



Virginia Growth and Opportunity Board

Business Meeting December 10, 2024



Center for Energy Research and Education Industry Lab offers students the opportunities to observe and assist with research in fields of science and engineering. (Photo courtesy of GO Virginia Region 2 Website)



Agenda

- I. Opening
- II. Presentations
- III. Consent Agenda
- IV. Deputy Director's Report
- V. JLARC Report Recommendations Implementation
- VI. Program Performance and Evaluation Committee Report
- VII. Regional Council Committee Report
- VIII. Executive Order 42: Catalyzing Housing
 Development For Critical Workforce & Economic
 Needs With Interagency Collaboration
- IX. Information Items
- X. Adjournment









I. Opening

- a. Call to Order
- b. Roll Call
- c. Public Comment







II. Presentations

• Update on Southern Virginia Regional Alliance Shovel Ready Site Projects







III. Consent Agenda - Action Items

- June 4, 2024 Meeting Minutes
- b. September 10, 2024 Meeting Minutes
- c. Resolutions for Jim Dyke, Pia Trigiani, and Senator Frank Ruff
- d. Technical Amendments to Board Policies
 - a. Board Policy #3 Administrative Approval Process
 - b. Board Policy #6 FY19 Per Capita Allocation & Competitive Redistribution
 - c. Board Policy #8 Investments in Broadband
 - d. Board Policy #9 Site Development Investments
 - e. Board Policy # 16 Indirect Rates





GO Virginia Match Requirements





GO VIRGINIA MATCH REQUIREMENTS		
Project Type	Total Match	Local Match Requirement
Per Capita Planning	2:1	No Local Match Required
Regional Entrepreneurship Initiative	2:1	No Local Match Required
Sites (planning)	2:1	No Local Match Required
Sites (implementation)	2:1	20% Local Match Required
Broadband (planning)	2:1	No Local Match Required
Broadband (implementation)	2:1	20% Local Match Required
Per Capita Implementation	2:1	20% Local Match Required
Competitive Planning	2:1	20% Local Match Required
Competitive Implementation	2:1	20% Local Match Required







IV. Deputy Director's Report

- a. Application Submission & Evaluation Process
- b. Action Items:
 - Per Capita Applications (5)
 - II. Talent Pathways Planning Initiative Applications (2)
- c. Program Performance Dashboard
- d. Action Item:

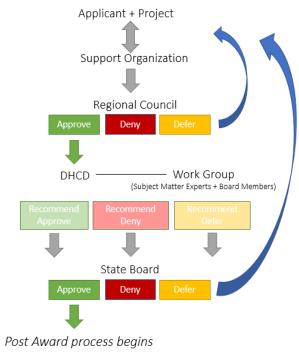
Amended Board Policy #10 – Helene Business Recovery Initiative (HBRI)





Application Process

GO Virginia Application Review





- Applications are submitted to Regional Councils
- Approved applications are advanced to DHCD
- Technical review by DHCD staff
- Workgroup review and project pitch calls
- Staff prepares recommendations for Board
- Presented for Board consideration
 - Approve
 - Defer
 - Not Approve
- Approved projects go to contract





Evaluation Criteria





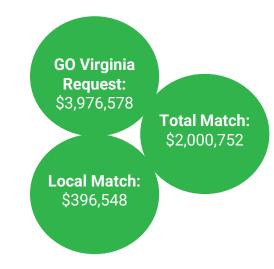
- · Regional Collaboration
 - Meaningful participation of 2 or more localities
 - Collaboration with industry and other partners
- Economic Impact
 - Target Industry Focus
 - Leveraged Nonstate Resources and/or Cost Savings
 - Well Defined Outcomes and Products
- Project Readiness
 - Partner Commitments, Match Resources, and Milestones
- · Sustainability



Per Capita Applications



- 5 Proposals to Take Action On
- 3 out of 9 Regions Participated
- Industry cluster targets: Information
 Technology, Aquaculture/Controlled Environment
 Agriculture, Manufacturing, Life Sciences, Distribution and Logistics, and Professional Services
- Investment Strategies: 2 Workforce Development Projects, 2 Site Development and Infrastructure Projects, and 1 Startup Ecosystem Project





