



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

AGENDA
VIRGINIA GROWTH AND OPPORTUNITY BOARD

Tuesday, March 16, 2021

1:00 PM – 3:00 PM

Videoconferencing Meeting ID: meet.google.com/gvw-rntj-xkm

Dial-in: +1 617-675-4444

PIN: 611 136 557 8061#

- I. OPENING
 - a. Call to order Chairman
 - b. Roll Call Andrea Devening
 - c. Public Comment Chairman

- II. CONSENT AGENDA – **Action Item** Chairman
 - a. December 7, 2020 Minutes
 - b. 2021 Growth and Diversification Plan Amendment Guidelines
 - c. Regional Council Annual Certification

- III. NEW BUSINESS Erik Johnston
 - a. **Action item:** Extension of Board Policy #10 – GO Virginia Economic Resilience and Recovery Program
 - b. **Action Item:** Extension of Board Policy # 11- GO Virginia Program Match Requirements – Per Capita Funds

- IV. DIRECTOR’S REPORT Erik Johnston/ Sara Dunnigan
 - a. **Presentation:** GO Virginia Program Outcomes and Impact
 - b. **Action Item:** Competitive Applications (1)
 - c. **Action Item:** Per Capita Applications (8)
 - d. **Action Item:** Regional ERR Applications (4)

- V. INFORMATION ITEMS Sara Dunnigan
 - a. Board Member Resignation
 - b. DHCD Approved Enhanced Capacity Building Projects
 - c. DHCD Approved ERR Fast Access Projects
 - d. Funded Project Update
 - e. Withdrawn Project

- VI. ADJOURNMENT Chairman

2021 Board Meeting Schedule

Tuesday, March 16, 2021

Tuesday, June 15, 2021

Tuesday, September 23, 2021

Tuesday, December 7, 2021



VIRGINIA INITIATIVE FOR
**GROWTH &
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IN EACH REGION

VIRGINIA GROWTH AND OPPORTUNITY BOARD MEETING

December 7, 2020

1:00 PM

Virtual Meeting

Members Present

Nancy Howell Agee
Delegate Lamont Bagby
The Honorable Brian Ball
Senator George Barker
Ben J. Davenport, Jr.
Jim Dyke
Thomas F. Farrell II
Speaker Eileen Filler-Corn
W. Heywood Fralin
Leah Fremouw
Senator Janet D. Howell
Doug Juanarena
The Honorable Aubrey Layne
Delegate Martha Mugler
The Honorable Atif Qarni
Senator Frank Ruff
Steven C. Smith
Todd A. Stottlemyer
Don Robin Sullenberger
Delegate Luke E. Torian
Lucia Anna "Pia" Trigiani
Marilyn H. West
Joe Wilson
John O. "Dubby" Wynne

Members Absent

Call to Order

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

Roll Call

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

Public Comment	<p>Ms. Devening informed the Board that staff had received written public comment from two different entities.</p> <p>Mr. Sid Banerjee, Chairman of the Region 7 Regional Council, wrote to urge the Board to approve two of the four proposed projects from Region 7 that were recommended for deferral.</p> <p>Ms. Joanie Eiland, Vice Chair of Region 8 Regional Council, wrote to urge the Board to approve the Shenandoah Valley Sites Enhancement Program application from Region 8.</p> <p>Public comment period closed.</p>
Consent Agenda	<p>Mr. Farrell introduced the consent agenda items to be voted on in a bloc, including the September 22nd, 2020 meeting minutes and an extension to Board Policy #10, governing the Economic Resilience and Recovery (ERR) Program. A motion was made by Ms. Trigiani and properly seconded by Mr. Wilson to approve the consent agenda items. The motion passed. (Yeas: Agee, Ball, Barker, Davenport, Dyke, Farrell, Filler-Corn, Fralin, Fremouw, Howell, Juanarena, Layne, Mugler, Qarni, Ruff, Smith, Stottlemeyer, Sullenberger, Torian, Trigiani, West, Wilson, Wynne; Nays: None)</p>
New Business	<p>Mr. Erik Johnston, Director of DHCD, gave a brief presentation reviewing a proposed amendment to Board Policy #9, which governs public investment in privately owned sites.</p> <p>A motion was made by Mr. Davenport and properly seconded by Mr. Dyke to approve the amendments to Board Policy #9. The motion passed. (Yeas: Agee, Bagby, Ball, Barker, Davenport, Dyke, Farrell, Filler-Corn, Fralin, Fremouw, Howell, Juanarena, Layne, Mugler, Qarni, Ruff, Smith, Stottlemeyer, Sullenberger, Torian, Trigiani, West, Wilson, Wynne; Nays: None)</p>
Director's Report	<p>Mr. Johnston thanked workgroup members that helped to review and give input on the proposed projects ahead of the Board meeting. It was noted that votes on projects would be held in blocks and that every Board member has the opportunity to remove any item from each block.</p> <p>Ms. Sara Dunnigan, Deputy Director of GO Virginia and Economic Development at DHCD, presented 2 statewide competitive application regarding cluster scale up and startup ecosystems:</p>

Virginia Bio Connect from Region 4 and Launching a Coastal Resilience Adaptation Economy from Region 6. After discussion, a motion was made by Mr. Smith and seconded by Mr. Sullenberger to approve both projects as recommended by staff. The motion passed. (Yeas: Agee, Bagby, Ball, Barker, Davenport, Dyke, Farrell, Filler-Corn, Fralin, Fremouw, Howell, Juanarena, Layne, Mugler, Qarni, Ruff, Smith, Stottlemeyer, Sullenberger, Torian, Trigiani, West, Wilson, Wynne; Nays: None)

Ms. Sara Dunnigan presented 9 Per Capita applications regarding workforce development, site development, and start up ecosystems: Central Virginia Community College CTE Academy from Region 2, Hospitality to Technology from Region 7, Techinnovation and Equity in Computing Hub from Region 7, Wildwood Natural Gas Extension from Region 1, LaGrange Industrial Park Master Planning and Preliminary Engineering Report from Region 6, Shenandoah Valley Sites Enhancement Program from Region 8, 757 Collab from Region 5, Northern Virginia Smart Region Initiative from Region 7, and Venture Central from Region 9. It was noted that staff recommended approval of the projects from Regions 1, 2, 6, and 9 and deferral of the other 5 projects. After discussion, a motion was made by Mr. Smith and properly seconded by Mr. Sullenberger to approve the projects recommended by staff. The motion passed. (Yeas: Agee, Bagby, Ball, Barker, Davenport, Dyke, Farrell, Filler-Corn, Fralin, Fremouw, Howell, Juanarena, Layne, Mugler, Ruff, Smith, Stottlemeyer, Sullenberger, Torian, Trigiani, West, Wilson, Wynne; Nays: None)

Ms. Dunnigan presented 1 regional ERR application regarding workforce development: Virginia Cyber Skills Academy from Region 7. It was noted that staff recommended deferral of the application. No motion was made to approve the application. The application was deferred.

Ms. Dunnigan presented the validation report from the Virginia Virtual Workforce project, which was approved at the September Board meeting for up to \$100,000 in funding contingent on the completion of a preliminary planning phase design to validate the project concept. After workgroup review of the planning phase design, staff recommended that the project not be approved and all remaining funds awarded in the September meeting be returned and made available for other projects. A motion was made by Mr. Wynne and properly seconded by Ms. Agee to not approve the implementation phase of the project and to return

any remaining funds to the Statewide Competitive pool. The motion passed. (Yeas: Agee, Bagby, Ball, Barker, Davenport, Dyke, Farrell, Filler-Corn, Fralin, Fremouw, Howell, Juanarena, Layne, Mugler, Qarni Ruff, Smith, Stottlemeyer, Sullenberger, Torian, Trigiani, West, Wilson, Wynne; Nays: None)

Ms. Dunnigan gave the Board a brief presentation on the progress and achievements that had resulted from the Economic Resilience and Recovery Program since its enactment by the Board in April 2020.

Mr. Bob Stolle, President and CEO for the Center for Innovative Technology (CIT) gave the Board a presentation on the Virginia Innovation Partnership (VIPA) and the various major programs that CIT utilizes.

