealth. While Bath and Highland wish to join a regional industrial park effort, the time necessary to complete such a project is long-term and the need for sites and economic development is near-term. The Bath County Industrial Park is the best option to serve this sub region with economic opportunities in the near term. VEDP supports this parks inclusion because as stated, "rural regions need the help now."

The Artillery Business Park/Carbaugh Tract and the Shenandoah Valley Industrial Park South Campus Sites remain the same as of this writing. However the South Campus site is receiving a lot of prospect attention.

Based upon the reality of our market, I ask that we be allowed to amend our contract to include these properties at a price not to exceed the amount approved by the GO Virginia Board. These are unprecedented times and Region 8 is experiencing unprecedented economic activity posing an opportunity for us to take advantage of the tremendous growth potential. Without additional sites, our region's economic growth will be stifled; not something that a rural region can afford to have happen. I greatly appreciate your consideration of this amendment and look forward to moving this project to implementation quickly. Refer to the accompanying table and map for additional information on these revisions. Please contact me at any time if I can answer questions.

Respectfully,



Chris Kyle  
 Chair, Shenandoah Valley Partnership, Board of Directors  
 Chair, GO Virginia Region 8 Council

Cc: Ashley Shickle



## Board Policy #9

---

**TITLE:** Use of GO Virginia Funds for Site Development Investments

**EFFECTIVE DATE:** 12/10/2019

**AUTHORITY:** § 2.2-2486 - §2.2-2489 of the Code of Virginia

**POLICY STATEMENT:** It is the policy of the Virginia Growth and Opportunity Board that per capita and statewide competitive funds may be used for site development activities that increase the number of business ready sites available to accommodate the expansion or attraction of businesses in the regions' targeted industry sectors.

Activities must advance sites towards becoming a Tier 4 site using the Virginia Business Ready Sites Program tier descriptions for site readiness for sites of at least 25 contiguous acres. Applicants may request a waiver of the 25-acre minimum if they can demonstrate the site is of significant regional importance. GO Virginia investments will support regions in advancing priority sites in Tiers 1-3. Sites that have been certified as a Tier 4 or 5 may be considered for funding if the applicant can demonstrate that the investment will significantly increase the marketability of the site. The Virginia Economic Development Partnership staff will be consulted in the review of all site-related applications.

Applications must describe activities that lead to the development of regionally significant sites - those identified by regional councils as priority and aligned to support industry sectors in their Growth and Diversification Plans. All projects must include collaboration of at least two localities with efforts to jointly contribute to the project through cost/revenue sharing, joint workforce development efforts and/or other partnerships or agreements, such as Regional Industrial Facility Authorities (RIFAs).

Applicants are encouraged to consider how the Virginia Collaborative Economic Development Act could be leveraged to advance the development of the site(s) in the future.

Funds may not be used for property acquisition, construction of speculative buildings, or any site developments that benefit only a single, known end user. Funds may be used for activities such as site characterization and prioritization, site due diligence, infrastructure enhancements, and the development of cost/revenue sharing agreements, such as a RIFA.

### **Per Capita Funds**

Regional Councils must demonstrate that they have considered VEDP site characterization and prioritization analysis and are focused on funding a limited number of sites within their region with the most potential to advance their Growth and Diversification plan, that enhance regional collaboration, and are most likely to be attract private sector investment. Regions are encouraged to consider sites' developability, location competitiveness, as well as sector suitability for their

targeted sectors. Project activities should advance site readiness for future economic development opportunities. Applicants must describe their strategy to market and promote the site to targeted end users.

Project applications that include both planning and implementation activities will be considered and reviewed on a case-by-case basis.

Planning Activities - Examples of fundable activities include site characterization and prioritization (for sites not previously fully characterized by the Virginia Economic Development Partnership) and activities to develop collaborative cost/revenue sharing agreements. Planning projects should be designed to include recommendations for future investments that would advance a site's business-readiness.

For site related funding requests for planning of less than \$100,000, the application may be submitted as an Enhanced Capacity Building (ECB) grant request.

The Board will require a 1:1 match with no local match requirement and funds awarded will count towards a region's \$250,000 annual limit for Enhanced Capacity Building activities.

Implementation – Examples of fundable activities include necessary due diligence (soft costs) and infrastructure enhancements (hard costs) that advance a site's readiness for development.

For site implementation projects that exceed \$100,000 and are using regular per capita funds, the Board will require a 1:1 match with a local match requirement of 20% or \$50,000 of the project cost, whichever is greater.

### **Statewide Competitive Funds**

Competitive funds may be used to advance regionally-significant sites of 25 acres or more that will help grow the regions' targeted industry sectors as described in their Growth and Diversification plan while supporting the state's economic development objectives. The results of VEDP's site characterization and prioritization process will play a key role in awarding competitive funds for site development but additional elements such as regional impact will be considered.

Competitive funds will be considered for projects that have a significant regional and statewide impact. Applicants must incorporate collaborative cost/revenue sharing agreements, such as Regional Industrial Facility Authorities (RIFAs), or demonstrate joint funding commitments in workforce development, transportation, or other collaborative partnerships that demonstrates significant involvement of two or more localities.

Sites with high location competitiveness for target industries and high developability will be prioritized; however, sites not meeting these criteria will be considered but will require significant justification. Applicants must describe their strategy to market and promote the site to targeted end users.

Fundable activities include those that have the participation of two or more localities would advance the site towards a Tier 4 status and/or improve its marketability and investment potential.

For site implementation projects using competitive funds, the Board will require a 1:1 match with a local match requirement of 20% or \$50,000 of the project cost, whichever is greater.

### **Privately Owned Sites**

GO Virginia funds may be used to provide public infrastructure investments in privately owned sites under guidelines developed by DHCD. The guidance shall establish eligibility requirements, relevant agreements with subgrantee/locality, and a grant repayment mechanism should the site cease to be used for an eligible GO Virginia use.

### **Changes to Projects Post-Board Approval**

For sites projects that have one or more sites that are sold or have pending sales prior to the execution of a contract, the Board will allow DHCD staff to administratively approve changes to the approved sites if the overall cost does not exceed the previously approved budget. The applicant must show that the new sites to be included in the project have been prioritized and meet all of the requirements as presented in the GO Virginia Regional Site Project Guidance.