Region 6: Career Advancement and Resource Education (CARE)

CVIRGINIA



Participating Localities: Bay Consortium Workforce Development Board on

Behalf of its member localities (in-kind match)

Applicant: Bay Consortium Workforce Development Board (BCWDB)

Targeted Industry Cluster(s): Information Technology, Aquaculture, and Manufacturing **Investment Strategy:** Workforce Development

Goal: To build new capacity to enhance career awareness and define career pathways within the identified targeted industries.

Products:

 Business Toolkit to help the employer's ability to recruit talent in the region and provide a skillsbased hiring framework, including communicating information on credentials and what those credentials represent when screening and hiring workers.

Outcomes:

- 60 job placements
- 35 businesses served
- 5 new interns placed

GOVA Request: \$307,857

Total Match: \$160,891 Local Match: \$43,160

Project Budget: \$468,748 Additional Leverage: \$-

Staff Recommendation: Approve



Region 7: Al and Business Skills Training for Life Science (ABLe)

Participating Localities: City of Alexandria Public Schools (in-kind match), Loudoun County (in-kind match and advisory committee), and Prince William County (in-kind match and advisory committee)

Applicant: George Washington University (GWU)

Targeted Industry Cluster(s): Life Sciences

Investment Strategy: Workforce Development

Goal: To increase the pool of qualified candidates for careers in a rapidly evolving life science industry by integrating artificial intelligence (AI) and business skills.

Products

- Open-source AI and business curriculum with skill-based digital credentials
- Resource Strategy to ensure long-term sustainable funding

Outcomes:

- 270 individuals trained
- 75 credentials awarded (500 digital badges awarded)
- 45 new interns placed







\$4,577,761

Staff Recommendation: Defer

*Corrected amount compared to what is included in the packet.



\$303,832

Region 6: Expanding Business Ecosystems (EBE) Business Accelerator

G VIRGINIA



Participating Localities: City of Fredericksburg (in-kind match), Spotsylvania County (in-kind match) and Stafford County (cash and in-kind match)

Applicant: Virginia Block Chamber of Commune.

Applicant: Virginia Black Chamber of Commerce

Targeted Industry Cluster(s): Agriculture/Controlled Environment Agriculture, Distribution and Logistics, Manufacturing, and Professional Services

Investment Strategy: Startup Ecosystem

Goal: To support the growth and competitiveness of small businesses in the region by providing targeted resources, skills, access to mentors, and capital.

Outcomes:

- 120 business served
- 120 businesses expanded
- 10 new businesses created
- 18 jobs created
- 30 new mentors providing business assistance

GOVA
Request: \$155,500
Local Match: \$45,500

Project Budget: \$531,215 Additional Leverage: \$75,715

Staff
Recommendation: Approve contingent upon refining core performance outcomes

Region 8: Blue Mountain Extended Due Diligence

Participating Localities: City of Buena Vista (advisory), City of Harrisonburg (advisory), City of Lexington (advisory), City of Staunton (advisory), City of Waynesboro (advisory), Bath County (advisory), Highland County (advisory), Rockbridge County (advisory) Augusta County (cash), Rockingham County (advisory), Page County (advisory), Shenandoah County (advisory)

Applicant: Shenandoah Valley Partnership

Targeted Industry Cluster(s): Light Manufacturing

Investment Strategy: Site Development and Infrastructure

Goal: To increase the inventory of regionally significant shovel-ready sites in GO Virginia Region 8 and develop a regional industrial park.

Outcomes:

297 acres advanced to tier 4 on the VBRSP scale



Staff Recommendation: Approve

Region 8: Clarke County Camp 7 Site Development Site Development Planning

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Participating Localities: Clark County (cash), Frederick County (access to

infrastructure)

Applicant: Clarke County

Targeted Industry Cluster(s): Light Manufacturing

Investment Strategy: Site Development and Infrastructure

Goal: To increase the inventory of shovel-ready sites in GO Virginia Region 8.

