AGENDA
VIRGINIA GROWTH AND OPPORTUNITY BOARD
Tuesday, March 12, 2019
1:00 PM
House Room 1, Capitol

I. OPENING
    a. Call to order   Chairman
    b. Roll Call   Matt Weaver
    c. Public Comment   Chairman

II. CONSENT AGENDA   Chairman
    a. *Action Item:* December 11, 2018 Minutes
    b. *Action Item:* Regional Council Membership Changes

III. DIRECTOR'S REPORT   Erik Johnston
    a. DHCD Approved Enhanced Capacity Building Projects
    b. *Action Item:* Approval of Per Capita Applications
    c. *Action Item:* Approval of Competitive Application
    d. *Action Item:* FY20 Capacity Building Allocation
    e. *Action Item:* FY20 Per Capita Allocation

IV. UNFINISHED BUSINESS

V. NEW BUSINESS
    a. **Action Item:** Regional Entrepreneurship Initiative   Chairman
    b. **Action Item:** Growth & Diversification Plan Guidelines   Chairman
    c. Business Ready Sites
        1. Christy Morton of VEDP
        2. Joe Hines of Timmons Group
        3. Carolyn Howard of Draper Aden Associates
    d. Planned Chair/Vice-Chair meeting   Chairman

VI. REPORTS
    a. General Assembly Update   Secretary Layne
    b. VRIC   Chairman
    c. Broadband Task Force   Vice-Chairman

VII. FUTURE BOARD MEETING DATES   Chairman

2019	Tuesday, June 11	House Room 1, Capitol	1:00 PM
	Tuesday, September 10	House Room 1, Capitol	1:00 PM
	Tuesday, December 10	House Room 1, Capitol	1:00 PM

VIII. ADJOURNMENT   Chairman

VIRGINIA GROWTH AND OPPORTUNITY BOARD MEETING
December 11, 2018
1:00 PM
Richmond, Virginia

Members Present	Members Absent
Nancy Howell Agee	Jennifer Boykin
The Honorable Brian Ball	Thomas F. Farrell II
Delegate M. Kirkland "Kirk" Cox	Delegate Chris Jones
Ben J. Davenport, Jr.	Delegate Terry G. Kilgore
Jim Dyke	Senator Thomas K. Norment
W. Heywood Fralin	Bruce Smith
Senator Janet D. Howell	Steven C. Smith
Doug Juanarena	Marilyn H. West
Delegate R. Steven Landes	
The Honorable Aubrey Layne	
The Honorable Atif Qarni	
Senator Frank M. Ruff	
Todd A. Stottlemyer	
Lucia Anna "Pia" Trigiani	
Joe Wilson	
John O. "Dubby" Wynne	

Call to Order	Mr. John "Dubby" Wynne, Chairman of the Virginia Growth and Opportunity (GO Virginia) Board, called the meeting to order.
Roll Call	Ms. Jordan Snelling, GO Virginia Administrator for the Department of Housing and Community Development (DHCD), called the roll and stated that a quorum was present.
Public Comment	No comments were made by the public; the public comment period was then closed.
Consent Agenda	A motion was made to approve the minutes of the October 9, 2018, meeting of the Board; the motion was properly seconded and passed.
	After presenting the Regional Council membership changes, a motion was made to approve the Regional Council membership changes for regions 2, 4, 5, 6, 8, and 9; the motion was properly seconded and passed.

| Director's Report | Mr. Erik Johnston, Director of DHCD, stated that the 2018 Annual report had been completed and was currently being reviewed by the Governor's office. |

At the previous meeting held in October, the Board approved the 2019 Schedule. However, in order to align the GO Virginia Meetings with the Virginia Research Investment Committee (VRIC) meetings staff proposed to reschedule the December 2019 meeting from the 17 to the 11. A motion was made and properly seconded; the motion passed.

As part of the Administrative Approval Process, Mr. Johnston presented three projects that were approved by staff: Coal-to-Graphene Market Study from Region 1 on behalf of Virginia Tech, Shenandoah Valley Talent Solutions Strategy Development from Region 8 on behalf of Frederick County Economic Development Authority (EDA) and a Mobile Hub-Lab Planning Grant also from Region 8 on behalf of the Staunton Innovation League.

There were four per capita applications regarding credentialing and talent development: The Virginia Highlands Community College (VHCC) Advanced Technology and Workforce Development Center from Region 1, the Center for Energy Research and Education (CERE) Additive Manufacturing Partnership Lab Development from Region 2, and the Virginia Cyber Alliance: Year 2 and the Virginia Digital Shipbuilding Program (VDSP): Year 2 both from Region 5. Mr. Johnston presented the VHCC Advanced Technology and Workforce Development Center and stated that staff did not recommend this application for approval at this time. No action was taken on this project. Mr. Johnston then presented the CERE Additive Manufacturing Partnership Lab Development and stated that staff recommended this application for approval. A motion was made and properly seconded to approve the project; the motion passed. Mr. Johnston also presented the Virginia Cyber Alliance: Year 2, formerly known as the Hampton Roads Cyber Co-Lab, and stated that staff recommended this application for approval contingent upon documenting the required 20 percent local match. A motion was made and properly seconded to approve the project with the contingency; after some discussion the motion passed. Mr. Johnston then presented the VDSP: Year 2 application and stated that the staff recommended the application for approval contingent upon documenting the required 20 percent local match. A motion was made and

properly seconded to approve the project with the contingency; after some discussion the motion passed.

Mr. Johnston then provided an update on existing projects. To date, the GO Virginia Board has approved 34 projects totaling $10.8 million in state funding and leveraging $18.7 million in other funding. Currently, all of these projects are under contract with DHCD and moving forward with their project milestones. Mr. Johnston then provided an update on milestones achieved by several previously-awarded projects.

Unfinished Business	Mitch Horowitz of TEConomy Partners provided an update on the startup ecosystem study being developed for all nine GO Virginia regions. The plan provided a situational assessment and then identified the gaps in each region at every phase. There was a need identified to establish regional coordinators for entrepreneurial development in each region. This coordinator would identify opportunities and needs for regional entrepreneurial development within traded sector industries, ensure an implementation capacity on priority actions and provide a centralized point of contact in each region for entrepreneurs to receive coordinated services among service providers. It was proposed that the Board encourage the regions to apply for grants at no more than $300,000, to hire a regional coordinator to help develop projects that would fill in the identified gaps within each region's ecosystem. After discussion, the board requested that before a board action be taken to encourage these types of applications that staff work with subject matter experts to develop a proposed structure for these proposals, which shall include expected metrics and milestones for these types of grant applications.
New Business	The board did not discuss any new business items.
Reports	Mr. Jim Dyke provided an update on the Virginia Research Investment Committee (VRIC) which had received a report on Commonwealth Cyber Initiative (CCI) and it was approved. He added there was discussion that will require collaboration and coordination among many programs for the overall success of the intiative. Mr. Dyke also provided an update on the TEConomy study being conducted on the start-up ecosystem for Virginia's major universities. Recommendations were proposed in the study to establish a Virginia Partnership for Innovation and Entrepreneurial

Development. After discussion, VRIC opted not make a motion to approve the recommendations until more information is provided.