**APPROVAL AND REVIEW:** This Board policy was approved on 12/9/2019, and amended on 12/7/2020 and 9/23/2021.

**SUPERSESION:** N/A

**DHCD DIRECTOR:** Erik Johnston

<b>FY 22 GO Virginia Regional Capacity Building Budgets</b>									
	<b>Region 1</b>	<b>Region 2</b>	<b>Region 3</b>	<b>Region 4</b>	<b>Region 5</b>	<b>Region 6</b>	<b>Region 7</b>	<b>Region 8</b>	<b>Region 9</b>
<b>Admin (General)</b>				\$100	\$5,000	\$54,200	\$25,000	\$39,850	\$25,000
<b>Audit</b>			\$1,170	\$11,250	\$3,000		\$3,000	\$1,500	\$7,000
<b>Contract Services</b>	\$11,500		\$117,400	\$27,000		\$10,000	\$20,000		\$500
<b>Fiscal /Accounting Services</b>	\$18,519			\$24,000	\$4,590		\$4,000		
<b>Legal Expenses</b>							\$2,000	\$500	\$250
<b>Marketing, Outreach, and Websites</b>	\$12,000	\$10,000	\$31,900			\$4,500	\$20,000	\$3,000	\$5,000
<b>Meetings and Workshops</b>	\$4,071	\$10,000	\$1,500	\$360	\$850	\$4,000	\$2,000	\$5,000	\$5,000
<b>Rent</b>	\$3,600		\$5,415	\$15,120					\$11,500
<b>Salaries (Fringe if applicable)</b>	\$182,811	\$75,000	\$80,000	\$145,248	\$191,660	\$110,800	\$125,500	\$193,000	\$175,000
<b>Supplies &amp; Equipment</b>	\$4,500	\$3,000	\$500	\$300	\$3,000	\$10,500	\$1,925	\$650	
<b>Taxes and Insurance</b>				\$2,800	\$1,900		\$6,000		\$1,000
<b>Travel</b>	\$6,000	\$3,000		\$300		\$6,000	\$575	\$3,000	\$2,500
<b>Program Support Total</b>	<b>\$243,000</b>	<b>\$101,000</b>	<b>\$237,885</b>	<b>\$226,478</b>	<b>\$210,000</b>	<b>\$200,000</b>	<b>\$210,000</b>	<b>\$246,500</b>	<b>\$232,750</b>
<b>Contract Services</b>	\$7,000			\$15,000				\$3,500	\$250
<b>Technical Assistance</b>			\$12,115						\$15,500
<b>Growth and Diversification Plan Development</b>		\$65,000		\$8,522	\$40,000		\$40,000		
<b>Planning Grants</b>									
<b>Planning Total</b>	<b>\$7,000</b>	<b>\$65,000</b>	<b>\$12,115</b>	<b>\$23,522</b>	<b>\$40,000</b>	<b>\$0</b>	<b>\$40,000</b>	<b>\$3,500</b>	<b>\$15,750</b>
<b>Project Reserves</b>	<b>\$0</b>	<b>\$84,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$50,000</b>	<b>\$0</b>	<b>\$0</b>	
<b>TOTAL</b>	<b>\$250,000</b>	<b>\$250,000</b>	<b>\$250,000</b>	<b>\$250,000</b>	<b>\$250,000</b>	<b>\$250,000</b>	<b>\$250,000</b>	<b>\$250,000</b>	<b>\$248,500</b>



## Virginia Growth and Opportunity Board

---

### **2022 Proposed Board Meeting Schedule**

Tuesday, March 15, 2022

Tuesday, June 14, 2022

Tuesday, September 13, 2022

Tuesday, December 13, 2022

All meetings will be held at 1:00 p.m.



# Per Capita Applications Workforce Development

# Per Capita Application

---

## ExperienceWorks

**Region:** 3

**Participating Localities:**

- Amelia County Public Schools (letter of commitment; match)
- Brunswick County Public Schools (letter of commitment; match)
- Charlotte County Public Schools (letter of commitment; match)
- Cumberland County Public Schools (letter of commitment; match)
- Danville Public Schools (letter of commitment; match)
- Halifax County Public Schools (letter of commitment; match)
- Henry County Public Schools (letter of commitment; match)
- Lunenburg County Public Schools (letter of commitment; match)
- Martinsville City Public Schools (letter of commitment; match)
- Mecklenburg County Public Schools (letter of commitment; match)
- Nottoway County Public Schools (letter of commitment; match)
- Patrick County Public Schools (letter of commitment; match)
- Pittsylvania County Public Schools (letter of commitment; match)
- Prince Edward County Public Schools (letter of commitment; match)

**Investment Strategy:** Workforce Development

**Targeted Industry(s):** Business Services and IT/Data Centers, Advanced Manufacturing & Materials, High Value Natural Resource Products

**Type of Project:** Per Capita

**Applicant(s):** Institute for Advanced Learning and Research (IALR)

**Project Goal(s):** To increase the number of high school graduates in Region 3 who are connected to employment opportunities in high-skill, high wage positions in targeted growth sectors.

**Project Description:** IALR will lead the ExperienceWorks initiative, a systems approach that leverages GO Virginia Region 3 investments to connect students and young adults to high-skill, high-wage employment opportunities through a myriad of work-based learning opportunities. Establishing connections with students while they are still in high school will allow businesses to access emerging workers and, through WBL experiences, provide skill instruction and mentoring.

Over two years, *ExperienceWorks* activities will include:

- Expansion of Major Clarity usage to 75% of 6<sup>th</sup> – 12<sup>th</sup> grade students
- Career CHOICE Expo events for 7,000 middle and high school students



## ExperienceWorks

- sector-focused summer camps led by business and industry, targeting 300 9<sup>th</sup> and 10<sup>th</sup> grade students
- EXCITE teacher externship program connecting 60 educators to businesses in the region
- 10 work-readiness bootcamps to prepare students for WBL placements
- paid internships for 150 students and young adults
- semi-annual stakeholder meetings to share outcomes and best practices, and build social capital

GO Virginia funds will be used to support a full-time WBL Coordinator, 50% of intern stipends, costs for sector-focused and work-readiness camps, stipends for teacher externships and project administration.

### Project Budget:

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 515,628</b>
<b>Matching Funds</b>	<b>\$ 523,358</b>
Local Match	\$ 356,658
<b>Leverage</b>	<b>\$ 695,098</b>
<b>Total Project Budget</b>	<b>\$ 1,734,084</b>

### Outputs and Outcomes:

- 60 jobs created
- 150 internships created
- 300 9<sup>th</sup> and 10<sup>th</sup> grade participants in Sector-Focused Summer Camps
- 150 participants in 10 work-readiness boot camps
- 60 educators connected to businesses through teacher externship program
- 7000 student participants in Career CHOICE events
- 75% of 6-12 graders use of Major Clarity

### Workgroup Discussion:

- Great example of regional collaboration; 14 of 15 school districts participating
- Intern stipends will be matched by employer contributions
- Health care employers included in application; if awarded, grant will isolate those efforts to focus on traded sectors
- Negative 3 year ROI/ Positive 5 year ROI
- Builds off an Enhanced Capacity Building Region 3 *Common Platform* effort, which allowed the region's school districts to adopt a common web-based platform
- Strong complement to the Great Opportunities in Technology and Engineering Careers (GO-TEC)

- In addition, ExperienceWorks will include regional mock interview days (AspHIRE program) for 1,400 12th graders and the development of an Apprenticeship Consortium to support 40 apprentices.

## ExperienceWorks

### Staff Recommendation:

Based on the workgroup discussion and application review, staff recommends this project for approval.

Requirements	
\$2:1 Match Requirement	YES
Local Match Requirement	N/A
Traded Sector	YES
High-wage Job Creation Potential	YES
3 Year ROI	NO
5 Year ROI	YES
Alignment with G&D Plan	YES
Grant Management Capacity	YES
Sustainable After GOVA Funds	YES

## Per Capita Application

---

### Maritime Entry-to-Employment Training (MEET)

**Region:** 5

**Participating Localities:**

City of Newport News (in-kind match)

City of Hampton (letter of support)

City of Norfolk (letter of support)

**Investment Strategy:** Workforce Development

**Targeted Industries:** Advanced Manufacturing and Shipbuilding and Ship Repair

**Type of Project:** Per Capita Implementation

**Applicant(s):** Old Dominion University Research Foundation

**Project Goal(s):** To build an online training delivery platform in two maritime trades courses in Pipefitting Sheet Metal Workers, and Welders.