Outcomes:

• 40 acres advanced to tier 2 on the VBRSP scale



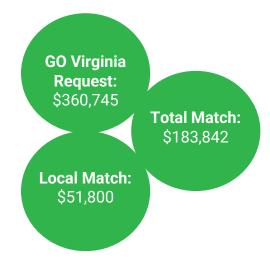
Staff Recommendation: Approve

Talent Pathway Initiative Applications





- · 2 Proposals to Take Action On
- 2 out of 9 Regions Participated
- Industry cluster targets: Advanced Manufacturing. Controlled Environment Agriculture, Biotechnology/Biomedical
- Investment Strategies: 2 Workforce Development Projects



Region 3: Talent Pipeline Management to Support Advanced Manufacturing and Controlled Environment Agriculture

Participating Localities: The Southern Virginia Regional Alliance on behalf of its member localities (advisory), the South Central Workforce Development Board on behalf of its member localities (advisory), the Commonwealth Regional Council on behalf of its member localities (advisory)

Applicant: The Institute for Advanced Learning and Research (IARL)

Targeted Industry Cluster(s): Advanced Manufacturing, Controlled Environment Agriculture **Investment Strategy:** Workforce Development

Goal: To define talent pathways for advanced manufacturing and controlled environment agriculture industries in GO Virginia Region 3.

Products: Completion of a Talent Pathway Initiative Study and Recommendations for the advanced manufacturing and controlled environment agriculture industry in GO Virginia Region 3



VIRGINIA INITIATIVE FOR
GROWTH &
OPPORTUNITY
IN EACH REGION

GOVA
Request: \$116,745

Total Match: \$59,842 Local Match: \$0

Project Budget: \$222,077 Additional Leverage: \$45,490

Staff Recommendation: Approve



Region 9: BioBridge Talent Pathways Planning

Participating Localities: Albemarle County (cash match and advisory role), Green County (advisory role), City of Charlottesville (cash match and

advisory role)

Applicant: Cville BioHub

Targeted Industry Cluster(s): Biotechnology/Biomedical

Investment Strategy: Workforce Development

Goal: To define talent pathways for the biotechnology/biomedicine industry in GO Virginia Region 9.

Products: Completion of a Talent Pathway Initiative Study and Recommendations for the

biotechnology/biomedicine industry in GO Virginia Region 9





GOVA Request: \$244,000

Total Match*: \$124,000 Local Match*: \$51.800

Project Budget*: \$376,377.46 Additional Leverage*: \$7,977.46

Staff Recommendation:
Approve



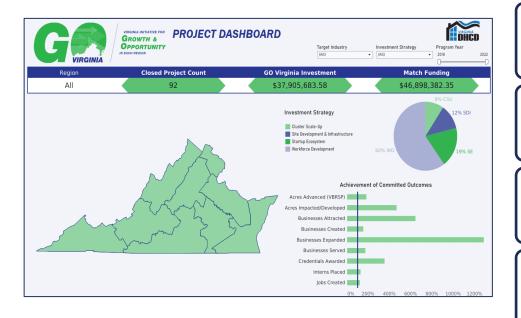
^{*}Corrected amounts compared to what is included in the packet.



c. Program Performance Dashboard









Completion Date:

- Beta Version Launch December 2024
- Published December 2024



Dashboard Requirements:

•All Outlined General Assembly Dashboard Requirements Have Been Achieved



Latest Features:

- All Project Data is Downloadable
- •Ability to Link Directly to Support Organization Websites



Additional Features Coming Soon:

- Additional Support Organization Contact Information
- Insight From Project Outcomes

IV. Board Policy #10 - Helene Business Recovery Initiative (HBRI)





- Replaces Board Policy #10 Economic Resilience and Recovery Program
- Creates the Helene Business Recovery Initiative sub-program with \$1.5M in funds set aside from the GO Virginia Competitive Fund allocation
- Designed to provide additional resources to Regions with FEMA-designated localities experiencing economic challenges related to the Hurricane Helene natural disaster