Mr. Todd Stottlemyer did not have an update on the GO Virginia Foundation but wanted to thank and congratulate Mr. Heywood Fralin on his recent donation to Virginia Tech.

Mr. Ben Davenport, Jr. provided an update on the GO Virginia Broadband Advisory Task Force which held its second meeting on December 3, 2019 to provide guidance on improving broadband access to support economic development goals and the role of GO Virginia program in this effort. Mr. Davenport explained that the areas of focus for that meeting were middle-mile infrastructure build-out, partnerships with Virginia Economic Development Partnership (VEDP) and the Virginia Department of Transportation (VDOT), and planning support for regions. He also explained that the task force was supportive of the public-private partnership model currently used by the Virginia Telecommunications Initiative (VATI). Mr. Davenport reported that Governor Northam's broadband budget would be announced in the coming weeks, while the task force formalizes their recommendations.

Future Board Meetings	Mr. Wynne advised Board members that the next meeting will be held on Tuesday, March 12, 2019 at 1:00 p.m.
Adjournment	Upon a motion duly made and seconded, the meeting was adjourned.

Memorandum

TO: Virginia Growth and Opportunity Board Members

FROM: Erik Johnston, DHCD Director

RE: Regional Council Changes

DATE: March 12, 2019

As outlined in the guidelines, the State Board is tasked with approving the membership of the Regional Councils. Below represents the changes in leadership within the Regions since the last meeting of the Board:

Region 1:

- George Cridlin passed away on December 14, 2018

Region 2:

- Tulane Patterson of Generation Solutions joined the Council
- Matthew Stewart of Celanese joined the Council

Region 6:

- Jackie Davis of the Bay Consortium Workforce Development Board replaced Mike Jenkins

Region 7:

- Charlene Wheeless and Gerry Gordon of Bechtel Corp has left the Council

Administrative Approvals: Enhanced Capacity Building

Ignite Internship Program Expansion

Region: 2

Strategy: Workforce (K-12)

Type of Project: Enhanced Capacity Building

Sub-grantee(s): Virginia Tech

Project Description: United Way of Southwest Virginia (UWSWVA) was previously awarded $250,000 in Region 1 per capita funding for an enhanced capacity building project to include the creation of a web-based platform to deliver activities that will encourage post-secondary education and streamlined workforce credentialing, provide work-based learning opportunities, and match new graduates with local employers. This funding request will allow UWSWVA to expand those efforts into Giles and Pulaski Counties and the City of Radford, which are part of the Virginia Department of Education Region VII, which sponsored the initial application. GO Virginia funds will be utilized for personnel.

Type of Funds	Totals
GO Virginia Request	$ 99,406
Matching Funds	$ 102,886
Total Project Budget	$ 202,292

Staff Feedback:

DHCD has administratively approved this application. There was consensus that expanding the Ignite program, and specifically the internship structure, into Region 2 was a great opportunity to determine the scalability of the program and determine a line of sight to statewide programming. The Staff feedback included:

- Interest profiling is a valuable tool when paired with established career pathways
- Strong public and private support
- Prioritizes target clusters for experiential learning, internship placement, and career and credential pathway development

Requirements			
$1:1 Match Requirement	YES	Grant Management Capacity	YES
Local Participation Requirement	YES	Line of Sight to Future GOVA Project	YES
Alignment with GOVA Strategies	YES	Healthcare?	NO
Alignment with G&D Plan	YES	Scholarships?	NO
High-Wage Job Creation Potential	YES		

Administrative Approvals: Enhanced Capacity Building

Virginia's Growth Region Site Readiness

Region: 4

Strategy: Site Development

Type of Project: Enhanced Capacity Building

Sub-grantee(s): Virginia's Growth Region (VGR)

Project Description: Virginia's Growth Region will evaluate a portfolio of 89 sites ranging from 10 acres to 5,422 acres. VGR will work with an engineering firm to characterize each site according to the Virginia Business Ready Sites Program (VBRSP) and to develop a plan for advancing sites to Tier 4 characterization with cost estimates to help the regional council prioritize how funds are allocated to potential site development. GO Virginia funds will be utilized for contract services. Dinwiddie, Prince George, Sussex, Surry counties, and the cities of Colonial Heights, Hopewell, and Petersburg are participating in this project.

Type of Funds	Totals
GO Virginia Request	$ 100,000
Matching Funds	$ 119,757
Total Project Budget	$ 219,757

Staff Feedback:

DHCD has administratively approved this application. There was consensus that this project was in line with state and regional prioritization of building an inventory of business ready sites and that site characterizations were a necessary first step. The Staff feedback included:

- Utilizes existing staff capacity to maximize the number of sites assessed
- Line of sight to GO Virginia implementation funding for priority sites
- Will contribute valuable data to GO Virginia's sites initiative with VEDP
- Timeline seems optimistic, but plans in place to closely track progress

Requirements			
$1:1 Match Requirement	YES	Grant Management Capacity	YES
Local Participation Requirement	YES	Line of Sight to Future GOVA Project	YES
Alignment with GOVA Strategies	YES	Healthcare?	NO
Alignment with G&D Plan	YES	Scholarships?	NO
High-Wage Job Creation Potential	YES		

Administrative Approvals: Enhanced Capacity Building

Hampton Roads Coalition for Talent Development

Region: 5

Strategy: Workforce

Type of Project: Enhanced Capacity Building

Sub-grantee(s): Hampton Roads Workforce Council

Project Description: The Hampton Roads Workforce Council will partner with the Hampton Roads Workforce Foundation and the Greater Peninsula Workforce Board to enable the systematic collaboration, involvement, and investment of the major partners in talent development. The Hampton Roads Workforce Council will create a new senior-level position to establish implementation and communication plans, and to convene senior business leaders and regional workforce providers to identify and address regional needs in real time. GO Virginia funds will be utilized for personnel and operations. 14 of the 16 localities in Region 5 are participating in the project.