Information Items

Ms. Dunnigan gave the Board a brief overview of Board activities in FY20, all GO Virginia funded projects, and of all of the Enhanced Capacity Building and ERR Fast Access projects administratively approved by staff since the June Board meeting.

Adjournment

Upon a motion duly made and seconded, the meeting was adjourned.

DRAFT



2021 Growth and Diversification Plan Update Guidelines

Section I: GO Virginia Program Intent and Growth and Diversification Plans

The GO Virginia program 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 GO Virginia state board shall be consistent with the strategies and targeted industry clusters outlined in the Regional Growth and Diversification Plans.

The Virginia Growth and Opportunity Act establishes that each Regional Council is required to develop and economic growth and diversification plan to (i) promote private-sector growth and opportunity in the region; (ii) identify issues of economic competitiveness for the region, including gaps in education and skills required to meet existing and prospective employer needs within the region; and (iii) outline steps that the collaborating business, education, and government entities in the region will pursue to expand economic opportunity, diversify the economy, and align workforce development activities with the education and skills needed by employers in the region. Each Regional Council is required to review their Plan not less than biennially while receiving grants from the GO Virginia fund.

For the required 2021 review, each Regional Council shall submit an amended growth and diversification plan to DHCD no later than **October 15, 2021** for consideration at the December 2021 GO Virginia Board meeting. We are requesting that GO Virginia Regional Councils approach this effort with an eye towards supporting ongoing economic recovery efforts.

The overall goals of this plan update is to reevaluate each Council's overall goals and strategic priorities, with a focus on accelerating economic recovery efforts in the near-term while supporting investments that will advance longer-term economic growth strategies within each region.

The amended plan is intended to describe specific goals and actionable strategies that will produce measurable results over a two-year period. Additionally, the plan should consider how these efforts can be coordinated and sustained over a 5-10 year horizon, and the broad steps to be taken in key categories i.e. site development, entrepreneurship, commercialization, or workforce, should be provided.

Councils must engage a broad range of stakeholders in the plan update process. Councils should demonstrate stakeholder participation in the plan revision process from local and regional economic development organizations, education and workforce training partners, planning

district commissions, nonprofits, community groups, workforce boards, as well as coordinators of regional entrepreneurial activities.

Councils are encouraged to approach their revisions with consideration for other regional economic development and workforce development plans, including those developed by regional economic development organizations and planning district commissions.

Section II: Plan Elements

At a minimum, the amended plan should include the following activities and plan activities/elements:

1. EVALUATE THE PERFORMANCE OF YOUR REGIONAL ECONOMY: Regional Councils should reflect on the performance of their regional economy with a focus on the performance of their previously identified targeted industry sectors. This review should consider at least the past five years' economic performance and generally result in an assessment of economic conditions in the region.

DHCD will provide a JobsEQ data package to support this effort and allow for analysis of the items noted below; however, Regional Councils may elect to supplement with additional data sources, as well as quantitative and qualitative analysis, or prepare their own data for review. In addition, Regional Councils and/or their Support Organizations are encouraged to check with DHCD staff to see if other specific data sets they may need can be provided via JobsEQ.

Such evaluation should reflect on the following:

- a. Employment growth across all sectors
- b. Wage growth across all sectors
- c. Employment growth in targeted traded industry sectors
- d. Wage growth in targeted traded industry sectors
- e. New business formation activity (source: VEC or TEconomy)
- f. New business formation in targeted traded sector industries (source: VEC or TEconomy)
- g. Economic development announcements (new and expanding businesses) (source: VEDP website/announcements)

2. A SITUATIONAL ANALYSIS FOR EACH TARGETED INDUSTRY SECTOR: The identification of targeted sectors or clusters must be centered on empirical data, and based on results that are realistic given the drivers of the region's economy. Each Regional Council should consider their current targeted sectors, as well as any potential new targeted sectors identified in the data analysis.

Regions are encouraged to conduct a situational analysis that identifies strengths, weaknesses, opportunities, and threats to the future economic performance of each sector. Regional Councils



should approach this activity with a consideration for GO Virginia’s four priority investment areas (Talent Development, Start Up Ecosystem, Cluster Scale Up, Sites/Infrastructure Development). Regions should also review their current inventory of sites relative to their targeted traded industry sectors to inform and prioritize future sites investments.

This analysis should be informed and validated by business leaders and other stakeholders.

3. SKILLS GAP ANALYSIS FOR YOUR TARGETED INDUSTRY SECTORS: Evaluate labor requirements and regional capacity to train workers. 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. Councils are encouraged to collaborate with workforce development boards and other workforce/education system stakeholders.

4. IDENTIFICATION OF PLAN GOALS AND ACTIONABLE STRATEGIES: Review the priority goals and strategies in your plan and refine using the information and data gathered previously. Map your active project portfolio against these strategies, including those in your project pipeline.

Use the GO Virginia program’s four priority investment areas (Talent Development, Start Up Ecosystem, Cluster Scale Up, and Sites/Infrastructure) as a framework to describe the newly prioritized strategies and proposed activities that will advance the goals of the GO Virginia Program and the Regional Growth and Diversification Plan.

Councils should identify a framework for evaluation of efforts and the progress towards implementation of the Growth and Diversification Plan. For example, each strategy should identify one or more measures of performance that will indicate progress towards achieving the Plan goals.

5. IDENTIFY STRATEGIC PARTNERS FOR COLLABORATION: The amended plan should identify opportunities for collaboration or complementary efforts for each of the strategies outlined in the amendment. Councils should identify organizations and other non-GO Virginia activities that could/should collaborate to support the goals of the plan.



Memorandum

TO: Virginia Growth and Opportunity Board
FROM: Erik Johnston, Director, DHCD
RE: Annual Certification of Regional Councils
DATE: 3/16/2021

Background

Virginia state code describes the powers and duties of the Board and the Board's role in the formation and subsequent certification of the Regional Councils. In December 2019, the Board agreed to a process change whereby DHCD would review the council composition and member selection in order to certify each council meets the program guidelines.

Annual Certification

For the year of January 2021- December 2021, DHCD has reviewed the council member composition and the council by-laws of each of the nine regional councils and recommends certification for all nine regional councils for accordance to the GO Virginia program guidelines. Each council has a composition that meets the membership requirements as listed in § 2.2-2488 C. Each council has adopted by-laws that ensure accordance with GO Virginia program guidelines in terms of membership selection processes and general governance.

Many councils went beyond the membership requirements listed in Code and set standards to maintain a roster of council members that represent greater gender and ethnic diversity and represent a broad geography in their respective regions.

Code References:

§ 2.2-2486. Powers and duties of the Board.

2. Certify qualifying regions and regional councils, including developing and implementing guidelines or procedures for such certification.

§ 2.2-2488. Formation of regional councils.

C. A regional council shall include representatives from (i) the education sector, including school divisions, community colleges, and public institutions of higher education; (ii) the economic and workforce development sector; (iii) local government; (iv) planning district commissions; (v) nonprofit organizations; and (vi) other entities that significantly affect regional economic or workforce development. Membership may include one or more nonlegislative citizen members of the Board from the region. A majority of the members of a regional council shall be from the private sector with demonstrated significant private-sector business experience. A regional council shall be chaired by a citizen member from the region with significant private-sector business experience.



D. The Board shall certify that the regional council member selection process, membership, governance, structure, composition, and leadership meet the requirements of this article and the program guidelines and procedures. The Board shall certify that the regional council has adopted bylaws and taken other such steps in its organizational activities and business plan as are necessary or required by Board guidelines and procedures to provide for accountability for and oversight of regional activities funded from the Fund.



Board Policy #10

TITLE: GO Virginia Economic Resilience and Recovery (ERR) Program

EFFECTIVE DATE: 04/17/2020 – ~~05/07/2021~~06/30/2022

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

POLICY STATEMENT: It is the policy of the Virginia Growth and Opportunity Board that \$14.66M in FY20 statewide competitive funds will be used to create the Economic Resilience and Recovery Program.

Each Regional Council may apply for up to \$1.0 million to support strategic initiatives in response to the economic crisis caused by the COVID-19 pandemic. To accelerate the deployment of resources, DHCD will administratively approve applications of \$100,000 or less that meet the program guidelines through a Fast Access process. Regions may access up to \$300,000 using the Fast Access process. Any funds accessed using the Fast Access process will count toward their \$1.0M regional cap.