Eligible Regions	Expanded Fast Access	Flexibilities
Region 1	Increased delegated project approval authority to DHCD for projects up to \$250,000 with monthly rolling deadlines	Waived local match requirements
Region 2		No limitation on TRRC funds toward total match requirements
Region 3		May target non-traded industries not identified in Regional Economic Growth and Diversification Plans



V. JLARC Report: Recommendations Implementation



- a) On December 11, 2023, the Joint Legislative Audit and Review Commission released its report on the Growth and Opportunity Virginia Program
- b) The report culminated in 16 recommendations and two additional policy recommendations
- c) At the December 12, 2023 meeting of the GO Virginia State Board, these recommendations were delegated amongst two Board Committees and a special Board Taskforce:
 - a) Program Performance and Evaluation Committee (4)
 - b) Governance and Policy Committee (10)
 - c) Healthcare Taskforce (1)
- d) Note that some items required legislative action and could not be unilaterally addressed by the GO Virginia State Board or DHCD Staff







Recommendation 1 Language:

Development should change its "number of jobs created/filled" outcome measure for the GO Virginia program by (i) splitting the criteria into separate "jobs created" and "jobs filled" measures, (ii) removing the "estimated" and "expected" qualifiers so that only actual jobs created or filled are counted, and (iii) clarifying that any job created or filled must be clearly attributable to the project's activities, which must be explained in project reports.

- Delegated Authority: Program Performance and Evaluation Committee
- Status: Complete
- Action Taken: Jobs created and filled were split and renamed "People Trained" and "Job Placements". These new names align with metrics utilized by the newly formed Workforce Agency under the Secretary of Labor.





Recommendation 2 Language:

• The Department of Housing and Community Development should revise the Core Grant Outcomes list for GO Virginia projects to ensure that outcomes measures are narrow enough to avoid mixing different program activities, are clearly defined, and are appropriate and specific to the project type.

- Delegated Authority: Program Performance and Evaluation Committee
- Status: Complete
- Action Taken: All GO Virginia core grant outcomes were reviewed. Revisions were made to outcome definitions to ensure that outcomes measured by subgrantees across the program are clear.







Recommendation 3 Language:

 The GO Virginia Board should amend the GO Virginia bylaws to assign responsibility for the review of outcome calculation methods and outcome data verification to staff at the Department of Housing and Community Development.

- Delegated Authority: Program Performance and Evaluation Committee
- Status: Pending
- Action Taken: Preliminary discussions have taken place; however this item is anticipated to be discussed at a future meeting of the Committee.







Recommendation 4 Language:

The GO Virginia Board should develop and implement a policy to assess the long-term impact of individual projects and the GO Virginia program as a whole, including which information should be collected to facilitate this long-term assessment. The board's actions should proceed under the guidance of its new project [program] evaluation committee and with the assistance and input of Department of Housing and Community Development staff and regional council support staff.

- Delegated Authority: Program Performance and Evaluation Committee
- Status: Pending
- Action Taken: Preliminary discussions have taken place; however this item is anticipated to be discussed at a future meeting of the Committee.







Recommendation 5 Language:

 The GO Virginia board should revise its policies to include a more detailed definition of traded sector activities, modeled on definition used by the Virginia Economic Development Partnership's Virginia Jobs Investment Program, which can be used to determine project eligibility.

Board Action:

 Delegated Authority: Governance and Policy Committee

• Status: Complete

• Action Taken: An amendment to Board Policy #4 was recommended by the Governance and Policy Committee at the September 10 meeting of the Board. This Policy included a detailed definition of traded sector activities and included provisions that allow the Board to make targeted exceptions to the Policy. This Policy was approved by the full Board at the September 10 meeting.





