



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

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**AGENDA**  
**VIRGINIA GROWTH AND OPPORTUNITY BOARD**  
**Tuesday, September 22, 2020**  
**1:00 PM – 3:00 PM**

Videoconferencing Meeting ID: [meet.google.com/pzi-siua-kbd](https://meet.google.com/pzi-siua-kbd)

Dial in: +1 262-977-4734

PIN: 336929395

- I. OPENING
  - a. Call to order Chairman
  - b. Roll Call Andrea Devening
  - c. Public Comment Chairman
  
- II. CONSENT AGENDA – **Action Item** Chairman
  - a. June 23, 2020 Minutes
  - b. Regional Council Chair Resolutions
  
- III. ELECTION OF OFFICERS
  
- IV. NEW BUSINESS
  - a. **Action Item:** Update Board Policy #11 Modified Per Capita Match Requirements
  
- V. DIRECTOR’S REPORT Erik Johnston/ Sara Dunnigan
  - a. Economic Resilience and Recovery Program Update
  - b. **Action Item:** Region 2 Request to Utilize Per Capita Funds for Economic Resilience and Recovery Program Qualifying Investments
  - c. **Action Item:** Competitive Application (1)
  - d. **Action Item:** Per Capita Applications (11)
  - e. **Action Item:** Statewide ERR Application (1)
  - f. **Action Item:** Regional ERR Applications(1)
  - g. GO Virginia Funded Projects Update
  - h. GO Virginia Grant Oversight Process Review
  
- VI. INFORMATION ITEMS Sara Dunnigan
  - a. DHCD Approved Enhanced Capacity Building Projects
  - b. DHCD Approved ERR Fast Access Projects
  - c. GO Virginia State Board Reappointments
  
- VII. FUTURE BOARD MEETING DATES Chairman
  - a. Tuesday, March 16, 2021
  - b. Tuesday, June 15, 2021
  - c. Thursday, September 14, 2021
  - d. Tuesday, December 7, 2021
  
- VIII. ADJOURNMENT Chairman

**2020 Board Meeting Schedule**  
Tuesday, December 08, 2020

VIRGINIA GROWTH AND OPPORTUNITY BOARD MEETING

June 23, 2020

1:30 PM

Richmond, Virginia

Members Present

Nancy Howell Agee  
Delegate Lamont Bagby  
The Honorable Brian Ball  
Senator George Barker  
Ben J. Davenport, Jr.  
Jim Dyke  
Delegate Eileen Filler-Corn  
W. Haywood 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  
Pia Trigiani  
Joe Wilson  
John O. "Dubby" Wynne

Members Absent

Thomas F. Farrell II  
Marilyn H. West

DRAFT

Call to Order

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

Roll Call

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

Public Comment	No comments were made by the public; the public comment period was then closed.
Consent Agenda	<p>Ms. Sara Dunnigan, Deputy Director of GO Virginia and Economic Development for DHCD introduced the consent agenda items, including the December 9<sup>th</sup>, 2019 meeting minutes, the April 17<sup>th</sup>, 2020 meeting minutes, the FY21 Capacity Building Fund allocation, match waiver, and capacity building budgets, the FY21 Per Capita Fund Allocation, the Region 3 GO TEC Phase 2B Total Match Waiver request, and a technical amendment to Board Policy #11. After discussion, the Board elected to vote on all of the items in the consent agenda as a bloc. A motion was made by Senator Ruff and properly seconded by Senator Barker to approve the consent agenda items. The motion passed. (Yeas: Agee, Bagby, Ball, Barker, Davenport, Dyke, Filler-Corn, Fralin, Fremouw, Howell, Juanarena, Layne, Qarni, Ruff, Stottlemeyer, Sullenberger, Torian, Trigiani, Wilson, Wynne; Nays: None; No-Vote: Smith)</p>
New Business	<p>Mr. Erik Johnston, Director of DHCD presented Board Policy #12 relating to use of Tobacco Commission Funds to fulfill the match requirement for GO Virginia Projects to the Board. A motion was made by Senator Howell and properly seconded by Mr. Wilson to approve Board Policy #12. The motion passed. (Yeas: Agee, Bagby, Ball, Barker, Davenport, Dyke, Filler-Corn, Fralin, Fremouw, Howell, Juanarena, Layne, Mugler, Qarni, Ruff, Smith, Stottlemeyer, Sullenberger, Torian, Trigiani, Wilson, Wynne; Nays: None; No-Vote: None).</p> <p>Mr. Johnston noted that the GO TEC Phase 2A project had been approved by the Board in March of 2019 contingent on validation of outcomes from a scaled-based version of the project and reviews of the outcomes of Phase 1. Mr. Johnston presented the validation data required by the Board. A motion was made by Senator Ruff and properly seconded by Ms. Fremouw to approve the validation data as presented. The motion passed. (Yeas: Bagby, Ball, Barker, Davenport, Dyke, Filler-Corn, Fralin, Fremouw, Howell, Juanarena, Layne, Mugler, Qarni, Ruff, Smith, Stottlemeyer, Torian, Trigiani, Wynne; Nays: None; No-Vote: Agee, Sullenberger, Wilson).</p>
Director’s Report	Mr. Johnston introduced and Ms. Dunnigan presented three Per Capita applications regarding cluster scale up, workforce development, and startup ecosystems: Offshore Wind Supply Chain Hub Development Program from Region 5, Westmoreland

Workforce Training Center Expansion from Region 6, and Startup Shenandoah Valley from Region 8. After discussion, the Board elected to defer the Westmoreland Workforce Training Center Expansion based on staff recommendation and approve the Offshore Wind Supply Chain Hub Development Program and Startup Shenandoah Valley projects in a bloc vote. A motion was made by Mr. Wynne and properly seconded by Mr. Smith to defer the Region 6 project and approve the Region 5 and Region 8 projects. The motion passed. (Yeas: Bagby, Ball, Davenport, Dyke, Filler-Corn, Fralin, Fremouw, Howell, Juanarena, Layne, Mugler, Qarni, Ruff, Smith, Stottlemeyer, Sullenberger, Trigiani, Wilson, Wynne; Nays: None; No-Vote: Agee, Barker, Torian)

Ms. Dunnigan presented one statewide Economic Resilience and Recovery program application regarding cluster scale up: Genedge – Retooling Virginia Manufacturers for Strategic Industries lead by Region 1. A motion was made by Senator Ruff and properly seconded by Mr. Dyke to approve the project. The motion passed. (Yeas: Bagby, Ball, Davenport, Dyke, Filler-Corn, Fralin, Fremouw, Howell, Juanarena, Layne, Mugler, Qarni, Ruff, Smith, Stottlemeyer, Sullenberger, Torian, Trigiani, Wilson, Wynne; Nays: None; No-Vote: Agee, Barker).

Ms. Dunnigan presented two regional Economic Resilience and Recovery program applications regarding workforce development and cluster scale up: VT Workforce Training, COVID-19 Response from Region 2 and Bridge to Recovery from Region 3. After discussion, the Board elected to vote on the two projects as separate items. A motion was made by Mr. Dyke and properly seconded by Mr. Juanarena to approve the VT Workforce Training, COVID-19 Response project. The motion passed. (Yeas: Bagby, Ball, Davenport, Dyke, Filler-Corn, Fremouw, Howell, Juanarena, Layne, Mugler, Qarni, Smith, Stottlemeyer, Sullenberger, Torian, Trigiani, Wynne; Nays: None; Abstain: Fralin; No-Vote: Agee, Barker, Ruff, Wilson). A motion was made by Mr. Sullenberger and properly seconded by Mr. Stottlemeyer to approve the Bridge to Recovery project. The motion passed. (Yeas: Agee, Bagby, Ball, Davenport, Dyke, Filler-Corn, Fralin, Fremouw, Howell, Juanarena, Layne, Mugler, Qarni, Smith, Stottlemeyer, Sullenberger, Torian, Trigiani, Wilson, Wynne; Nays: None; No-Vote: Barker, Ruff).

Mr. Johnston gave a brief summary of the administratively approved Enhanced Capacity Building projects that were approved prior to the Board meeting.

Mr. Johnston gave a brief summary of the administratively approved Economic Resilience and Recovery program fast access projects that were approved prior to the Board meeting.

Ms. Dunnigan gave a brief presentation outlining the details of the funds invested overall in projects since the GO Virginia program's inception.

Mr. Johnston presented letters from Regions 1, 5, 7, and 9 to the Board that outlined various reasons for why one project in each of those regions that had been previously funded by the GO Virginia Board had been withdrawn.

Reports

Mr. Stottlemeyer reported to the Board on behalf of VRIC. He noted that VRIC is in the midst of being transferred from being housed under SCHEV to being housed under VIPA. Mr. Stottlemeyer noted that in light of changes to structure, VRIC approved \$15M across four projects as a show of support prior to those projects going to the VIPA council for a final decision.

Future Board Meetings

Mr. Davenport advised Board members that the next meeting will be held on Thursday, September 3<sup>rd</sup>, 2020, followed by the final meeting of the year, which will take place on Tuesday, December 8<sup>th</sup>.

Adjournment

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

**GROWTH AND OPPORTUNITY VIRGINIA  
COMMONWEALTH OF VIRGINIA**

At a regular meeting of the Growth and Opportunity Board conducted virtually on Tuesday, September 22, 2020, at the hour of 1:00 p.m., the following resolution was unanimously adopted:

**WHEREAS, Charles Majors**, was appointed to the GO Virginia Region 3 Council in 2017; and

**WHEREAS**, he served as Chair of the GO Virginia Region 3 Steering Committee prior to GO Virginia’s formal conception in 2017; and

**WHEREAS**, he was elected by his peers to serve as the Council’s first Chair from April 2017 until July 2019; and

**WHEREAS**, he has served as the Council’s Vice Chair from July 2019 until present day; and

**WHEREAS**, he led the 19-member Council comprised of area business leaders, and owners, K-12 representatives, higher education administrators, workforce development and training partners, and local government officials with distinction; and

**WHEREAS**, his commitment to the best interests of Region 3 coupled with his knowledge and vast experience in business collaboration with regional economic development efforts have made him an asset to the Region and to the Commonwealth; and

**WHEREAS**, his vision for the future of the Region has been pivotal in the implementation of the goals set forth by the Virginia Growth and Opportunity Board; and

**WHEREAS**, his unwavering determination to strengthen the Region’s economy has greatly contributed to the realization of this program’s mission; and

**WHEREAS**, his strong advocacy for Region 3 and the Commonwealth of Virginia’s economy through his career as Chairman of his organization has been pivotal to achieving his Council’s mission; and

**WHEREAS**, his leadership has culminated in the launch of projects totaling more than \$871,000 in grants; and

**WHEREAS**, his insight and intimate knowledge of the Region’s unique public and private sector relationships has been vital to this Region’s success; and

**WHEREAS**, his graciousness in supporting the corresponding initiatives of third parties in the interest of promoting the greatness of the Region has been principal to the execution of this Council’s directive; and

**WHEREAS**, his affinity for assembling leaders across the Region who are passionate about its wealth and prosperity has been essential to this Council’s accomplishments; and

**NOW, THEREFORE, BE IT RESOLVED**, that the Board does hereby express its gratitude to **Charles Majors**, for his many contributions to the Virginia Growth and Opportunity program and to the Commonwealth of Virginia.

