



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

AGENDA
VIRGINIA GROWTH AND OPPORTUNITY BOARD

Monday, December 7, 2020

1:00 PM – 3:00 PM

Videoconferencing Meeting ID: meet.google.com/sfw-omip-eqn

Dial in: +1 402-523-0223

PIN: 432 137 717#

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

- II. CONSENT AGENDA – **Action Item** Chairman
 - a. Sept 22, 2020 Minutes
 - b. Board Policy #10 Economic Resilience and Recovery (ERR) Program Extension

- III. NEW BUSINESS Erik Johnston
 - a. **Presentation:** White Paper – Review of Public Investments in Privately Owned Sites
 - b. **Action Item:** GO Virginia Investments in Privately Owned Sites (Revised Policy #9)

- IV. DIRECTOR’S REPORT Erik Johnston/ Sara Dunnigan
 - a. **Action Item:** Competitive Applications (2)
 - b. **Action Item:** Per Capita Applications (9)
 - c. **Action Item:** Regional ERR Applications (1)
 - d. **Action item:** Virginia Virtual Workforce (Regions 4/5) Validation
 - e. Economic Resilience and Recovery Program Update

- V. Virginia Innovation Partnership Authority – Update Bob Stolle

- VI. INFORMATION ITEMS Sara Dunnigan
 - a. PRESENTATION: GO Virginia FY- 20 Program Activity (Annual Report Highlights)
 - b. DHCD Approved Enhanced Capacity Building Projects
 - c. DHCD Approved ERR Fast Access Projects
 - d. Funded Project Update

- VII. ADJOURNMENT Chairman

2021 Board Meeting Schedule

Tuesday, March 16, 2021

Tuesday, June 15, 2021

Thursday, September 14, 2021

Tuesday, December 7, 2021



VIRGINIA INITIATIVE FOR
**GROWTH &
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IN EACH REGION

VIRGINIA GROWTH AND OPPORTUNITY BOARD MEETING

September 22, 2020

1:00 PM

Virtual Meeting

Members Present

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

Members Absent

Nancy Howell Agee
Steven C. Smith

Call to Order

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

Roll Call

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

Public Comment

Ms. Devening informed the Board that staff had received written public comment from four different entities.

Mr. Curry Roberts, President of Fredericksburg Regional Alliance, wrote in support of revision of GO Virginia guidelines to allow funding for the development of privately-owned sites for economic development purposes.

Mr. E. Randolph Lail, Chairman of the Region 3 Regional Council, wrote in support of extending Board Policy #11, which would extend reduced match requirements until May 31, 2021. Mr. Lail also wrote in support of allowing regions to reallocate \$500,000 worth of per capita funds for use in the Economic Resilience and Recovery (ERR) program.

Mr. Lewie Lawrence, Executive Director of Middle Peninsula Planning District Commission, wrote in support of revision of GO Virginia guidelines to allow funding for the development of privately owned sites for economic development purposes.

Mr. Sid Banerjee, Chairman of the Region 7 Regional Council, wrote in support of extending Board Policy #11, which would extend reduced match requirements until May 31, 2021.

Public comment period closed.

Consent Agenda

Mr. Farrell, introduced the consent agenda items to be voted on in a bloc, including the June 23rd, 2020 meeting minutes and resolutions commending Regional Council chairs who stepped away from their positions of leadership. A motion was made by Ms. Trigiani and properly seconded by Mr. Wynne to approve the consent agenda items. The motion passed. (Yeas: Bagby, Ball, Davenport, Dyke, Farrell, Filler-Corn, Fralin, Fremouw, Juanarena, Layne, Mugler, Qarni, Ruff, Stottlemeyer, Sullenberger, Torian, Trigiani, West, Wilson, Wynne; Nays: None; No-Vote: Howell, Barker)

Election of Officers

Mr. Erik Johnston opened the floor for nominations for Chair of the Board. Mr. Davenport nominated Mr. Farrell for the position. That nomination was properly seconded by Mr. Torian. Hearing no other nominations, the floor was closed. Mr. Farrell was elected Chair. (Yeas: Ball, Davenport, Dyke, Filler-Corn, Fralin, Fremouw, Juanarena, Layne, Mugler, Qarni, Ruff, Stottlemeyer, Sullenberger, Torian, Trigiani, West, Wilson, Wynne; Nays: None; No-Vote: Bagby, Barker, Farrell, Howell, Smith)

Mr. Farrell opened the floor for nominations for Vice Chair. Mr. Davenport nominated Ms. Agee for the position of Vice Chair. That nomination was properly seconded by Mr. Torian. Hearing no other nominations, the floor was closed. Ms. Agee was elected Vice Chair. (Yeas: Ball, Davenport, Dyke, Farrell, Filler-Corn, Fralin, Fremouw, Juanarena, Mugler, Qarni, Ruff, Stottlemeyer, Sullenberger, Torian, Trigiani, West, Wilson, Wynne; Nays: None; No-Vote: Bagby, Barker, Howell, Layne)

New Business

A motion was made by Mr. Stottlemeyer and properly seconded by Mr. Dyke to consider a resolution to extend Board Policy #11 for modified Per Capita match requirements until May 31st, 2021. The resolution passed. (Yeas: Bagby, Davenport, Dyke, Farrell, Filler-Corn, Fralin, Fremouw, Juanarena, Layne, Mugler, Qarni, Ruff, Stottlemeyer, Sullenberger, Torian, Trigiani, West, Wilson, Wynne; Nays: None; No-Vote: Ball, Barker, Howell)

Director's Report

Ms. Sara Dunnigan, Deputy Director of GO Virginia and Economic Development at DHCD, provided the Board with an update on the progress of the Economic Recovery and Resilience Program.

Mr. Erik Johnston, Director of DHCD, presented Region 2's request to reallocate up to \$500,000 of Per Capita funds to each Region's ERR program. Mr. Johnston noted that this recommendation to accept this request from all GO Virginia regions comes at the recommendation of staff. A motion was made by Mr. Dyke and properly seconded by Mr. Juanarena to approve the request. The request was approved. (Yeas: Bagby, Davenport, Dyke, Farrell, Filler-Corn, Fralin, Fremouw, Juanarena, Layne, Mugler, Qarni, Ruff, Stottlemeyer, Sullenberger, Trigiani, West, Wilson, Wynne; Nays: None; No-Vote: Ball, Barker, Howell, Torian)

Ms. Dunnigan presented 1 statewide competitive application regarding workforce development: Virginia Virtual Workforce from Region 4. Ms. Dunnigan noted the staff recommendation found in the board packet was to not approve the project as presented. After discussion, a motion was made by Mr. Wynne and properly seconded by Mr. Ruff to approve the project with the contingency that a discovery/validation phase utilizing up to \$100,000 in grant funds be approved prior to the release of remaining funds. The motion passed. (Yeas: Barker, Davenport, Dyke, Filler-Corn, Fralin, Fremouw, Juanarena, Mugler, Ruff,

Stottlemeyer, Sullenberger, Wilson, Wynne; Nays: Ball, Farrell, Torian, Trigiani, West; No-Vote: Bagby, Howell, Layne, Qarni)

Ms. Dunnigan presented 11 Per Capita applications regarding workforce development and site development: Ignite Tech Talent Pipeline from Region 1, William King Museum of Art – Digital Workforce Development from Region 1, Experiential Learning in Tech Employment Internship Program from Region 2, Hampton Roads Workforce Council Talent Pipeline Implementation Project from Region 5, Virginia Autonomy Workforce and Economic Development Program from Region 5, Germanna Community College Tech Talent Pipeline Project from Region 6, Governor’s Health Sciences Community Medi-Corps Program from Region 7, Lonesome Pine RIFA Project Intersection from Region 1, Amherst LYH Site Readiness from Region 2, Hampton Roads Economic Development Sites Readiness from Region 5, and Northern Virginia Biosciences Center from Region 7. Ms. Dunnigan noted that staff recommends 10 of the 11 projects with Region 5 indicating that they intend to resubmit Virginia Autonomy Workforce and Economic Development Program at the December Board meeting after incorporating the workgroup’s feedback into the application. A motion was made by Ms. Fremouw and seconded by Mr. Sullenberger to approve the 10 projects recommended by staff. The motion passed. (Yeas: Bagby, Ball, Davenport, Dyke, Farrell, Filler-Corn, Fralin, Fremouw, Juanarena, Mugler, Ruff, Stottlemeyer, Sullenberger, Torian, Trigiani, West, Wilson; Nays: None; No-Vote: Barker, Howell, Layne, Qarni, Wynne)

Ms. Dunnigan presented 1 statewide ERR application regarding cluster scale-up: Virginia SBDC Cash Match CY2020-2021 from Region 7. After discussion, a motion was made by Mr. Dyke and properly seconded by Ms. Fremouw to approve the application. The motion passed. (Yeas: Ball, Dyke, Farrell, Filler-Corn, Howell, Juanarena, Mugler, Ruff, Stottlemeyer, Sullenberger, Torian, Trigiani, West, Wilson, Wynne; Nays: None; Abstentions: Fremouw; No-Vote: Bagby, Barker, Davenport, Layne, Qarni)

Ms. Dunnigan presented 1 regional ERR application regarding cluster scale-up: New River Valley Covid-19 Business Continuity Team from Region 2. A motion was made by Mr. Dyke and properly seconded by Mr. Stottlemeyer to approve the application. The motion passed. (Yeas: Ball, Davenport, Dyke, Farrell, Filler-Corn, Fralin, Fremouw, Howell, Juanarena, Mugler, Ruff,

Stottlemeyer, Sullenberger, Torian, Trigiani, West, Wilson, Wynne;
Nays: None; No-Vote: Bagby, Barker, Layne, Qarni)

- Information Items Ms. Dunnigan gave the Board a brief overview of all GO Virginia funded projects, of the grant oversight review process, and of all of the Enhanced Capacity Building and ERR Fast Access projects administratively approved by staff since the June Board meeting.
- Future Board Meetings Mr. Farrell advised the Board that the dates for the 2021 Board meetings had been set for March 16th, June 15th, September 14th, and December 7th.
- Adjournment Upon a motion duly made and seconded, the meeting was adjourned.