Recommendation 6 Language:

The GO Virginia board should revise its policies to allow grants for healthcare projects that meet the following criteria: (i) are consistent with the region's growth and diversification plan, (ii) provide evidence that the project will help address an unmet healthcare need in the region, and (iii) provide evidence that addressing the healthcare need will benefit the regional workforce or economy. Eligibility determinations should be made on a case-by-case basis early in the application process, not at the final board vote.

- Delegated Authority: Healthcare Taskforce
- Status: Complete
- Action Taken: On June 4, 2024, the Healthcare Taskforce recommended Board Policy #17 to the Board, which creates a targeted exception to existing program policy restricting projects to traded industry sectors. This new policy creates strategic pathways for regions to utilize to develop workforce programs in the healthcare sector. The Board approved the new policy on June 4, 2024.





Recommendation 7 Language:

 The GO Virginia board should replace the eligibility requirement that all grant projects must create higher wage jobs with a requirement that all grant projects must create a new or expanded workforce or economic development activity.

Board Action:

 Delegated Authority: Governance and Policy Committee

Status: Complete

• Action Taken: After a review of existing guidance and policy, it was determined that high-wage jobs are not an eligibility requirement of the GO Virginia program and that changes to guidance were needed to clarify this. At the December 10 meeting of the Board, the Governance and Policy Committee reported that DHCD staff had made these changes.







Recommendation 8 Language:

 The GO Virginia board should either eliminate or reduce the local match requirement for all grants.

Board Action:

 Delegated Authority: Governance and Policy Committee

Status: Pending

• Action Taken: This item has been the subject of initial discussions by the Committee. At this time, no formal decision has been made and it is anticipated that the recommendation will be more thoroughly vetted at a Governance and Policy Committee meeting in March.





Recommendation 9 Language:

The GO Virginia Board should expand eligibility requirements for statewide competitive funds by making these grants available to (i) any region that has awarded or is about to award all or almost all of its per capita funds in a given year and is not carrying a significant unobligated funding balance, and (ii) projects that require a grant amount that is equal to or greater than half of the region's unobligated per capita funds. Projects that involve multiple regions should continue to be eligible for these funds.

Board Action:

 Delegated Authority: Governance and Policy Committee

• Status: Complete

• Action Taken: After the Governance and Policy Committee review, it was determined that administrative guidelines reviewed and approved by the GO Virginia State Board on December 11, 2023, addressed the recommendations found in the report regarding the Competitive Fund. No further action was taken.







Recommendation 10 Language:

 The GO Virginia board should eliminate the requirement that all projects show a positive Return on Investment (ROI) to the state to be eligible for GO Virginia funding.

Board Action:

 Delegated Authority: Governance and Policy Committee

• Status: Pending

Action Taken: An initial discussion on this item has occurred at the Governance and Policy Committee level. It is anticipated that a more thorough discussion and potential action will take place at the March meeting of the Committee.







Recommendation 11 Language:

The GO Virginia board should revise its policies to delegate grant approval authority to the director of the Department of Housing and Community Development for any regional per capita implementation grant that has been dutifully reviewed and approved by a regional council and recommended for administrative approval by a board-designated workgroup.

Board Action:

 Delegated Authority: Governance and Policy Committee

• Status: Complete

Action Taken: At the March 11, 2024, meeting of the
Governance and Policy Committee, a review and
discussion of current program review processes and
timelines took place. After discussion, the Committee
chose to not take action on this item, citing a lack of
evidence that this recommendation would substantially
expedite adequate review of GO Virginia project
applications.







Recommendation 12 Language:

The GO Virginia board should revise its policies to clarify that only grant applications that would require a significant investment of state funds are required to include an estimated return on investment (ROI). The ROI should be tailored to each project and calculated by experienced professionals using established methodologies, and the costs should be paid for by the GO Virginia program out of its existing fund balances.

Board Action:

 Delegated Authority: Governance and Policy Committee

Status: Pending

Action Taken: An initial discussion on this item has occurred at the Governance and Policy Committee level. It is anticipated that a more thorough discussion and potential action will take place at the March meeting of the Committee.







