



Interagency Task Force to Support Economic Development in SWVA

Thursday, Sept 28, 2022



**VIRGINIA DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT**
Partners for Better Communities



Welcome

Nicole Riley, Dep. Secretary of Commerce and Trade

Introductions



Public Comments



Downtown Revitalization Matching Fund Concept

**Matt Weaver, Associate Director of Community Development,
DHCD**



Talent Attraction Program

**Sara Williams, SW Regional Director
Tobacco Region Revitalization Commission**

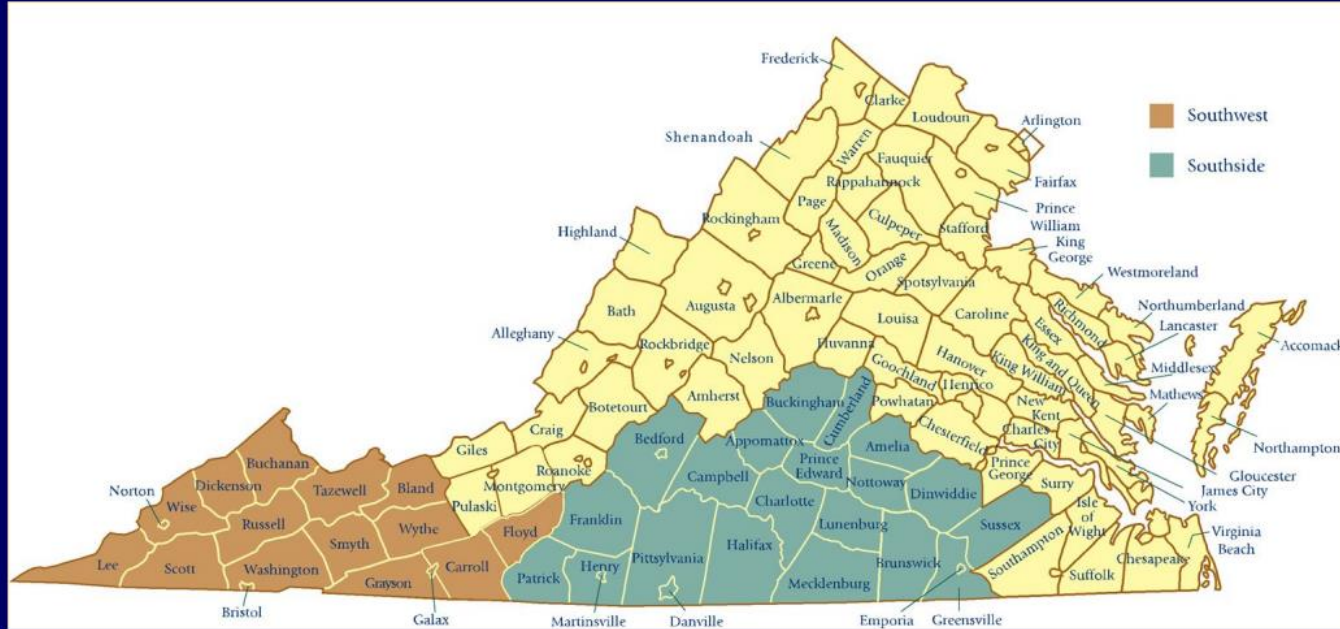
The Virginia Tobacco Region Revitalization Commission



***“Developing a Diverse Economy in Southern and
Southwest Virginia”***



Tobacco Commission regions



Southside & Southwest – 34 counties and seven cities



Talent Attraction Program Overview

- The purpose of the Talent Attraction Program (TAP) is to encourage recent graduates to live in the Tobacco Region and work in targeted, hard-to-fill occupations in the Tobacco Region by providing up to \$12,000 annually in student loan repayment with a two-year commitment which can be extended to four years.
- The idea is that TAP recipients will come to the region, become part of their community and stay well beyond the two to four year commitment of the program.
- The TAP program will result in many highly skilled individuals working in hard to fill occupations throughout southern and southwest Virginia for years to come who otherwise would have never located in the region or would have moved away.