The remaining \$5.66M will be held in an opportunity fund to support responsive proposals that have a significant statewide economic impact. A single region or multiple regions may apply for these funds.

Funds not obligated when this program sunsets will be returned to the regular statewide competitive pool.

Local match requirements will be waived for this program and total match requirements will be reduced by half due to a finding by the Board of fiscal distress across the entire Commonwealth because of the COVID-19 pandemic.

Additionally, the Board took at action at the September 22, 2020 meeting to allow more flexibility to utilize up to \$500,000 from each region's regular per capita allocation for ERR qualifying projects. The Board approved the request to allow all Regions the ability to use up to \$500,000 of their regular per capita funds for ERR-qualifying investments through the period of the program if they have exhausted their full ERR allotment of \$1 million. Of this amount, up to 30% or \$150,000 may be used to administratively approve ERR Fast Access projects for applications of \$100,000 or less.

APPROVAL AND REVIEW: This Board policy was reviewed and approved on ~~12/07/2020~~03/16/2021.

SUPERSESSION: This Board policy supersedes the original policy adopted on 04/07/2020 and extends the program provisions and noted amendments through June 30, 2022.

DHCD DIRECTOR: Erik Johnston



Board Policy #11

TITLE: Modified GO Virginia Program Match Requirements – Per Capita Funds

EFFECTIVE DATE: 04/17/2020 – ~~05/31/2021~~06/30/2022

AUTHORITY: § 2.2-2489 of the Code of Virginia

POLICY STATEMENT: State law requires that any grant awarded from the Fund to a regional council shall require matching funds at least equal to the grant, provided, however, that the Board shall have the authority to reduce the match requirement to no less than half of the grant upon a finding by the Board of fiscal distress or an exceptional economic opportunity in a region.

To provide extended temporary relief to localities and accelerate the deployment of funds during a time of economic contractions caused by the COVID-19 pandemic, the state board will use this authority to modify match requirements. The following table represents the modified match requirements for project using a region’s allocated Per Capita funds. These match requirements will apply to new project applications received between April 17, 2020 and ~~May 31, 2021~~June 30, 2022. The Board may elect to extend these modified match requirements.

PER CAPITA FUNDS		
	Total Match	Local Match
Enhanced Capacity Building	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	No Local Match Required
Broadband (planning)	2-1	No Local Match Required
Broadband (implementation)	2-1	No Local Match Required
Project Implementation	2-1	No Local Match Required

APPROVAL AND REVIEW: This Board policy was reviewed and approved on ~~4/17/2020~~09/22/2020. Amended ~~9/22/2020~~03/16/2021.

SUPERSESION: This Board policy ~~is new and~~ will expire on ~~05/31/2021~~06/30/2022 unless otherwise extended by the Board.

DHCD DIRECTOR: Erik Johnston



Competitive Applications

Statewide Competitive Application

Cybersecurity Job Creation System (CJCS)

Lead Region: 5

Partnering Regions: 4, 3

Participating Localities:

(1) Virginia Beach Department of Economic Development (Letter of Support - LOS)

(2) Hampton Roads Workforce Council (In-Kind) on behalf of member localities

The following letters of support of in-kind local contributions are from outside the partnering regions.

- Fairfax County Economic Development Authority (Cash & In-Kind)
- Prince William County (LOS)
- Prince William County Department of Economic Development (LOS)
- Alexandria Economic Development Partnership (LOS)
- Fredericksburg Economic Development and Tourism (LOS)
- Fredericksburg Regional Alliance (LOS)
- Middle Peninsula Planning District Commission (LOS)
- Spotsylvania County (LOS)
- Northern Neck Planning District Commission (LOS)
- Stafford County Economic Development and Tourism (LOS)

Investment Strategy: Workforce Development

Targeted Industry(s): Cybersecurity

Type of Project: Statewide Competitive

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

Project Goal(s): This project will develop and deliver a cost-effective, cloud-based compliance system to help Virginia's DoD contractors achieve Cybersecurity Maturity Model Certification (CMMC) accreditation and develop a NIST 800-171/CMMC education program to be delivered by Old Dominion University and Eastern Shore Community College, and as part of the 4-VA affiliated universities, and participating community colleges.

Project Description: ODU will deliver a two-pronged approach: 1) the CJCS Education Program and 2) the CJCS Compliance System. Through the CJCS Education Program, ODU and interested Virginia universities and community colleges, will offer an online, experiential, professional certificate (stackable credentials) with a pathway to NIST 800-171/CMMC positions. This professional certificate will create a fast-track program for veterans to complete a six-course (18-credit) online program called the Cybersecurity System Compliance Management Program

(CSCMP), which will also be available to 4-VA affiliate universities. The CJCS Compliance System will focus on small DoD contractors who need an affordable solution to the CMMC compliance challenges. This includes developing a risk assessment of system controls, taking remedial action if needed, documenting corrective actions, and submitting a score to DoD and/or undergo a

Cybersecurity Job Creation System (CJCS)

CMMC audit, as required, to become eligible to participate in DoD solicitations. GO Virginia funds will be used to salaries, contract services, and legal expenses.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 1,450,000
Matching Funds	\$ 2,921,957
Local Match	\$ 378,750 ¹
Total Project Budget	\$ 4,371,957

Outcomes:

- Develop a CMMC/NIST 800-53 education program to be delivered online by at least two Virginia universities.
- Develop and deliver a cost-effective, cloud-based compliance system to help Virginia’s DoD contractors achieve CMMC accreditation.
- 144 new cyber security positions and 328 retained in three years
- 534 new cyber security positions and 866 retained in 5 years
- 169 CMMC credentials awarded in three years
- 55 CMMC Level 1 Compliant DoD contractor subscribers

Workgroup Discussion:

- This is a third submission. The project was withdrawn by Region 5 in September 2020 and December 2020 prior to submission to the Board to refine the proposal. The project applicant in this submission has shifted from SCIPP International to ODU.
- There are two major components of this application: CJCS Education Program and CJCS Compliance System.
- Project aligns with industry targets in Region 5 (Cybersecurity/Data Analytics/Model-Sim), Region 4 (Information Technology and IT), and Region 3 (Business Services/IT Data Centers).
- Limited local participation from partnering regions. The applications lacks the required qualifying local match coming from within the partnering regions.
- This is a critical issue facing the defense contractor industry. By fiscal year 2026, all new DoD contracts will contain the CMMC requirements.
- Letter of support provided by the National Defense Industry Association
- Feedback loop responses indicate the portion of the IP related to the Compliance System funded by GO Virginia would be held by ODU.
- Feedback loop requesting to provide separate budgets for the Education System and the Compliance System. Responses showed significant shift in project budget from salaries to contract services between submission and feedback loop request.

¹ Qualified local match contributed by localities within Regions 5, 4 & 3 total \$45,600. (In-kind from Hampton Roads Workforce Council on behalf of their member localities).

- Subject matter experts confirm that DoD is developing an ecosystem of providers to support firms in achieving the certification and that firms will be compensated for certain costs related to achieving it.

Staff Recommendation:

Based on application review completed by DHCD staff, we are recommending that this application not be approved on the basis that it does not have broad regional engagement from localities from within the three regions collaborating on the application and does not meet the local match requirement developed by the Board for competitive applications.

Program guidelines for statewide competitive projects require that match and local match among the regions applying be included in the application. This application could be considered for approval if the Board recognizes match provided outside of the collaborating regions – In this application Fairfax EDA in Region 7 committed cash (up to \$30K) and in-kind (totaling \$252,000 for outreach).

Requirements	
\$1:1 Match Requirement	YES
Local Match Requirement	UNDETERMINED ²
Traded Sector	YES
High-wage Job Creation Potential	YES
3 Year ROI (job creation only)	YES
5 Year ROI (job creation only)	YES
Alignment with G&D Plans	YES
Grant Management Capacity	YES
Sustainable After GOVA Funds	YES

² Local Match included in the project budget is provided from localities outside of the three regions partnering on this application.