Type of Funds	Totals
GO Virginia Request	$ 99,705
Matching Funds	$ 318,000
Total Project Budget	$ 417,705

Staff Feedback:

DHCD has administratively approved this application. There was consensus that this project will better situate the region to address regional workforce gaps by identifying a primary point of contact to manage regional partners as they identify workforce needs and prepare and implement strategic solutions. The Staff feedback included:

- 35+member coalition includes localities, workforce experts, businesses and educators
- A designated coordinator will help to maximize the impact of future GO Virginia funds
- Hampton Roads Workforce Council committed to sustaining position long-term
- Targets transitioning military and young-professionals at risk for unemployment

Requirements			
$1:1 Match Requirement	YES	Grant Management Capacity	YES
Local Participation Requirement	YES	Line of Sight to Future GOVA Project	YES
Alignment with GOVA Strategies	YES	Healthcare?	NO
Alignment with G&D Plan	YES	Scholarships?	NO
High-Wage Job Creation Potential	YES		

Administrative Approvals: Enhanced Capacity Building

Accomack-Northampton Sewer and Sites Study

Region: 5

Strategy: Site Development

Type of Project: Enhanced Capacity Building

Sub-grantee(s): Accomack-Northampton Planning District Commission (ANPDC)

Project Description: The ANPDC will conduct a two-phased approach to 1) complete the Eastern Shore Main Force Sewer Transmission Line study and 2) evaluate 25+ acre sites within the ANPDC footprint. The sewer line study, assisted by the Hampton Roads Sanitation District (HRSD), will help the Eastern Shore increase its sewer capacity and enable it to meet the minimum infrastructure requirements to become eligible for the Virginia Business Ready Site Program (VBRSP). Additionally, AAPDC will inventory and identify priority sites to be characterized through an engineering firm. GO Virginia funds will be utilized for contract services and project oversight. Accomack and Northampton counties, and the towns of Onancock and Exmore are participating in this project.

Type of Funds	Totals
GO Virginia Request	$ 65,000
Matching Funds	$ 65,000
Total Project Budget	$ 130,000

Staff Feedback:

DHCD has administratively approved this application. There was consensus that this project was in line with state and regional prioritization of building an inventory of business ready sites and that the sewer study and site characterization were a necessary first step. The Staff feedback included:

- Utilizes existing staff capacity to inventory and prioritize the sites assessed
- Project aligns with Region 5's Growth and Diversification Plan strategy of expanding capacity for industrial land development
- Significant local match and participation
- Will contribute valuable data to GO Virginia's sites initiative with VEDP

Requirements			
$1:1 Match Requirement	YES	Grant Management Capacity	YES
Local Participation Requirement	YES	Line of Sight to Future GOVA Project	YES
Alignment with GOVA Strategies	YES	Healthcare?	NO
Alignment with G&D Plan	YES	Scholarships?	NO
High-Wage Job Creation Potential	YES		

Per Capita Application

Increasing the Birth Rates of New High Growth Companies for Region 2

Region: 2

Strategy: Entrepreneurship

Type of Project: Implementation

Sub-grantee(s): The Advancement Foundation

Project Description: The Advancement Foundation (TAF) is starting a new program designed to increase the number of high growth companies by aligning regional assets, accelerating proof of concept, offering comprehensive technical support and growing a culture of innovation by actively engaging industry experts, STEM practitioners, and student investors. GO Virginia funds will be used for personnel, operations, and outreach. Alleghany, Botetourt and Roanoke counties and the towns of Bedford and Vinton are providing the local match for this project.

Type of Funds	Totals
GO Virginia Request	$ 150,000
Matching Funds	$ 315,000
Local Match	$ 193,800
Total Project Budget	$ 465,000

Metrics:

- # of startups participating
- % of startups demonstrating high-growth potential
- # of participating startups advancing to accelerator program
- # of students participating
- # of high-wage jobs created
- Total outside capital ($) raised by participating startups
- # of startups connected to other ecosystem services within the region

Outcomes:

- Creation of the Innovation Mill
- 50 startups participating
- 15 participating startups advancing to accelerator programs
- 60 students participating
- 40 high-wage jobs created

Increasing the Birth Rates of New High Growth Companies

Workgroup Discussion:

The workgroup noted that there was considerable entrepreneurial efforts ongoing in the Roanoke area and that the Innovation Mill concept, if aligned with other regional efforts, could add value to these efforts. Workgroup feedback included:

- Significant local support and partnerships
- Aligns with target industries of information and emerging technologies, advanced manufacturing, food and beverage manufacturing, and health sciences
- Assumptions seem aggressive given velocity in the region
- Does TAF have a track-record of working with high-growth startups?
- Could serve as a feeder for previously-funded RAMP Accelerator

Staff Recommendations:

DHCD staff recommend this application for approval.

Requirements	
$1:1 Match Requirement	YES
Local Match Requirement	YES
Local Participation Requirement	YES
Out-of-State Revenue	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	MAYBE
Feasibility Study?	NO
Healthcare?	NO
Scholarships?	NO

Per Capita Application

757 Angel Network

Region: 5

Strategy: Entrepreneurship

Type of Project: Implementation

Sub-grantee(s): 757 Angel Network

Project Description: 757 Angels will expand their efforts to connect the most promising startup and early stage companies to smart growth capital. Funding is requested to sustain and expand the organizations efforts in Region 5. 757 Angels is the first centralized source of angel and seed stage capital in Hampton Roads, with 120 members and $40M deployed in Virginia companies to date. 757 Accelerate previously received $140,000 to establish a seed fund. GO Virginia funds will be used for personnel, operations, outreach and travel. Cities of Hampton, Norfolk, and Virginia Beach are providing the local match for this project.

Type of Funds	Totals	
GO Virginia Request	$	**240,000**
Matching Funds	$	**479,000**
Local Match	$	60,000
Total Project Budget	$	**719,000**

Metrics:

- # of entrepreneurs served
- # of distinct referral partner programs offered
- Total capital ($) raised by 757 Angels
- Total capital ($) deployed by 757 Angels
- Total outside capital ($) raised by portfolio companies
- # of businesses in priority clusters receiving fund investments
- # of investments and average investment size ($)
- # of new jobs created by portfolio companies
- % of companies in business one year after investment
- Increase in average employee salaries at portfolio companies
- Return on Investment (ROI) and Internal Rate of Return (IRR) for deployed funds
- Exits by type and timing

757 Angel Network

Outcomes:

- 6 portfolio companies receiving investments from the Fund
- 132 jobs created over three years
- Hiring of 757 Angel Network Program Director

Workgroup Discussion:

There was consensus from the workgroup that the 757 Angel Network is a great opportunity for the region to expand the startup ecosystem efforts already underway with the previously funded 757 Seed Fund, allowing the Fund to act as a feeder into the Angel Network for companies that have not been validated at this early stage. Workgroup feedback included:

- Strong track record since inception in 2015
- Aligns with the TEConomy recommendations
- Supports growth in targeted clusters such as unmanned systems, water technologies, and cybersecurity
- Local match includes 100% cash
- The hiring of a new Program Director to support the Executive Director will enable the 757 Angels to design and implement the corporate sponsorship strategy, attract new members, and retain existing members to sustain the program long-term

Staff Recommendations:

DHCD staff recommend this application for approval.

Requirements	
$1:1 Match Requirement	YES
Local Match Requirement	YES
Local Participation Requirement	YES
Out-of-State Revenue	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
Feasibility Study?	NO
Healthcare?	NO
Scholarships?	NO

Per Capita Application

Catalyst Accelerator Program

Region: 9

Strategy: Entrepreneurship

Type of Project: Implementation

Sub-grantee(s): University of Virginia Darden School of Business

Batten Institute for Entrepreneurship and Innovation

Project Description: The University of Virginia Darden School of Business Batten Institute for Entrepreneurship and Innovation will create the Catalyst Accelerator Program to fill an existing gap in the local ecosystem by providing the dedicated staff, workspace, programming, mentorship, and grant funding to support up to 20 high-potential companies. The Catalyst will offer a portfolio of programming and network events, as well as internship and project-based learning opportunities for UVA students. GO Virginia funds will be used for programming, internships, personnel, office space, and travel. Albemarle County and the City of Charlottesville are providing the local match for this project.