Talent Attraction Program Eligibility

- To be eligible, applicants must be recent graduates, agree to live and work in the region and be employed in one of the program's targeted occupations.
 - Public School Teacher in Science, Math, Technology/Computer Science, or Career and Technical Education (Grades 6-12)
 - Speech Language Pathologist
 - Physical Therapist
 - Occupational Therapist
 - Industrial or Electrical Engineer
 - Information Security, Network, or Computer Systems Analyst
- Applicants must also fulfill a civic engagement requirement.

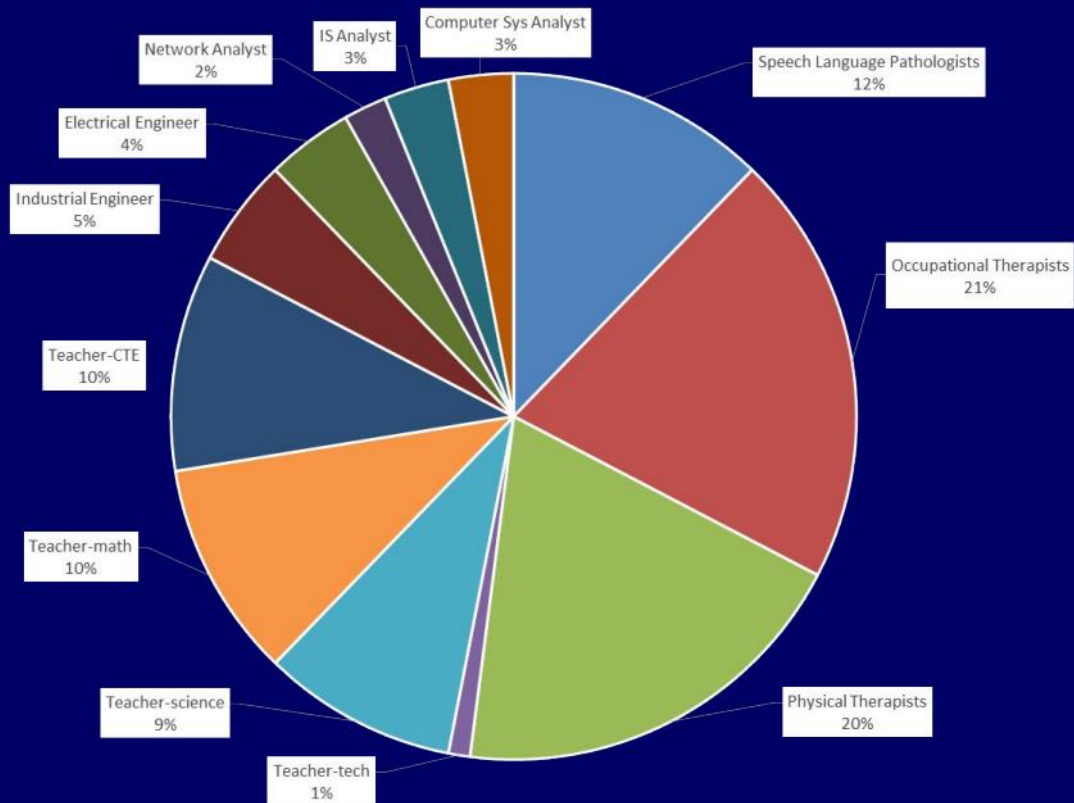


Talent Attraction Program Results

- The program is now in its fourth year.
- So far we have offered awards of varying amounts to nearly **350 individuals** who will work in hard to fill occupations in the region.
- The program serves the entire Tobacco Region and awardees have been well distributed across the entire footprint with some degree of concentration in larger population centers.
- The most common occupations among recipients so far are: **Special Education Teacher, Science Teacher, Physical Therapist, Occupational Therapist and Speech Language Pathologist.**
- So far we are very happy with the results of the program and look forward to seeing the long-term effects this innovative program will have on the region.