Per Capita Applications Workforce Development

Per Capita Application

Federation of Advanced Manufacturing Education (FAME)

Region: 4

Participating Localities:

Crater Planning District Commission (AMA Advisory Committee member commitment)

Virginia Gateway Region (AMA Advisory Committee member commitment)

Dinwiddie County (AMA Advisory Committee member commitment)

Prince George (AMA Advisory Committee member commitment)

Petersburg Public Schools (Letter of Commitment)

Hanover County (Letter of Support)

Henrico County (Letter of Support)

Strategy: Workforce Development

Industry Sectors: Advanced Manufacturing

Type of Project: Per Capita

Applicant(s): Commonwealth Center for Advanced Manufacturing (CCAM) in partnership with Richard Bland College (RBC)

Project Goal(s): To fill critical gaps of unmet need in advanced manufacturing education in Region 4.

Project Description: CCAM and RBC are proposing to establish a Federation for Advanced Manufacturing Education (FAME) Virginia chapter and launch a FAME Advanced Manufacturing Technician (AMT) program. Already proven successful in thirteen other states across the country, the FAME model is led by a cooperative of manufacturing companies that shape and implement and shape an apprenticeship-like model of skills training for entry-level maintenance technicians. The AMT program includes earning an associate degree, hand-on work experience with an employer, and a reinforcement of skills needed for a manufacturing career. Over five semesters, students report for three days at an employer, two days at a shop-floor emulation (CCAM) paired with time at the college partner campus (RBC). Students earn a paycheck from the employer to help defray associated tuition and fees. The FAME Chapter and AMT program are key recommendations from a previously-funded GO Virginia Enhanced Capacity Building grant, *Advanced Manufacturing Academy (AMA) Business Plan*. GO Virginia funds will be used for equipment and personnel.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 613,000
Matching Funds	\$ 309,046
Local Match	\$
Leverage	\$
Total Project Budget	\$ 922,046

FAME

Outputs and Outcomes:

- 17 program graduates (112 total entering training in 5 years)
- 9 businesses served
- Launch Virginia FAME Chapter
- Complete outfit of Advanced Manufacturing Technician (AMT) Lab

Workgroup Discussion:

- Industry-led training model; proven success in thirteen other states
- Follow-on project and implementation of recommendations from previously-funded GO Virginia ECB planning study *CCAM's Advanced Manufacturing Academy (AMA) Business Plan*
- Leverages existing equipment purchased as part of previously-funded GO Virginia Apprentice Academy Pilot Program
- Project sustains itself with FAME model fee structure, i.e. fees from participating companies and tuition from students
- Return on investment is just slightly positive after 5 years

Staff Recommendation:

Based on the workgroup discussion and application review, staff recommends this project for approval with funds being released when the program receives 9 company membership commitments.

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

Per Capita Application

Northern Virginia Community College Dual Enrollment Expansion Program for Information and Engineering Technology (NOVA DEEP IET)

Region: 7

Participating Localities: Loudoun County (letter of support)

Prince William County (letter of support)

Alexandria City Public Schools (letter of support)

Prince William Public Schools (letter of support)

Strategy: Workforce Development

Industry Sectors: Computer Services, Cybersecurity, Engineering Services

Type of Project: Per Capita

Applicant(s): Northern Virginia Community College

Project Goal(s): To increase the capacity for dual enrollment in Information and Engineering Technology (IET) and provide expanded opportunities for students to learn about IET educational pathways and IET careers.

Project Description: Northern Virginia Community College’s Information and Engineering Technology Department will implement the Dual Enrollment Expansion Program for Information and Engineering Technology (DEEP-IET) to develop regional workforce capacity in IET, specifically targeting information technology (i.e. cybersecurity and information systems technology: cloud computing technicians) and engineering technology (i.e. engineering and data center operations technicians). The DEEP-IET approach includes enhanced programming for students including block scheduling, summer bridge programs, and internships and a credentialing program to prepare regional high school teachers to teach credit-bearing dual enrollment (DE) courses in IET. The DEEP-IET is also proposing to develop a veteran’s outreach program to transition veterans and military-connected NOVA Community College students to IET programs. GO Virginia funds will be used for personnel, internship wages, teacher professional development tuition costs, fringe, supplies, consultant services, and printing.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 1,106,777
Matching Funds	\$ 569,912
Local Match	\$
Leverage	\$
Total Project Budget	\$ 1,676,689

NOVA DEEP IET

Outputs and Outcomes:

- 288 program graduates
 - 144 HS seniors trained in summer bridge programs
 - 144 1st semester students trained in enhanced programming
- 20 Dual Enrollment IET Teachers credentialed
- 30 new Dual Enrollment courses offered in Years 3 and 4
- 73 veteran student IET majors
- 72 internships in 3 years

Workgroup Discussion:

- 3 year ROI: 0.90
- 5 year ROI: 2.23
- Well-aligned with Region 7 G&D plan strategy to strengthen NOVA’s technology workforce
- Thoughtful approach to improving outcomes for students and expanding outreach to be more equitable and diverse
- Leverages GO Virginia Region 7 investment with the Fab Lab
- Limited locality engagement
- Internships component is lacking private sector engagement and commitments
- DE Teacher Training component is lacking support and commitment from public schools

Staff Recommendation:

Based on the workgroup discussion and application review, staff recommends this project be deferred and that the applicant consider applying for a planning grant to conduct a demand study about Dual Enrollment Credentialing for Teachers in partnership with the school divisions in Region 7/Northern Virginia.

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



Per Capita Applications Site Development & Infrastructure

Per Capita Application

Virginia's Gateway Region (VGR) Sites

Region: 4

Participating Localities:

Chesterfield County (Letter of support)

Dinwiddie County (Cash, letter of support)

Goochland County (In-kind, letter of support)

Greensville County (Cash, letter of support)

Prince George County (Cash, letter of support)

City of Petersburg (Letter of support)

Investment Strategy: Site Development and Infrastructure

Targeted Industries: Advanced Manufacturing, Distribution & Logistics

Type of Project: Per Capita

Applicant(s): Virginia's Gateway Region (VGR)

Project Goal(s): To elevate 16 sites totaling 1,681 acres in Region 4 to Tier 4 on the VEDP Site Characterization scale by completing all due diligence work associated with the sites.

Project Description: Virginia's Gateway Regional Economic Development (VGR) in collaboration with local economic developers and the Crater Planning District Commission will advance site readiness in Region 4 in order to assist in promoting the availability of shovel-ready sites to prospective businesses, which would in turn help to create higher paying jobs in Region 4. The process started with the evaluation with 127 sites in Region 4 and narrowed the selection to 16 that are regionally significant and best aligned with specific clusters in the Region's Growth and Diversification Plan. Local Economic Development Directors have contributed and agreed with the selections. All sites are currently at Tier 2 except one site is Tier 3 in accordance with the Virginia Business Ready Sites Program.

The due diligence to be completed include Phase I environmental reviews, wetlands surveys, Geotechnical Subsurface evaluation, cultural resources review, threatened and endangered species review, floodplain study, geological/karst evaluation, traffic impact analysis, and master plan and/or preliminary engineering report quantifying costs and timeline to provide required infrastructure upgrades to the sites.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 1,755,500
Matching Funds	\$ 998,417
Local Match	998,417
Additional Leverage	\$ 703,000
Total Project Budget	\$ 3,456,917

Virginia’s Gateway Region (VGR) Sites

Outputs and Outcomes:

- Complete due diligence for 16 sites in the region
- Move 16 sites totaling 1,681 acres to Tier 4 in the VBRS scale

Workgroup Discussion:

- Sites were prioritized with more emphasis on cost per site and less through a data driven approach that would prioritize based on developability and marketability
- Unclear if matching funds are for sites included in this proposal; timing of match is questionable
- Although application says all sites will be Tier 4 after due diligence is complete, one site will be considered “conditional” as it does not have water/sewer
- No significant regional collaboration

Staff Recommendation:

Based on the workgroup discussion and application review, staff recommends deferral to allow for additional prioritization and regional collaboration.

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

Per Capita Application

Richmond County Commerce Center Expansion

Region: 6

Participating Localities:

Richmond County (in-kind)

Westmoreland County (letter of support, joint marketing effort)

Investment Strategy: Site Development and Infrastructure

Targeted Industry(s): Manufacturing, Logistics/Distribution

Type of Project: Per Capita

Applicant(s): Richmond County

Project Goal(s): To expand the Richmond County Commerce Center (RCCC) by making site improvements to two parcels of land totaling 45 acres.