**BE IT FURTHER RESOLVED**, That a copy of this resolution be spread upon the Minutes of this meeting and that a framed copy thereof be presented to **Charles Majors**, as a permanent testament of our affection, esteem, and high regard.



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Thomas F. Farrell II, Chair

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Benjamin J. Davenport Jr., Vice Chair



**GROWTH AND OPPORTUNITY VIRGINIA  
COMMONWEALTH OF VIRGINIA**

At a regular meeting of the Growth and Opportunity Board conducted virtually on Tuesday, September 22, 2020, at the hour of 1:00 p.m., the following resolution was unanimously adopted:

**WHEREAS, William H. Goodwin, Jr.,** was elected by his peers to serve as the first Chair of the Virginia Growth and Opportunity Region 4 Council in 2017; and

**WHEREAS,** he has served the Council with distinction until July 1, 2020; and

**WHEREAS,** he led the 24-member Council comprised of area business leaders, and owners, K-12 representatives, higher education administrators, workforce development and training partners, and local government officials with distinction; and

**WHEREAS,** his commitment to the best interests of Region 4 coupled with his knowledge and experience in business collaboration with regional economic development efforts have made him an asset to the Region and to the Commonwealth; and

**WHEREAS,** his vision for the future of the Region has been pivotal in the implementation of the goals set forth by the Virginia Growth and Opportunity Board; and

**WHEREAS,** his unwavering determination to strengthen the Region’s economy has greatly contributed to the realization of this program’s mission; and

**WHEREAS,** his strong advocacy for Region 4 and the Commonwealth of Virginia’s economy through his career as Chairman of his organization has been pivotal to achieving his Council’s mission; and

**WHEREAS,** his insight and intimate knowledge of the Region’s unique public and private sector relationships has been vital to this Region’s success; and

**WHEREAS,** his graciousness in supporting the corresponding initiatives of third parties in the interest of promoting the greatness of the Region has been principal to the execution of this Council’s directive; and

**WHEREAS,** his affinity for assembling leaders across the Region who are passionate about its wealth and prosperity has been essential to this Council’s accomplishments; and

**NOW, THEREFORE, BE IT RESOLVED,** that the Board does hereby express its gratitude to **William H. Goodwin, Jr.,** for his many contributions to the Virginia Growth and Opportunity program and to the Commonwealth of Virginia.

**BE IT FURTHER RESOLVED,** That a copy of this resolution be spread upon the Minutes of this meeting and that a framed copy thereof be presented to **William H. Goodwin, Jr.,** as a permanent testament of our affection, esteem, and high regard.



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Thomas F. Farrell II, Chair

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Benjamin J. Davenport Jr., Vice Chair



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

**GROWTH AND OPPORTUNITY VIRGINIA  
COMMONWEALTH OF VIRGINIA**

At a regular meeting of the Growth and Opportunity Board conducted virtually on Tuesday, September 22, 2020, at the hour of 1:00 p.m., the following resolution was unanimously adopted:

**WHEREAS, Tom Rust**, was elected by his peers to serve as the Chair of the Virginia Growth and Opportunity Region 7 Council on July 1, 2018; and

**WHEREAS**, he has served the Council with distinction until June 30, 2020; and

**WHEREAS**, he led the 25-member Council comprised of area business leaders, and owners, K-12 representatives, higher education administrators, workforce development and training partners, and local government officials with distinction; and

**WHEREAS**, his commitment to the best interests of Region 7 coupled with his knowledge and experience in business collaboration with regional economic development efforts have made him an asset to the Region and to the Commonwealth; and

**WHEREAS**, his leadership served a critical role in scaling up Region 7 into an impactful contributor of economic development to the region; and

**WHEREAS**, his unwavering determination to strengthen the Region’s economy has greatly contributed to the realization of this program’s mission; and

**WHEREAS**, his strong advocacy for Region 7 and the Commonwealth of Virginia’s economy through his career as Chairman of his organization has been pivotal to achieving his Council’s mission; and

**WHEREAS**, he was pivotal in leading the Region in making meaningful investments in the areas of manufacturing, high demand trade sector job training, talent pipeline creation, and biotech engineering; and

**WHEREAS**, his insight and intimate knowledge of the Region’s unique public and private sector relationships has been vital to this Region’s success and resilience in the face of the COVID-19 pandemic that has drastically altered the local economy.; and

**WHEREAS**, his graciousness in supporting the corresponding initiatives of third parties in the interest of promoting the greatness of the Region has been principal to the execution of this Council’s directive; and

**WHEREAS**, his affinity for assembling leaders across the Region who are passionate about its wealth and prosperity has been essential to this Council’s accomplishments; and

**NOW, THEREFORE, BE IT RESOLVED**, that the Board does hereby express its gratitude to **Tom Rust**, for his many contributions to the Virginia Growth and Opportunity program and to the Commonwealth of Virginia.

**BE IT FURTHER RESOLVED**, That a copy of this resolution be spread upon the Minutes of this meeting and that a framed copy thereof be presented to **Tom Rust** as a permanent testament of our affection, esteem, and high regard.



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Thomas F. Farrell II, Chair

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Benjamin J. Davenport Jr., Vice Chair



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

**GROWTH AND OPPORTUNITY VIRGINIA  
COMMONWEALTH OF VIRGINIA**

At a regular meeting of the Growth and Opportunity Board conducted virtually on Tuesday, September 22, 2020, at the hour of 1:00 p.m., the following resolution was unanimously adopted:

**WHEREAS, George Pace**, was elected by his peers to serve as the first Chair of the Virginia Growth and Opportunity Region 8 Council in 2017; and

**WHEREAS**, he has served the Council with distinction until June 9, 2020; and

**WHEREAS**, he led the 28-member Council comprised of area business leaders, and owners, K-12 representatives, higher education administrators, workforce development and training partners, and local government officials with distinction; and

**WHEREAS**, his commitment to the best interests of Region 8 coupled with his knowledge and experience in business collaboration with regional economic development efforts have made him an asset to the Region and to the Commonwealth; and

**WHEREAS**, his vision for the future of the Region has been pivotal in the implementation of the goals set forth by the Virginia Growth and Opportunity Board; and

**WHEREAS**, his unwavering determination to strengthen the Region’s economy has greatly contributed to the realization of this program’s mission; and

**WHEREAS**, his voice for Virginia’s propensity to grow fiscally independent of reliance on outside sources has markedly promoted the interests of this Commonwealth; and

**WHEREAS**, his leadership has culminated in the launch of eight projects totaling more than \$1.1 million with two additional projects pending review totaling in excess of \$1 million; and

**WHEREAS**, his insight and intimate knowledge of the Region’s unique public and private sector relationships has been vital to this Region’s success; and

**WHEREAS**, his graciousness in supporting the corresponding initiatives of third parties in the interest of promoting the greatness of the Region has been principal to the execution of this Council’s directive; and

**WHEREAS**, his affinity for assembling leaders across the Region who are passionate about its wealth and prosperity has been essential to this Council’s accomplishments; and

**NOW, THEREFORE, BE IT RESOLVED**, that the Board does hereby express its gratitude to **George Pace**, for his many contributions to the Virginia Growth and Opportunity program and to the Commonwealth of Virginia.

**BE IT FURTHER RESOLVED**, That a copy of this resolution be spread upon the Minutes of this meeting and that a framed copy thereof be presented to **George Pace**, as a permanent testament of our affection, esteem, and high regard.



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Thomas F. Farrell II, Chair

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Benjamin J. Davenport Jr., Vice Chair



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

**GROWTH AND OPPORTUNITY VIRGINIA  
COMMONWEALTH OF VIRGINIA**

At a regular meeting of the Growth and Opportunity Board conducted virtually on Tuesday, September 22, 2020, at the hour of 1:00 p.m., the following resolution was unanimously adopted:

**WHEREAS, Jim Cheng**, was appointed to the GO Virginia Region 9 Council in 2017; and

**WHEREAS**, he was elected by his peers to serve as the Council’s Vice-Chair from June 2018 until June 2019; and

**WHEREAS**, he was elected by his peers to serve as the Chair of the Virginia Growth and Opportunity Region 9 Council from June 2019 until June 2020; and

**WHEREAS**, he has served on the Region 9 Council Entrepreneurship & Innovation Task Force since 2018; and

**WHEREAS**, he led the 22-member Council comprised of area business leaders, and owners, K-12 representatives, higher education administrators, workforce development and training partners, and local government officials with distinction; and

**WHEREAS**, his commitment to the best interests of Region 9 coupled with his knowledge and experience in business collaboration with regional economic development efforts have made him an asset to the Region and to the Commonwealth; and

**WHEREAS**, his vision for the future of the Region has been pivotal in the implementation of the goals set forth by the Virginia Growth and Opportunity Board; and

**WHEREAS**, his unwavering determination to strengthen the Region’s economy has greatly contributed to the realization of this program’s mission; and

**WHEREAS**, his strong advocacy for Region 9 and the Commonwealth of Virginia’s economy through his career as Chairman of his organization has been pivotal to achieving his Council’s mission; and

**WHEREAS**, his leadership has culminated in the launch of projects totaling more than \$871,000 in grants; and

**WHEREAS**, his insight and intimate knowledge of the Region’s unique public and private sector relationships has been vital to this Region’s success; and

**WHEREAS**, his graciousness in supporting the corresponding initiatives of third parties in the interest of promoting the greatness of the Region has been principal to the execution of this Council’s directive; and

**WHEREAS**, his affinity for assembling leaders across the Region who are passionate about its wealth and prosperity has been essential to this Council’s accomplishments; and

**NOW, THEREFORE, BE IT RESOLVED**, that the Board does hereby express its gratitude to **Jim Cheng**, for his many contributions to the Virginia Growth and Opportunity program and to the Commonwealth of Virginia.

**BE IT FURTHER RESOLVED**, That a copy of this resolution be spread upon the Minutes of this meeting and that a framed copy thereof be presented to **Jim Cheng**, as a permanent testament of our affection, esteem, and high regard.



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Thomas F. Farrell II, Chair

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Benjamin J. Davenport Jr., Vice Chair





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

## Board Policy #11

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

**EFFECTIVE DATE:** ~~4/17/2020~~ 11/1/2020

**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 ~~through between April 18, 2020 and October 30, 2020~~ May 31, 2021. 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. Amended 9/22/20.