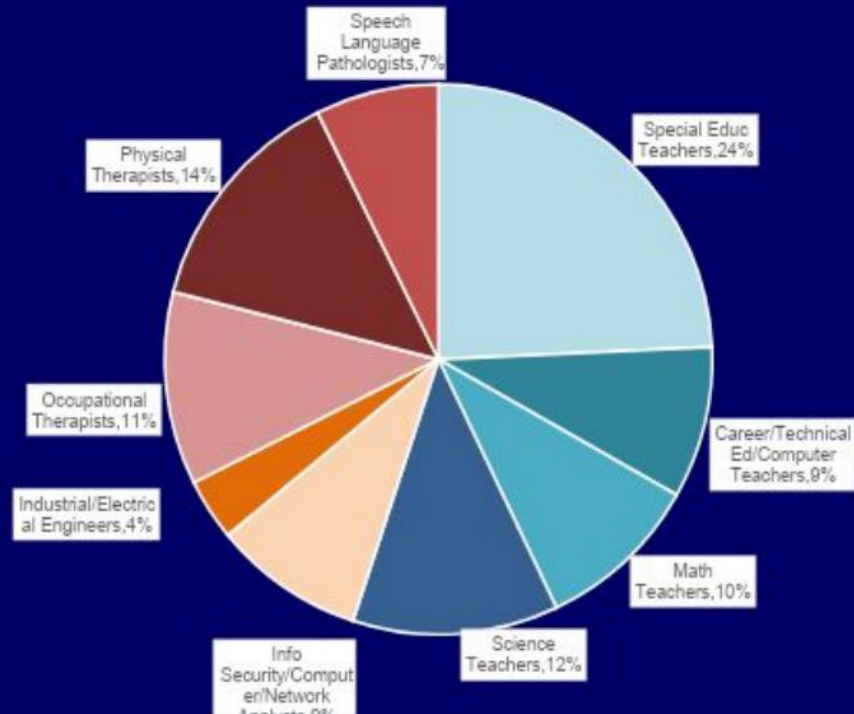


2022 Eligible Applications by Occupation





2019-21 Awarded Occupations





Talent Attraction Program Success

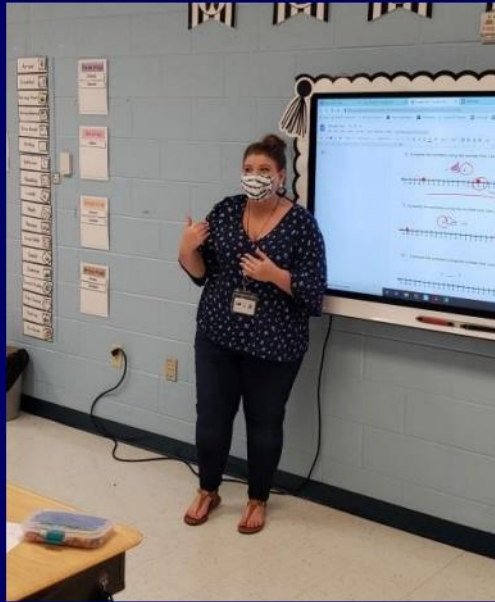
"I think it's a great opportunity to give back to your community to get out there and help to build relationships with your students and their family members. In a small town, it's real close-knit. That's what I like about it. And you want to see your students, and your community excel as well." –Kimberly Archer, TAP recipient and 4th grade Special Education Teacher at Amelia County Elementary School.





Talent Attraction Program Success

The burden is significantly decreased, we are able to stick around the area, pursue goals and dreams. - Jack Quisenberry, TAP recipient and Physical Therapist



“I’m close to my family, my kids are gonna know my family, they’re gonna know the area, they’re gonna know where they came from, and to me, that’s really special.” – Amber Kelly, TAP recipient and Teacher at Wise Primary School



Questions?