DRAFT



Board Policy #10

TITLE: GO Virginia Economic Resilience and Recovery Program

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

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

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

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

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

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

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

APPROVAL AND REVIEW: This Board policy was reviewed and approved on ~~04/17/2020~~12/07/2020.

SUPERSESSION: This Board policy is new and will expire on ~~4/17/21~~5/7/21 unless otherwise extended by the Board.

DHCD DIRECTOR: Erik Johnston



Public Funding for Privately Owned Sites

INTRODUCTION

GO Virginia has funded 20 projects in the Site Development and Infrastructure strategy to date. The majority of these grants were used to create Regional Infrastructure Financing Authorities (RIFA) or to conduct due diligence (environmental review, wetlands survey, geotechnical evaluation, characterization, etc.) for sites. The few projects that have provided infrastructure improvements have been for publicly owned sites.

We are starting to see more projects in the application pipeline which include sites that are privately owned, and this raises some questions about whether GO Virginia funds should be used for privately owned sites and if so, how best to ensure that the site will be developed in such a way that its use is eligible for GO Virginia funds.

In most cases a private owner does not have the means to provide the infrastructure required to meet the needs of industry, especially in rural areas. This can hinder growth and prosperity when businesses are required to shoulder the full burden of public infrastructure investments. Since infrastructure investments ultimately benefit the entire community by creating jobs and additional tax base, it is appropriate for public sector participation.

GO Virginia plays an important role in the development of sites that increase the number of business ready sites available to expansion or attraction of businesses in a regions' targeted industry sectors. The Board's policy for funding site development investments states that "Regional Councils must demonstrate they have considered VEDP site characterization and prioritization analysis and are focused on funding a limited number of sites within their region with the most potential to advance their Growth & Diversification plan, that enhance regional collaboration, and are most likely to attract private sector investment".

RESEARCH/FINDINGS

GO Virginia staff has conducted research into other publicly funded programs to determine if public funds should be used to fund improvements to privately owned sites, and if so, what provisions are put in place to ensure public funds are used appropriately.

Several local, state, and federal programs were researched and all of them have been used in the past to provide improvements to privately owned parks. The grant funds were used mainly for public infrastructure purposes so there was a public benefit and not simply a benefit to one



private entity. The grants have used several different methods to ensure the funds were used appropriately. Some of the methods are described below.

Public-Private Ownership/Management – This model is commonly used to develop industrial parks due to the unique benefits each entity can provide when developing and managing a park. The public entity can access the expertise of the private sector, and has access to grants and other funding that a private owner may not be able to obtain. The public entity can also guide development and ensure the vision of the community is realized through development agreements with private companies.

An example of this type of structure is the Southpointe Business Park in Prince George County. The county sold land adjacent to the landfill to a private developer. The county used public funds to provide infrastructure to the site, and the developer is in charge of management and built nine speculative buildings and other build to suits that are currently occupied.

Memorandum of Understanding (MOU) – An MOU is a formal, non-binding agreement between two or more parties that states the responsibilities of each party to an agreement. An MOU prevents misunderstandings and potential disputes by clearly laying out the expectations of each party.

DHCD uses MOUs with many of the grant programs it administers to specify the expectations of both the grantee and agency.

Performance Agreement – This is a binding document used to memorialize the performance expected of the parties, including outcomes and payments. These are used to ensure the entity receiving public funds meets the goals and metrics that have been promised.

The Northern Virginia Biotech Center project approved by the board in September includes a performance agreement between the locality and private developer stating how funds would be drawn from the locality's funds for the project. It also provides a requirement that the property will continue to be used as a wet lab for at least seven years. The GO Virginia contract references the performance agreement and includes repayment language in the case the performance agreement is not met.

Deed Restriction – Deed restrictions are agreements that restrict, limit, or impose conditions on the use of the property. They are filed on the property deed and apply to current and future owners of the property.

The Industrial Revitalization Fund (IRF), administered by DHCD, uses deed restrictions when a loan is made to a private developer. The deed restriction limits the use of the property to a use that is eligible by the program, and the restriction lasts for a term of ten years.



Letter of Credit – This is a letter issued by a financial institution that guarantees payment to a seller on behalf of a buyer. Letters of credit essentially eliminate the seller’s risk of non-payment by substituting a bank’s credit for the buyer’s credit.

Deed of Trust Note – A deed of trust is an agreement (typically used when one party has taken a loan on a property) in which the property is held in trust by a neutral third party until the loan is paid off.

DHCD has utilized deeds of trust for CDBG and ARC grants to ensure the property remains in use for an eligible grant for a certain period of time. In one example, DHCD entered into a deed of trust note with the Virginia First RIFA to ensure a parcel of property continued in use as a part of an industrial park in Pulaski County for a period of 12 years. If the property did not remain a part of the park for the entire period, then the county would have to repay the grant amount.

Fixed Price Option – This is typically used in a lease transaction to set a price to buy the property at the end of the lease period at a fixed price.

This option was discussed during a workgroup review of a project as a means to ensure the private owner does not keep from selling a property in hopes the value will continue to increase. This is particularly possible after infrastructure improvements are made to the site. VEDP has contemplated using similar language in their grant contracts for privately owned sites to cap the sales price on the first parcel sold.

CONCLUSION

Infrastructure investments in privately owned industrial parks are vital to be competitive and reach build-out. However, each business must individually shoulder the cost burdens of infrastructure deficiencies. These burdens constrain the pace of development. The public sector can play a significant role in promoting the speed of industrial development by alleviating the burden borne by infrastructure deficiencies. This role squares well with GO Virginia’s mission.

GO Virginia must also be a good steward of the public funds entrusted to the program, and therefore steps should be taken to reduce the risk of providing funds for privately owned sites. This can be done several ways, and it is recommended that the GO Virginia State Board update its sites development policy to include provisions for providing funding for privately owned sites. This would include security that would be required for the locality and land owner to ensure the property remains an eligible GO Virginia use and for DHCD to be notified if the property is sold.

Attached is a redlined draft of an updated Policy #9 that includes language regarding GO Virginia investments in privately owned sites.



Board Policy #9

TITLE: Use of GO Virginia Funds for Site Development Investments

EFFECTIVE DATE: 12/10/2019, amended 12/7/2020

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

POLICY STATEMENT: It is the policy of the Virginia Growth and Opportunity Board that per capita and statewide competitive funds may be used for site development activities that increase the number of business ready sites available to accommodate the expansion or attraction of businesses in the regions' targeted industry sectors.

Activities must advance sites towards becoming a Tier 4 site using the Virginia Business Ready Sites Program tier descriptions for site readiness ~~or like readiness for sites under~~ for sites of at least 25 contiguous acres. Applicants may request a waiver of the 25-acre minimum if they can demonstrate the site is of significant regional importance. GO Virginia investments will support regions in advancing priority sites in Tiers 1-3. Sites that have been certified as a Tier 4 or 5 may be considered for funding if the applicant can demonstrate that the investment will significantly increase the marketability of the site. The Virginia Economic Development Partnership staff will be consulted in the review of all site-related applications.

Applications must describe activities that lead to the development of regionally significant sites - those identified by regional councils as priority and aligned to support industry sectors in their Growth and Diversification Plans. All projects must include collaboration of at least two localities with efforts to jointly contribute to the project through cost/revenue sharing, joint workforce development efforts and/or other partnerships or agreements, such as Regional Industrial Facility Authorities (RIFAs).

Applicants are encouraged to consider how the Virginia Collaborative Economic Development Act could be leveraged to advance the development of the site(s) in the future.