Project Description: These two publically owned sites, consisting of a 30-acre parcel and a 15-acre parcel, will help the County improve sites in preparation for promoting and marketing them to potential industrial tenants. Richmond County is partnering with Westmoreland County through the development of a Regional Industrial Facilities Authority (RIFA), which will help market the sites at the conclusion of the project. The Richmond County Commerce Center is the only publically owned site characterized in the Virginia Business Ready Sites Program (VBSRP) as a Tier 4 site as the site preparation work needed for these parcels can be accomplished within twelve months. Go Virginia funds will be used for demolition, site grading, erosion and sediment control, paving, stormwater management, sewer, water, electric utility connections, mobilization, bonds and insurance, engineering design, administration, and contingencies.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 1,223,974
Matching Funds	\$ 692,385
Local Match	\$ 692,385
Total Project Budget	\$ 1,916,359

Outputs and Outcomes:

- Advance 45 acres to VBRSP’s Tier 5 scale
- Joint marketing/promotion efforts between Richmond and Westmoreland County

Richmond County Commerce Center Expansion

Workgroup Discussion:

- Great regional collaboration in the Northern Neck by Richmond and Westmoreland through the early stages of a RIFA formation. Both localities will help actively market and promote the sites. Town of Warsaw has already invested in transportation improvements along the corridor.
- Great opportunity for this to be the catalyst economic driver in the Northern Neck footprint and encourage more of its neighboring localities to join the RIFA.
- Will this work advance the two sites to a Tier 5 on the VBRSP scale.

Staff Recommendations:

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

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

Per Capita Application

Shenandoah Valley Sites Enhancement Program

Region: 8

Participating Localities:

Augusta County (Letter of support)

Frederick County (cash)

Rockingham County (cash)

Shenandoah County (cash)

Warren County (Letter of support)

Investment Strategy: Site Development and Infrastructure

Targeted Industries: Advanced Manufacturing, Food & Beverage, Logistics, Manufacturing

Type of Project: Per Capita

Applicant(s): Shenandoah Valley Partnership

Project Goal(s): To elevate six sites totaling 1,112 acres in Region 8 to the next Tier on the VEDP Site Characterization scale by completing all due diligence work associated with the sites.

Project Description: This project will elevate four sites totaling 446 acres to Tier 4, and two sites totaling 666 acres to Tier 3 on the Site Characterization scale. These sites were selected based on their regional and statewide significance, including a 514-acre site in Augusta County that is the region's best option for mega site investment and development.

The due diligence to be completed include Phase I environmental reviews, wetlands surveys, Geotechnical Subsurface evaluation, characterization of each site for the Virginia Business Ready Sites Tier program, and recommendations for each site to advance to the next tier level as well as to Tier Level 5.

The sites proposed for this project are those that have been identified in the region that will achieve the greatest return on the investment made due to public and private sector commitment, investment, and market viability for each site. The sites are geographically dispersed throughout the region such that jobs and workers will be available throughout the region. This project effectively serves all of Region 8 by increasing site readiness for faster time-to-delivery of prospects, increased business tax base, and new high paying jobs.

The GOVA Board recommended this application for deferral in December to allow for further refinement. The applicant, Region 8 leadership, and support organization staff engaged DHCD and VEDP staff for additional guidance on improving the scope of the project. The original application included ten sites, and further consideration was given for determining the most regionally significant sites. One of the sites in the original application (84 acres) was completely purchased in November 2020 by Shenandoah Valley Organics, a local company that is expanding its operations in the region.

Shenandoah Valley Sites Enhancement

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 821,000
Matching Funds	\$ 1,223,664
Local Match	1,223,664
Additional Leverage	\$ 0
Total Project Budget	\$ 2,044,664

Outputs and Outcomes:

- Complete due diligence for six sites in the region
- Move two sites totaling 666 acres from Tier 2 to Tier 3, and four sites totaling 446 acres from Tier 3 to Tier 4 in the VBRS scale

Workgroup Discussion:

- More prioritization was done to determine best sites for the project; applicant listened to recommendations of DHCD and VEDP
- Strong local and regional support for the project
- Should consider the possibility of a RIFA or other authority to foster regional collaboration for the Blue Mountain site; would like to see that incorporated into contract and milestones

Staff Recommendations:

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

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



Per Capita Applications Startup Ecosystem

Per Capita Application

SIH LOCED R3 EII

Region: 3

Participating Localities:

- Amelia County (letter of support)
- Brunswick County (letter of support)
- Charlotte County (letter of support)
- Halifax County (letter of support)
- Lunenburg County (letter of support)
- Patrick County EDA (letter of support)
- Prince Edward County (letter of support)
- Buckingham County Public Schools (letter of support)
- Cumberland County Public Schools (letter of support)
- Prince Edward County Public Schools (letter of support)

Strategy: Startup Ecosystem

Industry Sectors: Advanced Manufacturing, High-Value Natural Resource Products, Information Technology

Type of Project: Per Capita

Applicant(s): SOVA Innovation Hub Corporation (501C3) in partnership with the Longwood University Office of Community and Economic Development

Project Goal(s): To build entrepreneurial capacity and a stronger, more equitable region-wide ecosystem that will support the overall economic development and diversification of Southern Virginia.

Project Description: The SOVA Innovation Hub and the Longwood University Office of Community and Economic Development Region 3 Entrepreneurship and Innovation Implementation Project will launch a two-year process of implementation of programs that align with the Region 3 Entrepreneurship and Innovation Investment Strategy and prioritizes three of the EII strategies: Entrepreneurship training; Youth Entrepreneurship; and Capital Access. GO Virginia funds will be used for training costs, outreach, planning, consulting, and administration.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 449,000
Matching Funds	\$ 280,000
Local Match	\$
Leverage	\$ 90,000
Total Project Budget	\$ 819,000

SIH LOCED R3 EII

Outputs and Outcomes:

- 200 entrepreneurs trained
- 30 new businesses
- 45 new jobs created
- Increased average of 5 year survival rate of entrepreneurial businesses
- Increased number of minority and women-owned entrepreneurial businesses
- Increased number of entrepreneurial businesses in the Region 3 traded sectors and their affiliated supply chains
- Increased number of youth entrepreneurs
- Position the region to increase the volume of SBA or other small business financing investments
- Launch implementation of regional entrepreneurship and innovation scorecard (included in strategy) to track long term progress

Workgroup Discussion:

- Well-aligned and connected to Entrepreneurship and Innovation Strategy and TEconomy Report and well- informed by rural entrepreneurship ecosystem research
- Strong locality participation
- Collaborative with existing GO Virginia Region 3 projects including GO-TEC for youth entrepreneurship component and Bridge to Recovery for entrepreneurship training component
- Program will outreach and provide access to a broad geography
- Focused on less-densely populated northern and eastern sub-regions of Region 3 and collaborative with other sub-regions (Danville and Patrick County)
- Intentional about equity, inclusion and diversity in approach

Staff Recommendation:

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

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

Per Capita Application

Northern Virginia Smart Region Initiative

Region: 7

Participating Localities:

- Fairfax County (\$25,000 in kind)
- Fairfax County EDA (letter of support)
- Fairfax City (\$20,000 in-kind)
- Arlington County (letter of support)
- Loudoun County (letter of support)
- Prince William County (letter of support)
- Town of Herndon (letter of support)
- City of Manassas
- Stafford County (Region 6) (letter of support)
- Fauquier County (Region 9) (letter of support)

Strategy: Startup Ecosystem

Targeted Industry: Information Technology

Type of Project: Per Capita

Applicant(s): Smart City Works, Inc. (501C3)

Project Goal(s): To help establish Northern Virginia as a world-renowned center of excellence for urban technology innovation and a destination for digital technology companies to build and grow their businesses.