Type of Funds	Totals	
GO Virginia Request	$	**475,200**
Matching Funds	$	**476,000**
Local Match	$	110,000
Total Project Budget	$	**951,200**

Metrics:

- # of founder teams created
- # of students participating in internships
- % of interns retained year-over-year
- # of events hosted and attendees
- # of jobs created
- Average salaries ($) for jobs created
- Total capital ($) raised by participating teams

Outcomes:

- Launch of Catalyst Accelerator Program with at least 20 companies participating
- Public programming, workshops, and networking events
- Completion of 12 Internships and 100 Project-Based Learning opportunities
- 136 jobs created, including 82 jobs by high-growth companies

Catalyst Accelerator Program

Workgroup Discussion:

There was consensus from the workgroup that the Catalyst Accelerator Program is a well-coordinated effort in the region's startup ecosystem that will help accelerate high-growth potential early stage companies. Workgroup feedback included:

- Addresses an identified gap in the regional entrepreneurial ecosystem and aligns with the TEConomy recommendations
- Innovation is a priority in the growth and diversification plan
- Supports growth in targeted sectors such as biotechnology and IT
- Significant return on investment (ROI) potential
- Long-term sustainability through Batten Institute (non-state funds)
- Workforce development through internships and connections to UVA alumni
- Intensive programming ensures higher success rate for completers
- Darden iLab has a robust track record of creating and retaining startups in Virginia

Staff Recommendations:

DHCD staff recommend this application for approval.

Requirements	
$1:1 Match Requirement	YES
Local Match Requirement	YES
Local Participation Requirement	YES
Out-of-State Revenue	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
Feasibility Study?	NO
Healthcare?	NO
Scholarships?	NO

Per Capita Application

Smart Farming at the Center for Workforce and Innovation of Appalachia

Region: 1

Strategy: Workforce

Type of Project: Implementation

Sub-grantee(s): Mountain Empire Community College (MECC)

Project Description: Mountain Empire Community College (MECC) will leverage existing federal funding to expand the unmanned systems coursework with two new capstone courses on smart farming and the use of technology to improve farming techniques, increase yields, and maximize agricultural profits. MECC will offer students hands-on drone training and the ability to earn national credentials for FAA drone operations, agricultural inspections, and pesticide spraying at the new Center for Workforce & Innovation of Appalachia (CWIA). The additional courses will allow MECC to offer the first Unmanned Aerial Systems Associates Degree (AAS) in the Virginia Community College System (VCCS). GO Virginia funds will be used for equipment, lab renovations, and utilities. Wise, Lee, and Scott counties are providing the local match for this project.

Type of Funds	Totals	
GO Virginia Request	$	**310,372**
Matching Funds	$	**380,500**
Local Match	$	62,500
Total Project Budget	$	**690,872**

Metrics:

- # of students enrolled
- # of credentials earned
- # of farmers served
- # of jobs created
- % crop yield increased

Outcomes:

- Purchase of drone and lab equipment
- Build-out of Agricultural Sciences Lab at CWIA
- Launch of 2 new courses (UMS 290 and 296)
- Engagement of at least 12 regional farmers

Smart Farming at the CWIA

Workgroup Discussion:

There was consensus from the workgroup that this is a great opportunity for MEEC to expand the current Unmanned Systems (UMS) course offerings and include two new capstone classes in completing the Unmanned Aerial Systems Associate Degree at CWIA, and an excellent model for other rural regions in the Commonwealth. Workgroup feedback included:

- Aligns with targeted clusters of agriculture and information technology
- Diversifies training and employment opportunities for former coal industry workers
- Allows MECC to reallocate existing ARC workforce funding
- Modest but obtainable return on investment (ROI)
- VCCS has already approved these new courses
- Skills acquired will transfer to jobs in data analytics, water technologies, mine and quarry operations, among others

Staff Recommendations:

DHCD staff recommend this application for approval.

Requirements	
$1:1 Match Requirement	YES
Local Match Requirement	YES
Local Participation Requirement	YES
Out-of-State Revenue	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
Feasibility Study?	NO
Healthcare?	NO
Scholarships?	NO

Per Capita Application

Cybersecurity Certification Program

Region: 6

Strategy: Workforce

Type of Project: Implementation

Sub-grantee(s): University of Mary Washington (UMW)

Project Description: University of Mary Washington (UMW) will establish a cybersecurity preparatory program to train Certified Information Systems Security Professionals (CISSP). By contributing to the critical mass of certified cyber professionals, UMW will help businesses in the region fill current openings that are difficult to fill due to the inadequate supply of certified professionals. In partnerships with Germanna Community College (GCC) and Rappahannock Community College (RCC), UMW will implement a 40-hour certification program, as well as a structured pre-study curriculum, both of which will benefit from new local study groups, live trainings, and online resources. GO Virginia funds will be used for personnel, rent, curriculum, and program operations. King George and Stafford counties and the City of Fredericksburg are providing the local match for this project.

Type of Funds	Totals
GO Virginia Request	$ 110,000
Matching Funds	$ 110,000
Local Match	$ 50,000
Total Project Budget	$ 220,000

Metrics:

- # of students enrolled
- % Exam pass rate and # of credentials earned
- # of jobs created
- Average increase in average salary
- Average education-to-job timeline
- # of new businesses created by CISSP recipients

Outcomes:

- Launch of new CISSP curriculum
- Launch of pre-study program with GCC and RCC
- Hiring a new course instructor
- Completion of 2 cohorts of 35 students each
- 70 jobs created

Cybersecurity Certification Program

Workgroup Discussion:

There was consensus from the workgroup that this is a good opportunity for UMW to expand regional efforts to increase high level professional cybersecurity credentialing. Subject Matter Experts on the review team noted that federal WIOA funding identified as part of the match for this project cannot be used for this training effort. Therefore, the applicant will need to identify additional match funding. Workgroup feedback included:

- Addresses an identified workforce gap in the region and statewide
- Aligns with targeted clusters of information technology and professional services
- Significant return on investment (ROI) potential
- Credentials earning $90,000, which is more than double regional average of $44,058
- New partnerships with regional higher education institutions
- Central location allows UMW to serve several regions
- Demonstrated demand for credentials from regional businesses
- 70 jobs – includes upskilled workers
- Unallowable use of WIOA matching funds (approximately $32,000) – will need to identify another funding source

Staff Recommendations:

DHCD staff recommend this application for approval <u>CONTINGENT</u> upon the applicant replacing ineligible match funding with another source of eligible match.