Funds may not be used for property acquisition, construction of speculative buildings, or any site developments that benefit only a single, known end user. Funds may be used for activities such as site characterization and prioritization, site due diligence, infrastructure enhancements, and the development of cost/revenue sharing agreements, such as a RIFA.

Per Capita Funds

Regional Councils must demonstrate that they have considered VEDP site characterization and prioritization analysis and are focused on funding a limited number of sites within their region with the most potential to advance their Growth and Diversification plan, that enhance regional collaboration, and are most likely to be attract private sector investment. Regions are encouraged to consider sites' developability, location competitiveness, as well as sector suitability for their

targeted sectors. Project activities should advance site readiness for future economic development opportunities. Applicants must describe their strategy to market and promote the site to targeted end users.

Project applications that include both planning and implementation activities will be considered and reviewed on a case-by-case basis.

Planning Activities - Examples of fundable activities include site characterization and prioritization (for sites not previously fully characterized by the Virginia Economic Development Partnership) and activities to develop collaborative cost/revenue sharing agreements. Planning projects should be designed to include recommendations for future investments that would advance a site's business-readiness.

For site related funding requests for planning of less than \$100,000, the application may be submitted as an Enhanced Capacity Building (ECB) grant request.

The Board will require a 1:1 match with no local match requirement and funds awarded will count towards a region's \$250,000 annual limit for Enhanced Capacity Building activities.

Implementation – Examples of fundable activities include necessary due diligence (soft costs) and infrastructure enhancements (hard costs) that advance a site's readiness for development.

For site implementation projects that exceed \$100,000 and are using regular per capita funds, the Board will require a 1:1 match with a local match requirement of 20% or \$50,000 of the project cost, whichever is greater.

Statewide Competitive Funds

Competitive funds may be used to advance regionally-significant sites of 25 acres or more that will help grow the regions' targeted industry sectors as described in their Growth and Diversification plan while supporting the state's economic development objectives. The results of VEDP's site characterization and prioritization process will play a key role in awarding competitive funds for site development but additional elements such as regional impact will be considered.

Competitive funds will be considered for projects that have a significant regional and statewide impact. Applicants must incorporate collaborative cost/revenue sharing agreements, such as Regional Industrial Facility Authorities (RIFAs), or demonstrate joint funding commitments in workforce development, transportation, or other collaborative partnerships that demonstrates significant involvement of two or more localities.

Sites with high location competitiveness for target industries and high developability will be prioritized; however, sites not meeting these criteria will be considered but will require significant justification. Applicants must describe their strategy to market and promote the site to targeted end users.

Fundable activities include those that have the participation of two or more localities would advance the site towards a Tier 4 status and/or improve its marketability and investment potential.

For site implementation projects using competitive funds, the Board will require a 1:1 match with a local match requirement of 20% or \$50,000 of the project cost, whichever is greater.

Privately Owned Sites

GO Virginia funds may be used to provide public infrastructure investments in privately owned sites under guidelines developed by DHCD. The guidance shall establish eligibility requirements, relevant agreements with subgrantee/locality, and a grant repayment mechanism should the site cease to be used for an eligible GO Virginia use.

APPROVAL AND REVIEW: This Board policy was ~~reviewed and~~ approved on 12/9/2019, and amended on 12/7/2020.

SUPERSESSION: N/A

DHCD DIRECTOR: Erik Johnston



Competitive Applications

Statewide Competitive Application

Virginia Bio Connect

Lead Region: 4

Partnering Regions: 2,5,7,9

Participating Localities: Henrico County EDA (cash match)

Chesterfield County (cash match)

Central Virginia Partnership (9 localities) (letter of support)

Charlottesville City (letter of support)

Fairfax County EDA (letter of support)

Greater Richmond Partnership (4 localities) (letter of support)

Hanover County (letter of support)

Loudoun County (letter of support)

Powhatan County (letter of support)

Prince William County (in kind match)

Roanoke City (letter of support)

Richmond City (letter of support) (in kind match)

Virginia Beach City (letter of support)

Virginia Gateway Region (7 localities) (in kind match)

Strategy: Cluster Scaleup

Type of Project: Statewide Competitive

Applicant(s): Virginia Biotechnology Association aka Virginia Bio

Project Goal(s): To strengthen and grow the life sciences industry cluster in Virginia.

Project Description: VA Bio-Connect will support the formation of four new BioHubs and connect all regional BioHubs across the state to share best practices, elevate workforce development, share resources, and provide mentorship. VA Bio-Connect seeks to harness this opportunity by: 1-serving existing and emerging life science companies through programming and collaboration with established partners; 2-closing the talent gap for life science companies experiencing growth through job connections, internships, and network opportunities; and 3-creating a statewide virtual entrepreneur-in-residence network (VERN) bringing together experts from diverse backgrounds with life science industry expertise to support early-stage life science companies. VA Bio-Connect aims to create jobs in high-wage, high-growth bio-science industries including Pharmaceutical Manufacturing, Pharmaceutical and Medical Preparations Wholesale Trade, Medical Device and Equipment Manufacturing, Biotechnology R&D, and Medical Testing Laboratories. Virginia Bio will serve as the statewide managing hub with supporting regional BioHubs in Region 2 (Roanoke, Blacksburg, Lynchburg), Region 4 (Richmond), Region 5 (Coastal Virginia), Region 7 (Northern Virginia) and Region 9 (Charlottesville/Albemarle). GO Virginia funds will be used to create the infrastructure to launch and manage the project and specifically, for personnel, contract services, meetings, events, and intern stipends.

Virginia Bio Connect

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 1,599,653
Matching Funds	\$ 1,599,653
Local Match	\$ 735,657
Leverage	\$ 3,199,306
Total Project Budget	\$ 3,199,306

Outputs and Outcomes:

254 bio-health sector industry jobs created
 100 internships
 15 new companies formed
 \$25M in funding secured by companies supported by VERN activities
 50 new inter-regional collaborations
 15 additional life sciences companies recruited to Virginia

Workgroup Discussion:

- Strong tie to G&D priority traded industry sector in all partnering regions, except Region 5 (although still strong rationale for alignment to Region 5's G&D Plan)
- Strong ROI based on applicant assumptions (Year 3: 2.63; Year 5: 8.45)
- Aligns with and builds off other similar GO Virginia biosciences industry cluster initiatives (Cville Biohub)
- Strong partnerships among localities, regional universities, and industry
- Intern stipends proposed to be cost share of GO Virginia request and businesses
- Wetlab annual operations is qualified match pending verification that in-kind calculation is just localities' subsidy (not accounting for revenue from wet lab spaces)
- VIPA and its focus on sustaining similar initiatives important to discussion; GO VA and VIPA will partner to look into future opportunities for collaboration

Staff Recommendation: Staff recommend this project be approved contingent on validation of a portion of the match.

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

Statewide Competitive Application

Launching a Coastal Resilience and Adaptation Economy

Lead Region: 6

Partnering Regions: 5

Participating Localities:

- (1) Middle Peninsula Chesapeake Bay Public Access Authority (in kind - 9 localities)
- (2) Accomack-Northampton Planning District Commission (in kind)
- (3) City of Norfolk (in kind)
- (4) City of Portsmouth (in kind)
- (5) City of Virginia Beach (in kind)

Investment Strategy: Start Up Ecosystem/Cluster Scale Up/Workforce Development

Type of Project: Statewide Competitive

Applicant(s): Virginia Sea Grant

Project Description: The Coastal Resilience and Adaptation Economy initiative takes a two-pronged approach to laying the foundation of an innovation ecosystem that will create a new, long-term, high-paying economic industry cluster. The approach: 1) Builds resilience entrepreneurship through RISE’s proven business plan competition and accelerator services, including a product performance validation in Region 6’s network of real world R&D test sites (i.e. Resilience Innovation Center) as an expansion of the Hampton Roads resilience living laboratory; and 2) Forms a multi-stakeholder, business-focused Region 5-6 Consortium to engage the broader business community in education about the risks and economic impacts of sea level rise, and builds capacity for adoption of resilient practices. Aligning with both Region’s Growth & Diversification Plans, this initiative builds critical pathways and avenues for collaboration between the two regions and rural and urban economies. Further, as this sector grows, all other sectors are buoyed by the increased regional resilience to flooding, storms and other stressors impacting coastal Virginia. The project team includes Virginia Sea Grant (VASG, 7-university coalition, Region 6, Lead); RISE (non-profit, Region 5); Middle Peninsula Chesapeake Bay Public Access Authority (PAA, local government, Region 6); and Old Dominion University (ODU, Region 5),

GO Virginia funds will be used to support contract for services with selected RISE competition winners, stipends for graduate students, development of the consortium, and planning and assessment of the public access sites for demonstration projects.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 2,937,163
Matching Funds	\$ 3,696,411
Local Match	\$ 1,587,991
Total Project Budget	\$ 6,633,574