**SUPERSESSION:** N/A

**DHCD DIRECTOR:** Erik Johnston

August 20, 2020

Mr. Thomas F. Farrell, II, Chair  
Virginia Growth and Opportunity Board  
c/o Virginia Department of Housing & Community Development  
600 East Main Street, Suite 300  
Richmond, Virginia 23219

Dear Chairman Farrell:

Region 6 would like to thank you and the GO Virginia State Board for adopting Board Policy #11 - GO Virginia Program Match Requirements – Per Capita Funds. Our region has had great success since the adoption of this new policy and would like to urge the State Board to extend these match requirements.

In a previous letter dated October 2019, our Council addressed you and the State Board explaining how since adopting our original Growth and Diversification Plan in September 2017, Region 6 has seen early successes from three capacity building projects, three enhanced capacity building projects, and two per capita projects. These early projects, however, exhausted the project pipeline in Region 6. Through the stakeholder engagement component of the Growth and Diversification Plan update, Region 6 received feedback that the process and requirements for applying for GO Virginia funding were onerous and had in cases discouraged partners from pursuing funding. We urged the State Board to consider changes to four program requirements that we believe hindered project development:

- At least a \$1 for \$1 match of non-state resources,
- At least 20 percent or \$50,000 of the match, whichever is greater, must come from local governmental sources,
- A positive impact on “traded” sector businesses, which notably excludes healthcare, a sector identified as an economic development priority in several regions, including Region 6, that has the potential to create higher paying jobs, and
- A positive Return on Investment (ROI) within three years of project completion.

In Board Policy #11, we saw the reduction of at least a \$1 for \$1 match of non-state resources to a \$2 for \$1 match of non-state resources and the elimination of the local match requirement. Since the implementation of these changes in April 2020, Region 6 has been able to fund five enhanced capacity building projects and the submission for State Board approval of one per capita project at these reduced requirements. What took our region two years to accomplish has almost been met in under six months.

Furthermore, we would like to highlight the successes with the GO Virginia Economic Resilience and Recovery Program. Since April 2020, we have funded three ERR Fast Access projects. Our first project enabled seafood and agriculture producers in our region to connect with a market through a phone application, since many of their traditional markets closed due to COVID-19. Our next project examines the capability of a future telework center to also host telemedicine services to help employees return to work faster. Our third project assists the Westmoreland Workforce Training Center to continue to provide classes to students returning to the job market during COVID-19 in a safe manner.

All of these successes within Region 6 have been made possible by the reduction in match requirements, both non-state and local government match requirements, and the inclusion of healthcare as a sector focus. We recognize and commend the State Board for policy changes that have addressed some of these concerns and encouraged project applications.

Our Council would like to recommend that the State Board extend the sunset provision for Board Policy #11 - GO Virginia Program Match Requirements – Per Capita Funds and continue the following:

- At least a \$2 for \$1 match of non-state resources,
- No local match requirement.

Region 6 remains committed to the goals of GO Virginia to create more higher paying jobs through incentivized collaboration, and requests that the State Board consider the above suggestions to ensure the program continues to encourage quality projects that align with these overarching goals. We look forward to working with you, and to continuing to promote innovative and collaborate economic development efforts within our region.

Sincerely,

A handwritten signature in cursive script that reads "G. William Beale".

G. William Beale, Chair  
Mary Ball Washington Regional Council

# Memorandum

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**TO:** GO Virginia Board Members

**FROM:** DHCD Staff

**RE:** Region 2 Request to Utilize Per Capita Funds for Economic Resilience and Recovery Program Qualifying Investments

**DATE:** 9/22/2020

In April 2020, the State Board provided each region with access to up to \$1M to respond to the economic impact of the COVID-19 pandemic and an additional \$5.66M for statewide proposals. The Board adopted [policy](#) and DHCD developed [administrative guidance](#) for the Economic Resilience and Recovery (ERR) program. The ERR program will expire April 17, 2021 unless extended by the Board.

With an affirmative decision on the Region 2 New River Valley COVID-19 Business Continuity Team application, Region 2 has obligated their allotted Economic Resilience and Recovery (ERR) funds. They are requesting (see enclosed letter) flexibility to utilize up to \$500,000 of their regular per capita allocation for ERR-qualifying investments.

The chart below details the regional ERR program allocations and the awards. DHCD staff recommends approving this request and allowing 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.

<b>Economic Resilience and Recovery Program</b>			
<b>Region</b>	<b>Original Allocation</b>	<b>Funds Awarded</b>	<b>Unobligated Funds</b>
<b>1</b>	\$ 1,000,000.00	\$ 199,996.00	\$ 800,004.00
<b>2</b>	\$ 1,000,000.00	\$ 797,200.00	\$ 202,800.00
<b>3</b>	\$ 1,000,000.00	\$ 1,000,000.00	\$ -
<b>4</b>	\$ 1,000,000.00	\$ 230,600.00	\$ 769,400.00
<b>5</b>	\$ 1,000,000.00	\$ 100,000.00	\$ 900,000.00
<b>6</b>	\$ 1,000,000.00	\$ 163,000.00	\$ 837,000.00
<b>7</b>	\$ 1,000,000.00	\$ 300,000.00	\$ 700,000.00
<b>8</b>	\$ 1,000,000.00	\$ 131,813.00	\$ 868,187.00
<b>9</b>	\$ 1,000,000.00	\$ 223,500.00	\$ 776,500.00
	<b>\$ 9,000,000.00</b>	<b>\$ 3,146,109.00</b>	<b>\$ 5,853,891.00</b>
Reflects awards through September 2, 2020.			

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Dear GO Virginia State Board Members,

The GO Virginia Region 2 Council has been active in advancing projects related to the GO Virginia Economic Resilience and Recovery (ERR) Grant Program.

Thanks to that program and your support we have helped advance three projects: *Workforce Training for Coronavirus Testing in Southwest Virginia*; *New River Valley COVID-19 Business Continuity Team*, and the *Regional Accelerator and Mentoring Program (RAMP) Pivot and RAMP-Up*.

These projects have exhausted our designated funding for the ERR grant program, although we continue to receive interest and applications in our region for projects related to economic recovery. At our most recent Region 2 Council meeting, we approved one such smaller-dollar project, the *Public Health Readiness Evaluation (PHRE) Tool*.

The project sought to develop and pilot an easy-to-use mobile application designed to help smaller organizations and smaller target sector companies to more quickly assess and optimize their readiness to operate with minimal risk to workers, customers/patrons, and surrounding communities. The GO Virginia funding request was \$63,500.

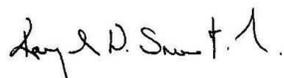
Our Council voted to support this project. We felt it fit the aims of economic recovery, had significant local government support (including local funding participation), and could be replicated across our region and beyond if successful. We approved the project as an Enhanced Capacity Building (ECB) project, as part of Region 2's Per Capita Allocation, since our ERR designated funds have been fully obligated and put to work in support of our region's economic recovery.

State staff and reviewers advised that the project was a much clearer fit for GO Virginia as an ERR Fast-Access project, but state staff was not able to approve such use of per capita funding for ERR purposes without state board approval.

We write today to seek that endorsement for the use of Region 2's Per Capita Allocation to be used towards this ERR-related investment. We also ask for the flexibility to use up to \$500,000 of existing Per Capita funds for possible future ERR projects that may come before our Council during the Board-designated ERR program period.

I appreciate the leadership you provide to GO Virginia and other initiatives within the Commonwealth.

Regards,



Raymond Smoot,

Chair, Region 2 Council

# Competitive Applications

# Statewide Competitive Application

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## Virginia Virtual Workforce

**Lead Region:** 4

**Partnering Region:** 5

**Participating Localities:** Crater Planning District Commission (11 localities) (in-kind match)  
City of Newport News Economic Development Authority (Letter of Support)  
Isle of Wight (In Kind Match)  
Newport News (Letter of Support)

**Strategy:** Workforce Development

**Type of Project:** Statewide Competitive

**Applicant(s):** Virginia Modeling, Analysis and Simulation Center (VMASC) at ODU

**Project Goal(s):** To identify “common pain points” for Virginia manufacturers, to implement solution-based training programs into college and dual enrollment degrees using Augmented Reality/Virtual Reality and simulation to target 5,000 students, and engage manufacturers in using their content instruction and Virginia Virtual Workforce to design and develop state-of-the-art training. This project builds on the previously funded COVA MAP project (\$1,532,500 awarded Oct 2019) which focused on maritime and shipbuilding and used the interactive training framework developed by ODU (FAST).

**Project Description:** Partners, VMASC (\$340,000), ODU Battel College of Engineering and Technology (\$265,000), and the Commonwealth Center for Advanced Manufacturing (\$655,000), will perform a skills gap analysis, use Framework for Acceleration Simulation and Training (FAST) for the development of three courses, and conduct workshops for manufacturing a robotics professionals to effectively and efficiently use FAST.

### Project Budget:

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 1,500,000</b>
<b>Matching Funds</b>	<b>\$ 1,500,000</b>
Local Match	\$ 301,512
<b>Leverage</b>	<b>\$ 1,251,232</b>
<b>Total Project Budget</b>	<b>\$ 4,251,232</b>

# Virginia Virtual Workforce

## Outputs and Outcomes:

Manufacturing Skills Gap Analysis for Region 4 & 5

Development of three manufacturing and robotics courses using COVA Map's FAST framework

Develop training workshops for manufacturing training professionals

495 graduates in Year 3 – Cumulative Generated State Revenue \$3.66M (ROI 2.4 to 1.0)

1,185 graduates in Year 5 - Cumulative Generated State Revenue \$15.24M (ROI 10.2 to 1)

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

## Workgroup Discussion:

- Strong tie to G&D priority traded industry sector (Advanced Manufacturing)
- Strong ROI based on applicant assumptions
- Specific industry/occupation needs not well defined
- ODU COVA Map (Oct 2019) hasn't yet validated the FAST platform or had outcomes
- Regional collaboration is limited and lacks sustainability plan
- Significant resources dedicated to non-programmatic activities
- Letters of industry support lack specific commitment or demand for workers trained using the project approach

**Staff Recommendation:** Based on the workgroup discussion and application review, staff recommends this application not be approved. The GO Virginia Region 5 COVA Map FAST framework project needs to be validated prior to funding another project that utilizes the COVA Map FAST framework. The project lacks sufficient evidence that there is unmet industry demand for this type of training.

Encourage a comprehensive multi-region enhanced capacity building project that would 1) assess and validate market demand (or review existing studies) for skilled workers in advanced manufacturing (non-maritime); 2) map existing training and education programs and the current production of skilled workers in high priority occupations; and 3) confirm that Region 4 & 5 manufacturers would endorse this approach (ODU FAST framework) as a viable solution to the skills shortage.



September 11, 2020

Ms. Sara J. Dunnigan  
Deputy Director, GO Virginia and Economic Development  
Department of Housing and Community Development  
600 East Main Street, Suite 300  
Richmond, VA 23219

Dear Sara:

Thank you for reviewing the GO Virginia Region 4 and 5 proposal, Virginia's Virtual Workforce (VW). We sincerely appreciate the feedback from the working group. We understand the concerns that have been raised as follows:

- Demonstrate and validate more clearly the unmet market demand for Advanced Manufacturing skilled workers from corporations.
- Provide a gap analysis for this educational method to reach and effectively teach current and future technicians and include existing training and education programs that produce skilled workers in high priority occupations.
- Confirm that Region 4 & 5 manufacturers would endorse the FAST framework approach as a solution to the skills shortage.
- Confirm that Region 3 manufacturers endorse this educational method as solution for workforce development.