Project Description: The NOVA Smart Region Initiative will 1-expand capital investment opportunity, 2- accelerate the growth of high-tech startups through expansion of their business acceleration program, and 3- create pathways to commercialization through efforts to help smart-tech companies validate product-fit of their innovation. Working with partners including several localities, the project will develop four test beds and ten pilot project opportunities for graduates of the business acceleration program, soft-landing international program participants, and other companies seeking to develop a new high-tech product or service. GO Virginia funds will be used for personnel, facilities rental, software, events, outreach, and G&A.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 1,287,580
Matching Funds	\$ 1,572,750
Local Match	\$ 255,000
Leverage	\$
Total Project Budget	\$ 2,860,330

Northern Virginia Smart Region Initiative

Outputs and Outcomes:

- Recruit and train 120 accredited angel investors
- Deploy \$650K in capital
- \$4M in seed and follow up investments
- 130 jobs in 2 years
- 290 jobs in 3 years
- 4 testbeds
- 10 project pilots

Workgroup Discussion:

- Strong tie to G&D priority traded industry sector and G&D Plan strategies
- Strong partnerships among localities, regional economic development organization and regional universities/innovation centers
- Partnering with Pillsbury to support minority-owned businesses
- Fills a need to support growth of a technology cluster focused on innovation and smart digital technology
- Addresses capital access challenges
- Project is an extension and expansion of existing Smart City Works Accelerator Program and i6 federal grant
- Uncertainty about project readiness and ability to meet outcomes
- Majority of committed match is unexpended i6 federal grant; will need to be verified

Staff Recommendation:

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

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



Per Capita Applications Cluster Scale Up

Per Capita Allocation Application

Energy Storage and Electrification Manufacturing Jobs

Region: 1

Participating Localities:

Buchanan County (Letter of support)

Dickenson County (Letter of support)

Russell County (Letter of support)

Tazewell County (Letter of support)

Investment Strategy: Cluster Scale Up

Targeted Industry: Advanced Manufacturing, Energy and Minerals

Type of Project: Per Capita

Applicant(s): Appalachian Voices

Project Goal(s): To create jobs in GO Virginia Region One in the energy storage and electrification manufacturing field while attracting investments and expand the local tax base.

Project Description: In 2019, project lead Appalachian Voices received an ECB grant to support the “Solar Playbook” project that examined how solar-related manufacturing and utility-scale solar development could contribute to job creation in Region One. This project is a direct continuation of that effort. A market analysis was conducted to assess the assets and capabilities of the region as compared to national trends in the solar industry, with the goal of identifying sectors in the solar supply chain that could be targeted for job creation. The energy storage sector demonstrated the most promise—related directly to the solar sector as well as the broader electrification field, and is expected to increase over 100 times by 2040 due to decreasing system costs, according to the analysis.

This project will follow an accelerated three-phased approach focused on two mutually interconnected tracks. Track One focuses on providing targeted resources to four locally rooted manufacturers seeking diversification (GO VA funds requested). Track Two focuses on identifying and attracting battery, electrification and energy storage companies to establish a footprint in Virginia’s Region One (supported entirely by matching funds).

These two tracks will move through the phased approach concurrently with multiple points of intersection.

Phase 1: Targeted Technical Analysis

Phase 1.a – Company specific SWOT Analysis (Track One)

Phase 1.b – New market research and new product development assessment (Track One)

Phase 2: Outreach and Planning

Phase 2.a – Voice of Industry (Tracks One & Two)

Energy Storage and Electrification Manufacturing Jobs

Phase 2.b – Pivot Plan (Track One)
Phase 2.c – Incentive Matrix (Track Two)

Phase 3: Implementation

Phase 3.a – Market Expansion (Track One)
Phase 3.b – Business Attraction (Track Two)

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 486,366
Matching Funds	\$ 245,000
Local Match	0
Additional Leverage	\$ 65,200
Total Project Budget	\$ 796,566

Outputs and Outcomes:

- 106 direct jobs created or retained over five years

Workgroup Discussion:

- Good follow up to prior GOVA ECB grant; took recommendations from that planning grant to inform this effort
- Good state, local and industry support for project
- Partnerships with organizations that have a great deal of experience
- Sustainability is questionable; will more companies want to be involved in the pivot from coal to energy storage?
- Companies were selected as a result of the work of the ECB and a parallel effort to determine the companies in the Region with an immediate ability to diversify.

Staff Recommendation:

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

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



Regional ERR Applications

Regional Economic Resilience and Recovery Application

Virginia Restaurant and Hotel Workforce COVID Recovery and Upskilling Program

Region: 4

Participating Localities:

- Chesterfield County (cash match commitment)
- Henrico County (cash match commitment)
- Hanover County (cash match commitment- additional leverage)
- Richmond City (cash match commitment- additional leverage)
- Goochland County (letter of support)
- Crater Planning District Commission (letter of support)
- Virginia Gateway Region (letter of support)
- Powhatan County (letter of support)

Strategy: Workforce Development

Industry Sectors: Hospitality- Restaurant and Lodging

Type of Project: Regional ERR

Applicant(s): Virginia Restaurant, Lodging and Travel Association (VRLTA)

Project Goal(s): To support the economic recovery of the hospitality industry and to address the high levels of COVID-driven unemployment through upskilling and other training opportunities.

Project Description: VRLTA is proposing to support workforce development in the restaurant/lodging sectors in the following two ways:

- 1) Support and upskill un/underemployed workers with free COVID-related and skills training to help businesses succeed by ensuring employees are well trained and able to address COVID-related issues, while allowing the sectors to rebound more quickly
- 2) Further develop an industry-specific job board to match out-of-work employees to employers.

The GO Virginia funds will be used for training.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 132,500
Matching Funds	\$ 80,000
Local Match	\$ 80,000
Leverage	\$ 43,000
Total Project Budget	\$ 255,500

Virginia Restaurant and Hotel Workforce COVID Recovery and Upskilling Program

Outputs and Outcomes:

- 700 un/underemployed restaurant and lodging workers trained
- 250 employees from underserved populations trained
- 2500 classes offered

Workgroup Discussion:

- Strong locality engagement and regional cooperation
- Project is a direct response to mitigate the economic impact of COVID-19 in the hospitality sector
- Addresses critical need for Region 4, especially the greater Richmond area (6,288 unemployed restaurant workers and 3,347 unemployed hotel workers since the pandemic)
- Strong industry support from lodging and hotel representative groups
- Intentional goal to improve outcomes among and access to underserved populations
- Training modules include other non-COVID related offerings
- Duplicative of other existing hospitality-focused training programs?
- VRLTA’s industry-led approach to training delivery model supported by regional training providers (Reynolds Community College)
- Training program plus job board component will support unemployed workers to fill open jobs as economy rebounds
- Fast-paced delivery (training completed in 9 months) to deliver short term outcomes to help industry bounce back faster

Staff Recommendation:

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

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

Regional Economic Resilience and Recovery Application

Startup Stability Program

Region: 5

Participating Localities:

City of Norfolk (letter of support)

City of Portsmouth (letter of support)

Investment Strategy: Startup Ecosystem

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

Type of Project: Regional ERR

Applicant(s): Portsmouth Development Foundation (PDF)

Project Goal(s): To provide subsidized co-working space and wraparound supportive services to 30 startup businesses.

Project Description: The Startup Stability Program (SSP) will provide co-working spaces rental assistance and mentor services at the Bloom in Portsmouth and Percolator Space in Norfolk within Region 5’s identified targeted clusters. All applicants will be vetted by a selection committee comprised of individuals from Black BRAND, Percolator, Bloom, and select members from the PDF’s Board of Directors. SSP will provide companies with the ability to obtain immediate and free office space and supportive services to increase revenue, begin gradually paying into their rent, and eventually scale into successful businesses. Key activities will include marketing and recruitment of 15 startups at Bloom and 15 startups at the Percolator, education and training provided by mentors, and rental assistance. Go Virginia funds will be used for rental assistance, education/training, outreach, and indirect costs.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 197,000
Matching Funds	\$ 235,295
Local Match	\$ 0
Total Project Budget	\$ 432,295

Outputs and Outcomes:

- Mentor 30 startup/small business entrepreneurs
- Provide office space rental assistance and wraparound services

Startup Stability Program

Workgroup Discussion:

- Great opportunity to meaningfully engaged minority entrepreneurs and help assist small businesses that have been adversely affected by the pandemic.
- Provides an opportunity for startups that have traditionally faced significant barriers to accessing capital or local business networks.
- Aligned with Region 5’s targeted industry clusters.