Launching a Coastal Resilience and Adaptation Economy

Outputs:

- Execution of a Business Plan Competition (five winners selected)
- Plan and initiate the development of a Resilience Innovation Center
- Development of a consortium in coastal resilience and adaptation sectors
- Development of a regional public access land product validation/research environment
- Develop and launch of a resilience economy and outreach initiative

Outcomes:

- 10 companies directly supported through accelerator services (5 in year 1 and 5 in year 2)
- Up to 40 companies trained in business development principles
- Up to 10 companies attracted/retained in Region 5 and 6
- Number of Jobs Retained or Created (by year/cumulative):
 - Year 1: 101 + 5 graduate students
 - Year 2: 230 + 5 graduate students
 - Year 3: 245

Workgroup Discussion:

- Comprehensive application (3 investment strategies and 7 project partners) with recognized partners and strong inter-regional collaboration.
- Positive economic linkages for Region 5 and 6 water technology sector and overall coastal resiliency efforts. The later supports business continuity and business attraction efforts.
- Project will require significant coordination and a governance/oversight structure to ensure project elements stay connected and produce the outcomes.
- Applicants will need to develop effective means to measure outcomes and they must be directly attributable to the project activity.
- 3-Year ROI: 1.34:1.0 (\$1.34 tax dollars per grant dollar)
- 5 Year ROI: 2.48:1.0 (\$2.48 tax dollars per grant dollar)

Staff Recommendations: DHCD recommends this project for approval.

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



Per Capita Applications Workforce Development

Per Capita Application

Central Virginia Community College CTE Academy

Region: 2

Participating Localities: Amherst County, Appomattox County, Bedford County, Campbell County, and City of Lynchburg

Investment Strategy: Workforce Development

Type of Project: Implementation

Applicant(s): Central Virginia Community College (CVCC) Educational Foundation

Project Goal(s): To help stand up a Career and Technical Education (CTE) Academy and to help serve the regional public schools systems workforce organizations to serve high school students, high school graduates, adult learners, and under-employed/under-skilled workers to earn credentials critical for employment in the region.

Project Description: CVCC has identified 26 existing programs that will enhance and align under the Academy framework, and will develop 4 additional credential and/or certificate programs. The CTE Academy programming includes heavy concentration of the Region's targeted industry sectors of manufacturing, healthcare, information technology, and the automated segment of the food and beverage sector. The skills-based training will enable students to pursue well defined career pathways to obtain higher paying jobs that are achievable with the stackable credentials and certifications. Each of the pathways include a dual enrollment option based on existing programs offered to each of the 5 regional public high school divisions, which includes 10 total high schools. Outreach from the Academy will work with the K-12 students to provide early career awareness. Go Virginia funds will be used to hire two full-time positions to support the CTE Academy.

Type of Funds	Totals
GO Virginia Request	\$ 266,000
Matching Funds	\$ 134,000
Local Match	\$ 0
Total Project Budget	\$ 400,000

Outcomes:

- Hiring of two FTE positions for the CVCC CTE Academy
- 163 new completers/graduates within 2-years
- 117 jobs created/filled within 3-years

Central Virginia Community College CTE Academy

Workgroup Discussion:

Workgroup feedback included:

- Good amount of private industry support.
- Great opportunity to engage and support students interested in pursuing careers in the traded sectors.
- In the event the \$69M G3 Program is not restored by the General Assembly, CVCC has a backup plan to support the Academy after the second year through tuition revenues generated by the third year and beyond.
- Previous G3 grant work done allowed CVCC to engage over 600 businesses to gauge interest in building a workforce pipeline.
- Positive ROI in 3-years.

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	YES

Per Capita Application

Hospitality to Technology H2T

Region: 7

Participating Localities: Arlington County EDA, Fairfax County EDA

Strategy: Workforce Development

Type of Project: Per Capita

Applicant(s): Marymount University, Creating IT Futures, Amplifier Advisors

Project Goal(s): To help Northern Virginia offset job losses from the COVID-19 crisis and position the region for recovery and growth by retraining displaced workers (hospitality, gig economy, other unemployed) in critical information technology (CompTIA A+) skills and redeploying them into career-path IT positions.

Project Description: Marymount University with partners Amplifier Advisors (economic and workforce consultants) and the Creating IT Futures/COMPTia Foundation propose to meet the unmet demand for thousands of skilled IT workers and upskill displaced leisure, hospitality, retail and gig workers for technology employment in Region 7. H2T will deliver 12 virtual instructor-led training cohorts in a flexible and streamlined process, equipping 340 trainees with training for the industry-recognized Comp TIA A+ certification and preparing them for the technology jobs of the future. This project proposal coincides with a recently-awarded Region 7 Enhanced Capacity Building project (“Creating a Roadmap for Reskilling Displaced Leisure, Hospitality, and Gig Workers for Technology Employment in a Post-COVID 19 Economy”) that lays the foundation for this concept’s success.

GO Virginia funds will be used for personnel, outreach, training provision, evaluation and facilities and administration (F&A).

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 2,089,328
Matching Funds	\$ 1,045,572
Local Match	\$
Total Project Budget	\$ 3,134,900

Outcomes:

340 program graduates in 2 years

292 certifications

234 jobs created

Hospitality to Technology H2T

Workgroup Discussion:

- Strong tie to G&D priority traded industry sector and G&D Plan strategies (workforce development)
- Strong ROI based on applicant assumptions; however trained workers are targeted to access jobs that pay less than the regional average wage in subsectors that pay less than the average regional wage (\$75K)
- Strong partnerships among localities, chambers of commerce, and previous GO Virginia workforce projects (Tech Talent Pipeline Initiative, Strengthening Arlington/Alexandria Tech Initiative)
- CTCA IT-ready training program (H2T modelled) has proven track record- 86% graduation rate, 80% job placement rate
- Good industry support (9 industry letters of support)
- There are other regional in-person and online offerings for CompTia training
- Lack of connection to federal workforce funds for dislocated worker training
- Lack of connection to state workforce funds (CARES ACT and Workforce Credential Grant Program (Fast Forward)) to offset tuition expenses
- Applicant describes this as a “demonstration project” – sustainability strategy involves corporate, federal, and other grant funding sources

Staff Recommendation:

Based on the workgroup discussion and responses to the feedback loop questions, staff recommendation is to defer until Enhanced Capacity Building (planning) grant project is complete and it is demonstrated that there is a need for added capacity to train for these fields.

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

Per Capita Application

TechInnovation and Equity in Computing Hub (TECH)

Region: 7

Participating Localities: Fairfax County, Arlington County

Strategy: Workforce Development

Type of Project: Per Capita

Applicant(s): Foundation for Fairfax County Public Schools

Project Goal(s): To strengthen and diversify the tech talent pipeline by engaging more students- especially those underrepresented in our region’s tech workforce- in Computer Science courses and career experiences in middle and high school.

Project Description: The Foundation for Fairfax County Public Schools on behalf of Fairfax County Public Schools (FCPS) and Arlington Public Schools (APS) propose the following strategic actions to implement TECH:

- 1: Address the Computer Science teacher shortage by creating courses for diverse teachers to develop innovative teaching practices, earn local micro-credentials, and prepare for a Computer Science endorsement.
- 2: Inspire students to continue in the Computer Science pathway by enhancing courses with updates to introductory courses, electives courses, and industry credentials
- 3: Attract students into Computer Science programs by creating resources for students, families, and counselors to navigate Computer Science courses and career pathways.
- 4: Prepare students through Computer Science career-connected learning (CCL) experiences by developing models, tools, and supports for schools to expand CCL and engage underrepresented students.

The project will focus on Computer Science (CS) related fields involving cyber security, data science, Information Technology (IT), programming, cloud computing, quantum computing, networking, web design, machine learning, and Artificial Intelligence (AI). GO Virginia funds will be used for hiring Computer Science Secondary Specialists, CS Secondary Resource Teachers, Grants Administrator, curriculum development and teacher training.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 1,994,678
Matching Funds	\$ 997,339
Local Match	\$
Leverage	\$ 963,138
Total Project Budget	\$ 3,955,155

TechInnovation and Equity in Computing Hub (TECH)

Outputs and Outcomes:

710 Program Graduates within 3 years
 199 full time technology sectors jobs within 3 years
 5 (40% of 12) educators upskilled with Computer Science micro-credentials
 58 internships (20 of which are CCI sponsored program)
 Career Connected Learning (CCL) Toolkit

Workgroup Discussion:

- Strong cross-sector partnerships in the education space and economic development space
- Program design is very thoughtful towards goal of equity and inclusion of underrepresented students
- Negative ROI in three years; Positive ROI in four years
- Internships outcome (58 total) needs to be verified as all *net new* outcomes as a result of this effort
- Similar to previously-funded Competitive Region 7 and 5 “Virginia K-12 Computer Science Pipeline” project that was funded as a pilot; limited linkage between two projects
- Uncertainty about project readiness given lack of time to validate “Virginia K-12 Computer Science Pipeline” pilot project
- Inadequate private sector employer commitment
- Limited outcomes relative to funding request

Staff Recommendation: Based on the workgroup discussion and application review, staff recommends this request be deferred until the “Virginia K-12 Computer Science Pipeline” pilot project is validated and applicant further develops its connection to private sector employers.