**Project Description:** MEET will extend and expand the workforce development begun through the previously GO Virginia funded project, COVA MAP, which created online courses for Outside Machinists and Deck Electricians. Like COVA MAP, courses created through MEET by ODU will be designed for both online delivery and in-class participation. Through partnerships between ODU, Tidewater Community College (TCC) and Q.E.D Systems (QED), MEET will provide a deliberate, coordinated training pipeline from an individual's entry into the maritime training world, all the way to achievement of trade qualifications and/or certificates and readiness for employment. Students will complete the basic course either online or in-person, then begin to develop necessary skills and understanding with interactive games and simulations.

The next phase includes hands-on training with real world equipment and performance in controlled training environments. In addition to the simulations and education games available online, in-person participation at TCC will include hand-on practical exercises, and for some maintenance or repair actions, actual equipment deployment (e.g. welding training in welding booths). All training conducted at QED includes hands-on exercises and equipment use. Students who complete the full training pipeline will finish at the QED facility in Norfolk - a two-level, six compartment ship mock-up where classes from different maritime trades will learn to coordinate maintenance and repair, completing trades' specific tasks in the same area and learning to coordinate simultaneous tasks. GO Virginia funds will be used to pay for salaries, training, curriculum development, equipment, contract services, and outreach.

## Maritime Entry-to-Employment Training (MEET)

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 723,000</b>
<b>Matching Funds</b>	<b>\$ 430,525</b>
Local Match	\$ 158,772
<b>Additional Leverage</b>	<b>\$ 0</b>
<b>Total Project Budget</b>	<b>\$ 1,153,525</b>

### Outcomes:

- Train 162 total students within 2 years
- For welders, potential for AWS welding and MILSPEC certifications

### Workgroup Discussion:

- Opportunity to help serve underserved populations of the community.
- TCC will have formal MOUs in place with participating school divisions of Portsmouth, Chesapeake, and Virginia Beach.
- Match being committed by Newport News is for student in 3<sup>rd</sup>-8<sup>th</sup> grades through an interactive and gamified exploration of ten digital shipbuilding careers, content, and pathways. An interactive website will host four gamified simulations and six static simulations integrating computer science standards, STEM career pathways
- Feedback loop responses indicates no academic institutions have formally committed to using the COVA MAP maritime training platform and no courses have been used to date by private industry.
- It is not clear how this effort will continue once GO Virginia funds have been exhausted.
- Not clear on the number of students that would be credentialed.
- Partnerships with education partners have not been finalized.

### Staff Recommendations:

Based on the workgroup discussion and application review, staff recommends this application to be deferred.

Requirements	
\$2:1 Match Requirement	<b>YES</b>
Local Match	<b>N/A</b>
Traded Sector	<b>YES</b>
High-wage Job Creation Potential	<b>YES</b>
3 Year ROI	<b>YES</b>
Alignment with G&D Plan	<b>YES</b>
Grant Management Capacity	<b>YES</b>
Sustainable After GOVA Funds	<b>UNDETERMINED</b>



# Per Capita Applications Site Development & Infrastructure

## Per Capita Application

### Strengthening Southern Virginia’s Economy by Expanding the Inventory of Shovel Ready Sites

**Region:** 3

**Participating Localities:**

- City of Danville (Cash)
- Halifax Industrial Development Authority
- Patrick County
- Pittsylvania County (Cash)

**Strategy:** Site Development

**Industry Sectors:** Advanced Manufacturing, High-Value Natural Resource Products, IT, Precision Machining

**Type of Project:** Per Capita

**Applicant(s):** Institute of Advanced Learning and Research in partnership with Southern Virginia Regional Alliance (SVRA)

**Project Goal(s):** To increase the number of shovel-ready sites in order to attract companies to invest capital and create jobs in the region.

**Project Description:** The Southern Virginia Regional Alliance (SVRA) (and the IALR as fiscal agent) are proposing to develop a site development program that will parallel VEDP’s site characterization program. The region had 33 of 66 available sites evaluated as part of the VEDP site characterization program. This proposal seeks funding to elevate ten of these 33 publicly owned sites on the Virginia Business Ready Sites Program Tier System to be more shovel-ready. The project will raise seven (7) sites totaling 1,188 acres from Tier 2 to Tier 4, and raise three (3) sites totaling 311 acres from a Tier 2 to Tier 3 or 4 on the VBRSP scale. GO Virginia funds will be used for due diligence work on ten sites, transportation and sewer engineering for one site, transportation engineering for one site, as well as project administration.

**Project Budget:**

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 1,534,900</b>
<b>Matching Funds</b>	<b>\$ 767,450</b>
Local Match	\$ 387,450
<b>Leverage</b>	<b>\$ 335,946</b>
<b>Total Project Budget</b>	<b>\$ 2,638,296</b>

## Strengthening Southern Virginia’s Economy by Expanding the Inventory of Shovel Ready Sites

### Outputs and Outcomes:

- Move seven (7) sites totaling 1,188 acres to Tier 4 on the VBRSP scale
- Move three (3) sites totaling 311 acres to Tier 3 or 4 on the VBRSP scale

### Workgroup Discussion:

- Good effort to coordinate with VEDP Site Characterization Program
- Region 3 Executive Committee approved contingent of approval of matching funds as identified by the Tobacco Commission and EDA
- Tobacco Commission award to be used as match was confirmed since application was submitted (reduced to \$454,100); EDA application has not yet been submitted.
- Multiple sites a part of the proposal owned by RIFAs.

### Staff Recommendation:

Based on the workgroup discussion and application review, staff recommends approval of the project. Funds will be released for the Day Site once EDA match has been confirmed.

Requirements	
\$2:1 Match Requirement	YES
Local Match Requirement	N/A
Traded Sector	YES
High-wage Job Creation Potential	YES
3 Year ROI	YES
Alignment with G&D Plan	YES
Grant Management Capacity	YES
Sustainable After GOVA Funds	UNDETERMINED



# Per Capita Applications Startup Ecosystem



## **Per Capita Application**

---

### Lighthouse Labs Alumni Program

**Region:** 4

**Participating Localities:**

Henrico County (letter of support, advisory board)

City of Richmond (letter of support, advisory board)

**Investment Strategy:** Startup Ecosystem

**Targeted Industries:** Information and Emerging Technologies

**Type of Project:** Per Capita

**Applicant(s):** Lighthouse Labs

**Project Goal(s):** To provide an additional 9-months of support to alumni of the pre-seed accelerator program for early stage companies with high growth potential.

**Project Description:** Lighthouse and its partners seek to strengthen the post-acceleration resources offered to founders once graduated from the program. By offering support for an additional 9 months after the 3-month acceleration program, Lighthouse will help alumni scale organically and attract outside capital to grow their businesses. This support will lead to Lighthouse alumni companies being ready for seed stage and early venture capital funding more quickly than they would be otherwise. Region 4 alumni companies will be offered financial credits from outside providers that founders identify as key for their company's growth, including but not limited to sales, marketing, product development, communications, diversity training, human resources, legal, accounting, and financial modeling. Region 4 companies will also have additional paid access to space at the Startup Virginia for up to one year as well as interns provided by Lighthouse's university partners. All alumni companies will be able to participate in monthly educational program and alumni social events to build engagement; and have additional networking and pitch opportunities to provide continued access to outside capital through the Lighthouse Investor Network.

