



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

AGENDA
VIRGINIA GROWTH AND OPPORTUNITY BOARD

Thursday, April 21, 2022

10:30 AM – 12:00 PM

Location:

Delta Hotels Marriott

555 E Canal St

Richmond, VA 23219

James River Ballroom

- I. **OPENING**
- a. Call to order Chair
 - b. Roll Call Andrea Devening
 - c. Public Comment Chair
- II. **CONSENT AGENDA – *Action Item*** Chair
- a. Dec 15, 2021 Meeting Minutes
 - b. March 10, 2022 Meeting Minutes
 - c. Regional Growth and Diversification Plan Approval
 - d. Regional Council Certification
 - e. Existing Project Contract Modifications Request- Request for Contract Modification (Match Waiver) with Region 5's Virginia Digital Shipbuilding and Virginia Cyber Alliance
- III. **CHAIR'S REPORT** Nancy Howell Agee
- a. Establishment of Workgroup for Regional Council Leadership Engagement Workgroup
 - b. Establishment of Workgroup for GO Virginia Fund Resource Utilization
 - c. Establishment of Workgroup for Talent Pathways Initiative
- IV. **DIRECTOR'S REPORT** Bryan Horn/Sara Dunnigan
- a. ***Action Item:*** Per Capita Applications (5)
 - b. ***Action Item:*** Economic Resilience and Recovery Applications (1)
 - c. Regional and Statewide Project Pipeline Report
- V. **STAFF REPORT**
- a. Council Leadership Input Sessions Sara Dunnigan
 - i. Memo: Consensus Recommendations & Requested Actions
 - ii. ***Action Item:*** Extension of Policy #11 Modified Match Per Capita Requests through June 30, 2023
 - iii. ***Action Item:*** Adoption of Policy #13 Match for Statewide Competitive Projects Due to Extraordinary Economic Opportunity
- VI. **BUDGET/LEGISLATIVE UPDATE** Bryan Horn



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VII. INFORMATION ITEMS

Sara Dunnigan

- a. Regional Council Program Recommendation Letters
- b. Memo: Unobligated Fund Balances
- c. DHCD Approved Enhanced Capacity Building Projects and Technical Amendment
- d. Awarded Project Summary
- e. Cancelled Projects
 - i. Region 2 – Picks TM
 - ii. Region 4 – Rowanty
 - iii. Region 7 – 2030 Initiative

VIII. ADJOURNMENT

Chair

2022 Board Meeting Schedule

Tuesday, June 14, 2022

Tuesday, September 13, 2022

Tuesday, December 13, 2022



VIRGINIA INITIATIVE FOR
**GROWTH &
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IN EACH REGION

VIRGINIA GROWTH AND OPPORTUNITY BOARD MEETING

December 15, 2021

12:00 PM

Patrick Henry Building, West Reading Room

1111 E. Broad St. Richmond, VA 23219

Members Present

Nancy Howell Agee
Delegate Lamont Bagby
Senator George Barker
The Honorable Fran Bradford
Ben J. Davenport, Jr.
Jim Dyke
Speaker Eileen Filler-Corn
W. Heywood Fralin
Senator Janet D. Howell
Leah Fremouw
Eva Teig Hardy
Doug Juanarena
Senator Frank Ruff
Todd A. Stottlemeyer (virtually)
Don Robin Sullenberger
Delegate Luke E. Torian
Pia Trigiani
Marilyn H. West
Joe Wilson
John O. "Dubby" Wynne

Members Absent

The Honorable K. Joseph Flores

Call to Order

Ms. Nancy Agee, Chair of the Virginia Growth and Opportunity (GO Virginia) Board, called the meeting to order. It was noted that Mr. Todd Stottlemeyer was participating virtually pursuant to the Board's electronic participation policy.