Recommendation 13 Language:

The General Assembly may wish to consider amending the Code to add the Secretary of Labor to the list of cabinet secretaries eligible to be appointed by the Governor to the GO Virginia board.

- Delegated Authority: Not Applicable
- Status: Complete
- Action Taken: This recommendation required legislative action. As part of the 2024 General Assembly Session, legislation was proposed that amended the enabling legislation for the GO Virginia Program, including a provision adding the Secretary of Labor to the list of Cabinet members that the Governor may appoint to the State Board. This legislation was signed into law by the Governor on April 2, 2024. The effective date of the legislation was July 1, 2024.





Recommendation 14 Language:

 The General Assembly may wish to consider amending the Code to require that, within the GO Virginia board's 14 citizen members, there must be at least one member appointed from each of the nine GO Virginia regions.

- Delegated Authority: Not Applicable
- Status: Pending/Complete
- Action Taken: This recommendation requires legislative change in order to be enacted. During the 2024 General Assembly Session, no legislation enacting this recommendation was introduced.







Recommendation 15 Language:

 The GO Virginia board should adopt a policy that defines a cycle for full and lighter reviews of regional growth and diversification plans.

Board Action:

 Delegated Authority: Governance and Policy Committee

• Status: Complete

• Action Taken: An initial discussion on this item has occurred at the Governance and Policy Committee level. DHCD staff has engaged stakeholders to determine the best path forward for defined cycles of Regional Growth and Diversification Plan Review. These stakeholder sessions have resulted in a process of alternating full and light review cycles, now defined as "full reviews" and "interim reviews". DHCD staff will report further progress on these reviews to the Governance and Policy Committee at the March meeting.





Recommendation 16 Language:

 The GO Virginia board should revise its policies to allow regions to award up to 25 percent of their annually allocated per capita funds for planning grants and raise or eliminate the \$100,000 per grant limit.

- Delegated Authority: Governance and Policy Committee
- Status: Pending
- Action Taken: An initial discussion on this item has occurred at the Governance and Policy Committee level. It is anticipated that a more thorough discussion and potential action will take place at the March meeting of the Committee.







Policy Recommendation 1 Language:

 The General Assembly could reduce the match requirement for GO Virginia grants from being at least equal to the grant (1:1) to being at least equal to half of the grant (2:1) match.

- **Delegated Authority:** Not Applicable
- Status: Complete
- Action Taken: This recommendation required legislative action. As part of the 2024 General Assembly Session, legislation was proposed that amended the enabling legislation for the GO Virginia Program, including a provision reducing match requirements for the GO Virginia Program from 1:1 to 2:1. This change has a sunset of July 1, 2028. This legislation was signed into law by the Governor on April 2, 2024. The effective date of the legislation was July 1, 2024.





Policy Recommendation 2 Language:

 The GO Virginia board could revise its policies to allow smaller organizations, which meet criteria specified by the board, to receive a portion of their GO Virginia award at the start of the grant period.

- Delegated Authority: Not Applicable
- Status: No Action Taken or Discussion Occurred
- Action Taken: This recommendation has not been vetted by the GO Virginia State Board or any of the Board's Committees.







VI. Program Performance and Evaluation Committee Report









VII. Regional Council Committee Report

 a. Action Item: Approval of Advisory Group to the Regional Council Committee







VIII. Executive Order 42: Catalyzing Housing Development for Critical Workforce & Economic Needs with Interagency Collaboration







VIII. Information Items

- DHCD Administratively Approved Projects
 - Region 1 Middle School Energy Education Academy
 - Region 1 VA Small Business Disaster Response Portal
 - o Region 3 Amelia County Regional Commerce Center Planning Grant
 - Region 4 Future AI Learning and Cloud Network Project







IX. Adjournment

Future Meeting Schedule

- March 11th Board Meeting (In-Person)
- June 10th Board Meeting (Virtual)
- September 9th Board Meeting (In-Person)
- December 9th Board Meeting (Virtual)