GO Virginia funds will be used for salaries, membership fees, professional services, software, alumni events, internships stipends, alumni support services, and administration.

## Lighthouse Labs Alumni Program

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 429,000</b>
<b>Matching Funds</b>	<b>\$ 234,510</b>
Local Match	\$ 0
<b>Additional Leverage</b>	<b>\$ 0</b>
<b>Total Project Budget</b>	<b>\$ 663,510</b>

### Outcomes:

- 90 jobs created in 3 years
- Up to 40 founding companies served
- 12-16 new internships created
- \$2.4 million in new revenue generated

### Workgroup Discussion:

- Great opportunity to provide post-acceleration services to alumni companies to help continue the momentum for founding companies received in the initial 3-month accelerator program.
- Opportunity for local government and other interested stakeholders to stay engaged through the creation of an advisory committee.
- Lighthouse has established a good track record with pre-seed companies.

### Staff Recommendations:

Based on the workgroup discussion and application review, staff recommends this application for approval.

Requirements	
\$2:1 Match Requirement	<b>YES</b>
Traded Sector	<b>YES</b>
High-wage Job Creation Potential	<b>YES</b>
3 Year ROI	<b>YES</b>
5 Year ROI	<b>YES</b>
Alignment with G&D Plan	<b>YES</b>
Grant Management Capacity	<b>YES</b>
Sustainable After GOVA Funds	<b>UNDETERMINED</b>

## Per Capita Application

---

### 2030 Initiative

**Region:** 7

**Participating Localities:**

Arlington County (in kind match)

Fairfax County (in kind match)

Fairfax City (in kind match)

Loudoun County (in kind match)

Prince William County (in kind match)

**Investment Strategy:** Startup Ecosystem

**Targeted Industry(s):** Computer Services, Cybersecurity, Engineering Services, Life Sciences, Financial Services

**Type of Project:** Per Capita

**Applicant(s):** Refraction, Inc.

**Project Goal(s):** To double the capital raised and jobs created by technology startups and high-growth companies in Northern Virginia by 2030.

**Project Description:** Refraction will lead alongside key partners, including George Mason University, Arlington County, Fairfax County, Loudoun County, Amazon, Cox, and MITRE to implement the 2030 Initiative. The 2030 Initiative is targeted to address the three critical needs of all startups: capital, customers, and coaching. The main elements of the Initiative are:

- Accelerate Pitch Competition / Startup Showcase
- Reverse Pitch / Talent Recruitment Events
- Tech Team
- Startup Bootcamp
- Founders Festival

**Project Budget:**

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 2,460,190</b>
<b>Matching Funds</b>	<b>\$ 1,230,095</b>
Local Match	\$ 180,000
<b>Total Project Budget</b>	<b>\$ 3,690,285</b>

## 2030 Initiative

### Outputs and Outcomes:

- 300 jobs created in 3 years/500 jobs created in 5 years
- 120 investors engaged in 3 years/200 investors engaged in 5 years
- \$5.5 million raised in 3 years/\$12 million raised in 5 years

### Workgroup Discussion:

- Strong locality support and participation; encourage a regional advisory group to monitor project performance and ensure maximum impact
- Good partnerships with GMU and other stakeholders
- Project outcomes will be tracked using a database, survey collection and quarterly check ins to ensure they can be attributed to this effort
- Concern about the high proportion of costs going towards rent in the GO Virginia budget

### Staff Recommendation:

Based on the workgroup discussion and application review, staff recommends this project for approval contingent upon a revised budget that replaces the rent costs with startup memberships. Funds will be released concurrent with startups being enrolled in programmatic elements of the program.

Requirements	
\$2:1 Match Requirement	YES
Local Match Requirement	N/A
Traded Sector	YES
High-wage Job Creation Potential	YES
3 Year ROI	YES
Alignment with G&D Plan	YES
Grant Management Capacity	YES
Sustainable After GOVA Funds	UNDETERMINED

## **Per Capita Allocation Application**

---

### **Agricultural Innovation Center**

**Region:** 8

**Participating Localities:**

City of Buena Vista (Tax rebates and fee waivers)

Rockbridge County (in-kind)

**Investment Strategy:** Startup Ecosystem

**Targeted Industries:** Light Manufacturing, Value Added Agriculture Manufacturing

**Type of Project:** Per Capita Allocation

**Applicant(s):** The Advancement Foundation

**Project Goal(s):** To create a multi-use facility featuring a business incubator and classrooms, ag and food tech labs, a small-scale manufacturing space, a processing and product development space, and a commercial kitchen to expand agricultural and tech industries across the Shenandoah Valley.

**Project Description:** Located in downtown Buena Vista, the Agricultural Innovation Center will transform a vacant 37,000 square-foot factory into a flagship, agricultural innovation facility. The facility will grow the region's entrepreneurial ecosystem, support Buena Vista's downtown revitalization, and serve as a model for future ag enterprise facilities in the Shenandoah Valley.

The Agricultural Innovation Center is a non-profit accelerator that helps food and agriculture entrepreneurs and organizations advance their growth to scale. Offering a comprehensive approach to agriculture-based business development, the Agricultural Innovation Center's services will include emerging technologies in product development or processing, proof of concept in value-added product development, and space for manufacturing. More specifically, the Center's ventures will address the expansion of value-added product development, as well as innovations in production, food systems, and technology. Providing a proven business model that emphasizes sustainability, the Center in Buena Vista will be the first of a regional network of Ag facilities; other prospective facilities are currently being explored in the City of Winchester and Rockingham County.

By collaborating with industry experts, innovators, producers, regional partners, economic developers, and higher education institutions, the Center will form a strong network and facilitate a regional entrepreneurial ecosystem. The Center is partnering with James Madison University's Hemp Study to engage student and faculty in product development, as well as the Shenandoah Community Capital Fund to extend business acceleration cohort training to the southern portion of the Shenandoah Valley. Building on regional assets, the Center's business acceleration services will expand on previous GO Virginia investments.

## Agricultural Innovation Center

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 550,000</b>
<b>Matching Funds</b>	<b>\$ 305,000</b>
Local Match	30,000
<b>Additional Leverage</b>	<b>\$ 672,450</b>
<b>Total Project Budget</b>	<b>\$ 1,527,450</b>

### Outputs/Outcomes:

- Renovation and build-out of Agricultural Innovation Center
- 18 companies served in two years
- 28 new jobs created in two years
- 8 new engagements between companies and higher education
- 40 mentors, consultants and industry leaders engaged

### Workgroup Discussion:

- TAF has a good track record of meeting or exceeding goals for projects and previously funded GOVA grants, but this will be a new venture in which they will also act as a developer for the Agricultural Innovation Center, as well as additional retail and housing.
- Lack of financial commitment from JMU and institutional “collaborators”.
- Project readiness: project includes \$3.9 million in renovation costs that have not yet been secured.
- There needs to be more connection to the findings of the GOVA funded ECB for an Agriculture Enterprise Center Feasibility Study.

### Staff Recommendation:

Based on the workgroup discussion and application review, staff recommends this project be deferred.