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.
Consent Agenda	Ms. Agee introduced the meeting minutes of the September 23, 2021 meeting of the Board for consideration. A motion was made by Mr. Dyke and seconded by Mr. Juanarena to approve the minutes as presented. The motion passed.
Public Comment	<p>Ms. Agee opened the floor for public comment.</p> <p>Ms. Sondra Schneider, President and CEO of Security University and Security University Foundation, spoke in support of the Board approving the Security University Foundation ACER Project.</p> <p>No other speakers appeared before the Board. The public comment period closed.</p>
Director's Report	<p>Ms. Sara Dunnigan, Deputy Director of Economic Development and Community Vitality at DHCD, presented 9 Per Capita applications regarding workforce development, site development and infrastructure, cluster scale-up, and start up ecosystems: Regional Talent Strategy Implementation from Region 2, Security University Foundation ACER Project from Region 7, Pathway Park Infrastructure from Region 1, Project Seed – Innovation Hub at Midtown Square from Region 3, RIOT Pre-Accelerator Program from Region 6, Convene & Collaborate – Region 7 REI from Region 7, Agriculture Innovation Center from Region 8, and Mobilizing the Supply chain with Critical Infrastructure from Region 1. Regional Talent Strategy Implementation and Project Seed – Innovation Hub at Midtown Square were removed from the bloc for individual consideration. A motion was made by Mr. Dyke and seconded by Mr. Wynne to approve the applications as recommended by staff as a bloc. The motion passed.</p> <p>A motion was made by Mr. Fralin and seconded by Mr. Ruff to approve the Regional Talent Strategy Implementation project. Ms. Agee abstained. The motion passed.</p> <p>A motion was made by Mr. Fralin and seconded by Mr. Stottlemeyer to approve the Project Seed – Innovation Hub at Midtown Square. Ms. Trigiani abstained. The motion passed.</p>

Ms. Dunnigan presented Project Eagle+ to the Board for consideration. A motion was made by Mr. Wynne and seconded by Mr. Dyke to approve the project as presented. Mr. Fralin and Ms. Agee abstained. The motion passed.

Ms. Dunnigan presented 1 Regional Economic Resilience and Recovery application in the startup ecosystem space, Growing the Pipeline: Expanding Early Stage Entrepreneurship Support from Region 4. A motion was made by Mr. Juanarena and seconded by Ms. Fremouw to approve the applications as presented by staff. The motion passed.

GO Virginia Project Panel Ms. Agee recognized Mr. Doug Smith, President and CEO of Hampton Roads Alliance, Jeff Gallagher, Interim Executive Director of Advanced Pharmaceutical Manufacturing/R&D Cluster Accelerator, and Bill Donohue, President and CEO of Genedge to appear before the Board.

The three panelists discussed the impact of the Growth and Opportunity Virginia program and the instrumental part it played in creating regional initiatives and collaborations and leveraging those partnerships into successful projects led by their organizations.

Reports Ms. Dunnigan provided the Board with a comprehensive overview of the GO Virginia FY-21 Annual Report.

Information Items Mr. Wynne provided the Board with a brief overview of initiatives that the GO Virginia Foundation plans to undertake beginning in the first quarter of 2022.

Adjournment The meeting was adjourned.



VIRGINIA INITIATIVE FOR
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VIRGINIA GROWTH AND OPPORTUNITY BOARD
GO Virginia Special Board Meeting
Thursday, March 10 · 9:00 – 10:00am
101 N. 14th Street, Richmond, VA 23219
James Monroe Building, Conference Room E

For the public, Google Meet joining info:

Video call link: <https://meet.google.com/fpq-iity-okb> Or dial: (US) +1 484-998-0426 PIN: 931 231 851# More phone numbers: <https://tel.meet/fpq-iity-okb?pin=7160540066487>

Members Present

Nancy Howell Agee
Secretary Steve Cummings
Ben J. Davenport, Jr.
Jim Dyke
Leah Fremouw
Eva Teig Hardy
Delegate Terry Kilgore
Secretary Caren Merrick
Senator Frank Ruff
Don “Robin” Sullenberger
Pia Trigiani
Joe Wilson

Members Absent

Delegate Terry Austin
Senator George Barker
W. Heywood Fralin
Speaker Todd Gilbert
Senator Janet Howell
Doug Juanarena
Todd A. Stottlemeyer
Marilyn H. West
John O. “Dubby” Wynne

- Call to Order Ms. Nancy Agee, Chair of the Virginia Growth and Opportunity (GO Virginia) Board, called the meeting to order.
- 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. Agee opened the floor for public comment. Ms. Devening stated that no public comments were received.