Staff Recommendations:

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

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

Regional Economic Resilience and Recovery Application

Virginia Cyber Skills Academy

Region: 7

Participating Localities:

- Prince William County Economic Development (Letter of Support)
- Loudoun County Economic Development (Letter of Commitment – In Kind \$1000)
- Fairfax County Economic Development (Letter of Support)
- Alexandria/Arlington Workforce Board (Letter of Commitment – In Kind \$2400)

Strategy: Workforce Development

Targeted Industry: Information Technology – Cyber Security

Type of Project: Regional ERR

Applicant(s): Women’s Society of Cyberjutsu

Project Goal(s): To assist COVID-impacted workers to obtain skill certifications (reskill or upskill) to enable them to move into high-demand cyber security roles.

Project Description: The Virginia Cyber Skills Academy will recruit up to 500 individuals and support 50, qualified, diverse and fiscally-impacted students to undergo a reskilling program and 20 students to undergo an upskilling program. Further, the project will assist graduates of both programs with obtaining employment with area companies. All courses and certifications will be provided online and VCSA Reskilling Academy graduates will have the opportunity to complete three Global Information Assurance Certification (GIAC) exams. This will include the GIAC SANS Foundations final exam and two additional industry leading GIAC certifications: (1) the GIAC Security Essentials Certification (GSEC) and the (2) GIAC Certified Incident Handler (GCIH). The VCSA Career Accelerator upskilling program graduates will have the opportunity to choose between advanced certifications focused in areas such as penetration testing/offensive security. GO Virginia funds will be used for training and certifications, applicant recruiting, project management and software/infrastructure.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 699,995
Matching Funds	\$ 678,785
Local Match	\$
Leverage	\$ 127,000
Total Project Budget	\$ 1,505,780

Outputs and Outcomes:

- 70 student completers (50 reskilling and 20 upskilling)

Virginia Cyber Skills Academy

Workgroup Discussion:

- Good alignment with Growth and Diversification Plan – targeted industry sector and workforce development strategy
- Outreach will be focused on those with COVID-impacted unemployment
- Adequate demonstration of unmet demand for workers with these certifications
- Project demonstrated more engagement with area workforce board and localities in the time since this project was initially deferred

Staff Recommendation:

Based on the workgroup discussion and responses from the feedback loop process, staff recommend this project for approval.

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

Regional Economic Resilience and Recovery Application

SBDC Digital Business Resiliency

Region: 9

Participating Localities:

Albemarle County (Cash, letter of support)
Culpeper County (Cash, letter of support)
Fluvanna County (Cash, letter of support)
Louisa County (Cash, letter of support)
Madison County (Cash, letter of support)
Nelson County (Cash, letter of support)
Orange County (Cash, letter of support)
Rappahannock County (Cash, letter of support)
City of Charlottesville (Cash, letter of support)

Strategy: Cluster Scale Up

Industry Sectors: Local Non-Traded Sectors, High Growth Companies

Type of Project: Regional ERR

Applicant(s): Central Virginia SBDC (CV SBDC)

Project Goal(s): To help existing businesses and new ventures address growth challenges and improve economic resiliency by addressing digital presence and e-commerce gaps, as well as expand the SBDC's capacity to serve the region's business development needs. The proposal emphasizes services to rural localities and under-resourced communities.

Project Description: The COVID-19 pandemic has had a significant impact on businesses throughout Region 9. Even as the CV SBDC changed host organizations and transitioned to new leadership in April 2020, the organization had to respond to the dire needs of regional businesses brought on by the uncertainty of the economic impact of COVID-19. Since then, the CV SBDC served 390 clients, provided over 2,900 counseling hours, hosted 47 training and info sessions to over 850 attendees. This represents a 300% increase in counseling hours over 2019.

Through this work, CV SBDC has identified two critical needs for the regional business recovery that will be addressed through this grant:

- 1) Lack of digital and e-commerce presence: The CV SBDC routinely sees business clients without websites or with outdated, inefficient, and non-functional websites.
- 2) Capacity to meet demand for critical business counseling services.

This project will allow the CV SBDC to serve an additional 150 regional existing or new businesses, in addition to helping at least 90 businesses develop the digital presence or e-commerce footprint needed to thrive during the current economic challenges. Many of these businesses will be in underserved communities.

Central Virginia Small Business Development Center has expanded its service area in the last year and it closely aligns with Region 9 serving the City of Charlottesville and the Counties of Albemarle, Culpeper, Fluvanna, Greene, Louisa, Madison, Nelson, Orange and Rappahannock.

SBDC Digital Business Resiliency

All of these localities will have equal access to resources of the project, with intentional outreach in the entire region through Economic Development offices, Chambers of Commerce and local media.

GO Virginia funds will be used by the CV SBDC to contract with a web designer and hire one additional business advisor. Matching funds will be provided by CIC (the host of the SBDC) with strategic reserves and CARES Act funds, and a grant from Rural LISC.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 131,220
Matching Funds	\$ 65,800
Local Match	\$ 0
Leverage	\$ 0
Total Project Budget	\$ 197,020

Outputs and Outcomes:

- Hire an additional business advisor and contract with web designer
- Assist 240 businesses

Workgroup Discussion:

- Strong locality engagement and regional cooperation
- Project is a direct response to mitigate the economic impact of COVID-19 on the small non-traded business sector
- Intentional goal to improve outcomes among and access to underserved populations
- Project outcomes and match are not duplicative of Statewide SBDC project – received letter from Jody Keenan, VA SBDC verifying this
- CIC was recently certified as CDFI, could expand the relationship with LISC and other funding opportunities

Staff Recommendation:

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

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



K-VA-T Food Stores, Inc. | Corporate Support Center
1 Food City Circle (24210) | PO Box 1158 | Abingdon, VA 24212
276.623.5100

January 28, 2021

Dear Ms. Dunnigan,

I hope this letter finds you well and enjoying the start of another successful year. As you know my wife and I recently moved five short miles. Unfortunately, our new residence is located just outside the Commonwealth in the state of Tennessee. Therefore, it is with great sadness that I must tender my resignation from the Go Virginia State Board.

The last several years have certainly been very rewarding, not only in terms of working with the other board members, but also having the opportunity to positively impact the economic development of the Commonwealth. Rest assured that I will continue to have a great deal of business interest in the Commonwealth's continued success. I wish nothing but the best for the future of the Go Virginia Board, its mission and all of its outstanding endeavors.

While I certainly understand that I have no official input as to my replacement, I would respectfully request that Madam Speaker and the Board members give consideration to selecting an individual to represent District 1, as the needs are very great here in the Southwest part of the state.

Thank you again for time and consideration of this matter. Please don't hesitate to contact me if I can ever be of assistance.

All my best,

A handwritten signature in blue ink, appearing to read "Steven C. Smith".

Steven C. Smith
Food City
President/CEO



Administratively Approved Enhanced Capacity Building Applications

Administrative Approvals: Enhanced Capacity Building

Virginia Tech Corporate Research Center (VTCRC)

Region: 2

Participating Localities: Montgomery County and City of Roanoke

Investment Strategy: Cluster Scale-Up/Startup Ecosystem

Targeted Industry(s): Life Sciences/Biosciences

Type of Project: Economic Resilience and Recovery – Fast Access

Applicant(s): Virginia Tech Foundation (VTF)

Project Goal(s): To develop a market study, conceptual design, and associated operational plan to support both Roanoke and Blacksburg’s life science ecosystem with flexible laboratory space.

Project Description: Virginia Tech Corporate Research Center, Inc (VTCRC) will assess the demand and projected growth of lab space, creating a working plan to serve the entire region, and create an initial conceptual design to drive investor and market interest. This effort will design, develop, and operate lab space under VTF’s leadership through the VTCRC infrastructure to support commercial entities as well as young startups in both Roanoke and the New River Valley. VTCRC routinely receives requests for prospects seeking lab space but they currently have a backlog of 9 companies seeking lab space in various forms. This will also help address keeping the locally grown talent within the region. GO Virginia funds will be used for contract services to develop the feasibility study/market analysis, business development plan, operating plan, design concept, and grant administration.