Requirements	
\$2:1 Match Requirement	YES
Traded Sector	YES
High-wage Job Creation Potential	YES
3 Year ROI	NO
5 Year ROI	NO
Alignment with G&D Plan	YES
Grant Management Capacity	YES
Sustainable After GOVA Funds	YES



# Per Capita Applications Cluster Scale-Up

## Per Capita Application

---

### Mobilizing the Supply Chain with Critical Infrastructure

**Region:** 1

**Participating Localities:**

Scott County (Letter of Commitment)

City of Bristol (Letter of Commitment)

Town of Duffield (Letter of Commitment)

**Investment Strategy:** Cluster Scale-Up

**Targeted Industries:** Agriculture, Food/Beverage Manufacturing

**Type of Project:** Per Capita

**Applicant(s):** Appalachian Sustainable Development (ASD)

**Project Goal(s):** To close notable gaps in the local food supply chain by providing cost-share opportunities for agricultural production equipment and cost-prohibitive resources for small business owner-operators such as farmers and food producers.

**Project Description:** This project will include infrastructure expansions to provide producers who are developing new value added products (VAP) for the market or preserving their harvest. Much of this equipment will simplify planting and harvesting on the farm, reducing the labor cost, and increasing earning potential for small farmers. Other equipment will furnish a commercial kitchen to facilitate light packaging and processing produce to facilitate consumer use of fresh, local food by limiting any additional work needed for preparation. This commercial kitchen can also provide a small business incubator for food producers to perfect their business plans and conduct their business.

ASD will create a comprehensive curriculum for program participants, including food safety, business planning, information regarding cottage industry regulations, value-added production training, and related training on the use of the facility to support and launch small agribusinesses. The added facility expansion and offered curriculum would expand ASD services to include a business incubator model to help Southwest Virginians increase their earning potential.

The service area for this project includes Bristol and Duffield, Virginia as the primary locations for the project activities. Duffield houses the food and herb hub, and Bristol coordinates the regional school nutrition programs. Bristol is also the projected location of ASD's future headquarters. The project will serve the broader Southwest Virginia region by providing opportunities to share production and distribution equipment costs among multiple farmers and food producers. Buyers and other partners are in Virginia and other states in Central Appalachia, including Kentucky, Ohio, Pennsylvania, North Carolina, Georgia, and Tennessee.



## Mobilizing the Supply Chain with Critical Infrastructure

GOVA funds have been requested to cover salaries, benefits, building modifications, equipment, health/safety inspections, and indirect administration costs.

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 376,347</b>
<b>Matching Funds</b>	<b>\$ 190,804</b>
Local Match	0
<b>Additional Leverage</b>	<b>\$ 0</b>
<b>Total Project Budget</b>	<b>\$ 567,151</b>

### Outcomes:

- 175 participants in programs
- 10 businesses expanded
- 4 businesses created
- 15 credentials awarded
- 3 new products completed/released to production
- 50 jobs created in year 3

### Workgroup Discussion:

- Targeted industry sector and project approach does not meet the requirement of the program.
- Job creation is limited and wages will need to be verified.
- Budget will need to be reworked.
- Sustainability plan is not clear.

### Staff Recommendation:

Based on the workgroup discussion and application review, staff recommends deferral to allow the applicant to realign the project around GOVA objectives and restructure the budget.

Requirements	
\$2:1 Match Requirement	<b>YES</b>
Traded Sector	<b>YES</b>
High-wage Job Creation Potential	<b>YES</b>
3 Year ROI	<b>NO</b>
5 Year ROI	<b>YES</b>
Alignment with G&D Plan	<b>YES</b>
Grant Management Capacity	<b>YES</b>
Sustainable After GOVA Funds	<b>UNDETERMINED</b>

## Per Capita Application

---

### Pharmaceutical Manufacturing Cluster Scale-up

**Region:** 4

**Participating Localities:**

Richmond City (letter of commitment)

Greater Richmond Partnership on behalf of its member localities including Chesterfield, Hanover, and Henrico Counties, and Richmond City (letter of commitment/match)

Henrico County (letter of commitment)

Virginia Gateway Region on behalf of its member localities including Dinwiddie, Prince George, Surry, and Sussex Counties and Colonial Heights, Hopewell, and Petersburg City (cash/in kind match)

**Investment Strategy:** Cluster Scale up

**Targeted Industry(s):** Pharmaceutical Manufacturing and R&D

**Type of Project:** Per Capita

**Applicant(s):** Activation Capital

**Project Goal(s):** To accelerate growth of the emerging Pharmaceutical Manufacturing cluster for Region 4 and to become an international leader in advanced pharmaceutical manufacturing and R&D, thus grow high paying jobs, recruitment and expansion of companies and investment in high tech tradeable sector activity.

**Project Description:** Activation Capital will be the applicant and lead this effort to implement the scale up of the Pharmaceutical Manufacturing and R&D industry in Region 4. The project includes the following elements (priority recommendations of the *Building a global cluster of advanced pharmaceutical manufacturing and R&D in Richmond/Petersburg* final planning (ECB) report):

- **Create a collaborative organization:** Engage key stakeholders to drive, spark, lead and monitor implementation of the Final Report Recommendations to include Leadership and Advisory Boards and a new full time Executive Director (in coordination with VEDP).
- **Build the supply chain in the region:** Identify and recruit national and global qualified leads to fill and anticipate gaps using expertise of consultants and pioneer firms, support local, regional and state EDOs' outreach efforts and outreach to Virginia companies and innovators through established statewide stakeholders.
- **Solve critical regional infrastructure/ lab space issues:** Create lab space data-gathering system and business models, recruit developers and financial players, design and pilot scale up facilities.
- **Implement communications campaign:** Engage consultant to plan and launch coordinated campaign with state, regional and local EDOs to recruit companies and talent, create shareable website, social media and other resources for stakeholders and produce programming by regional thought leaders for a global audience.

- **Assure workforce needs are identified and met, now and in future:** Focus support to CCWA, VEDP, John Tyler CC and private industry to create world-class Advanced Pharmaceutical Manufacturing Technician (APMT) certificate / AA program, engage students, faculty and administration across Virginia higher education in collaboration with Virginia Bio-Connect project and support VSU efforts with VCU to develop pathways, programs and student experiences to support the emerging cluster.
- **Cultivate strategic relationships:** Pursue support from philanthropy, industry, and federal sources for transformative development.

GO Virginia funds will be used for contract services, program operations, outreach and marketing, curriculum development, events, intern salaries, website development, software, and regional council project monitoring.

**Project Budget:**

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 1,400,000</b>
<b>Matching Funds</b>	<b>\$ 702,480</b>
Local Match	\$ 0
<b>Leverage</b>	<b>\$ 220,000</b>
<b>Total Project Budget</b>	<b>\$ 2,322,480</b>

**Outputs and Outcomes:**

- 350 jobs created in Advanced Pharmaceutical Manufacturing and R&D supply chain
- 25 new or expanded businesses in Advanced Pharmaceutical Manufacturing and R&D cluster/supply chain
- 50,000 new square feet of commercial lab space in the region announced/completed
- Advanced Pharmaceutical Manufacturing Technician (APMT) Certificate created
- 10 APMT certificates earned
- 40 new APMT students enrolled
- Creation of new organization consisting of 30 members of leadership and advisory boards
- 100 new leads in the cluster to recruit
- 10 media stories highlighting the regional cluster
- 8 thought leadership events
- 4 laboratory space developer marketing events
- 4 non-state (federal, philanthropic, industry, etc.) strategic and complimentary opportunities pursued
- \$5 million value of revenue and other resources received in the region from additional strategic and complimentary opportunities

## Pharmaceutical Manufacturing Cluster Scale-up

### Workgroup Discussion:

- Great example of regional collaboration
- Direct follow-on to GO Virginia-funded Pharmaceutical Manufacturing Enhanced Capacity Building (ECB) grant
- Great private sector support
- New Executive Director salary for the effort committed to by VEDP and private sector support

### Staff Recommendation:

Based on the workgroup discussion and application review, staff recommends this project for approval.