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



Per Capita Applications Site Development & Infrastructure

Per Capita Allocation Application

Wildwood Natural Gas Extension

Region: 1

Participating Localities: Counties of Carroll and Grayson, and the City of Galax

Investment Strategy: Site Development and Infrastructure

Type of Project: Per Capita Allocation

Applicant(s): Blue Ridge Crossroads Economic Development Authority (BRCEDA)

Project Goal(s): To provide natural gas to the Wildwood Commerce Park in Carroll County that will allow BRCEDA to competitively market the property for manufacturing and distribution centers.

Project Description: This project would include the installation of 20,000 feet of 6" HDPE gas main to provide gas access to the Wildwood Commerce Park. The park, owned by BRCEDA, currently has 273 acres, with a right-of-first refusal on an additional 1,072 acres.

While Wildwood is currently listed as Tier 4 by VEDP, it is understood that a lack of natural gas on site may play a critical role for targeted industries not selecting Wildwood. Since 2018, VEDP recommended Wildwood for 24 projects. Based on comments from VEDP, the availability of natural gas is a challenge for the site as a majority of new industrial projects require natural gas for production or heating purposes.

BRCEDA has been awarded funding through the Tobacco Commission, as well as a loan from the Mt. Rogers Planning District Commission that will be used as match as well as local match.

Type of Funds	Totals
GO Virginia Request	\$ 527,600
Matching Funds	\$ 320,684
Local Match	110,342
Additional Leverage	\$ 354,317
Total Project Budget	\$ 1,202,601

Wildwood Natural Gas Extension

Outcomes:

- 20,000 feet of natural gas line extension to Wildwood Commerce Park
- Creation of 250 new jobs over three years; 375 over five years

Workgroup Discussion:

- Already Tier 4 but this would make the site more competitive; good documentation of feedback from VEDP regarding reason they haven't had any companies locate there yet
- Updated ROI to incorporate Tobacco Commission funding, positive after five years

Staff Recommendation:

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; -2.5%
5 Year ROI	YES; 160%
Alignment with G&D Plan	YES
Grant Management Capacity	YES
Sustainable After GOVA Funds	YES

Per Capita Application

LaGrange Industrial Park Master Planning and Preliminary Engineering Report

Region: 6

Participating Localities: Counties of Essex, King and Queen County, and Middlesex; and the Town of Tappahannock.

Investment Strategy: Site Development

Type of Project: Per Capita Implementation

Applicant(s): Essex County

Project Goal(s): To advance 29 acres of undeveloped lots in Essex County along the Virginia Business Ready Site Program (VBRSP), from a Tier 2 to at least a Tier 3.

Project Description: Essex County will collaborate with King and Queen County, Middlesex County, and the Town of Tappahannock to advance this 29 acre privately owned site in the LaGrange Industrial Park. Essex County wants to complete select due diligence task to establish the Park as a Tier level 3 for seven undeveloped lots. These tasks will include 1) Preliminary Geotechnical Exploration & Report, 2) Boundary Survey, 3) Topographic Survey, 4) Phase 1 Environmental Site Assessment, 5) Waters of the US Delineation and Determination, 6) Cultural Resources Review, and 7) Threatened & Endangered Species Review. A Preliminary Engineering Report (PER) will also be completed to quantify the costs to improve the water and sanitary sewer service, mass grade of sites, provide storm water management, and road access to the lots. Additionally, the project will have oversight by a “LaGrange Industrial Park Advisory Committee” to serve as a brain trust to gain an understanding about the pros and cons of a Regional Industrial Facilities Authority (RIFA). GO Virginia funds will be used to help pay for the due architectural and engineering fees and administration to create and coordinate the advisory committee activities.

Type of Funds	Totals
GO Virginia Request	\$ 76,992
Matching Funds	\$ 38,508
Local Match	\$ 0
Additional Leverage	\$ 0
Total Project Budget	\$ 115,500

LaGrange Industrial Park Master Planning and Preliminary Engineering Report

Outcomes:

- 29 acres developed and advanced from a Tier 2 to a Tier 3 along the VBRSP scale
- Creation of the LaGrange Industrial Park Advisory Committee

Workgroup Discussion

- Great opportunity for the Middle Peninsula to have the first Tier 4 site in the region.
- Great collaboration among the neighboring jurisdictions.
- Potential line of sight to the creation of a RIFA.
- Applicant will need to secure EDA award letter to verify match.
- Applicant will work with Essex County Board of Supervisors and private landowners to create a mechanism to ensure invested properties will be developed consistent with the intended use.

Staff Recommendations

DHCD staff recommends this project for approval subject to the approval and conditions of the revised Board Policy #9.

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 Allocation Application

Shenandoah Valley Sites Enhancement Program

Region: 8

Participating Localities: Counties of Augusta, Bath, Frederick, Rockingham, Shenandoah and Warren, and the Cities of Harrisonburg, Staunton and Waynesboro

Investment Strategy: Site Development and Infrastructure

Type of Project: Per Capita Allocation

Applicant(s): Shenandoah Valley Partnership

Project Goal(s): To elevate 10 sites in Region 8 to the next Tier on the VEDP Site Characterization scale by completing all due diligence work associated with the sites.

Project Description: This project will elevate seven site totaling 700 acres to Tier 4, and three sites totaling 741 acres to Tier 3 on the Site Characterization scale. These sites were selected based on their regional and statewide significance, including a 514-acre site in Augusta County that is the region’s best option for mega site investment and development.

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

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

Type of Funds	Totals
GO Virginia Request	\$ 1,025,900
Matching Funds	\$ 1,246,114
Local Match	1,246,114
Additional Leverage	\$ 0
Total Project Budget	\$ 2,272,014

Shenandoah Valley Sites Enhancement

Outcomes:

- Complete due diligence for 10 sites in the region
- Move three sites totaling 741 acres from Tier 2 to Tier 3, and seven sites totaling 700 acres from Tier 3 to Tier 4 in the VBRS scale

Workgroup Discussion:

- Although some prioritization of sites was completed, the applicant didn't explain how the review process determined "regionally significant" sites relative to the Region's G&D plan. GOVA Policy #9 related to site development states "applications must describe activities that lead to the development of regionally significant sites - those identified by regional councils as priority and aligned to support industry sectors in their Growth and Diversification Plans."
- Six of the ten sites are privately owned, and the board would need to approve an amended policy related to providing funds to privately owned sites.

Staff Recommendations:

DHCD staff recommends this application to be deferred to a later date until further prioritization of sites is completed and pending Board action on privately owned sites.

Requirements	
\$2:1 Match Requirement	YES
Traded Sector	YES
High-wage Job Creation Potential	YES
3 Year ROI	YES; 8.3%
5 Year ROI	YES; 346.2%
Alignment with G&D Plan	YES
Grant Management Capacity	YES
Sustainable After GOVA Funds	UNKNOWN



Per Capita Applications Startup Ecosystem

Per Capita Application

757 Collab

Region: 5

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

Investment Strategy: Startup Ecosystem

Type of Project: Per Capita Implementation

Applicant(s): 757 Accelerate (dba 757 Collab)

Project Goal(s): To continue building momentum and developing new innovation and entrepreneurship programming, capacity, and services to early-stage companies by bringing together an accelerator, private capital, collaborative space, and community outreach programs.

Project Description: 757 Collab is a collaborative funding vehicle that will provide coordination services for three critical entrepreneurial support resources: 757 Angels, 757 Accelerate, and 757 Startup Studios. 757 Collab furthers the mission of 757 Angels and 757 Accelerate by streamlining processes, personnel, and services. Housing each of these functions under one roof will create efficiencies and opportunities for greater density of entrepreneurial activity, increase collaboration and education, and deeper corporate engagement.

Through the creation of 757 Startup Studios, 757 Angels and 757 Accelerate will co-locate with other entrepreneurial resources and up to 33 founders in downtown Norfolk, called Assembly. The Assembly space will include 1) resources offices, 2) up to 15 rent free dedicated desks for 757 Accelerate companies during the 3-month program and up to an additional 9-months of occupancy, and 3) 15-20 rent free dedicated desks offered to a select group of entrepreneurs for one 6-month lease and an additional 6-months of occupancy subject to meeting eligibility requirements. GO Virginia funds will be used on salaries and fringe benefits for the hiring of 7 positions, rent, direct costs, contract services, legal, and taxes and insurance.