Requirements	
$1:1 Match Requirement	YES
Local Match Requirement	YES
Local Participation Requirement	YES
Out-of-State Revenue	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
Feasibility Study?	NO
Healthcare?	NO
Scholarships?	NO

Per Capita Application

Shihadeh Innovation Center for Career and Technical Education

Region: 8

Strategy: Workforce Development (K-12)

Type of Project: Implementation

Sub-grantee(s): Winchester Public Schools

Project Description: Winchester Public Schools (WPS) will renovate the former John Kerr Elementary School into an advanced facility for career and technical education (CTE) programs, in partnership with Lord Fairfax Community College (LFCC). Curriculum at the new facility will be offered through a Professional Skills Academy, a Health Sciences Academy, and an Information Technology Academy. These academies will be supported by an expanded Work-Based Learning (WBL) program to connect students to regional businesses filling high-wage jobs in the targeted clusters. GO Virginia funds will be used for equipment and installation. Winchester Public Schools and Clarke County Public Schools provided the local match for this project.

Type of Funds	Totals
GO Virginia Request	$ **540,000.00**
Matching Funds	$ **540,000.00**
Local Match	$ 108,000.00
Total Project Budget	$ **1,080,000.00**

Metrics:

- Number of high school students and LFCC students served by programming
- Number of high school and LFCC students earning a credential
- Number of credentials awarded
- Number of internships completed
- Number of businesses hosting internships
- Number of students hired in full-time positions with a regional employers
- % of interns or work-based learning participants hired by regional employers

Outcomes:

- Build-out of welding lab and installation of welding booths
- Purchase and installation of the FANUC robot, print farm equipment, laser and plasma cutters, and networking racks and cyber instructional tools
- Opening of Professional Skills Academy by Fall 2020
- 70 internships with 15 regional businesses in targeted industries
- 32 jobs created

Shihadeh Innovation Center for Career and Technical Education

Workgroup Discussion:

This application was first submitted for consideration by GO Virginia Board at the August 2018 Board meeting. The Board requested the applicant (1) document a pipeline of demand for internships and job placements from private industry partners, and (2) utilize funding to build training capacity in targeted industries, not for a general capital request. There was consensus from the workgroup that the revised application addresses the concerns raised by the Board in August. The resubmitted application demonstrates significant commitments from regional employers for work-based learning and internship opportunities, and consideration for future job placements for participating students. Workgroup feedback included:

- Strong local and private support for the project
- Project procurement process will move forward with Construction Manager At Risk approach – successful model used with Loudoun and Frederick County Public Schools
- Project still on track to begin renovations in September 2019
- Addresses workforce gap in target industries of advanced manufacturing and IT
- Diversifies employment opportunities for students directly entering workforce
- Pipeline of demand demonstrated through private industry support and partners such as Perry Engineering, Barrett Machine, Fabritek Company, Tech Team Solutions, Winchester Metals, Pillar Enterprise, and Valley Health
- Significantly overleveraged with private and local funding
- Outcomes during project period, with expanding impact in later phases

Staff Recommendations:

DHCD staff recommend this application for approval.

Requirements	
$1:1 Match Requirement	YES
Local Match Requirement	YES
Local Participation Requirement	YES
Out-of-State Revenue	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
Feasibility Study?	NO
Healthcare?	NO
Scholarships?	NO

Competitive Application

Great Opportunities in Technology and Engineering Courses (GO-TEC) Phase 2

Region: 3 & 1

Strategy: Workforce Development (K-12)

Type of Project: Implementation

Sub-grantee(s): Danville Community College (DCC)

Project Description: Danville Community College (DCC) will work with regional school and higher-education partners to build a regional training system of scale for careers in IT and focused areas of advanced manufacturing. The overall goal of the project is to build a pipeline of talent beginning with middle school students, in order to increase the number of students entering the five regional training areas of need: precision machining, welding, IT/cybersecurity, robotics/mechatronics/automation, and advanced materials. GO Virginia funds will be used for personnel, instructor training, program outreach, equipment and build-out of 14 middle-school career connections labs, and program materials. The Counties of Cumberland, Greensville, Halifax, Henry, Mecklenburg, Patrick, Pittsylvania, Prince Edward and Nottoway counties and the cities of Danville and Martinsville provided the local match for this project.

Type of Funds	Totals
GO Virginia Request	$ 4,896,528
Matching Funds	$ 4,915,962
Local Match	$ 2,945,981
Total Project Budget	$ 9,812,490

Metrics:

- Increase in # of middle school students participating in GO-TEC curriculum
- Increase in # of students enrolled in relevant dual enrollment programs
- Increase in # of industry credentials awarded
- Increase in # of students enrolled in post-secondary training
- % SOL pass rate for GO-TEC students vs. general enrollment
- % job placement rates for non-matriculating GO-TEC students
- % of job placements earning high-than-average wages

Outcomes:

- Build-out of 14 middle-school exploratory lab spaces (9 additional school districts)
- Expanded dual-enrollment programming at 2 additional high schools in Region 1
- Expansion of the GO-TEC marketing campaign
- 147 additional graduates/completers from community college partners

GO-TEC Phase 2

Workgroup Discussion:

This first phase of this application was submitted for consideration by GO Virginia Board at the February 2018 Board meeting, and was awarded $648,000 of per capita funding for Region 3. There was consensus in the workgroup that this project was an impressive collaboration between localities, school systems, and community colleges, to address the need for stronger STEM education in middle and high schools in order to prepare the workforce for future opportunities. The workgroup felt that the results from the Phase 1 project have not been validated to justify such a large investment for this Phase 2 request. Workgroup feedback included:

- Replicable across regions
- Significant local support and match from across the region
- Diversifies employment opportunities for students directly entering workforce
- What are the outcomes from Phase I?
- Does this project represent a significant inter-regional impact?
- Project will create several staff positions within community college system, sustainable with increased participation from spokes

Staff Recommendations:

DHCD staff recommends approval of the 12 month funding request of Phase 2 for $1,320,787. This request was submitted by the applicant following the workgroup feedback request for a scaled back request that validates the model (see following page for details of this modified project scope). DHCD also recommends the Board reserve the full $4,896,528 originally requested by the applicant and require the applicant to demonstrate project results and validation of this model to DHCD and the Board before contract negotiation is allowed to proceed on the remaining $3,575,741 of the requested grant.

Requirements	
$1:1 Match Requirement	YES
Local Match Requirement	YES
Local Participation Requirement	YES
Out-of-State Revenue	YES
High-wage Job Creation Potential	MAYBE
3 Year ROI	YES
Alignment with G&D Plan	YES
Grant Management Capacity	YES
Sustainable After GOVA Funds	MAYBE
Feasibility Study?	NO
Healthcare?	NO
Scholarships?	NO

Scaled Project Update: Great Opportunities in Technology and Engineering Courses (GO-TEC) Phase 2

Region: 3 & 1

Strategy: Workforce Development (K-12)

Type of Project: Implementation

Sub-grantee(s): Danville Community College (DCC)

Project Description: GO Virginia funds will be used for personnel, instructor training, program outreach, equipment and build-out of 4 middle-school career connections labs, and program materials in this scaled project. The goal of the project is to build a pipeline of talent beginning with middle school students, to increase the number of students entering the five regional training areas of need: precision machining, welding, IT/cybersecurity, robotics/mechatronics/automation, and advanced materials. The Counties of Cumberland, Pittsylvania, and Prince Edward and the city of Danville are participating with this scaled approach.