The CCAM applicant team conducted a due diligence analysis of various learning management systems, including leading industry educational LMS and equipment systems under the review and guidance of professors from Virginia Tech and Old Dominion University Batten College of Engineering and Technology. The applicant selected VMASC as a partner for this initiative as no other Learning Management Systems (LMS) structure has the lean bandwidth, science of learning, and augmented /virtual reality and simulation like they are creating now for the maritime industry. The ECB plan for the Advanced Manufacturing Academy (AMA) that CCAM recently completed had conducted extensive industry interviews which clearly identified a strong need for advanced manufacturing education in our two Regions as well as through the Commonwealth of Virginia. We understand neither of these points were sufficiently highlighted in the applicant's proposal.

It is important to note that the GO Virginia funded COVA MAP project scope of work commenced February 24, 2020 with a milestone set in the first quarter of 2021 to launch the maritime training pilot study. While no products have been delivered, substantial progress has been made. The LMS platform on which the course will be loaded and shared is set to be available on the internet by the end of this month. QED, Huntington-Ingalls NNS, and USN SurgeMain are closely involved to ensure the greatest immediate employer needs are met.

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Serving the GO VA Council for the Crater & Richmond Planning Districts

September 11, 2020

Page 2

We appreciate the working group's feedback - and after deliberations with the DHCD, the CCAM applicant and the lead COVA Map program creators from ODU's VMASC, we are requesting "Conditional Approval" of the VVW project. We ask that you consider a phased in approach to this proposal, which we understand has been utilized with other GO Virginia projects.

We believe that addressing your questions via a new ECB would ultimately delay the implementation of the project until late spring 2021. This would negatively affect the advanced manufacturing sector as they struggle to adapt to online skills training in the current COVID-19 environment. In lieu of creating an ECB grant application to effectively answer the questions about industry demand and a gap analysis, we recommend that up to \$100,000 of the competitive VVW application be used to address these issues. Upon sufficiently meeting these milestones, the applicant could then move rapidly to implement the project without delay. We believe addressing these issues can be accomplished within 6-8 weeks.

We appreciate your consideration for this request.

Respectfully,



James K. Spore, President & CEO, Reinvent Hampton Roads – GO Virginia Region 5



Wilson H Flohr Jr, President & CEO, GROW Capital Jobs Foundation – GO Virginia Region 4

# Per Capita Applications

# Per Capita Application

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## United Way of Southwest Virginia – Ignite Tech Talent Pipeline

**Region:** 1

**Participating Localities:** School divisions in the counties of Bland, Buchanan, Carroll, Dickenson, Grayson, Lee, Russell, Scott, Smyth, Tazewell, Washington, Wise, and Wythe and the cities of Bristol, Galax and Norton

**Investment Strategy:** Workforce Development

**Type of Project:** Per Capita Implementation

**Applicant(s):** United Way of Southwest Virginia

**Project Goal(s):** To develop a talent pipeline that increases the number of graduates from high school, community college, and college ready to work in information technology jobs in the region to meet the forecasted 10-year demand for IT workers in Region 1 of 1,386 new workers.

**Project Description:** The project builds on the Ignite program, previously funded by GO Virginia, with a focus on information technology careers. It involves assessing employer needs, aligning curriculum, providing career guidance and career exploration experiences for young people, expanding internship experiences in IT fields, and increasing the secondary and postsecondary education systems' capacity to prepare students for information technology occupations. The project will also deploy a web-based career exploration software tool to every middle and high school student in Region 1 and provide soft skills training for students.

Based on feedback from the proposal made for the June GOVA board meeting, the updated project will be split into two phases. The first phase will be a one-year discovery phase that will include assessing capacity of schools to create pathways to careers, as well as student interest in IT careers. It will also baseline current employer activities and demand for specific skills, certifications and degrees for entry-level positions.

Phase II implementation will take place over 24 months after Phase I has been validated. This phase will develop additional IT internships for youth, community college students and college students. It will also include necessary equipment needed to support IT curricula, resources for outreach, and professional development.

Local Match is provided from participating school divisions using non-state resources. Other funding partners include United Way of Southwest Virginia (applicant), UVA Wise, the New River Mount Rogers Workforce Development Board, Mountain Empire Community College, Southwest Virginia Higher Education Center, Virginia Highlands Community College, Major Clarity, Code VA and participating employers.

# United Way of Southwest Virginia – Ignite Tech Talent Pipeline

**Budget:**

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 1,382,113</b> <b>(\$251,960 for Phase I)</b>
<b>Matching Funds</b>	<b>\$ 1,391,725</b> <b>(\$251,961 for Phase I)</b>
Local Match	\$255,000
<b>Total Project Budget</b>	<b>\$2,773,838</b>

**Outcomes:**

- Align IT Career Pathways
- Educate parents and teachers on career opportunities
- Increase the number of students in pipeline to IT jobs
- Increase the number of internships in high school, community and 4-year colleges
- Imbed career exploration for IT jobs early through events, extracurricular activities, and project based learning in high school.
- 165 internships (90 students advancing to job placement) in 3 years
- 385 internships (210 students advancing to job placement) in 5 years

**Workgroup Discussion:**

There was consensus that the applicant has successfully completed their first Ignite Internship program and met outcomes. Workgroup feedback included:

- There is a high level of confidence that applicant could complete the project.
- Potential for significant number of internships, but no clear evidence of market demand for IT workers (employer participation/economic development partner engagement).
- Need more information about the involvement of Code VA in the project.
- No clear transition from training to employment.

# United Way of Southwest Virginia – Ignite Tech Talent Pipeline

### Staff Recommendations:

DHCD staff recommends approval of Phase I as a standalone project in the amount of \$251,960.

Requirements	
\$2:1 Match Requirement	YES
Traded Sector	YES
High-wage Job Creation Potential	YES
3 Year ROI	Pending Phase I discovery
Alignment with G&D Plan(s)	YES
Grant Management Capacity	YES
Sustainable After GOVA Funds	UNDETERMINED

## Per Capita Application

### William King Museum of Art – Digital Workforce Development

**Region:** 1

**Participating Localities:** Counties of Smyth and Washington, Town of Abingdon

**Investment Strategy:** Workforce Development

**Type of Project:** Per Capita Allocation

**Applicant(s):** William King Museum of Art

**Project Goal(s):** To develop a Digital Art Laboratory to provide a novel approach to digital design training. Students will have access to learn on the most current designer software and 3-D prototyping equipment available, making their skills more valuable to companies.

**Project Description:** This project will expand the educational offerings of the William King Museum of Art into novel programming toward the technology-driven aspects of the creative process. The Digital Lab will contain state-of-the-art design software and 3-D fabrication tools, including 22 computer stations, 3-D printer, and a laser cutter to create 3-D prototypes. The lab will also serve as a base for a fleet of drones to be used for aerial photography. With this equipment, the Digital Lab will provide unique training opportunities for Southwest Virginia high school students, as well as adult learners, to become certified Adobe Certified Associates (ACA) with aerial photography experience.

The Digital Lab will facilitate learning in the following subjects: creative software training, digital photography (including drone photography), digital imaging and design, digital painting and illustration, digital imaging and textile design, high resolution printing and scanning, digital arts for home schools, and self-marketing courses for teens and adults.

Digital design skills are in high demand in all of the industry sectors targeted by Region 1. There is a need for skilled graphic designers, videographers, web designers, and photographers. For advanced manufacturing, there is a need for creative developers who are trained in digital design and who can create 3-D prototypes of products. All of these professions are above the median household income in Southwest Virginia.

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 70,910</b>
<b>Matching Funds</b>	<b>\$ 75,735</b>
Local Match	\$ 0
<b>Total Project Budget</b>	<b>\$ 146,645</b>

# William King Museum of Art – Digital Workforce Development

## Outcomes:

- 105 students trained
- 60 students achieve ACA credentials
- 60 students hired by local companies

## Workgroup Discussion:

There was consensus that the applicant has had positive outcomes from previous DHCD grants and this project will fill a need that is not currently being addressed in the Region. Workgroup feedback included:

- Good partnerships are in place with schools systems and other partners in SWVA.
- The project will provide a credential that will help students find jobs or start a new business.
- Would like to see connection to previous drone program funded by GOVA through Mtn. Empire Community College – applicant has started conversations to make that connection
- Connections to internships – applicant will work with United Way of SWVA through IGNITE program to establish internship opportunities.
- Sustainability is dependent on future fundraising.

## Staff Recommendations:

DHCD staff recommends this project for approval.

Requirements	
\$2:1 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 Application

### Experiential Learning in Tech Employment (ELITE) Internship Program

**Region:** 2

**Participating Localities:** Montgomery County and the City of Roanoke

**Investment Strategy:** Workforce Development

**Type of Project:** Implementation

**Applicant(s):** Roanoke-Blacksburg Technology Council (RBTC)

**Project Goal(s):** To provide internship opportunities to for students earning a software developer degree at a regional 4-year university and connect them with small-based technology companies that do not have the expertise or capacity to manage an internship program.

**Project Description:** RBTC in partnership with NextUp Solutions and other potential professional internship organizations (PIOs) will develop an experiential internship program to connect 57 interns with regional businesses in the technology industry. This efforts will help college students gain valuable professional experience in a highly sought after internship program and provide small employers and startups with a centralized internship program provided by a PIO that provides expert mentors and oversight to interns, and handle the administration responsibilities of hosting an intern to the employer. Go Virginia funds will be used for contract services and salaries and administration for project oversight provided by RBTC.

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 290,000</b>
<b>Matching Funds</b>	<b>\$ 162,000</b>
Local Match	\$ 0
<b>Total Project Budget</b>	<b>\$ 452,000</b>

#### Outcomes:

- 57 internships completed over two years
- Guide for Professionally Managed Talent Development Experiences

## Experiential Learning in Tech Employment (ELITE) Internship Program

### Workgroup Discussion:

Workgroup feedback included:

- Great opportunity to help undergraduates gain valuable work experience and small scale companies to host interns without having to bear the oversight and administration burden.
- Aligns with the previously funded Destination for Talent Development.
- Negative ROI in 3 years but positive in 5 years.
- Outcome will include a toolkit to share with other RBTC member companies as a best practice to manage a professional internship program.