New Board Members

Ms. Agee welcomed newly appointed GO Virginia board members: the Secretary of Commerce and Trade, Caren Merrick and Secretary of Finance, Steve Cummings; Speaker of the House of Delegates, Todd Gilbert; Delegate Barry Knight, Chairman of the House Committee on Appropriations; and Delegates Terry Kilgore and Terry Austin. The new DHCD Director, Bryan Horn, was also introduced and welcomed.

Director's Report

Ms. Sara Dunnigan, Deputy Director of Economic Development and Community Vitality at DHCD stated that this special board meeting was requested in order to take action on two time-sensitive applications that require action no later than March 15, 2022, the Economic Development Administration (EDA)'s application deadline. She presented 1 Per Capita application regarding workforce development entitled Building a Pharmaceutical Manufacturing Talent Pipeline and 1 Statewide Competitive application from Regions 3 and 4 in the sites and infrastructure investment strategy entitled the MBC Middle Mile Fiber Expansion Project. Attached to the MBC Middle Mile Fiber Expansion Project was a request to waive the local match requirement. Mr. Davenport recused himself from the vote regarding the broadband project. A motion was made by Senator Ruff and seconded by Mr. Dyke to accept the local match waiver request. It was noted that the rationale for approving the waiver was the extraordinary economic opportunity of the middle-mile broadband expansion effort and the need for this waiver to extend middle-mile broadband infrastructure to key economic development sites. Ms. Agee requested that these applications be voted upon as one block. A motion was made by Mr. Dyke and seconded by Senator Ruff to approve the applications as recommended by staff as a bloc. The motion passed.

Adjournment

The meeting was adjourned.



Memorandum

TO: Virginia Growth and Opportunity Board
FROM: Bryan Horn, DHCD Director
RE: Regional Growth & Diversification Plan Amendments
DATE: April 21, 2022

In 2019, each of the nine regional councils throughout the Commonwealth developed a Growth and Diversification Plan to identify economic opportunities, needs, and challenges. These plans helped establish priorities among those opportunities, and outlined where GO Virginia grant funds can (a) support collaborative projects between at least two or more localities that will (b) lead to the creation of more higher paying jobs in the identified targeted industry clusters, leading to private sector growth in the regional economies. These plans guide the regional councils in supporting efforts to:

1. develop, recruit and/or retain talent;
2. grow and develop existing clusters, and to scale up small and mid-sized companies;
3. establish start-ups and supporting entrepreneurs; and
4. advance site development towards business readiness.

As of 2021, as required by the Virginia Growth and Opportunity Act, each regional council was required to amend these plans on a biennial basis. Updates to the plans established priorities for future use of GO Virginia project grants, and included quantitative and qualitative analysis. Each of the nine regions amended their plans. Below is a summary of these plans and major changes along with links to the full plans. **DHCD recommends approval of all nine Growth and Diversification Plans.**

Targeted Industry Cluster Employment Changes

In 2020, due to the global impacts of the COVID-19 pandemic, overall employment in Region 1 saw a decline of 5.4% by 2020Q4. As of 2021Q1, overall employment dropped by 6.3% since the start of the pandemic in 2020Q1. These job losses can be attributed to six business closures resulting in the loss of 1,315 jobs. However, several announcements in 2021 promise to bring roughly 3,000 jobs back to the region.

Each industry cluster in Region 2 experienced employment growth in the last five years. During this period Life Sciences and Healthcare experienced the biggest increase in overall employment at 11.9%, followed by Manufacturing at 9.5%, Transportation and Autonomy at 1%, and Emerging Technology and IT at 0.7%.