Type of Funds	Original Totals	Scaled Project Totals
GO Virginia Request	$ 4,896,528	$ 1,320,787
Matching Funds	$ 4,915,962	$ 1,320,787*
Local Match	$ 2,945,981	$ 264,158*
Total Project Budget	$ 9,812,490	$ 2,905,732

*Estimated amounts

Metrics:

- Increase in # of middle school students participating in GO-TEC curriculum
- Increase in # of students enrolled in relevant dual enrollment programs
- Increase in # of industry credentials awarded
- Increase in # of students enrolled in post-secondary training
- % SOL pass rate for GO-TEC students vs. general enrollment
- % job placement rates for non-matriculating GO-TEC students
- % of job placements earning high-than-average wages

Outcomes:

- Build-out of 4 middle-school exploratory lab spaces – 1,000 students enrolled
- 10 teachers trained to teach in career connections lab
- Expansion of the GO-TEC marketing campaign
- 20 Mechatronics industry certifications awarded
- 100 Computer Training credentials awarded

GO Virginia Capacity Building Allocation

TITLE: FY '20 Capacity Building Match Requirement

BACKGROUND: To maintain consistency with Board action from the June 12, 2018 meeting for the FY '19 capacity building funds, it is requested to waive the $1:1 match for FY '20 capacity building funds.

BUDGET LANGUAGE: "[M2] Of the amounts provided in this paragraph, the appropriation shall be distributed as follows: (i) $3,250,000 the first year and $2,250,000 the second year from the general fund shall be allocated to qualifying regions to support organizational and capacity building activities, which, notwithstanding § 2.2-2489, Code of Virginia, may not require matching funds if a waiver is granted by the Virginia Growth and Opportunity Board to a qualifying region upon request;"

RECOMMENDATION: DHCD recommends that the Board move to waive the requirement for $1:1 matching funds for the $2,250,000 allocated ($250,000 per region) for FY '20 capacity building funds.

FY '20 PER CAPITA ALLOCATION SCENARIOS:

Region	FY '20 Capacity Allocations
1	$250,000
2	$250,000
3	$250,000
4	$250,000
5	$250,000
6	$250,000
7	$250,000
8	$250,000
9	$250,000
Total	**$2,250,000**

GO Virginia Per Capita Allocation

TITLE: FY '20 Per Capita Allocation and Competitive Fund Redistribution

BACKGROUND: To maintain consistency with Board action from the June 12, 2018 meeting for the FY '19 per capita allocations, it is requested to reallocate $643,764 from the competitive pool to the per capita allocations to ensure each region has a minimum per capita allocation of $1,000,000.

BUDGET LANGUAGE: "[M2] Of the amounts provided in this paragraph, the appropriation shall be distributed as follows: … (ii) $13,900,000 the first year and $16,900,000 the second year from the general fund shall be allocated to qualifying regions based on each region's share of the state population; and (iii) $12,300,000 the first year and $15,300,000 the second year from the general fund shall be awarded to regional councils on a competitive basis." … [M3] The Virginia Growth and Opportunity Board may allocate monies among the distributions outlined in paragraph M.2. of this item to meet demonstrated demand for funds. However, only those regional councils whose allocation is less than $1,000,000 in a fiscal year based on the region's share of state population shall be eligible to receive an additional allocation, and the amount shall be limited such that the total allocation does not exceed $1,000,000 in a fiscal year."

RECOMMENDATION: A standard formula allocation of the $16,900,000 FY '20 per capita allocation would result in three of the nine regions receiving less than $1,000,000. As such, DHCD recommends that the Board move to create a floor of $1,000,000 for these three regions by reallocating $643,764 from the competitive pool to per capita. The competitive pool will be reduced from $15,300,000 to $14,656,236, while the per capita pool will be increased from $16,900,000 to $17,543,764.

FY '20 PER CAPITA ALLOCATION SCENARIOS:

Region	FY19 Per Capita Allocation with $1M Floor	FY20 Per Capita Formula Allocation	Recommended FY20 Per Capita Allocation with $1M Floor
1	$1,000,000	$755,564	$1,000,000
2	$1,279,626	$1,550,032	$1,550,032
3	$1,000,000	$742,141	$1,000,000
4	$2,047,135	$2,503,884	$2,503,884
5	$2,839,932	$3,426,243	$3,426,243
6	$1,000,000	$1,008,621	$1,008,621
7	$4,088,427	$4,987,427	$4,987,427
8	$1,000,000	$1,067,557	$1,067,557
9	$1,000,000	$858,531	$1,000,000
Total	**$15,255,120**	**$16,900,000**	**$17,543,764**

Virginia Growth and Opportunity Fund (GO Virginia)
Regional Entrepreneurship Initiative Guidance

Section I: GO Virginia Program Intent

GO Virginia's goal is to facilitate regional collaboration to grow and diversify the economy through supporting projects leading to the creation of more higher paying jobs through revenue derived from out-of-state sources. Programs and projects recommended by the regional councils and approved by the board shall be consistent with the strategies and targeted industry clusters outlined in the regional growth and diversification plan.

Section II: Regional Entrepreneurship Initiative

In 2018, the Department of Housing and Community Development (DHCD) engaged TEConomy Partners, LLC to provide each GO Virginia region with an independent and objective assessment of its entrepreneurial development position, to facilitate a situational assessment of the region's entrepreneurial ecosystem, and to help identify priority actions to strengthen the ecosystem. Each region was provided with the baseline assessment that can be utilized by the regional council to develop a pipeline of initial projects to support regional entrepreneurship.

A significant finding of the TEConomy reports was that each GO Virginia region would benefit from the identification of an entrepreneurial coordinating entity to advance regional ecosystem development activities. This coordinating entity, would identify opportunities and needs within the targeted traded sectors and facilitate implementation.

Regional Councils can currently apply to the state board to utilize their per capita funding to support enhanced capacity building projects, however the match requirements make this particular initiative challenging to implement. In order to facilitate implementation of this initiative the Growth and Opportunity Board can encourage regions to consider implementation through approving specific match guidelines and guidance that is outlined below. By encouraging the use of per capita funds and approving match requirements that better fit these types of proposals, the Board can enable Regional Entrepreneurship Proposals to come forward as regions demonstrate the capacity and desire to move forward on this initiative. This initiative is not a set aside of funding, but rather a new initiative that can continue to advance based on regional priorities and capacity. Once regions finish per capita projects under this initiative, they can also apply for future per capita funding for implementation under regular program guidelines. Future implementation efforts are also eligible for competitive funding if they have an opportunity to be scaled to more than one GO Virginia region.