### Staff Recommendations:

DHCD 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 Application

### Hampton Roads Workforce Council Talent Pipeline Implementation Project

**Region:** 5

**Participating Localities:** Counties of Isle of Wight, James City, Southampton, York; and the Cities of Chesapeake, Franklin, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach, Williamsburg

**Investment Strategy:** Workforce Development

**Type of Project:** Per Capita Implementation

**Applicant(s):** Hampton Roads Workforce Council (HRWC)

**Project Goal(s):** To generate a targeted talent pipeline for the maritime industry in Hampton Roads

**Project Description:** Hampton Roads Workforce Council is leading a comprehensive, data-driven approach to building a target talent pipeline for the maritime industry in the Hampton Roads region. HRWC's approach includes the following elements: extensive employer engagement, aligning higher education curriculum and mandatory job requirements, on the job and incumbent worker training, regional apprenticeships, military/veteran outreach, college student engagement and graduate retention, talent portal development, soft skills development, a workforce development alliance among local community colleges and out of market talent recruitment. GO Virginia funds will be used for personnel including three full time positions, fringe, supplies, travel, and indirect costs.

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 663,696</b>
<b>Matching Funds</b>	<b>\$ 332,000</b>
Local Match	\$ 0
Additional Leverage	\$ 0
<b>Total Project Budget</b>	<b>\$ 995,696</b>

#### Outcomes:

- 3,300 full time jobs created in Maritime Industry in 3 years
- 15% increase in On-the-Job OJT Training for Maritime positions
- 15% increase in Incumbent Worker Training (IWT) for Maritime positions
- New training program for 3 maritime employers and 1 new training provider
- Apprenticeships 757 Inventory

## Hampton Roads Workforce Council Talent Pipeline Implementation Project

- Maritime Training Inventory
- 2 Maritime Employer Collaboratives formed

### Workgroup Discussion

- Very comprehensive approach that addresses multiple collaborative plan recommendations and strategies
- Direct follow-up project to previously funded ECB and recommendations from Talent Alignment Strategy Study
- Project has broad support across the region
- Positive 3 year ROI (2,746.06%)

### Staff Recommendations

DHCD staff recommends this project for approval.

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

## Per Capita Application

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### Virginia Autonomy Workforce & Economic Development Program

**Region:** 5

**Participating Localities:** Counties of Accomack, Isle of Wight, Northampton, York; and the Cities of Hampton, Newport News, Norfolk, Poquoson, Virginia Beach, and Williamsburg

**Investment Strategy:** Workforce Development

**Type of Project:** Implementation

**Applicant(s):** Autonomy Research Institute for Societal Enhancement (ARISE)

**Project Goal(s):** To conduct research, education, training, workforce development, and economic development in Air-Sea-Land Unmanned Systems and Autonomous Traffic Management (UTM), including Urban/Advanced Air Mobility (UAM/AAM) and related Artificial Intelligence/Machine Learning (AI/ML) principles. The project will also to provide technological advisory service and legal insights to policy makers, industry, and the public on matters relating to Autonomy and Smart City Mobility.

**Project Description:** ARISE's mission is to secure federal research funding for its academic members, advise and educate to help localities successfully manage these changes for the benefit of the community it affects and help attract and retain a well-educated tech-savvy young workforce and entrepreneurs. ARISE is proposing a Virginia's Autonomous Workforce and Economic Development Program (VADP) to address the critical need to train and recruit a highly educated workforce to support this growing industry. VADP is a collaborative partnership between educational institutions, localities, government agencies, industry, and non-profits.

ARISE and its proposed VADP will be based at the Unmanned Systems and Technology Center (USRTC) at Fort Monroe, which was set up in late 2019. During 2021/22 an expansion into a larger 11,000 square feet facility is planned as part of USRTC Phase 2 to start creating a regional UTM center with additional Autonomy Research labs and a visitor's center to educate the public about Autonomy applications and career paths.

ARISE will 1) advise with policy-making, 2) host programs to ensure the safe and feasible integration of new on-demand autonomous mobility and delivery services by private industry, 3) assist First Responders establish and integrate programs 4) develop a UTM licensing platform for Hampton Roads providing a direct ROI to participating localities 5) retain and recruit high-tech and advanced manufacturing companies 6) establish Hampton Roads as a Technology Hub and Center of Excellence for Autonomous Unmanned Systems creating many new higher paying jobs and attracting or retaining technology entrepreneurs.

## Virginia Autonomy Workforce & Economic Development Program

### Budget:

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 1,500,000</b>
<b>Matching Funds</b>	<b>\$ 1,550,360</b>
Local Match	\$ 393,000
<b>Additional Leverage</b>	<b>\$ 2,800,259</b>
<b>Total Project Budget</b>	<b>\$ 5,850,619</b>

### Outcomes:

- Development of multi-track and multi-domain curriculum
- Establishment of AI, Robotics, and Unmanned Traffic Labs
- Creation of 500 direct new jobs
- Creation of 1,750 indirect new jobs

### Workgroup Discussion:

The workgroup thought it is a good concept with great importance to the region, especially the maritime aspect of the project.

- Are the research faculty at HU, ODU, and W&M existing or new positions?
- Aerial development in an area where airspace is very limited due to military/FAA.
- The application is heavy on research, not on industry engagement or entrepreneurship. It is a very ambitious project, especially for new organization.
- Questionable sustainability – future ask for \$650,000 for years 3-4 of project.
- No mention of any connection to the unmanned systems ecosystem in the Commonwealth (CIT, VT, etc.)

### Staff Recommendations:

Based on the workgroup discussion and application review, staff recommends this request not be approved. The applicant should consider a planning grant to validate market demand, connect to existing efforts and resources, and to develop a sustainability model.

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

## Per Capita Application

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### Germanna Community College Tech Talent Pipeline

**Region:** 6

**Participating Localities:** Counties of Caroline, King George, Spotsylvania, Stafford and City of Fredericksburg

**Investment Strategy:** Workforce Development

**Type of Project:** Per Capita Implementation

**Applicant(s):** Germanna Community College Foundation

**Project Goal(s):** To provide a continuous supply of qualified individuals entering engineering, information technology, computer science, and cyber related professions in the Fredericksburg region.

**Project Description:** Germanna Community College Foundation is developing tech talent career pathways for over 200 middle and high school students and adults seeking engineering, computer science and cyber related occupations. The initiative is two-pronged, creating a new Engineering Technology-Mechatronics 2-year certificate program and a Computer Science and Cyber Pathway. Activities will include outfitting classrooms and labs with equipment, training and certifying high school teachers, developing a web portal with real-time labor market data, financial aid information, and an internship/jobs board, executing an outreach/promotions campaign and creating a Tech Talent Advisory Group consisting of local tech companies and educational professionals. The initiative includes an emphasis on outreach to middle/high school students including two summer camps, engineering, computer science and cyber clubs, and career exploration programs. The cyber component of the initiative is designed to provide beginner-level cybersecurity credentials that can be paired with next-level CISSP certification through the previously funded GO Virginia UWM Cybersecurity program. The Engineering Pathways component will complement existing GCC Bachelors programs. GO Virginia funds will be used for outreach programming, training, equipment, development of the web portal, and marketing.

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 634,938</b>
<b>Matching Funds</b>	<b>\$ 398,000</b>
Local Match	\$ 0
Additional Leverage	\$ 0
<b>Total Project Budget</b>	<b>\$ 1,032,938</b>

# Germanna Community College Tech Talent Pipeline

## Outcomes:

- 100 full time jobs in Mechatronics/Engineering, IT, Computer Science and Cyber industries
- 150 certificates or associate degrees in Mechatronics/Engineering, IT, Computer Science and Cyber industries
- 200 students enrolled
- 50 in-school programs
- 300 in-school program participants
- 100 summer camp participants
- 20 teachers certified
- Web Portal created
- Tech Talent Advisory Council created

## Workgroup Discussion

- Aligns well with Region 6’s G&D Plan Targeted Sectors and Strategies
- Strong private sector involvement and demonstrated business demand
- Negative 3 year ROI (-51.99%)
- Positive 5 year ROI (338%)
- Program will be sustained by student tuition and summer camp fees

## Staff Recommendations

DHCD 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	YES

## Per Capita Application

### Governor's Health Sciences Community Medi-Corps Program

**Region:** 7

**Participating Localities:** County of Arlington, City of Alexandria

**Investment Strategy:** Workforce Development

**Type of Project:** Per Capita Implementation

**Applicant(s):** George Washington University (GWU)

**Project Goal(s):** To create a sustainable pipeline for the health and life science workforce in Region 7

**Project Description:** The Governor's Health Sciences Academy (GHSA) Community Medi-Corps Program will engage and prepare students for careers in the Biomedical, Lab Sciences and Pharmaceutical industries. GWU's Virginia Science and Technology Campus in partnership with Alexandria and Arlington Public School Systems will create a mobile Immersive Learning Center that will provide state of the art technology, simulation and virtual hands-on activities combined with work-based learning to create three entry points to join the region's workforce (high school industry certification; stackable credentials with associates degree; and stackable credentials with Bachelor degrees). GO Virginia funds will be used for the purchase of a mobile learning lab, educational supplies, and indirect costs.

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 700,000</b>
<b>Matching Funds</b>	<b>\$ 1,143,000</b>
Local Match	\$ 0
<b>Additional Leverage</b>	<b>\$ 521,181</b>
<b>Total Project Budget</b>	<b>\$ 2,364,181</b>

#### Outcomes:

- 40 jobs created
- 150 internships completed
- 170 students trained (2 cohorts of 85)
- 85% credentials/certifications awarded
- Community Medi-Corps Program Task Force established
- Medi-Corps Governors STEM Health Sciences Curriculum created
- Program Analysis Report

# Governor’s Health Sciences Community Medi-Corps Program

## Workgroup Discussion

- Strong industry and academic partnerships
- Strong life sciences expertise involved
- Alignment to Life Sciences Targeted Cluster for Region 7
- GWU pledges to sustain program for at least two years after
- Mobile learning lab will be equipped to accommodate safe participation in light of COVID-19 restrictions during the school year

## Staff Recommendations

DHCD 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	YES

## Per Capita Application

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### Lonesome Pine RIFA Project Intersection

**Region:** 1

**Participating Localities:** Counties of Dickenson, Lee, Scott, Wise, and the City of Norton

**Investment Strategy:** Sites/Infrastructure

**Type of Project:** Per Capita Allocation

**Applicant(s):** LENOWISCO Planning District Commission

**Project Goal(s):** To develop and repurpose a former 188-acre mine site in Norton. The site will provide four site-ready pad locations to include associated infrastructure, site-work, access roads and amenities. The project will allow the site to be recertified from Tier II to Tier III.

**Project Description:** This project comprises the development of a new regional industrial and technology site in the coalfields of far southwestern Virginia and within GO Virginia Region I. The location will consist of four pad-ready sites with associated infrastructure, site-work, access roads, and amenities.

The current full project scope and funded budget for Project Intersection is \$9,487,400. The overall project is divided into three phases utilizing funds from the Abandoned Mined Land (AML) Pilot Program, Virginia Tobacco Region Revitalization Commission, LENOWISCO PDC, Norton Industrial Development Authority (IDA), and the Appalachian Regional Commission POWER+ grant program.