Type of Funds	Totals
GO Virginia Request	\$ 2,270,048
Matching Funds	\$ 1,135,024
Local Match	\$ 150,000
Additional Leverage	\$ 145,245
Total Project Budget	\$ 3,550,317

757 Collab

Outcomes:

- Providing rent free space for 15-20 startups annually through Startup Studios
- Offering programming to 25-33 eligible promising founders through Startup Studios
- Increasing the number of companies receiving 757 Accelerate programming to 2 per year
- Fund 4 companies through 757 Angels
- 200 jobs created in 2 years

Workgroup Discussion:

- Great amount of support from community leaders, investors, universities, and local governments.
- Great opportunity to offering programming and support activities to early state companies through Startup Studios, and to help advance later state companies through 757 Accelerate and 757 Angels.
- In November 2019 757 See Fund Board and Managers made the decision to close the Fund and put energy and support behind the statewide seed fund, RiverFlow Capital. The remaining GO Virginia funds were returned to Region 5's per capita allocation.
- 757 REI project recently went under contract in September 2020 with Techstars as a sub-contractor to complete the Entrepreneurial Ecosystem Plan. Important to have this plan in place before future Region 5 GO Virginia funds are deployed to implement the plan.
- Sustainability plan will be relying on local/state government and foundation funding. Staff will work with applicant to develop a sustainability plan to continue operations after GO Virginia funds have been exhausted. Sustainable financial plan will be part of the deliverable for the 757 REI funded project.

Staff Recommendations

DHCD staff recommends this project to be deferred to a later date until the previously GO Virginia funded projects have been completed. In addition, this is a large staffing capacity increase with an unclear sustainability plan. GO Virginia is the main sole source for increasing capacity of this organization with unclear connections to other ecosystems players in this region.

Requirements	
\$2:1 Match Requirement	YES
Traded Sector	YES
High-wage Job Creation Potential	YES
3 Year ROI	UNDETERMINED
5 Year ROI	UNDETERMINED

Alignment with G&D Plan	YES
Grant Management Capacity	UNDETERMINED
Sustainable After GOVA Funds	NO

Per Capita Application

Northern Virginia Smart Region Initiative

Region: 7

Participating Localities: Fairfax County (cash match; \$75,000; in-kind \$21,265 sourced through 2019 i6 grant)

Fairfax County EDA

Fairfax City (cash match; \$10,000; in-kind \$20,000 sourced through 2019 i6 grant)

Arlington County (cash match; \$20,000 sourced through 2019 i6 grant)

Loudoun County (letter of support)

Prince William County (letter of support)

Town of Herndon (letter of Support)

City of Manassas

Stafford County (Region 6) (letter of Support)

Fauquier County (Region 9) (letter of Support)

Strategy: Startup Ecosystem

Type of Project: Per Capita

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

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

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

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 1,584,232
Matching Funds	\$ 1,588,018
Local Match	\$ 317,530
Leverage	\$
Total Project Budget	\$ 3,172,250

Northern Virginia Smart Region Initiative

Outputs and Outcomes:

- 130 jobs in 2 years
- 290 jobs in 3 years
- \$14 M in investment into new ventures
- 4 testbeds
- 10 project pilots

Workgroup Discussion:

- Strong tie to G&D priority traded industry sector and G&D Plan strategies
- Strong partnerships among localities, regional economic development organizations and regional universities/innovation centers
- Partnering with Pillsbury to support minority-owned businesses
- Fills a need to support growth of a technology cluster focused on innovation and smart digital technology
- Project is an extension and expansion of existing Smart City Works Accelerator Program and i6 federal grant
- Big focus of proposal is recruitment of companies to Northern Virginia (“GOAL 1”), not traditionally a GO Virginia-eligible activity
- Uncertainty about project readiness and ability to meet outcomes
- Majority of committed match is unexpended i6 federal grant; concern about sustainability
- Applicants will need to develop effective means to measure outcomes and they must be directly attributable to the GO Virginia-specific project activity

Staff Recommendation:

Based on the workgroup discussion and application review, staff recommends this request be deferred until the applicant address concerns about the project’s sustainability and the recruitment activity as eligible GO Virginia activity.

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	NO

Per Capita Allocation Application

Venture Central

Region: 9

Participating Localities: Albemarle County and the City of Charlottesville

Investment Strategy: Startup Ecosystem

Type of Project: Per Capita Allocation

Applicant(s): Charlottesville Region Chamber of Commerce

Project Goal(s): To increase the density of the entrepreneurial ecosystem in the region, including access to entrepreneurial assistance. This will lead to an increased five-year survival rate for entrepreneurs and lead to increased job growth and inclusive economic vitality in the region.

Project Description: This project will create Venture Central, a one-stop-shop for entrepreneurs. It will provide 1) a physical front door for entrepreneurs at all stages complete with concierge style service, 2) a connected network of support organizations with access to the space for meetings, lectures and events, and 3) targeted programming such as pitch nights, mentoring and accelerator activities. Venture Central will become the place to start and grow new ventures of all types.

The programming offered by Venture Central will embrace the diversity of the region and strive to include a broad range of entrepreneurs in its network to include high growth, high tech, Main Street, youth and social entrepreneurs. Venture Central will help grow the local ecosystem through the development and operation of a strong and collaborative assistance program.

GO Virginia funds will be used to provide salary and fringe benefits for the new director of Venture Central, as well as the development of programming, rent for the office space, equipment, legal expenses, and travel to facilitate guest speakers and training.

Type of Funds	Totals
GO Virginia Request	\$ 300,000
Matching Funds	\$ 210,000
Local Match	150,000
Additional Leverage	\$ \$80,000
Total Project Budget	\$ 590,000

Venture Central

Outcomes:

- Creation of a one-stop-shop for entrepreneurs in the region
- Greater survival rates for new companies in the region
- 60 companies assisted, 120 jobs created within three years

Workgroup Discussion:

- Good support from localities, local match is included from Chamber and localities. UVA is also involved in the project.
- Used recommendations from TEconomy report and Venture Hub report to develop the business plan for Venture Central.
- Sustainability? They believe the success they show in the first two years will lead to additional partners to continue program, as well as program income that is generated.
- Targeted industries? Although the concept is intentionally broad and welcoming of all potential entrepreneurs regardless of sector, the specific program elements that Venture Central will create will be specific to the targeted sectors of Region 9. A tenet of the project is to not duplicate efforts that already exist so a careful analysis of gaps will be an early task. The workgroup feels that the services funded by GOVA should be limited to targeted sectors and high growth companies.
- Region 9 has not yet identified a regional entrepreneurship ecosystem coordinator, and Venture Central will not fill this role. The workgroup feels that the development of a regional coordinator is vital and discussions should take place soon to start this process.

Staff Recommendations:

Staff recommends approval of this project contingent on services being limited to targeted sectors and high-growth companies.

Requirements	
\$2:1 Match Requirement	YES
Traded Sector	YES
High-wage Job Creation Potential	YES
3 Year ROI	YES; 165.3%
Alignment with G&D Plan	YES
Grant Management Capacity	YES
Sustainable After GOVA Funds	UNKNOWN



Regional ERR Applications

Economic Resilience and Recovery Application

Virginia Cyber Skills Academy

Region: 7

Participating Localities:

Prince William County Economic Development (Letter of Support)
Loudon County Economic Development (LOS)
Fairfax County Economic Development (LOS)

Strategy: Workforce Development

Type of Project: Regional ERR

Applicant(s): Women’s Society of Cyberjutsu

Project Goal(s): To assist COVID-impacted workers in the Retail, Accommodation and Food Service Industry to obtain skill certifications (reskill or upskill) to enable them to move into high-demand cyber security roles.

Project Description: The Virginia Cyber Skills Academy will recruit up to 500 individuals and support 50, qualified, diverse and fiscally-impacted students to undergo a reskilling program and 20 students to undergo an upskilling program. Further, the project will assist graduates of both programs with obtaining employment with area companies.

All courses and certifications will be provided online and VCSA Reskilling Academy graduates will have the opportunity to complete three Global Information Assurance Certification (GIAC) exams. This will include the GIAC SANS Foundations final exam and two additional industry leading GIAC certifications: (1) the GIAC Security Essentials Certification (GSEC) and the (2) GIAC Certified Incident Handler (GCIH).

The VCSA Career Accelerator upskilling program graduates will have the opportunity to choose between advanced certifications focused in areas such as penetration testing/offensive security.

GO Virginia funds will be used for training and certifications, applicant recruiting, project management and software/infrastructure. Match is provided by program partners in the form of recruitment (Katsy) assessments (SANS), training and certifications, and project management.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 699,995
Matching Funds	\$ 678,785
Local Match	\$
Leverage	\$ 123,600
Total Project Budget	\$ 1,502,380

Virginia Cyber Skills Academy

Outputs and Outcomes:

70 student completers (50 reskilling and 20 upskilling)

Workgroup Discussion:

- Good alignment with Growth and Diversification Plan – targeted industry sector and strategy (Workforce Development)
- Adequate demonstration of unmet demand for workers with these certifications
- Lack of meaningful local participation
- The majority of the match is provided by project partners through discounted services. Those same match providers will be recipients of GOVA funds.
- Lack of connection to other cyber efforts in the region
- Lack of connection to workforce system partners
- Training provider is not yet registered as a certified training provider under the Workforce Investment and Opportunity Act, limiting opportunity to leverage federal training dollars.

