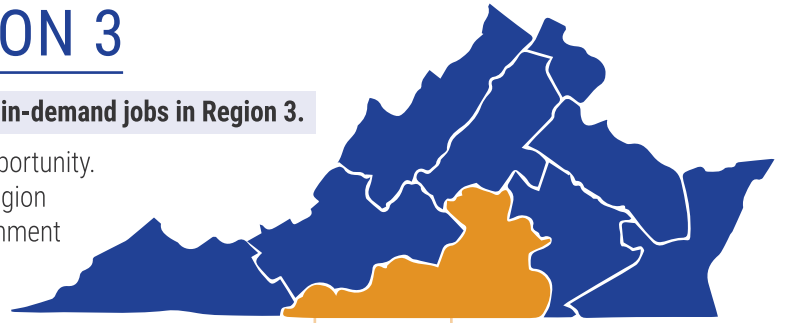


## ABOUT GO VIRGINIA REGION 3

**Goal: Jump-start economic prosperity by growing high-paying, in-demand jobs in Region 3.**

*Did you know?* The "GO" in GO Virginia stands for Growth and Opportunity. The GO Virginia initiative is managed within nine regions. Each region encourages collaboration among business, education, and government entities to enhance economic competition, private sector growth and opportunity, and alignment of workforce development programs with employers' needs.

GO Virginia is Virginia's economic development initiative with money to invest.



**GO VIRGINIA REGION 3 INCLUDES THE COUNTIES OF AMELIA, BRUNSWICK, BUCKINGHAM, CHARLOTTE, CUMBERLAND, HALIFAX, HENRY, LUNENBURG, MECKLENBURG, NOTTOWAY, PATRICK, PITTSYLVANIA, PRINCE EDWARD, AND THE CITIES OF DANVILLE AND MARTINSVILLE.**

**THE REGION 3 COUNCIL IS MADE UP OF:**

- » BUSINESS LEADERS
- » EDUCATORS
- » ELECTED OFFICIALS AND STAFF
- » ECONOMIC DEVELOPMENT PROFESSIONALS

## WHY: REGION 3 CHALLENGES

Only **one out of every four** employees in the region is currently employed in a position that creates or attracts wealth for the region, **compared to the national average of 36%.**



- The region has an **aging and shrinking population** and is losing young talent to other regions.
- Region 3 has a **5.3 percent unemployment rate**, compared to the national unemployment rate of 4.1 percent.

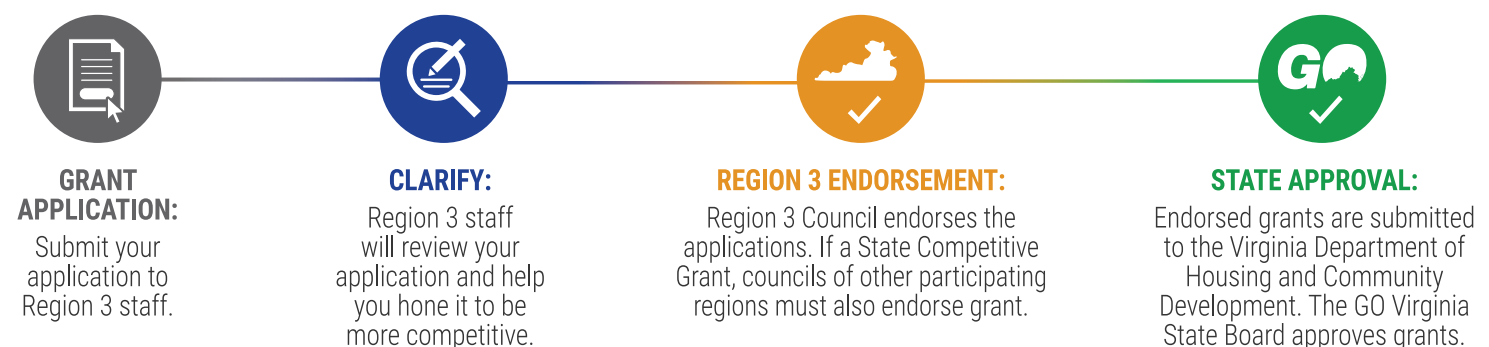
## WHAT: REGION 3 OPPORTUNITIES

Though many of our localities are doing great things to spur economic development, imagine what we can do when we combine forces-eliminating duplication of efforts and gaining strength in numbers. The council has identified these as opportunities for regional collaboration:

OPPORTUNITIES FOR COLLABORATION		GROWTH INDUSTRIES	
ENTREPRENEURSHIP / SMALL BUSINESS DEVELOPMENT	FOCUS ON PROMISING OCCUPATIONS	BUSINESS SERVICES / IT DATA CENTERS	ADVANCED MANUFACTURING AND MATERIALS
SITE DEVELOPMENT	CYBER- INFRASTRUCTURE	HIGH VALUE NATURAL RESOURCES	HEALTHCARE

**18,850 OUT COMMUTERS = SKILLED WORKFORCE LIVING IN REGION 3 THAT COULD BEGIN WORKING IN REGION 3**

## HOW: REGION 3 GRANT PROCESS





## STEP 1: BRAINSTORM IDEAS

Gather together friends, neighbors, colleagues and fellow innovators to brainstorm ideas that could generate prosperity in our region. All ideas are welcome and valued. Find and review formal application at [govirginia3.org/apply](http://govirginia3.org/apply)

## STEP 2: PRIORITIZE

Below is selection criteria to consider. Choose the best idea. The more boxes you can check, the better:

1 Does it fit within one of these four growth industries?



**Business Services / IT Data Centers**



**High Value Natural Resource Products**



**Advanced Manufacturing and Materials**



**Health Care**

2 Does it have the potential to bring high paying jobs to the region?  Yes  No

3 What is the budget for your idea?

4 What kind of return on investment would your community or the state expect to see?

5 Does our region have an already skilled workforce to fill those jobs? Is there training locally to create a skilled workforce?

## STEP 3: CHOOSE WHICH GRANT TYPE IS RIGHT FOR YOU

Choose the best idea. Selection criteria to consider. The more boxes you can check, the better:

### A Enhanced Capacity Building Grant

Meant to set you up for success in obtaining future grants. (Examples include feasibility/market studies, pre-development activities, operational structures and business strategy development.)

- » Maximum Funding : \$100,000
- » Match: At least 1:1
- » Local Match: Encouraged, not required
- » Partner Engagement: 2+ localities
- » Duration of Project: Funding commitment will cover up to a 2-year period

### B Per Capita Grant

For projects that spur collaboration between two+ localities/regions and have direct economic impact to Region 3. (Examples include workforce training programs, business accelerators, research commercialization, broadband initiatives, targeted business assistance, industrial site development, etc.)

- » Maximum Funding : TBA
- » Match: At least 1:1
- » Local Match: 20% of requested funds or \$50,000 (whichever is greater)
- » Partner Engagement: 2+ localities
- » Duration of Project: Funding commitment will cover up to a 2-year period

### C State Competitive Grant

These are the same as per capita grants but will compete with other applications at the state level.

- » Match: At least 1:1
- » Partner Engagement: 2+ regions  
(Councils of other participating regions must also endorse grant.)
- » Local Match: 20% of requested funds or \$50,000 (whichever is greater)
- » Duration of Project: Funding commitment will cover up to a 2-year period

## STEP 4: BE PREPARED TO SHOW THE FOLLOWING IN YOUR APPLICATION

### A Collaboration

### B Applicant Eligibility

### C Matching Funds

### D Return on Investment Estimate

Public/private entities can show evidence of financial participation by collaborating with localities and must meet a minimum threshold. Grant funds should offer broad community benefits and are not to be used as economic development incentive payments or to promote the activities of a single entity.

## STEP 5: KEY CONSIDERATIONS FOR YOUR APPLICATION

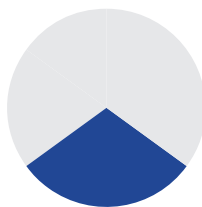
### A Threshold Components

Make sure your project covers all five points.

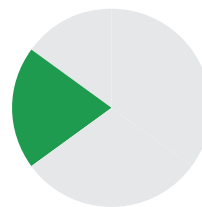
### B Economic Impact (35%)



### C Regional Collaboration (30%)



### D Project Readiness and Capacity (20%)



### E Project Sustainability (15%)



## STEP 6: SUBMIT YOUR APPLICATION

For assistance, contact [info@govirginia3.org](mailto:info@govirginia3.org)

**Questions and application preparation assistance:** Liz Povar at 804.399.8297

**Application submissions:** Gail Moody at 434.447.7101

Visit [govirginia3.org/apply](http://govirginia3.org/apply) to access the application form