Requirements	
\$2:1 Match Requirement	YES
Local Match Requirement	N/A
Traded Sector	YES
High-wage Job Creation Potential	YES
3 Year ROI	YES
Alignment with G&D Plan	YES
Grant Management Capacity	YES
Sustainable After GOVA Funds	YES



# Regional ERR Applications

## **Economic Resilience and Recovery Application**

---

### **New Kent County/RCC Welding Program**

**Region:** 4

**Participating Localities:**

Charles City County (letter of support, steering committee)

King William County (letter of support, steering committee)

New Kent County (in-kind match, steering committee)

Town of West Point (letter of support)

**Investment Strategy:** Workforce Development

**Targeted Industries:** Advanced Manufacturing

**Type of Project:** Regional ERR

**Applicant(s):** New Kent County

**Project Goal(s):** To train and develop a pipeline of welders, meeting a critical and growing need in the area.

**Project Description:** In partnership with Charles City County, King William County, the Town of West Point, Rappahannock Community College (RCC), and local employers, New Kent County will renovate a portion of the former New Kent high school to develop a start-of-the-art welding facility for the greater region. This project would meet an employment sector need that was exacerbated by the COVID pandemic. According to Jobs EQ/Chmura, there is substantial short-term demand for welders in GO Virginia's Region 4, with an estimated need for 147 workers over the next year (incorporating Chmura's short-term forecast of recovery from the COVID-19 pandemic). The pipeline of certified workers was stalled during the pandemic as RCC reduced class size by half to mitigate spread of the virus. This new site will help accommodate the resulting wait lists, which hovers around 20 students each semester. The COVID impact went beyond disruption in the pipeline of labor force demand. The industry has experienced material shortages, an increased demand for metal framing for new home and commercial construction, and an increase in construction/utility projects made possible due to federal COVID-relief funding.

The facility will be developed by repurposing the cafeteria of the old high school in New Kent County. The facility would include 12 welding training stations with the latest in training equipment and technology, including virtual reality training. The site would support training partnerships with the area high school and technical center. Finally, future growth would be possible in the areas of HVAC, machining, and some components of diesel mechanics. GO Virginia funds will be used site plan/design services, welding equipment, rent, and utilities at the renovated facility.

## New Kent County/RCC Welding Program

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 300,000</b>
<b>Matching Funds</b>	<b>\$ 150,000</b>
Local Match	\$ 10,000
<b>Additional Leverage</b>	<b>\$ 25,000</b>
<b>Total Project Budget</b>	<b>\$ 485,000</b>

### Outcomes:

- 60 students trained
- 6 businesses served
- 50 credentials awarded
- 15 students enrolled in dual enrollment

### Workgroup Discussion:

- Significant demand for welders in the service area and immediate adjacent areas of Williamsburg and Henrico.
- Great opportunity to create a pipeline of talent for local employers and help mitigate the production disruptions caused by the pandemic.
- Good collaboration between local governments and employers looking to hire welders.

### Staff Recommendations:

Based on the workgroup discussion and application review, staff recommends this application for approval.

Requirements	
\$2:1 Match Requirement	YES
Traded Sector	YES
High-wage Job Creation Potential	YES
3 Year ROI	N/A
5 Year ROI	N/A
Alignment with G&D Plan	YES
Grant Management Capacity	YES
Sustainable After GOVA Funds	N/A

# Economic Resilience and Recovery Application

## Tech Set

**Region:** 7

**Participating Localities:**

Arlington County Economic Development (letter of commitment)

Fairfax County Economic Development Authority (letter of commitment)

Loudoun County Department of Economic Development (letter of commitment)

**Investment Strategy:** Workforce Development

**Targeted Industry(s):** Computer Services, Cybersecurity, Engineering Services, Financial Services

**Type of Project:** Economic Resilience and Recovery

**Applicant(s):** Marymount College

**Project Goal(s):** To increase the number of economically disadvantaged college students in technology jobs in Region 7 while addressing the Region 7 technology companies' identified need for entry-level workers.

**Project Description:** Marymount University will implement a two-month educational program designed to develop work-ready social and technology skills to help economically disadvantaged university juniors and seniors who have suffered disproportionately from the COVID-19 pandemic. The GO Virginia project is to pilot Tech Set for one year completing three cohorts. Six (6) tech employer partners from Region 7 are committing to interview the Tech Set program graduates for internships and entry-level jobs and are providing funds for graduates to receive a scholarship to use for educational or work preparation. George Mason University, through its Center for Regional Analysis, will partner with Marymount to assess the pilot program's effectiveness, demographic differences leading to different outcomes, if any, and overall suitability of the Tech Set program for the longer term. GO Virginia funds will be used for contract services for program management, mentoring, instructors, research and data analysis, web content portal development, video production and supplies as well as grant management and oversight to Region 7.

**Project Budget:**

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 425,000</b>
<b>Matching Funds</b>	<b>\$ 230,000</b>
Local Match	\$ 0
<b>Leverage</b>	<b>\$ 50,000</b>
<b>Total Project Budget</b>	<b>\$ 655,000</b>



## TECH SET

### Outputs and Outcomes:

- 200 program participants
- 180 program graduates
- 100 jobs filled or 100 internships created

### Workgroup Discussion:

- Strong private sector support; six companies are providing financial incentives and commitments to interview for Tech Set program graduates
- NOVA Chamber and Northern Virginia Technology Council providing support
- Localities committing to promoting the program and growing number of employer partners
- Project was designed based on *Reskilling Leisure, Hospitality and Retail Workers for Technology Employment*, a GO Virginia funded-ECB and preliminary Region 7 2021 G&D Report findings

### Staff Recommendation:

Based on the workgroup discussion and application review, staff recommends this project for approval.

Requirements	
\$2:1 Match Requirement	YES
Local Match Requirement	N/A
Traded Sector	YES
High-wage Job Creation Potential	YES
3 Year ROI	N/A
Alignment with G&D Plan	YES
Grant Management Capacity	YES
Sustainable After GOVA Funds	N/A



# Administratively Approved Enhanced Capacity Building Applications

## Administrative Approvals: Enhanced Capacity Building

### GROW(TH): The Business of Agriculture in Southwest Virginia

**Region:** 1

**Participating Localities:** Smyth and Washington Counties (letters of support), Towns of Abingdon, Glade Spring, Meadowville and Saltville

**Investment Strategy:** Workforce Development/Startup Ecosystem

**Targeted Industry(s):** Agriculture, Food & Beverage Manufacturing

**Type of Project:** Enhanced Capacity Building

**Applicant(s):** Emory & Henry College School of Business

**Project Goal(s):** To complete a feasibility study for an Innovation Hub for Agriculture Initiatives to support on-going ag-related entrepreneurship education through a set of distinct, custom programs that will drive workforce growth in the sector and create a culture of opportunity in an economic ecosystem that fosters innovation in agriculture through a partnership between higher education and businesses, community organizations, and municipalities.