Phase I has already commenced, which includes land acquisition and preliminary site work and grading. GO Virginia funds will be used as part of Phase II and funds will be used for road construction, extension of utilities, and erosion and sediment control. Phase III will consist of site work and building pad establishment with preparation of pad site #4 into pad ready status. The final phase will also incorporate the pursuit of Tier II to Tier II certification through VEDP, with the eventual goal of obtaining Tier IV certification.

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 485,000</b>
<b>Matching Funds</b>	<b>\$ 1,417,400</b>
<b>Additional Leverage</b>	<b>\$ 7,450,000</b>
<b>Total Project Budget</b>	<b>\$ 9,352,400</b>

## Lonesome Pine RIFA Project Intersection

### Outcomes:

- Creation of four pad-ready industrial building sites
- Creation of 300 new jobs over three years; 500 over five years

### Workgroup Discussion:

There was consensus that this project is a good follow up to the prior GOVA project that set up the Lonesome Pine RIFA. Workgroup feedback included:

- The site scored high on suitability on all targeted sectors in Region 1.
- This will be the first new site to come online in SWVA in some time.

### Staff Recommendations:

DHCD staff recommends approval of this project.

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 Application

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### Amherst LYH Site Readiness

**Region:** 2

**Participating Localities:** Counties of Amherst, Appomattox, Bedford, and Campbell; the City of Lynchburg; and the Town of Amherst.

**Investment Strategy:** Sites/Infrastructure

**Type of Project:** Implementation

**Applicant(s):** Lynchburg Regional Business Alliance (LRBA)

**Project Goal(s):** To advance a portfolio of 6 existing commercial/industrial sites along the site readiness scale to at least Tier 3 on the Virginia Business Readiness Scale (VBRSP).

**Project Description:** This is a follow up request from the \$81,300 Go Virginia due diligence study that conducted site readiness for 12 publicly owned industrial sites. Of the 12 sites ranked, LRBA and its membership localities chose to advance 6 of these sites. This current phase of the project will allow LBRA to continue through the site improvement phase with the 6 prioritized sites, of which GO Virginia is being asked to fund 2 of these sites; one in Amherst County and one in the Town of Amherst. The consultant team will complete due diligence and grading to advance 151 acres to Tier 4 and 76 acres to Tier 5. Go Virginia funds will pay for the consultant to complete the due diligence studies and surveys.

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 366,572</b>
<b>Matching Funds</b>	<b>\$ 176,900</b>
Local Match	\$ 176,900
<b>Total Project Budget</b>	<b>\$ 543,472</b>

#### Outcomes:

- 151 acres moved along VBRSP's Tier 4 scale
- 76 acres moved along VBRSP's Tier 5 scale

## Amherst LYH Site Readiness

### Workgroup Discussion:

There was consensus all the localities within the Lynchburg region have been closely engaged in the process of identifying and prioritizing the most impactful sites. Workgroup feedback included:

- The Regional Economic Development (RED) Team consisting of local economic developers has been working in close collaboration for the last 3 years to identify, characterize, and advanced regionally significant sites
- Increasing regionally significant pad-ready sites is a priority identified in Region 2's Growth & Diversification Plan
- Both sites are publicly owned
- ROI is expected to positive within 5 years

### Staff Recommendations:

DHCD 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 Application

### Hampton Roads Economic Development Sites Readiness Program

**Region:** 5

**Participating Localities:** Isle of Wight County and the Cities of Newport News and Virginia Beach  
**Investment Strategy:** Sites/Infrastructure

**Type of Project:** Implementation

**Applicant(s):** Hampton Roads Planning District Commission (HRPDC)

**Project Goal(s):** To advance a portfolio for three existing sites along the site readiness scale to a Tier 4 Virginia Business Ready Scale (VBRSP).

**Project Description:** HRPDC will advance three sites (currently at Tier 2 status), totaling 495 acres to Tier 4 by completing the due diligence work. Through an earlier site characterization effort undertaken by HRPDC and the statewide site characterization study completed by the Virginia Economic Development Partnership (VEDP), and with input from local governments, HRPDC has identified 3 sites located in Isle of Wight, Newport News, and Virginia Beach with the greatest chance of being successful shovel-ready sites. Go Virginia funds will be used for consultant services to complete the site due diligence and for project oversight by HRPDC.

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 1,122,240</b>
<b>Matching Funds</b>	<b>\$ 8,056,960</b>
Local Match	\$ 8,056,960
<b>Total Project Budget</b>	<b>\$ 9,179,200</b>

#### Outcomes:

- Advance 495 acres to VBRSP's Tier 4 scale.
- Would like to include something about marketing efforts i.e. number of prospects (active company visits)

# Hampton Roads Economic Development Sites Readiness Program

## Workgroup Discussion:

Workgroup feedback included:

- Hampton Roads Region has been working collaboratively with VEDP and its localities for the last several years to prioritize what regional sites have the best chance to become pad ready.
- Process started several years back with Hampton Roads site characterization work. This work has allowed the region to prioritize what sites have the best chance to advance to a Tier 4, along VEDP’s site readiness scale.
- ROI is positive within three years.
- Great involvement with local governments and regional/state stakeholders, including VEDP and the Port of Virginia.
- All three sites being advanced are publicly owned.

## Staff Recommendations:

DHCD staff recommends this application for approval.

Requirements	
\$2:1 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	YES

## Per Capita Application

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### Northern Virginia Biosciences Center

**Region:** 7

**Participating Localities:** Counties of Fairfax, Loudoun, Prince William and City of Manassas

**Investment Strategy:** Sites/Infrastructure

**Type of Project:** Per Capita Implementation

**Applicant(s):** Prince William County Economic Development

**Project Goal(s):** To develop a 30,000 square feet Level 2 wet laboratory.

**Project Description:** Prince William County is requesting support in the development of a 30,000 state of the art wet lab facility space to provide step-up spaces to existing life sciences companies that are outgrowing the Prince William County Life Sciences Accelerator and to attract new life sciences companies to the region. Prince William is working with a private developer, Holladay Properties, who will acquire property and construct the building. GO Virginia funds will be used for equipment to outfit the wet lab center. Prince William will enter into a performance agreement with DHCD to assure the property is constructed, marketed and remains in use as a Level 2 wet lab. The equipment will convey to the property owner at the end of the performance period. If performance is not met, Prince William will repay the grant according to a defined schedule.

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 500,000</b>
<b>Matching Funds</b>	<b>\$ 755,000</b>
Local Match	\$ 755,000
<b>Additional Leverage</b>	<b>\$13,778,823</b>
<b>Total Project Budget</b>	<b>\$15,033,823</b>

#### Outcomes:

- 40 jobs retained
- 60 jobs created
- Construction of 30,000 sq. ft. Class A BSL 2 research facility building
- Number of firms attracted
- Number of firms retained
- \$ invested by new/expanding life sciences companies

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

### Workgroup Discussion

- Addresses need for step-up spaces and R&D wet lab spaces
- Willing and capable private developer
- Committed leases from several existing bio sciences companies
- Sustaining wet lab facility with tenant leasing and fees

### Staff Recommendations

DHCD is recommending approval contingent upon Prince William's Board of Supervisors agreeing to terms of a performance agreement.

# Statewide ERR Application

# Statewide Competitive Application

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## Virginia SBDC Cash Match CY2020-2021

**Lead Region:** 7

**Partnering Regions:** 1,3,6,8, 9

### **Participating Localities:**

- (1) Blue Ridge Crossroads Economic Development Authority (LoS) (Leverage – In Kind) R1
- (2) Bedford County (LoS) R2
- (3) Campbell County (LoS) R2
- (4) City of Charlottesville Office of Economic Development (LoS) R9
- (5) Caroline County Department of Economic Development (LoS) R6
- (6) Fauquier County (LoS) R9
- (7) City of Fredericksburg (LoS) R6
- (8) Front Royal County Economic Development Authority (LoS) R8
- (9) Greene County (LoS) R9
- (10) City of Harrisonburg (LoS) R8
- (11) Isle of Wight (LoS) R6
- (12) Loudon County (LoS) R7
- (13) Louisa County (LoS) R9
- (14) Northern Neck Planning District Commission (LoS) R6
- (15) Lynchburg Economic Development Authority (LoS) R2
- (16) Nelson County (LoS) R9
- (17) Orange County (LoS) R9
- (18) Prince William County (LoS) R7
- (19) Rockbridge County (LoS) R8
- (20) Shenandoah County (LoS) R8
- (21) Spotsylvania County (LoS) R7
- (22) Stafford County (LoS) R7
- (23) Tazewell County IDA (LoS) R1
- (24) Virginia Coalfield Economic Development Authority (LoS) R1
- (25) Virginia’s Growth Alliance (LoS) R3
- (26) City of Waynesboro (LoS) R8
- (27) City of Williamsburg (LoS) R5
- (28) Wythe County IDA (LoS) R1

**Strategy:** Workforce Development

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

**Applicant(s):** George Mason – Virginia Small Business Development Center

## Virginia SBDC Cash Match CY2020-2021

**Project Goal(s):** This GO Virginia Statewide ERR application is a request to provide up to \$1,00,000 to ensure the Virginia SBDC Network can satisfy the required 50% cash match in order to access the full amount of SBA funding available (\$3,240,470) to Virginia and expand SBDC services for small businesses.

**Project Description:** Since the COVID-19 outbreak the Virginia Small Business Development Center (SBDC) Network has been working around the clock to facilitate small businesses in Virginia securing federal financial assistance. Some SBDC offices are now in jeopardy if local cash match sources are diminished, which would reduce Virginia's access to recovery resources from the federal government.

This GO Virginia Statewide ERR application is a request to provide \$1,000,000 for two purposes:

- to ensure the Virginia SBDC Network can satisfy the required 50% cash match in order to access the full amount of SBA funding, and
- to incentivize and acknowledge local financial investment in the SBDC. Local SBDCs that secure cash match above the minimum required, will receive supplemental funds to support expanded services.

GO Virginia funds will first be provided to SBDC offices to replace cash match if economic conditions cause local cash match amounts to fall below the required minimum for FY2021 or FY2022. Appropriate justification will be required and considered by the Virginia SBDC State Director and Region 7 Council in order to allocate GO Virginia funds for this purpose.

After cash match requirements have been satisfied, the remainder of the GO Virginia funds will be used to provide funding to support additional SBDC services. The funds will be allocated to each SBDC based on the level of local cash secured above the minimum 50% required. This will incentivize SBDCs to identify and secure cash match over 50% and will recognize local investment from host organizations and local governments. Three tiers will be considered in order to determine the allocation of GO Virginia funds. Amounts per tier will be based on the number of centers per tier and will increase incrementally from Tier 1 to Tier 2 and Tier 3.