Staff Recommendation:

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

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



Board Decision

TO: GO Virginia Board Members

FROM: DHCD Staff

RE: Virginia Virtual Workforce (VWV) Validation Phase Recommendation

DATE: 12/7/2020

Background

The Virginia Virtual Workforce (VWV) Statewide Competitive project application led by Regions 4, 5 (with support from Region 3) and applicant team Commonwealth Center for Advanced Manufacturing (CCAM) and Old Dominion University (ODU) was submitted for Board action at the September 22, 2020 Board Meeting. The application seeks a grant of \$1,500,000 for the development of a virtual training solution to support the advanced manufacturing talent pipeline in Regions 4 and 5 by utilizing the Framework for Acceleration Simulation and Training (FAST) framework to create three courses and conduct workgroups for manufacturing and robotics professionals to implement the FAST framework. The application was reviewed by Board member work group with participation by GO Virginia Board members Leah Fremouw and Pia Trigiani, supported by subject matter experts – Bob Stolle, Executive Director of CIT and Brent Vassey, President of the Virginia Manufacturing Association as well as DHCD GO Virginia staff.

Based on workgroup interviews with applicant representatives and through review and discussion, the work group and staff recommendation was that this application not be approved because 1) the GO Virginia Region 5 COVA Map FAST framework project must first be validated before funding another project that utilizes the COVA Map FAST framework and 2) the application does not strongly justify there is unmet industry need for training program to be developed under an award of GO Virginia funds.

At the September board meeting, The GO Virginia Board voted to make an initial award of up to \$100,000 to conduct a preliminary planning phase designed to validate the project concept, specifically addressing the two concerns raised by the workgroup and staff in reviewing the application. The applicant team was asked to address the following in a planning phase outcomes report:

- 1) Assess and validate market demand for skilled workers in advanced manufacturing.
- 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.

Once completed, the application would then be reconsidered with the additional information provided by the planning work.

The applicant proceeded with this review, engaging Chmura to evaluate the proposal on a quantitative level and the Riverlink Group with David Denny, LLC to conduct a qualitative review based on interviews



and a survey of a sample of advanced manufacturing firms in the subject regions. A planning phase outcomes report was provided to staff on November 15, 2020.

The applicant team also provided a virtual demonstration of the FAST Framework to the workgroup and staff on November 6, 2020. The demonstration was an opportunity for the workgroup and staff to assess the framework, understand the status of the Region 5 COVA Map project and the implementation of the FAST framework within the maritime industry.

The workgroup reconvened with the subject matter experts and staff to review the planning phase outcomes report on November 20, 2020.

Planning Phase Outcomes

The workgroup and staff evaluated the analysis from the report and determined that the report reflects sufficient market demand for skilled workers in advanced manufacturing based on the data provided (1). The mapping of existing training and education programs in Regions 3, 4, and 5 demonstrates that there are a relatively high number and variety of existing training programs focused on current production of skilled workers in high priority advanced manufacturing occupations. These findings suggest that there is adequate supply of opportunities for potential trainees, those interested in advanced manufacturing careers, and for incumbent workers who would like to advance their careers (2). The qualitative segment of the planning report focused on confirming that manufacturers in Region 3, 4 and 5 would endorse the ODU Fast framework as a viable solution. The workgroup concluded that this section of the report does not provide strong evidence that the FAST framework is an appropriate and needed workforce solution that manufacturers endorse. Additionally, the group agreed the study fell short in terms of sample size of the manufacturers surveyed and interviewed. There was also uncertainty among the workgroup about whether or not the manufacturers, as part of the study, had a clear idea of the specific FAST framework platform or were responding to general questions about the need for and value of a virtual training platform. Additionally, the workgroup and staff learned that the FAST framework has yet to be implemented with a maritime training partner. For that reason, the workgroup and staff concluded that a determination of the FAST framework success is premature.

Committed Project Match

For statewide competitive projects, GO Virginia Board policy requires a 1:1 match and 20% local match (or \$50,000 whichever is greater). Staff reviewed 13 project match contributions for the Virginia Virtual Workforce project and was unable to qualify 5 of those contributions (or 40% of the total). For the project match that did not qualify, staff determined that the activities identified as program match do not align sufficiently with the project scope or do not contribute to achieving project deliverables. The application, therefore, does not meet GO Virginia project match requirements.

Workgroup Recommendation:

For the reasons outlined above, the workgroup recommends that the implementation/second phase of the Virginia Virtual Workforce project not be approved, and all remaining funds awarded in September be returned and made available for other projects.



Memorandum

TO: GO Virginia Board Members

FROM: DHCD Staff

RE: Economic Resilience and Recovery Program Update

DATE: 12/2/2020

The table below shows the allocations and awards summary for the nine GO Virginia Regions as well as the Statewide ERR pool.

To date, the program has funded 30 projects across the state and distributed 52% of the original resources dedicated to the effort. 66% of the resources (\$5.0M) have been directed to serve and support existing businesses. 33% (\$2.4M) has been utilized for workforce development efforts and the remainder to enhance virtual services for entrepreneurs.

Economic Resilience and Recovery Program

Region	Original Allocation	Awards	Unobligated Available
1	\$ 1,000,000.00	\$ 199,996.00	\$ 800,004.00
2	\$ 1,000,000.00	\$ 1,110,700.00	\$ (110,700.00) ¹
3	\$ 1,000,000.00	\$ 1,000,000.00	\$ -
4	\$ 1,000,000.00	\$ 261,100.00	\$ 738,900.00
5	\$ 1,000,000.00	\$ 200,000.00	\$ 800,000.00
6	\$ 1,000,000.00	\$ 163,000.00	\$ 837,000.00
7	\$ 1,000,000.00	\$ 300,000.00	\$ 700,000.00
8	\$ 1,000,000.00	\$ 131,813.00	\$ 868,187.00
9	\$ 1,000,000.00	\$ 300,000.00	\$ 700,000.00
Statewide	\$ 5,650,000.00	\$ 3,950,000.00	\$ 1,700,000.00
TOTAL	\$ 14,650,000.00	\$ 7,616,609.00	\$ 7,033,391.00

¹ In September 2020, the State Board took action to allow regions who have obligated their original ERR allocation to use up to \$500,000 of their regular per capita funds for ERR-eligible projects. Region 2 has obligated \$110,700 of those extended resources.



Administratively Approved Enhanced Capacity Building Applications

Administrative Approvals: Enhanced Capacity Building

RVA-757 Connects

Region: 4 and 5

Participating Localities: Counties of Henrico, Isle of Wright, James City, and York; and the cities of Hampton, Newport News, Norfolk, Richmond, Virginia Beach, and Williamsburg

Investment Strategy: Workforce Development

Type of Project: Enhanced Capacity Building

Applicant(s): RVA-757 Connects

Project Goal(s): To profile the megaregion’s collective talent pool and determine the current gaps that need to be filled and identify major trends will that will impact the future.

Project Description: In collaboration with foundations, chamber of commerce’s, and businesses for both region 4 and 5, RVA-757 Connects will conduct the *RVA-757 Connects I-64 Corridor Talent Pipeline: Today and Tomorrow Initiative*. The initiative will be orchestrated in four steps over a five-month period to 1) recruit an expert project team, 2) profile the RVA-757 Connects megaregion’s talent pool, 3) identify the major trends that will impact the megaregion’s talent pool of tomorrow, and 4) design the program. GO Virginia funds will be used to pay for the first three activities related to project management and contract services with partners.

Pathway to Implementation: Design a major jobs-build strategy for the megaregion.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 90,000
Matching Funds	\$ 45,000
Local Match	\$ 0
Total Project Budget	\$ 135,000

Outcomes:

- Profile the RVA-757 Connects megaregion’s existing talent pool report
- Identify the megaregion’s talent needs of tomorrow report

Administrative Approvals: Enhanced Capacity Building

Regional Robotics Innovation Hub

Region: 5

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

Investment Strategy: Cluster Scale-Up

Type of Project: Enhanced Capacity Building

Applicant(s): The Hampton Roads Alliance

Project Goal(s): To develop a feasibility analysis and action plan for a Regional Robotics Innovation Hub based in Hampton Roads.

Project Description: The goal of the analysis and planning grant funding will be to accelerate and interconnect technology innovation in robotics, machine learning, advanced manufacturing, virtual reality, and artificial intelligence in Hampton Roads in order to advance autonomous systems research and development, manufacturing, digital shipbuilding and repair, distribution and logistics, water technologies, modeling and simulation, and other target industries.