DRAFT Proposals Requiring Approval of the Growth and Opportunity Board: To enable efforts to support the Regional Entrepreneurship Initiative, the Growth and Opportunity Board authorizes DHCD to accept per capita applications that will allow regions to bring proposals to the Board for consideration with clarity on specific match requirements and guidance on information needed for the Board to consider proposals.

It is envisioned that these grants will enable the coordinating entity to:
a) Develop a strategy for implementing the TEConomy recommendations or other concepts derived from the Stakeholder engagement process that aligns with the regional growth and diversification plan,
b) Develop a structure for advancing the entrepreneurial ecosystem, and
c) Develop strategies to sustain the initiative after the initial GO Virginia grant.

The coordinating entity may use a dedicated staff member or an outside consultant to assist with the delivery of the items outlined in these guidelines. Each proposed plan shall include specific deliverables and metrics which will be used to measure success.

Each regional council will provide oversight of the coordinating entity, which will provide leadership to develop projects to implement the strategies and structures identified through this process.

The Growth and Opportunity Board authorizes the following policies for Regional Entrepreneurship Initiative proposals.
1. The Board invites interested regional councils to identify a coordinating entity which may apply for up to $300,000 in per capita funding to develop a regional entrepreneurial investment plan, based on the recommendations of TEConomy and other input from the Regional Council and interested stakeholders.
2. The $300,000 funding amount may support the initiative for no more than two years, but Regions are encouraged to produce project outcomes quickly in order to move to implementation of the regional plan.
3. The Growth and Opportunity Board will waive the local match requirement and the $1:1 matching requirement for all requests for Regional Entrepreneurship Initiative proposals that undertake the coordinating entity enhanced capacity building project given the exceptional economic opportunity of the initiative, but will still require the minimum code of Virginia match of half the grant (e.g. A $300,000 request will require $150,000 match of non-state matching sources).

Section III: Application Process

Although the application process will open upon adoption of this policy with the first grants available in June 2019, it is understood that not every region will be interested in or ready to apply for this funding. Only those GO Virginia Regions that are interested and ready to pursue this funding are encouraged to apply. With oversight by the regional councils, the coordinating entity in each region that is interested in applying to complete the coordinating entity tasks will be tasked with advancing a regional entrepreneurial investment plan and prioritizing strategic investments with input from regional entrepreneurial stakeholders.

In addition to the strategies and structure to be developed through this grant, these regional entrepreneurial investment plans should present potential pipeline projects that will fill the identified gaps, including recommended leadership, potential sources of matching funds, and timeline for implementation.

Each regional council that seeks to implement this subprogram will apply to DHCD through the Centralized Application Management System (CAMS) which is utilized for all GO Virginia funding applications. Applications shall be submitted in CAMS by the established quarterly deadlines for per capita funds. Regional councils will be asked to answer the following questions:

1. Who is the regional coordinating entity for this initiative?
2. Who is the primary point of contact?
3. What process did the regional council utilize to identify and select their coordinating entity?
4. Were all entities interested in serving in a coordinating role considered and what criteria was applied to determine the most appropriate coordinating entity? The Regional Council must utilize a selection process that ensures competing organizations are encouraged to strengthen regional collaboration through this application process. Documentation of the selection process must be included in the application.
5. What qualifications were considered and why was this entity selected?
6. What experience does the coordinating entity have in entrepreneurial ecosystem development?
7. Will the regional coordinating entity utilize existing capacity, or create new position(s) for this effort?
8. How will the regional council financially sustain the coordinator's efforts beyond this GO Virginia funding?
9. Outline the method that the regional council will use to oversee the coordinating entity and which will actively work to develop potential projects for future funding.
10. Attachment: Project Metrics and Outcomes
11. Attachment: Project Timeline with Milestones
12. Attachment: Project Budget

Applications submitted to DHCD for consideration will be reviewed by DHCD's GO Virginia staff and reported to the board for consideration at the next board meeting.

Virginia Growth and Opportunity Fund (GO Virginia)
Growth and Diversification Plan Amendment Guidelines

Section I: Program Intent

GO Virginia is intended to facilitate regional collaboration to grow and diversify the economy through supporting projects leading to the creation of more higher paying jobs (primarily based on revenue derived from out-of-state sources) and addressing gaps in workforce and other factors that impact the success of growth and diversification programs at the regional level. Programs and projects recommended by the regional councils and approved by the Board shall be consistent with the regional economic growth and diversification plan established by each region, and detailed in this document.

Section II: Background

In 2017, each of the nine regional councils throughout the Commonwealth developed an economic growth and diversification plan to identify economic opportunities, needs, and challenges, establish priorities among those opportunities, and outline needed enhancements where GO Virginia grant funds can (a) support collaborative programs between at least two or more localities that will (b) lead to the creation of more higher paying jobs. These plans guide the regional councils in supporting efforts to:
   1) develop, recruit and/or retain the talent needed in the region;
   2) grow existing businesses, develop existing clusters, scale up small and mid-size companies;
   3) establish start-ups from commercializing research and supporting entrepreneurs; and
   4) advance joint site and infrastructure development needs towards business-readiness.

The Growth and Diversification plan analyzed and identified how the region was positioned in context with numerous regional planning efforts and should be used to outline the economic development needs that should be addressed through GO Virginia funding, and the types of innovative potential projects that could achieve this within the region, as well as across regions. The implementation of these plans should focus on higher paying jobs (above the average annual wage) in sectors and clusters that ultimately generate new revenues from out-of-state sources and diversify the region's economy.

Additionally, the plan should serve as the guide for evaluating which potential projects best address the identified needs and opportunities, and should be flexible to incorporate new ideas and opportunities that are identified by the regional council over time. Finally, the plans, and ultimately, the projects, should focus on activities that are sustainable and have the ability for long-term economic growth.

Section III: Development

As required by the Virginia Growth and Opportunity Act, each regional council shall review and amend the economic growth and diversification plan not less than biennially. The remainder of this document outlines the expectations for that amendment process.

Growth and diversification plans should be based on a realistic and empirically derived understanding of the regional economy and its potential. Updates to the plan should establish priorities for future use of GO Virginia project grants and take into consideration other studies and analyses related to development and validation of an economic diversification strategy as it relates to the creation of higher paying jobs. This is not a regional strategic economic development plan, nor is the plan envisioned to be comprehensive in addressing all challenges that face a particular region or all solutions. Instead, updates to theplan should focus on identifying priority areas that accomplish GO Virginia's goals, while maintaining flexibility as circumstances change and new opportunities arise. Since this is an update to the existing plan, other regional plans that have been updated since the original G&D plan should be analyzed to see how other efforts in the four priority areas listed below are changing or adapting in the region.

Regional Councils should solicit feedback for the updated plan from the public and stakeholders, but this initial update to the plan will not require the same intensity of outreach as the first plan.