- Tier 1 – cash match equals 51-100% of SBA funds
- Tier 2 – cash match equals 101-150% of SBA funds
- Tier 3 – cash match equals 151%+ of SBA funds

### Project Budget:

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 1,000,000</b>
<b>Matching Funds</b>	<b>\$ 600,000</b>
Local Match	\$ 600,000
<b>Total Project Budget</b>	<b>\$ 1,600,000</b>

Additional Leverage of \$1,527,759

## Virginia SBDC Cash Match CY2020-2021

### Outcomes<sup>1</sup>:

4,000 business served	5,400 individuals receiving training
2,258 jobs retained	260 new business starts
1,600 jobs created	\$56,130,000 in new capital investment

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

### Workgroup Discussion:

- Strong statewide support from a variety of stakeholders (local governments, economic development organizations, etc.).
- SBDC provides a critical service to small businesses statewide and has proven itself as a capable partner and supporter of other statewide recovery efforts.
- SBDC is able to report on the percentage of firms they serve in each GOVA region's targeted sectors.
- Concern that this award would create a disincentive for current cash match providers.

**Staff Recommendations:** DHCD staff recommendation is to approve this application. Details regarding process and procedures for distributing funds for both elements of this proposal will be finalized during final contract negotiations.

<sup>1</sup> One-year outcomes based on past performance. Source: Virginia SBDC State Profile 2015-2019

<sup>2</sup> Applicant has provided a chart detailing the percentage of served SBDC clients in priority traded sectors for each region. It ranges from 29%-100%.

<sup>3</sup> The ERR program allows flexibility to support non-traded sector businesses.

# Regional ERR Applications

# Regional Economic Resilience and Recovery Application

## New River Valley Covid-19 Business Continuity Team

**Region:** 2

**Participating Localities:** Counties of Floyd, Giles, Montgomery, Pulaski; and the City of Radford.

**Investment Strategy:** Cluster Scale Up

**Type of Project:** Implementation

**Applicant(s):** New River Valley Regional Commission (NRVRC)

**Project Goal(s):** To provide employers impacted by COVID-19 with 24/7 technical assistance from the Business Continuity Team (BCT) related to public relations and messaging, facility cleaning, and certification of best practices and coordination of on-site testing.

**Project Description:** This is a follow up request from the \$100,000 Go Virginia Economic Resilience and Recovery (ERR) Fast-Access funds NRVRC was recently awarded to conduct a 6-month startup-phase. The BCT services will be marketed by the program manager to existing employers the Chamber of Commerce, Onward NRV, and other regional partners, working with the BCT Public Health Director, who will coordinate with impacted businesses and the New River Health District. The BCT Public Health Director and the Health District will 1) complete an on-site assessment, 2) prepare a continuity plan for the business, and 3) have the businesses implement the continuity plan. A tailored response for each impacted businesses will be developed, allowing each business the ability to utilize resources available for site cleaning, website support, human resources, and legal assistance. Go Virginia funds will be used for BCT staffing and professional services being provided to impacted businesses.

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 250,000</b>
<b>Matching Funds</b>	<b>\$ 125,000</b>
Local Match	\$ 125,000
<b>Additional Leverage</b>	<b>\$ 450,000</b>
<b>Total Project Budget</b>	<b>\$ 825,000</b>

### Outcomes:

- 250 firms receiving marketing information of the BCT availability
- 75 firms utilizing the BCT services
- 25 firms receiving the certification – indicating continuity plan was executed
- 300 jobs retained as a result of the BCT services offered

## New River Valley Covid-19 Business Continuity Team

### Workgroup Discussion:

Workgroup feedback included:

- Strong local support providing match through local CARES Act funding.
- A great resource to help add capacity for businesses impacted by COVID to help retain jobs.
- GO Virginia funds will be deployed towards businesses in Region 2's targeted industries.
- Additional leverage of CDBG and U.S. EDA funds will help assist businesses outside the targeted industries.

### Staff Recommendations:

DHCD staff recommends approval of this project.

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

## Memorandum

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**TO:** GO Virginia Board Members

**FROM:** DHCD Staff

**RE:** GO Virginia Funded Projects - Update

**DATE:** 9/22/2020

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 September 5, 2020. This represents 125 projects with a total funded amount of \$38,247,005.

## Memorandum

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**TO:** GO Virginia Board Members

**FROM:** DHCD Staff

**RE:** GO Virginia Grant Oversight Process Review

**DATE:** 9/22/2020

The purpose of the memo and accompanying presentation is to share and receive board feedback on DHCD's processes and procedures for GO Virginia grant oversight and monitoring. Our grant performance oversight process includes the five elements described below.

- 1) Application - committed outcomes/deliverables
- 2) Contracts – obligations, performance period, and interim remedies for parties
- 3) Quarterly Reporting – interim progress reports
- 4) Regional Council - oversight and grant administration role
- 5) Project Closeout Procedures – fiscal closeout and performance validation

# Administratively Approved Enhanced Capacity Building Applications

## Administratively Approved Enhanced Capacity Building Projects

### Middle Mile Expansion for Economic Growth

**Region:** 3

**Participating Localities:** Buckingham, Cumberland, Lunenburg, Mecklenburg, Nottoway, Prince Edward (Region 3), Dinwiddie, Sussex (Region 4), Albemarle, Charlottesville, Louisa, Madison, Orange, Culpeper (Region 9)

**Strategy:** Broadband Infrastructure Planning

**Type of Project:** Enhanced Capacity Building

**Applicant(s):** Mid-Atlantic Broadband Communities Corporation (MBC)

**Project Goal(s):** To drive collaborative, cross-regional economic development .

**Project Description:** MBC proposes to engineer and design 206 miles of new middle-mile open-access fiber infrastructure that will span three GO Virginia Regions (3,4,9) in partnership with private sector partners (COX Business and Central VA Electric Coop). Project activities include planning and design/engineering of 432+ strand fiber cable routes, building new points of presence facilities in key areas.

#### **Project Budget:**

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 100,000</b>
<b>Matching Funds</b>	<b>\$ 904,000</b>
Local Match	\$
<b>Additional Leverage</b>	<b>\$</b>
<b>Total Project Budget</b>	<b>\$ 1,004,000</b>

#### **Outcomes:**

- Engineering and design of 206 miles of new middle-mile open-access fiber infrastructure

## Greater Williamsburg Target Industry Sector Analysis

**Region:** 5

**Participating Localities:** Counties of James City and York; and the City of Williamsburg

**Investment Strategy:** Cluster Scale-Up

**Type of Project:** Enhanced Capacity Building

**Applicant(s):** Greater Williamsburg Partnership

**Project Goal(s):** To perform an industry sector analysis to help diversify the Greater Williamsburg economy beyond a tourism-based economy.

**Project Description:** The Greater Williamsburg area seeks to update their industry cluster analysis last completed in 2016. As a region that heavily relies on the hospitality and tourism industry, the region has been hit hard by the COVID-19 epidemic with double-digit unemployment levels. Updating the industry cluster analysis will allow the region to develop an implementable business development strategy and marketing plan. GO Virginia funds will be used to pay a consultant to update their industry sector analysis.

### **Project Budget:**

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 36,375</b>
<b>Matching Funds</b>	<b>\$ 18,244</b>
Local Match	\$ 0
<b>Total Project Budget</b>	<b>\$ 54,619</b>

### **Outcomes:**

- Greater Williamsburg Target Industry Cluster Analysis Report

## Creating a Roadmap for Reskilling Displaced Leisure, Hospitality, and Gig Economy Workers for Technology Employment in a Post Covid-19 Economy

**Region:** 7

**Participating Localities:** Arlington, Fairfax County (Economic Development Authorities)

**Strategy:** Workforce Development

**Type of Project:** Enhanced Capacity Building

**Applicant(s):** George Mason University

**Project Goal(s):** Identify where the technology jobs are now, which technology employers are currently hiring, what skills are needed to fill the open opportunities, and connect these opportunities to support the retraining of degree qualified workers in the leisure, hospitality, and gig economy who have been disproportionately impacted by COVID-19.

**Project Description:** GMU will (1) undertake a comprehensive review of the skills of targeted displaced workers, (2) undertake a comprehensive review of the required upskilling required for employment in technology and healthcare companies, breaking down the analysis into three categories of companies, (i) government contractors and commercial businesses providing technology solutions and consulting services, (ii) technology product-based businesses and (iii) non technology businesses that need some employees to have technology skills, (3) review gathered data to identify overlapping areas of opportunity and (4) develop a roadmap for one or more training programs to address the identified skills gaps. GO Virginia funds will be used for personnel to execute the deliverables. Arlington and Fairfax Counties' Economic Development Staff will be involved in the project by helping to identify companies who can participate in the research effort and will be supporting the dissemination of the finished product to regional stakeholders.

### **Project Budget:**

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 90,000</b>
<b>Matching Funds</b>	<b>\$ 68,100</b>
Local Match	
<b>Total Project Budget</b>	<b>\$ 158,100</b>

### **Products/Outcomes:**

- Skills Gaps Analysis
- Roadmap for one or more training programs to address the identified skills gaps

# Administratively Approved Economic Resilience and Recovery – Fast Access Applications

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

### Perseverance

**Region:** 1

**Participating Localities:** Counties of Bland, Carroll, Grayson, Smyth, and Wythe; and the City of Galax

**Strategy:** Cluster Scale-Up

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

**Applicant(s):** Virginia’s Industrial Advancement Alliance (VIAA)

**Project Goal(s):** To augment VIAA’s business retention and expansion efforts by providing capital resources for services to companies to address the negative impacts of COVID-19 on Region 1’s manufacturing sector. VIAA would provide vital business /operation and evaluation/diagnostic services to assist key sectors companies in recovery, transition, and process improvement.

**Project Description:** VIAA will be targeting 60-70 manufacturing companies with the goal to evaluate and provide support to 15-20 companies most in need or most at risk. This will help expedite the recovery time and mitigate future spread, increasing productivity through process improvement and possible expansion of market opportunity. By providing highly experienced consultants to evaluate and diagnose issues within the operation and how to respond to new health and safety standards, this effort will prepare these companies to persevere during the recovery process and become more operationally sound. GO Virginia funds will used for contract services to provide the evaluation and diagnostic services to manufacturing employers.

### **Project Budget:**

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 100,000</b>
<b>Matching Funds</b>	<b>\$ 52,500</b>
Local Match	\$ 0
<b>Total Project Budget</b>	<b>\$ 158,600</b>

### **Outcomes:**

- Evaluate and provide support to 15-20 manufacturing companies

## Farmer Pipeline: Maintaining the Supply Chain by Growing Farmers

**Region:** 1

**Participating Localities:** Lee and Buchanan Counties

**Strategy:** Cluster Scale Up

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

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

**Project Goal(s):** The goal of this project is to support small farmers impacted by the Coronavirus by introducing a platform to facilitate wholesale logistics at the Appalachian Harvest Food Hub, launch a training platform, introduce farmer efficiency technology to streamline production processes, deploy an online marketplace to serve institutional buyers and direct-to-consumer sales and project management software.