Region 3's employment growth across all industry sectors experienced an overall employment change of -1%. This decline in employment is projected to decrease. Advanced Manufacturing saw the industry and employment grow over the past two years. Business Services & IT Data saw the highest average

wage in the region, while High Value Natural Resource Products has the lowest employment in the region.

From 2016 to 2019, overall employment in Region 4's targeted clusters experienced increases in overall employment by 3.0%. Both Information Technology & Innovation had the fastest growth with 8.5%, Logistics increased 5.2%, Life Science/Bioscience increased 2.9%, and Advanced Manufacturing increased 0.6%.

All of Region 5's targeted clusters experienced positive increases in average annual employment when viewing the region from Q2 2011-Q2 2021. Cybersecurity/Data Analytics/Model-Sim saw the largest increase at 4.3%, Unmanned Systems & Aerospace followed with 2.7%, Port Operations/Logistics/Warehousing had an increase of 5.2%, Ship Repair & Ship Building increased at 2.4%, Water Technologies at 0.8%, Advanced Manufacturing at 0.3%, and Clean Energy at 0.03%

Region 6 experienced mixed employment trends, due in part to the COVID-19 pandemic. Seafood Processing/Aquaculture/Commercial Fishing and Data/Information Centers saw the largest relative decrease in employment, both with -3.7%, followed by Forestry/Wood Products/Paper at -2.2%. Professional, Scientific, and Technical Services saw an increase of 3.6%, Distribution and Logistics increased 2.3%, and Manufacturing increased 0.5%.

Over the past five years, Region 7's targeted clusters experienced variable changes. Computer Services experienced a gain of 1.6%, and Consulting Services increased 2.3%. Life Sciences saw an increase of 1,000 jobs. Cybersecurity experienced a small net job loss of 300 jobs. Marketing, Design, and Publishing lost roughly 1,000 jobs, and engineering services lost roughly 250 jobs.

Region 8 experienced job decline at a rate of 1.5% over the last two years due to the COVID-19 pandemic. Employment in Transportation and Logistics grew to 3.1%, Life Sciences 2.3%, Agriculture and Value Added Food grew by 1.2%, and Business Services has grown by 0.3% over the past two years. Manufacturing has seen a decrease in employment of 1.6% per year over the past two years. It and Emerging Technologies continues to decline in Region 8, but is expected to grow in the next 5 years.

All of Region 9's targeted clusters saw some increases in average annual employment despite the COVID-19 pandemic. Food and Beverage Manufacturing saw the most significant increase in average annual employment at 3.8%, Financial & Business Services grew by 2%, Information Technology/Communications at 0.9%, and Biomedical/Biotechnology at 0.6%. Light Manufacturing had the lowest growth rate of 0.1%

Summary of 2021 Project Pipeline Development

All nine regions did a good job of outlining their pipeline development process and opportunities. The regional plans highlighted their process for soliciting projects that align with their strategies and targeted clusters, included opportunities in identifying a regional approach for startup ecosystem development and approaches to addressing regional site readiness, and other non-GO Virginia efforts that will help leverage future projects.

Cluster	Region 1	Region 2	Region 3	Region 4	Region 5	Region 6	Region 7	Region 8	Region 9
Manufacturing and Advanced Manufacturing	X	X	X	X	X	X		X	X
Agriculture/Beverage/Food Manufacturing	X	X	X			X		X	X
Information and Emerging Technologies	X	X	X	X	X	X	X	X	X
Energy and Minerals	X				X				
Health/Bioscience/Life Sciences		X	X	X	X		X	X	X
Forestry/Wood/Paper Products		X	X			X		X	X
Shipping and Logistics			X	X	X	X	X	X	
Water Technologies					X	X			
Transportation and Autonomy		X			X		X		
Professional Services		X	X		X	X	X	X	X
Common Strategies and Goals Identified									
Cluster Scale Up	X	X	X	X	X	X	X	X	X
Sites	X	X	X	X	X	X		X	X
Talent and Workforce	X	X	X	X	X	X	X	X	X
Technology Innovation/Entrepreneurship		X	X	X	X	X	X	X	X

Summary of 2021 Targeted Cluster Changes

X represents new clusters and strategies/goals identified in the 2021 Amended Plan.