Pathway to Implementation: It is anticipated that the study will help better define the specific life science facility and support needs and that a future GO Virginia implementation request might be one part, in addition to private sector investment, to addressing those needs

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 99,360
Matching Funds	\$ 55,000
Local Match	\$ 25,000
Total Project Budget	\$ 154,360

Outcomes:

- Market Analysis
- Business Development Plan
- Operating Plan
- Design Concept

Administrative Approvals: Enhanced Capacity Building

757 Collab Bridge

Region: 5

Participating Localities: Cities of Hampton, Newport News, and Norfolk

Investment Strategy: Startup Ecosystem

Type of Project: Enhanced Capacity Building

Applicant(s): 757 Collab dba 757 Accelerate

Project Goal(s): To support staffing for up to six months to ensure the continuation of 757 Accelerate and Startup Studios programming and the maintenance of capacity built in Region 5.

Project Description: This will provide bridge funding to ensure that Region 5 maintains capacity by funding staffing to deploy critical programming through 757 Accelerate and 757 Startup Studios. This bridge funding will help with 1) hiring a fractional 757 Startup Studios Program Manager needed to comply with current Assembly lease obligations, and 2) provide rent free space and essential programming for 25-30 startups annually through Startup Studios. 757 Startup Studios, 757 Angels, and 757 Accelerate will co-locate with other entrepreneurial resources, including NavalX Tech Bridge, and up to 33 founders in down Norfolk’s innovation space called Assembly. GO Virginia funds will be used to pay for staff salaries.

Pathway to Implementation: The full implementation request of \$2,270,048 was submitted to DHCD to be considered by the Board at its December 7, 2020 meeting. After staff recommended the implementation proposal not to be deferred, based on the workgroup discussion, the application team members opted to submit this smaller request to ensure continue operations of 757 Accelerate and Startup Studios. Once the previously funded 757 REI grant has completed the Entrepreneurial Ecosystem and Financial Sustainable Plan, the project team will resubmit the their fully implementation request.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 32,000
Matching Funds	\$ 120,024
Local Match	\$ 0
Leverage	\$ 100,000
Total Project Budget	\$ 252,024

Outcomes:

- Hiring of the 757 Startup Studio Program Manager
- Continued operations of 757 Accelerate



Administratively Approved Economic Resilience and Recovery – Fast Access Applications

Administratively Approved Economic Resilience and Recovery – Fast Access Projects

Engineering Interns + Manufacturers = Success Squared ("S2")

Region: 4

Participating Localities: Prince George (Crater PDC) and Hopewell

Strategy: Cluster Scaleup

Type of Project: Economic Resilience and Recovery - Fast Access

Applicant(s): VSU College of Engineering and Technology

Project Goal(s): To support manufacturers as a response to economic downturn due to COVID-19 and create internships to develop engineering and manufacturing talent pipeline.

Project Description: After R4M (previous ERR Fast Access) project fell through, VSU College of Engineering and Technology will develop along with regional economic development organizations an internship program where interns, under comprehensive university and mentor guidance could help meet needs of individual companies and at the same time fulfill our obligation of ensure university students get the hand on experience they need to round out their degrees. The project will launch a minimum of 20 internships in local advanced manufacturers and engineering companies that provide real world experience opportunities otherwise not available due to the COVID-19 crisis. To help accomplish this goal, we will strengthen partnerships with the Region’s economic development agencies. S2 will ensure all program completers have access to at least one industry interview as they approach graduation. Also, as the COVID pandemic has hit the minority population the hardest, the programs offered by the VSU College of Engineering and Technology are uniquely positioned to serve this population. GO Virginia funds will be used for stipends (\$34,200) and administration (\$5,000)

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 39,200
Matching Funds	\$ 19,600
Local Match	\$
Additional Leverage	\$
Total Project Budget	\$ 58,800

Outcomes:

- 20 internships
- 10 manufacturers served

Marine Trades Program Expansion (MTPE)

Region: 5

Participating Localities: Cities of Portsmouth and Norfolk

Strategy: Workforce Development

Type of Project: Economic Resilience and Recovery – Fast Access

Applicant(s): Tidewater Community College (TCC)

Project Goal(s): To increase capacity and meet the current demand for TCC’s Marine Trades Training program related to the welding and marine coating training so that students can be trained within COVID-19 safety guidelines for safe social distancing.

Project Description: TCC’s Marine Trades Training program will expanding their welding and marine coatings program at the TCC Skilled Trades Academy in the City of Portsmouth. Training for the welding program will be expanded by 33% (from 120 to 160 students a year) by installing 11 additional welding booths, and training for the marine coatings program will be relocated and expanded (from 96 to 180 students a year) by installing 5 new single-sided coatings modules. Although demand for training remained at pre-COVID levels, quarantine restrictions resulted resulting in having to scale back both programs. This has created a backlog in demand with current capacity and social distancing limitations. Expanding both programs at the Skilled Trades Academy will allow these two programs to expand short-term training. GO Virginia funds will be help pay for the 11 new welding booths, 5 new single-sides coatings modules, and other related equipment.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 99,137
Matching Funds	\$ 49,569
Local Match	\$ 0
Total Project Budget	\$ 148,706

Outcomes:

- Purchase of 11 additional welding booth at Skilled Trades Academy
- Purchase of 5 single-sided coatings and relocation of training at the Skilled Trades Academy
- 120 additional student trained in welding program within one year
- 96 additional students trained in marine coatings program within one year

Local Ordering, Communication and Agricultural Logistics Initiative (LOCAL-I)

Region: 8

Participating Localities: Page County; Cities of Harrisonburg and Roanoke

Strategy: Cluster Scale-Up and Entrepreneurial Ecosystem

Type of Project: Economic Resilience and Recovery – Fast Access

Applicant(s): Common Grain Alliance (CGA)

Project Goal(s): To: (i) develop a scalable and repeatable process of supporting and building cooperative relationships between farmers, other local producers, and distributors impacted by the Coronavirus by introducing a platform to facilitate supply chain logistics which enables a network of farmer-cooperatives and distributorships, (ii) introduce farmer efficiency technology to streamline food sales, cold or dry storage access, and distribution, and (iii) leverage the established web applications of Local Food Network (LFN) and Virginia Cooperative Extension’s (VCE) Market Maker and Buy Fresh Buy Local in order to provide an online marketplace to increase sales from wholesale buyers and direct consumers.

Project Description: COVID-19 has disrupted the largest private industry in the Commonwealth: the agriculture supply chain. With restaurants and educational institutions shut down or operating at partial capacity, sales have vanished. However, demand from grocery sales and other direct-to-consumers channels have been increasing since the start of the pandemic. This shift in demand is making existing industry-wide problems in local food distribution and customer acquisition more acute: (i) agricultural producers have not set up an efficient and cooperative method of acquiring new customers, and (ii) agricultural producers face distribution inefficiencies and challenges in order to deliver to new customers.

CGA will spearhead LOCAL-I and will engage 200 prospect cooperative members, enabling regional producers to utilize technology to efficiently coordinate customer acquisition efforts, shared storage and distribution, and backhauling opportunities to address the unique challenges facing the agriculture sector in Region 8.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 60,602
Matching Funds	\$ 31,020
Local Match	\$ 2,720
Total Project Budget	\$ 91,622

Outcomes:

- At least 200 producers engaged as potential farmer-cooperative members
- At least 30 producers trained on the cooperative platform
- At least 40 wholesale buyers and end-consumers served by the platform
- At least 5 cooperatives serving producers and buyers throughout Region 8
- Leverage VCE and retool Local Food Network technology to provide:
 - cooperative distribution, customer acquisition, and sales technology



Memorandum

TO: GO Virginia Board Members
FROM: DHCD Staff
RE: GO Virginia Funded Projects - Update
DATE: 03/16/2021

The following link to the [GO Virginia Funded Projects](#) shows all projects funded to date and the current grant expenditures that have been drawn down as of December 31, 2020. This represents 153 projects with a total funded amount of \$50,872,776.



Memorandum

TO: GO Virginia Board Members

FROM: DHCD Staff

RE: Withdrawn Projects

DATE: 3/16/21

The enclosed attachment includes one project representing GO Virginia Region 7 that is being withdrawn by the Regional Council.

Region 7's **Centurion Innovation Hub** project (\$1,680,750) was withdrawn by the Region 7 Council after it was deemed that the project activities could not proceed due to issues caused by COVID-19 and the lacking viability of implementing a coworking space and place-based model of entrepreneurial activity. No GO Virginia funds were expended by this project. The total amount obligated to this project will be returned to Region 7's Per Capita allocation.