**Project Description:** This is a 12-month project with match being provided by the applicant from various non-state revenue sources. This project will expand ASD's reach in providing agricultural health and sanitation best practices and allow participants to continue operating, thus keeping people employed and productive. It will also expand mission-critical training programs to facilitate job/training program placement in partnership with existing farmers and market needs. Technical assistance will be provided to recruit, retain, and support impacted employees in local agriculture.

### **Project Budget:**

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 99,996</b>
<b>Matching Funds</b>	<b>\$ 51,076</b>
Local Match	\$
<b>Total Project Budget</b>	<b>\$ 151,072</b>

### **Outcomes:**

30 farmers trained on the sales platform

60 job seekers and aspiring gardeners recruited

60 existing farmers enrolled in required certifications

80 farmers upskilled in digital agricultural trade tools

## **757 RECOVERY AND RESILIENCE ACTION FRAMEWORK**

**Region:** 5

**Participating Localities:** Cities of Chesapeake, Franklin, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk and Virginia Beach, and the Counties of Isle of Wight and Southampton

**Strategy:** Cluster Scale-Up

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

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

**Project Goal(s):** To develop and launch the 757Recovery Website and Business Forum to accelerate the region’s full recovery from the COVID-19 crisis in a way that makes the region stronger and more resilient.

**Project Description:** The 757 Recovery & Resilience Action Framework is a dynamic, innovative planning approach. It is a shared perspective and network of business leaders who are united around a set of shared goals, approach, and accountability measures for the region. It is a dynamic planning and implementation framework that, once launched, will remain active throughout the entire recovery period, aligning with all phases of a crisis like COVID-19. It is not a one-time plan or planning event, but rather a data-driven planning and implementation journey that runs through the post-recovery/new growth period.

The 757 Recovery & Resilience Action Framework will charge ten newly formed committees with three iterative tasks: 1) formulate and share information that helps restore full business operations; 2) identify the future challenges and opportunities for their respective industries; and 3) create a concise plan that will help accelerate the region’s long-term rebound.

All committee work, related minutes and reports, ongoing discussions, sharing, and outputs will be supported by 757recovery.com’s comprehensive array of on-line features and resources. This base camp will be set up in a way where each committee will become its own self-sustaining virtual community, one that will evolve and support each phase of the 757 Recovery & Resilience Action Framework.

### **Project Budget:**

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 100,000</b>
<b>Matching Funds</b>	<b>\$ 100,000</b>
Local Match	\$ 0
<b>Total Project Budget</b>	<b>\$ 200,000</b>

### **Outcomes:**

- Creation of Resilience and Recovery Action Plans
- Creation of a website to support the work of the committees across all phases of the Action Framework

## WESTMORELAND WORKFORCE TRAINING CENTER EXTENSION

**Region:** 6

**Participating Localities:** Westmoreland County, Northumberland County

**Strategy:** Workforce Development

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

**Applicant(s):** Westmoreland County

**Project Goal(s):** To provide funding to the WWTC to allow the center to resume operations in the fall or it will not be able to remain open and training a critical workforce in the region.

**Project Description:** Conducted under the auspices of Rappahannock Community College Workforce Development (RCC-WD), welding training for adults is being conducted at the Westmoreland Workforce Training Center both day and evening until the onset of the pandemic in March 2020. Many of the classes were full to capacity with 12 welding students, and supplied a trained welding workforce to various industries around the Northern Neck, Middle Peninsula and Fredericksburg areas.

As a result of the pandemic, RCC-WD was required to cease offering in-person training until practices and policies could be put in place to protect the health of participants and instructors during training. This caused all sources of income to pay for the rent/lease of the building for the upcoming year to cease. RCC-WD has developed the safety protocols necessary to operate during this time and is resuming training for the paused cohorts in June. For new classes, RCC is preparing to offer training to begin in September. This project proposes to support the rent/monthly expense costs of the facility over the next year as training is recommenced, and increased to levels prior to the pandemic.

### **Project Budget:**

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 36,000</b>
<b>Matching Funds</b>	<b>\$ 18,000</b>
Local Match	\$ 18,000
<b>Total Project Budget</b>	<b>\$ 54,000</b>

### **Outcomes:**

- 30 welders and 15 machinists trained
- 15 welders and 5 machinists hired over the next year

## TeleHealth Needs Assessment

**Region:** 6

**Participating Localities:** County of King and Queen and the Town of West Point.

**Strategy:** Cluster Scale-Up

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

**Applicant(s):** King and Queen County

**Project Goal(s):** To complete a telehealth assessment on the potential of including a telehealth wing in the proposed King and Queen Telework Business Incubator Center that is being built.

**Project Description:** The study would establish a business plan for King and Queen County telehealth center/services, propose a long-term financial model/plan, determine how the center would fit into the proposed Telework-Business incubator center, and examine additional locations within King and Queen County that could potentially host a telehealth location until the Telework Incubator Center finishes construction to accelerate the timeframe in assisting businesses with their COVID-19 recovery. This effort will allow companies to be able to quickly test their employees and have them return to work quickly. GO Virginia funds will be used for contract services to complete the feasibility study.

### **Project Budget:**

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 50,000</b>
<b>Matching Funds</b>	<b>\$ 25,000</b>
Local Match	\$ 0
<b>Total Project Budget</b>	<b>\$ 75,000</b>

### **Outcomes:**

- King and Queen Telehealth Feasibility Study

## Pivoting Technology Businesses for the Post COVID-19 Economy

**Region:** 7

**Participating Localities:** Arlington County, Fairfax

**Strategy:** Cluster Scale Up

**Type of Project:** ERR- Fast Access

**Applicant(s):** GMU, Marymount University

**Project Goal(s):** To pivot existing businesses models to adapt to new customer demands and market opportunities and support growth in emerging tech companies

**Project Description:** Building off a successful pilot program at the Tandem Product Academy by Amplifier Advisors, GMU is proposing to provide experienced insight and assistance, and hands on instruction, to allow the senior leadership of existing technology businesses to revamp and hone their business operations to grow in the post COVID 19 economy. The project includes a 20 company cohort to last four months, regular access to mentors, and each company completing business pivot plans at the end. GMU will complete a program outcomes report and make recommendations for sustaining a program moving forward.

### **Project Budget:**

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 100,000</b>
<b>Matching Funds</b>	<b>\$ 55,250</b>
Local Match	\$
<b>Total Project Budget</b>	<b>\$ 155,250</b>

### **Outcomes:**

- 20 companies completing program
- Outcomes report

## Reopening SAW (Staunton, Augusta, Waynesboro)

**Region:** 8

**Participating Localities:** County of Augusta, Cities of Staunton and Waynesboro

**Strategy:** Cluster Scale-Up

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

**Applicant(s):** Augusta County/Greater Augusta Regional Tourism

**Project Goal(s):** To help the region’s small businesses recover revenue lost due the economic effects of COVID-19 and provide assurance to locals and visitors that SAW is a safe and welcoming location.

**Project Description:** The SAW tourism offices are combining forces to implement a three-phased outreach approach that first targets locals and then visitors. Phase 1 will encourage residents to "Be a Tourist in Your Own Town," rediscover the region, and support small business while staying local. Phase 2 will focus on what travel looks like in a post COVID-19 world, ensuring visitors and residents that the Shenandoah Valley is a safe place to enjoy and that precautions and safety measures have been established. Phase 3 will announce that the SAW region is open and welcomes visitors to return, focusing on outreach to the region’s target markets. This phase will market affordable trip ideas to families and couples to get away and enjoy our region’s many amenities. GO Virginia funds will be used to create a regional website landing page (to grow into a micro-site) and social media channels, produce educational and engagement videos, and design and launch a virtual passport program/visitor guide to reconnect customers with the business community.

### **Project Budget:**

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 50,000</b>
<b>Matching Funds</b>	<b>\$ 25,000</b>
Local Match	\$ 0
<b>Total Project Budget</b>	<b>\$ 75,000</b>

### **Outcomes:**

- Regional website landing page that promotes regional businesses
- Business promotion educational video series
- Virtual Passport Program/Visitor Guide

## **SBDC Small Business Resiliency Teams (SBRT)**

**Region:** 8

**Participating Localities:** Counties of Augusta, Clarke, Frederick, Rockbridge Rockingham, and Shenandoah; Cities of Harrisonburg, Waynesboro and Winchester.

**Strategy:** Cluster Scale-Up

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

**Applicant(s):** Frederick County EDA

**Project Goal(s):** To help the region’s small businesses mitigate the economic impact of COVID-19 in the near term, as well as prepare them for successful longer-term outcomes. This will be done by assembling Small Business Resiliency Teams (SBRT), a consortium of service providers to work directly with participating businesses to identify the most appropriate type of assistance to address their needs in implementing the recommendations for SBRT clients.

**Project Description:** The Small Business Resiliency Team (SBRT) program is a partnership between Harrisonburg Economic Development, Frederick County Economic Development, Shenandoah Valley Small Business Development Center (SV SBDC), and Lord Fairfax Small Business Development Center (LF SBDC) focused on helping local businesses navigate the best paths to recovery, expansion, and job retention and growth. This team will enable Business Resiliency Navigators to work with the small business community and assist in the specific areas of E-commerce, Finance, and Marketing.

This program will help participating businesses stay on-track and fully focused on successful growth strategies and actions by providing existing resources and skills, as well as defined focus and technical expertise, to directly assist them. Specialized support services and technical expertise are not normally part of the SBDC approach and could include accountants, bookkeepers, cybersecurity experts, website developers, e-commerce specialists and other SBDC SMEs (e.g. attorneys).

The specific needs of the business will be determined in the assessment phase by the SBDC Advisor, and each business owner will be paired with a lead Navigator. The Navigator will coordinate a personalized action plan for the client in the areas of e-commerce, marketing, and/or finance, and will follow each business owner through the entire program to ensure consistent messages and progress. The Navigator will also connect and pay the technical experts who perform the strategic steps necessary to help participating businesses survive and thrive.

### **Project Budget:**

Type of Funds	Totals
<b>GO Virginia Request</b>	<b>\$ 81,813</b>
<b>Matching Funds</b>	<b>\$ 44,413</b>
Local Match	\$ 28,413
<b>Total Project Budget</b>	<b>\$ 148,226</b>

**Outcomes:**

- Provide consultant services in e-commerce, marketing, and finance/accounting for 95 small businesses
- Creation/retention of at least 100 jobs
- Increased revenue/growth for majority of participants

# Memorandum

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**TO:** GO Virginia Board Members  
**FROM:** DHCD Staff  
**RE:** GO Virginia Board Reappointments  
**DATE:** 9/22/2020

Secretariat of the Commonwealth

Board Appointments to the Virginia Growth and Opportunity Board

Effective 8/14/2020, Governor Ralph Northam announced the following appointments to his Administration:

**The Honorable James Dyke** of Reston, Senior Advisor, McGuire Woods Consulting

**Lucia Anna “Pia” Trigiani** of Alexandria, Attorney at Law, MercerTrigiani

**John O. “Dubby” Wynne** of Virginia Beach, Retired President/CEO, Landmark Communications, Inc.