The applicant feels there is a significant opportunity in Hampton Roads, particularly given their centuries-old maritime history and industry, significant military and federal presence and assets, as well as the newest economic opportunity that surrounds offshore wind deployment with the potential of the region being the East Coast supply chain anchor for the offshore wind industry. With the announcement of Huntington Ingalls Industries investment in autonomous marine systems along with significant investments made in digital shipbuilding, it is apparent a growth in robotics will support advancements in these industries.

Pathway to Implementation: This study will conduct trend analysis, regional situational analyses to include mapping the region's robotics firms, related firms, and research-based assets. It will also identify specific niches where the region is most competitive and identify public and private services to best grow the industry. A supply chain analysis and recommendations will help determine best practices and a roadmap forward towards an implementation project.

Type of Funds	Totals
GO Virginia Request	\$ 73,000
Matching Funds	\$ 38,000
Local Match	\$ 30,000
Total Project Budget	\$ 111,000

Outcomes:

- Hampton Roads Regional Robotics Innovation Hub Feasibility Study



Administratively Approved Economic Resilience and Recovery – Fast Access Applications

PHRE Mobile App

Region: 2

Participating Localities: Counties of Floyd, Montgomery, and Pulaski

Strategy: Startup Ecosystem

Type of Project: Enhanced Capacity Building

Applicant(s): Virginia Tech, Institute for Critical Technology and Applied Science (ICTAS)

Project Goal(s): To develop a Public Health Readiness (PHRE) mobile application designed to help smaller organizations quickly assess and optimize their readiness to operate with minimal risk to workers, customers/patrons, and surrounding communities.

Project Description: The PHRE tool will be launched within one month of the project kick-off and refined over three additional months with oversight and input provided by a consortium of nearly a dozen small businesses, local governments, regional health officials, and community organizations. Functionality of the mobile app will include risk assessment through a survey that will determine a “Readiness Score”, providing critical feedback to regional health districts. GO Virginia funds will be used for project administration and personnel to develop the mobile app and risk framework.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 63,500
Matching Funds	\$ 42,610
Local Match	\$ 9,000
Total Project Budget	\$ 106,110

Outcomes:

- Development of PHRE tool mobile application
- 12-20 businesses served, initially, but will expand through recruitment and engagement with the Business Continuity Team (BCT) – will quantify businesses served using PHRE mobile app intake form
- 24-40 jobs retained, initially, but will expand through recruitment and engagement with BCT - will quantify businesses served using PHRE mobile app intake form

Capital Region SBDC Launch

Region: 4

Participating Localities: City of Richmond, Town of Ashland, Chesterfield County, Henrico County, Goochland County

Strategy: Cluster Scale Up

Type of Project: ERR- Fast Access

Applicant(s): Virginia Community Capital

Project Goal(s): To fill a gap in the Greater Richmond region’s entrepreneurial ecosystem and provide key resources to small businesses to help grow and sustain their operations during the COVID-19 crisis.

Project Description: Virginia Community Capital (VCC) is seeking GO Virginia ERR funds to establish the Greater Richmond Small Business Development Center (GRVA SBDC) to serve the Greater Richmond area. VCC will be the host organization to lead and manage the GRVA SBDC. SBDC business advisors provide confidential 1-on-1 business advising and group training to small businesses and aspiring entrepreneurs. SBDC advising is provided at no-charge, and since COVID-19 advising and training has been provided remotely via telephone, email and web based platforms like Zoom and WebEx. The GRVA SBDC will be equipped to provide a broad base of support to our business community and will facilitate connections to other service providers in our region. The center will help strengthen the pipeline to the entities directly involved in growing the region’s clusters as named in the EGDP.

The Virginia SBDC Network will provide VCC with \$192,000 of federal funds (SBA CARESAct) to support the GRVA SBDC through September 30, 2021. The participating localities and Atlantic Union Bank have committed cash totaling \$102,551. The GO Virginia ERR request is \$30,500 for a total budget of \$325,051. Beginning October 1, 2021 (after the SBA CARESAct funds are spent), the Virginia SBDC Network will provide \$155,000 of SBA funding annually to support the GRVA SBDC. These funds will require local 1:1 match beginning October 1, 2021.

GO Virginia funds will be used to establish a new Richmond regional SBDC office and specifically will be used for personnel, equipment and supplies, professional development, and marketing.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 30,500
Matching Funds	\$ 102,551
Local Match	\$ 92,551
Additional Leverage	\$ 192,000
Total Project Budget	\$ 325,051

Outcomes:

- Launch of SBDC Capital Region Office
- Total clients counseled - 250
- Long-Term clients (5+ hours of advising per year) - 63
- Total counseling hours - 1250
- Average hours per client - 5
- New Business Starts - 50
- Capital Formation - \$5,000,000
- Jobs Created/Retained – 150

Virginia Virtual Maritime Trades Training (VVMTT)

Region: 5

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

Strategy: Workforce Development

Type of Project: Economic Resilience and Recovery – Fast Access

Applicant(s): Virginia Ship Repair Foundation (VSRF)

Project Goal(s): To provide virtual training platforms that address the impact of COVID-19 on the region’s ability to produce qualified workers in the skilled trades that remain strong despite the pandemic.

Project Description: VSRF in partnership with Newport News Shipbuilding and the Apprentice School seeks to address the strong training demand by investing in virtual at four locations – Tidewater Community College, Thomas Nelson Community College, Paul D Camp Community College, and the Apprentice School to assist those currently unemployed and backfill the workers removed in the high-risk categories forced to take a leave of absence in the shipbuilding and ship repair industry. The addition to these virtual and simulated components to existing trades training program will address the current need by allowing greater social distancing among trainees and minimize touch points on manufacturing equipment or training mockup structures. The simulations will put students in realistic jobs settings where they can have work scenarios replicated in a safe environment without the risk of injury, damage to equipment, loss of materials, or exposure to the pandemic. It will also pay long-term benefits beyond the pandemic by creating greater efficiencies in training, reducing the cost for training materials, and making the training more mobile. GO Virginia funds will be help pay 3D simulations and touchscreen laptops, CNC machining, workbenches, and project administration.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 100,000
Matching Funds	\$ 200,000
Local Match	\$ 0
Total Project Budget	\$ 300,000

Outcomes:

- 700 – 1,000 students will complete MTT courses
- 12 maritime businesses served

REGIONAL BUSINESS AND PROFESSIONAL “CONNECTOR PLATFORM”

Region: 9

Participating Localities: Counties of Albemarle, Culpeper, Fauquier, Fluvanna, Madison, Nelson, Orange, and Rappahannock; the City of Charlottesville

Strategy: Cluster Scale Up

Type of Project: Economic Resilience and Recovery – Fast Access

Applicant(s): Charlottesville Business Innovation Council (CBIC)

Project Goal(s): To use Start Up Space technology to develop a cloud-based platform (native mobile app, responsive website, utility/interaction platform as service) that will help businesses accelerate recovery from and after the pandemic. Specifically, this project will:

- increase ability to work from home by supporting virtual networking and online events;
- Expand digital marketing capacity;
- Support locally traded and target sector industries’ recovery by providing area wide resources and information on COVID-19 and business services and resources; and
- Help displaced workers find jobs by leveraging existing job boards in a central location.

Project Description: The Connector Platform will offer region-wide interactive search and filtering functionality to allow users to find and access regional business data, resources and services. It will include a dedicated COVID-19 information and resources page; a central business location for individuals and businesses to connect; a business referral network, a resource map, an education center; an events calendar; a job board; mentorship connections; and data insight tools. This will be a next generation platform that is not a traditional website – it is built for user engagement and interaction, and not simply for providing information to users.

The region-wide project can create virtual connectivity for the region that does not currently exist in the region. The platform can serve all target sectors (Business and Financial Services, Biotech, IT, Food and Beverage Manufacturing, Light Manufacturing), emerging industries and locally traded sectors alike. The platform will increase regional connectivity, accessibility to resources and business services that will optimize access during the uncertain “tenure” of the pandemic, and post pandemic this platform could continue to serve a role in regional economic connectivity.

This project also supports a strategy identified in the published Project Rebound Blueprint Report, partially funded by GO Virginia, for a “web-based’ portal linking customers and businesses to up-to-date information, including services and resources, what level of ‘open’ they are, and whether they are small and/or disadvantaged businesses.”

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 76,500
Matching Funds	\$ 38,450
Local Match	\$
Total Project Budget	\$ 114,950

Outcomes:

- Development of “Connector Platform” to assist businesses recovering from the pandemic.
- Outcomes tracked will include businesses served, resources shared, dashboard, and region-wide COVID resource information page.



Memorandum

TO: GO Virginia Board Members

FROM: DHCD Staff

RE: GO Virginia Funded Projects - Update

DATE: 12/7/2020

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 November 30, 2020. This represents 143 projects with a total funded amount of \$46,515,821.