**Project Description:** The feasibility study would consist of three (3) major components:

- (i) a research project focused on collecting quantitative and qualitative data related to entrepreneurial ag-related businesses in Washington and Smyth counties and developing a comprehensive analysis of the sector Value Chain,
- (ii) program design and delivery for a minimum of three (3) 2-day workshops for all participants and ag-related entrepreneurial ventures in areas of (a) Value Chain Analysis, (b) Systems Thinking and (c) Entrepreneurship (hosted by Emory & Henry College), and
- (iii) a Conference to present findings of the feasibility study and establish the next steps toward an implementation project.

The feasibility study would examine the various possibilities through this partnership for enhancing profitability of the region's agricultural industry along existing value chains, be they in growing, distribution, manufacturing or retail. This study would look at the specific assets of each partner as they collaborate in the creation of new ag-related enterprises and a more sophisticated and well-trained workforce in agricultural development.

#### Project Budget:

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 52,950</b>
<b>Matching Funds</b>	<b>\$ 26,500</b>
Local Match	\$ 0
<b>Total Project Budget</b>	<b>\$ 79,450</b>

#### Outcomes:

- Feasibility study
- Three 2-day workshops for ag-related entrepreneurs
- Conference to discuss study findings

# Profiles that Increase the Competencies, Knowledge, and Skills That Matter (PICKS TM)

**Region:** 2

**Participating Localities:** Floyd County (letter of support) and Pulaski County (letter of support)

**Investment Strategy:** Workforce Development

**Targeted Industry(s):** Manufacturing

**Type of Project:** Enhanced Capacity Building

**Applicant(s):** New River/Mount Rogers Workforce Consortium Board

**Project Goal(s):** To support the economic growth of the region’s priority industry clusters by developing a tool, process, and common language in helping businesses with their recruiting, hiring, training, and promoting practices as well as in making decisions about jobs, identifying strengths, setting training goals, and finding appropriate training programs for in-demand jobs of high growth businesses.

**Project Description:** Using the American College Testing (ACT) Job Profiling system, the applicant will consult with subject matter experts at companies to analyze the skills, skill levels, and skill frequency workers need to be successful at certain jobs. Business will gain a sharable, detailed analysis of skills and abilities and employee needs to be productive and efficient on the job. Using ACT’s standardized structure, detailed internal reports will enable efficient job matching to applicant work history, applicant training completions, and employee skill mastery while external redacted reports will inform workforce system partners in developing navigational career progression maps specific to the region. GO Virginia funds will be used for salaries, fiscal fees, contract services, incumbent worker training, travel, outreach, supplies and equipment.

**Project Budget:**

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 100,000</b>
<b>Matching Funds</b>	<b>\$ 101,840</b>
Local Match	\$
Additional Leverage	\$ 430,000
<b>Total Project Budget</b>	<b>\$ 631,840</b>

**Products:**

- 15-20 Incumbent Worker Training employees
- 8-10 occupations profiled with ACT Job Profile documents
- Development of Career Lattices Tool to guide workforce systems and job seekers with career decisions

## Setting Pathways that Activate Real-World Knowledge (SPARK)

**Region:** 5

**Participating Localities:** Cities of Franklin (letter of support), Newport News (letter of support), Norfolk, and Portsmouth (applicant and letter of support).

**Investment Strategy:** Workforce Development

**Targeted Industry(s):** Advanced Manufacturing

**Type of Project:** Enhanced Capacity Building

**Applicant(s):** Portsmouth Public Schools (PPS)

**Project Goal(s):** To ensure a strong connection between STEM learning opportunities available in the region's high schools and the region's workforce needs in advanced manufacturing. Strengthening this connection will enable high school juniors and seniors to prepare for immediate entry into the workforce upon graduation.

**Project Description:** This proposal will allow PPS to contract with partner organization JASON Learning, a K-12 STEM curriculum developer and teacher training provider to collaborate with PPS and regional industry partners to design, produce, publish, and distribute a digital course module. JASON will design and develop teacher training modules to support effective classroom instruction of the *SPARK* course material, and deliver that training up to 100 educators from PPS and other regional school districts. Strengthening the connection to STEM foundational learning will enable high school juniors and seniors to prepare for immediate entry into the workforce upon graduation, helping to address critical shortages of skilled workers threatening growth in Advanced Manufacturing. Once fully developed, *SPARK* will guide high school students through a two-year progression of coursework and experiences that will provide them with knowledge, skills, and certifications essential to pursuing advanced manufacturing careers.

This proposal aims to secure initial funding to allow the partnership to design, develop, and implement the first module in the progression, a one-term introduction to Advanced Manufacturing techniques, tools, technologies, and mindsets for high school juniors and seniors entitled *Intro to Industry 4.0*. This foundational course will provide students with a solid foundation in the STEM underpinnings of today's "Industry 4.0" manufacturing techniques and put them on a pathway toward their first industry certification, the *MSCC Certified Production Technician*. These course materials will be made available and distributed digitally to school district partners throughout Region 5 as a curriculum unit "tile" via JASON's digital platform, with implementation supported by JASON-provided teacher training.

**Pathway to Implementation:** As future funding becomes available additional course modules will be added to SPARK tile, expanding student opportunities to broaden their experience and expertise in essential advanced manufacturing skills. Access to SPARK digital curriculum tile will be made available to other school districts throughout Virginia at no costs.

**Project Budget:**

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 100,000</b>
<b>Matching Funds</b>	<b>\$ 55,000</b>
Local Match	\$
<b>Total Project Budget</b>	<b>\$ 155,000</b>

**Products:**

- Development and delivery of the first *JASON* module – Intro to Industry 4.0
- Establishment of Advisory Committee to include partner school divisions to oversee and scale up the model

**Outcomes:**

- 100 educators trained on the *JASON* digital platform

# Hampton Roads Regional Energy Master Plan

**Region:** 5

**Participating Localities:** Hampton Roads Alliance (cash being contributed on behalf the member Counties of Isle of Wright and Southampton; and the Cities of Chesapeake, Franklin, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, and Virginia Beach).

**Investment Strategy:** Cluster Scale-Up

**Targeted Industry(s):** Advanced Manufacturing, Cybersecurity/Data Analytics/Model-Sim, Logistics/Port Operations/Warehousing, Shipbuilding and Repair, Water Technologies, and Unmanned Systems and Aerospace

**Type of Project:** Enhanced Capacity Building

**Applicant(s):** Hampton Roads Alliance

**Project Goal(s):** To evaluate projected growth of the region and analyze the energy infrastructure to support this level of growth.

**Project Description:** Hampton Roads has been and will likely remain a net energy importer. From a land use perspective, the region is better suited to focus on industrial development. The development of an energy strategy will also help Southwest Virginia in its mission to diversify its economy and create new investment opportunities. The Hampton Roads Alliance plans to explore collaborating with InvestSWVA and the Energy DELTA Lab in the development of a mutually beneficial, bi-regional partnership.

To ensure an energy-secure future, questions concerning the region’s energy needs must be addressed: What does the future of energy supply and demand look like for Hampton Roads? How does the rate of growth for renewable energy compare to energy generation through fossil fuels? What are the energy needs of the region to be competitive in economic development over the next 10, 20, and 30 years? What is the portfolio of energy options that will meet the demand? The consultant will develop a baseline of the capacity of the current energy supply system, create a clear understanding of the capacity of that system, and identify options to deliver energy to meet future demand. GO Virginia funds will be used for contract services to evaluate energy infrastructure required to support regional growth.