To develop the amended growth and diversification plan, regional leadership shall:

1) Promote private sector growth and objectively derived priority areas of opportunity in the region leading to higher paying jobs by strengthening and diversifying the region's economy based primarily upon revenues derived from out-of-state sources.

2) Consider if an update is needed to the focused gap analysis that identified sector gaps and possible growth areas and assess workforce availability/gaps related to the opportunities identified in the plan. Any updates to the analysis should focus on priority areas identified as part of the diversification plan and not needs across all regional economy sectors.

3) Identify the types of projects that collaborating business, education, government, and other stakeholders in the region could pursue to expand economic opportunity, grow and diversify the economy, and align worker training programs with the education and skills needed by employers and potential employers in the region that lead to the creation of higher paying jobs.

4) Analyze the potential impact of projects funded to date including any next steps anticipated as a result of enhanced capacity building projects funded by GO Virginia. The updated plan should highlight where projects have resulted in new ideas or concepts that are reflected in the amended plan and document plans to track results at the regional level.

Section IV: Amendment Requirements

Each regional council shall submit an amended growth and diversification plan to DHCD for consideration by no later than **August 1, 2019** for consideration at the September 2019 GO Virginia Board meeting. At a minimum, the amended plan should include the following elements:

1. Update the data provided as baseline metrics in the original growth and diversification plan. Such data should include but is not limited to:
   a. Annual change in average annual wages
   b. Growth of key employment sectors

c. Job growth year by year and cumulative
d. How changes in employment and wage patterns have impacted regional growth
e. Change in the number of jobs supported through revenues derived from out-of-state sources
f. Forward looking data tied to Go Virginia's four priority areas including
   1. Talent Development – # of credentials offered, # of program/degree completions in areas tied to regional clusters, # of internships/apprenticeships offered,
   2. Start Ups – # of patents awarded, new business formation, # of licenses generated through commercialized research increase in investments/funders.
   3. Scale Ups – # of companies in existence 5 years after formation, growth of jobs from small and mid-sized companies, increase in cluster, new clusters.
   4. Site Development – # of sites characterized, # of Tier 4 or higher sites, Total acreage of sites characterized, localities participating in a RIFA/revenue sharing agreement, increase in prospect inquiries.

2. Identify any new, non-GO Virginia efforts to diversify and grow and/or retain higher paying jobs and to enhance access to such jobs. The amended plan should identify opportunities for collaboration or complementary efforts as appropriate.

3. Explain if the previously identified targeted business sectors or clusters have changed since the original growth and diversification plan, and why those changes occurred. The identification of targeted sectors or clusters must be based on empirical data and be based on results that are realistic given the drivers of the region's economy. The amended plan should specifically address how each sector has changed since the implementation of GO Virginia, and outline any needs or opportunities for growth in these sectors that could be supported through GO Virginia funding.

4. Update the previously identified workforce gaps in the availability of immediately employable talent in the targeted sectors or clusters. The prioritization of workforce gaps to be addressed will serve as guidance to the regional council and board in the evaluation of future funding decisions. If a gap exists in a newly identified target sector, identify current efforts to address this gap, being specific as to the skills/credentialing/experience/education required, and whether these efforts are adequate to address the shortage and to support long-term growth.

5. **Project Pipeline: Considering items 1-4 above, the key component of the amended plan should focus on the development of a project pipeline by outlining opportunities for the region to grow existing business, fill gaps in existing sector presence, scale up existing companies (particularly around existing or emerging supply chains and clusters), support entrepreneurs, identify opportunities for the commercialization of research, and examine potential joint economic development activities. This focus on project pipeline development shall also consider an evaluation of the current project development process of the region and best practices for improving the process.**
   a. The amended plan is intended to outline opportunities that will produce measurable results over a two-year period. Additionally, coordination of how these efforts can be sustained over a 5-10 year horizon with the broad steps to be taken in key categories such as site development, entrepreneurship, commercialization, or workforce should be provided.

b. The amended plan shall also evaluate the current project development process of the Regional Council and consider best practices for incubating project partners and ideas with the capacity to deliver the priority projects of the region that best meet the goals of Growth and Diversification plan. **A key best practice is moving away from a project development process that waits for projects to apply and towards a council and staff driven process that incubates and seeds project pipeline development.**

c. The regional council should utilize the final report provided by TEConomy Partners, to identify a regional approach for startup ecosystem development including a pipeline of projects that would be consistent with those recommendations.

d. The regional council should also outline a regional approach to addressing the region's site readiness needs by advancing sites through the Virginia Business Ready Sites Program (VBRSP). The regional council should consider the region's best opportunities for joint site and infrastructure development when establishing their approach.

Section V: Additional Information

1. The regional council may hire a consultant to assist in the development of the plan or direct the hiring of the consultant through the support organization. Regional councils shall abide by the Virginia Public Procurement Act (VPPA) for the solicitation of professional services.

2. The plan should address the elements outlined in the Growth and Opportunity Act and how strategies are aligned with other related programs including, as appropriate, the Virginia Research Investment Committee (VRIC), the Collaborative Economic Development Act, and the State Council for Higher Education Virginia (SCHEV) credentialing program.

3. The role of the regional council itself and other relevant entities should be considered in the development of the amended plan, particularly where the entity may be identified as a partner for implementation. The regional council shall provide for public participation and input from affected stakeholders to help identify regional needs and opportunities for cooperation. The method of receiving input and the information gained must be documented in the amended plan.

4. Potential sources of matching funds should also be identified, though specific commitments and amounts are not required until applications are sought to support regional projects. In particular, the amended plan should identify potential sources of local match where potential project development would align with a local priority. Regional Councils should consider outreach to local governments within their area during the local budget making processes to secure contingency reserves that may be available for local match of GO Virginia project opportunities identified during the coming year.

Section VI: Useful Resources

The following resources may be useful in providing additional direction or data to regional councils in developing their plans:

- Virginia Growth and Opportunity Act - https://lis.virginia.gov/cgi-bin/legp604.exe?161+ful+CHAP0779+pdf
- GO Virginia Projects Funded to date - https://arcg.is/SHrK5
- GO Virginia Board Guidance for Future Project Development - http://www.dhcd.virginia.gov/images/GoVA/GO%20Virginia%20Future%20Projects%20Guidance%20-%20Concept%20Paper%20DRAFT%2011%2029%2018.pdf
- GO Virginia Project Development Guidance and Metrics - http://www.dhcd.virginia.gov/images/GoVA/DHCD%20GOVA%20Guidance%20120418.pdf
- Virginia Economic Development Strategic Plan - https://www.vedp.org/strategicplan
- Virginia Chamber Blueprint Virginia Plan- https://www.vachamber.com/blueprint-virginia/
- Bureau of Labor Statistics- https://www.bls.gov/cew/cewlq.htm
- Virginia Research Investment Fund - http://www.schev.edu/index/institutional/grants/va-research-investment-fund
- Virginia Business Ready Sites Program - https://www.vedp.org/vbrsp
- Virginia Career Works - https://virginiacareerworks.com/