- For additional info, please visit our website or reach out.

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Southwest Virginia Energy Park “Energy Lab”

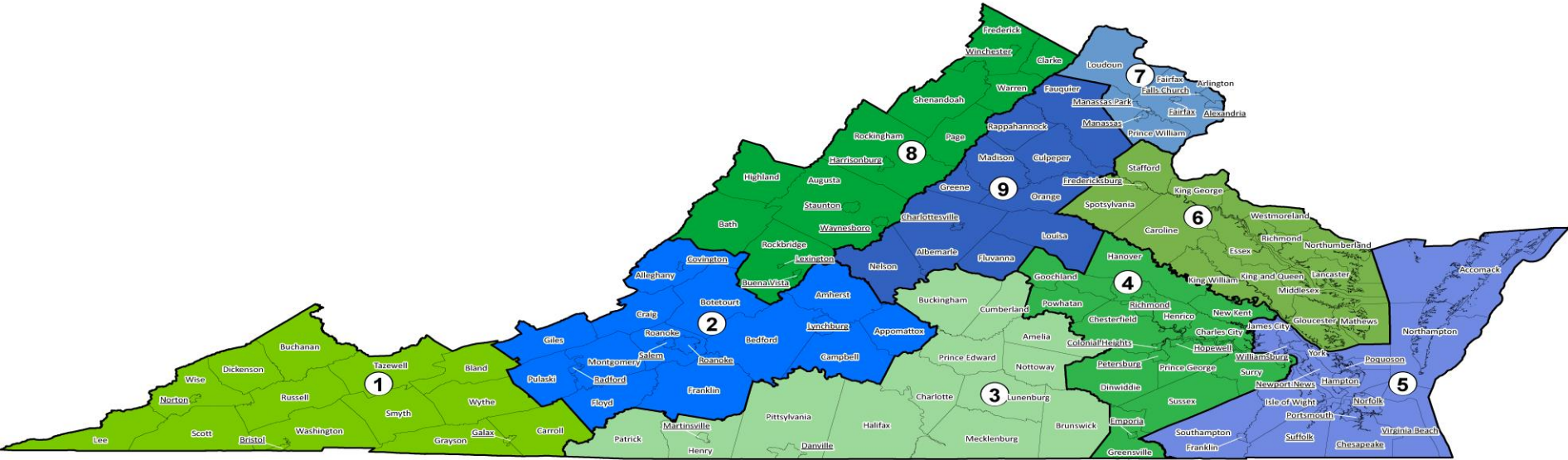
**Will Clear, Deputy Director
Virginia Department of Energy**



Energy Storage and Electrification Manufacturing Project

- In 2019, a planning grant effort was awarded to GO Virginia Region 1 for an in-depth marketing study: Solar Jobs, Manufacturing and Utility Scale Investment Playbook
- 2021: Go Virginia State Board approved \$486,366 for the Energy Storage and Electrification Manufacturing Project
- Project approved in 2021 is building off of the original planning grant to contribute to job creation in Go Virginia Region 1
- Original planning grant study showed that energy storage sector demonstrated the most promise-relatedly directly to the solar sector as well as the broader electrification field

GO Virginia Regions





Energy Storage and Electrification Manufacturing Project

Deliverables of project:

- Completion of a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis and New Market/New Product Development assessment for four companies in SWVA
- New market entry technical assistance for four companies
- Execution of outreach to at least three national companies
- Creation of 147 new jobs over three years
- Retention of 59 jobs over three years
- Four Businesses served



Energy Storage and Electrification Manufacturing Project

Deliverables 1 year into project:

- Completion of SWOT analysis for four companies operating in SWVA
- Ongoing targeted outreach to private companies through networking events
- Commencement of market research assessments in five strategic opportunity areas related to local companies' capacities and needs
- Completion of New market/New Product Development assessments for the four companies in SWVA as well as technical assistance