**Pathway to Implementation:** Completion of this project’s analysis may lead to an implementable strategy in which Hampton Roads can partner with Southwest Virginia to leverage that region’s ability to be a critical exporter and help Hampton Roads meet its current and future energy needs.

## Project Budget:

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 84,000</b>
<b>Matching Funds</b>	<b>\$ 42,000</b>
Local Match	\$ 42,000
<b>Total Project Budget</b>	<b>\$ 126,000</b>

## Products:

- Hampton Roads Energy Needs Assessment

# Shenandoah Valley Aviation Technology Park Site ECB

**Region:** 8

**Participating Localities:** Augusta and Rockingham Counties; Cities of Harrisonburg, Staunton and Waynesboro

**Investment Strategy:** Site Development

**Targeted Industry(s):** Transportation/Logistics, Light Manufacturing

**Type of Project:** Enhanced Capacity Building

**Applicant(s):** Shenandoah Valley Regional Airport Commission (SHD)

**Project Goal(s):** To complete water/sewer design and engineering to support subsequent phases of the Aviation Technology Park.

**Project Description:** The Shenandoah Valley Regional Airport Commission (SHD) is requesting funds from GO Virginia to assist in its infrastructure build-out of the Shenandoah Valley Aviation Technology Park. The Commission is charged with maintaining, developing and operating the airport. This includes pursuing and allocating funds for the development of the Aviation Technology Park. The commitment of the Commission and its five partnering localities to the Park is shown in their investment in the site and related projects.

The use of GOVA funds is aimed at completing design and engineering of utilities that will serve future phases of the Park. These utilities include water and sewer. Future development phases require relocating and upgrading the site’s utilities. SHD anticipates additional hanger investment over the next few years, but further development is not possible without improved infrastructure. This application is the next step to ready the site to attract and grow aviation-related and technology businesses that rely on SHD’s unique attributes.

### Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 100,000
Matching Funds	\$ 50,000
Local Match	\$ 50,000
<b>Total Project Budget</b>	<b>\$ 150,000</b>

### Outcomes:

- Water/sewer design and engineering





# Administratively Approved Economic Resilience and Recovery – Fast Access Applications

## Administratively Approved Economic Resilience and Recovery – Fast Access Projects

### Appalachian Council for Innovation - Business Continuity and Resiliency

**Region:** 1

**Participating Localities:** Joint IDA (Bland and Wythe Counties, Town of Wytheville), Tazewell County IDA, Town of Bluefield IDA, City of Norton

**Investment Strategy:** Cluster Scale-Up

**Targeted Industry(s):** Advanced Manufacturing, Technology, Energy, Agriculture / Agri-Business

**Type of Project:** Economic Resilience and Recovery Fast Access

**Applicant(s):** Southwest Virginia Technology Council dba Appalachian Council for Innovation

**Project Goal(s):** To provide access to information and resources along with knowledge of Business Continuity/Resiliency and its importance in business survival during times of crisis.

**Project Description:** The Appalachian Council for Innovation will lead a three tiered approach and will partner with the Appalachian Council of Business Leaders, the Small Business Development Centers representing GO Virginia Region 1, participating localities, the Virginia Coalfield Economic Development Authority, Healthy Appalachia, GENEDGE and to the extent possible Chambers of Commerce and other economic development entities across the Region.

The first tier will be led by the Appalachian Council of Business Leaders and will facilitate a minimum of six community based educational events focused on business continuity and resilience preparedness providing an understanding of the importance of formalizing Business Continuity/Resiliency within businesses.

The second tier will expand upon that effort via business continuity and resilience assessments and gap analyses. These will be offered to regional businesses and delivered by the SBDCs and GENEDGE. Businesses response and recovery operations and processes will be held against the backdrop of a Business Continuity/Resiliency best practices to identify gaps in preparedness or areas of focus that will guide them moving forward through the continued COVID-19 crisis as well as future disasters or crises.

The third tier will bring together information, resources and connections from the healthcare community and numerous other resources that offer support or assistance in response to and recovery from the current crisis. The Appalachian Council for Innovation will partner with the Healthy Appalachia Institute (HAI) to work directly with medical community resources to identify capabilities in public and employee infection-prevention, identifying COVID-19 testing sites, as well as cleaning and disinfecting resources. The Appalachian Council of Innovation will work across all tier three activities to serve as the primary convener of information and linkages bringing resources together and making them easily accessible through a single COVID-19

Business Resources portal on the IN Appalachia web-based platform currently in development.

GOVA funds will be used to pay for a portion of a full-time ACI project manager position with benefits, travel, and administration costs. GOVA funds will also be used for contract services for a web developer, training, and program promotion.

**Project Budget:**

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 68,500</b>
<b>Matching Funds</b>	<b>\$ 34,500</b>
Local Match	\$ 0
<b>Total Project Budget</b>	<b>\$ 103,000</b>

**Outcomes:**

- 60 businesses served in educational events
- 40 businesses served with gap analyses
- 50 jobs retained

# Career & Community Development Program Expansion

**Region:** 5

**Participating Localities:** Cities of Chesapeake and Norfolk

**Strategy:** Workforce Development

**Type of Project:** Economic Resilience and Recovery – Fast Access

**Applicant(s):** Neighborhood

**Project Goal(s):** To prepare unemployed and under-employed residents of South Norfolk, who have been disproportionately impacted by the pandemic, with the skills to be gainfully employed in a career that provides a sustainable living wage.

**Project Description:** As a result of the COVID pandemic, resident of South Norfolk have been impacted disproportionately from resident of other neighborhoods in the City of Chesapeake when it comes to unemployment and underemployment, housing and food insecurity, and poverty. *Neighborhood’s Career & Development Program* proposes to expand by relocating from a 620 sf building to a larger 2,400 sf facility to meet the workforce demand, while remaining safely socially distanced. Neighborhood provides 6-month program that runs twice a year to provide “leaders” in the community with soft skills, personal development, community engagement, and jobs skills training in high demand jobs of shipbuilding and ship repair, and cybersecurity and information technology.

Jobs skills training is provided on site through their partners that include Tidewater Community College, Thomas Nelson Community College, Virginia Ship Repair Association, MAXX, among others. The program does not predetermine how many individuals will commit to each respective career track, but rather provides pre-screenings, assessments, and first-hand presentations from employers in each industry so that Leaders can make informed and guided choices. The types of credentialing varies from industry to industry. For example, in the Ship Repair industry there are a multitude of smaller certifications that can be stacked together

GO Virginia funds will be used for office equipment, training equipment, and staff salaries to help prepare the new training facility and implement expanded workforce development programming.

**Project Budget:**

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 85,222</b>
<b>Matching Funds</b>	<b>\$ 42,611</b>
Local Match	\$ 0
<b>Total Project Budget</b>	<b>\$ 127,833</b>

**Outcomes:**

- Train 36-40 leaders in the next two 6-month cohorts (16 in the first cohort and 20 in the following) in high demand occupations



## Memorandum

---

**TO:** GO Virginia Board Members  
**FROM:** DHCD Staff  
**RE:** GO Virginia Funded Projects - Update  
**DATE:** 09/23/2021

The following link to the [GO Virginia Funded Projects](#) shows all projects funded to date and the current grant expenditures that have been drawn down as of June 30, 2021. This represents 189 projects with a total funded amount of \$68,548,514.