Regions 2, 5, and 7 modified their targeted clusters in their 2021 Growth and Diversification Amended Plan. These changes are reflected below:

- Region 2
 - Region 2 added the Transportation and Autonomy Industry cluster
- Region 5
 - The Clean Energy industry was added under the Energy and Minerals Industry Cluster
 - Transportation and Autonomy was added as a targeted industry cluster
- Region 7
 - Shipping and Logistics and Transportation and Autonomy were added as new targeted industry clusters

Link to Growth and Diversification Amended Plan

For more detail on each of the updated regional plans, see the links to DropBox below:

- [Region 1](#)
- [Region 2](#)
- [Region 3](#)
- [Region 4](#)
- [Region 5](#)
- [Region 6](#)
- [Region 7](#)
- [Region 8](#)
- [Region 9](#)

Cluster	Region 1	Region 2	Region 3	Region 4	Region 5	Region 6	Region 7	Region 8	Region 9
Manufacturing and Advanced Manufacturing	X	X	X	X	X	X		X	X
Aircraft/Aircraft Parts Manufacturing		X	X		X				
Chemical Products	X	X		X	X			X	X
Metalworking Technology		X		X	X	X		X	X
Automotive and Transportation Equipment	X	X	X	X	X	X		X	X
Lighting and Electrical Equipment	X	X	X	X	X			X	X
Advanced Materials		X	X	X	X	X		X	X
Shipbuilding and Ship Repair					X			X	X
Electronic Component/Semiconductor Manufacturing	X	X	X	X	X	X		X	X
Plastics and Rubber Products	X	X							
Agriculture/Beverage/Food Manufacturing	X		X			X		X	X
Agriculture Inputs and Services								X	
Animal Processing	X							X	X
Aquaculture/Seafood/Commercial Fishing						X			X
Beverage (Alcoholic and Non-Alcoholic)	X		X	X		X		X	X
Food Processing	X		X	X		X		X	X
Information and Emerging Technologies	X	X	X	X	X	X	X	X	X
Computer Systems and Software Design	X	X	X	X	X	X	X	X	X
Cybersecurity	X	X	X	X	X	X	X	X	X
Data Centers/Telecommunications/Analytics	X	X	X	X	X	X	X	X	X
Digital Media						X	X		
Drones/Robotics/Autonomous Systems		X		X	X		X	X	X
Knowledge Creation/ R&D	X	X		X	X		X	X	X
Modeling/Simulation					X		X		
Aerospace			X	X	X		X	X	X
Energy and Minerals	X				X				
Energy Storage	X								
Alternative Energy					X				
Health/Bioscience/Life Sciences		X	X	X	X		X	X	X
Biopharmaceuticals		X	X	X	X		X	X	X
Diagnostics Laboratories		X	X	X	X		X	X	X
Health Care Providers		X	X	X				X	
Medical Devices and Equipment		X		X	X		X	X	X
Medical Research		X		X	X		X	X	X
Forestry/Wood/Paper Products			X			X		X	X
Forestry			X			X			
Wood/Paper Products			X			X		X	X
Shipping and Logistics			X	X	X	X	X	X	
Shipping Services				X	X	X	X	X	
Transportation				X	X	X	X	X	
Warehousing			X	X	X	X		X	
Transportation and Autonomy		X			X		X		
Drones		X			X		X		
Autonomous Systems		X			X		X		
Water Technologies					X	X			
Professional Services		X	X		X	X	X	X	X
Business Services			X		X	X	X	X	X
Computer Services		X	X			X	X	X	X
Consulting Services			X			X	X	X	X
Engineering Services		X	X		X	X	X	X	X
Financial and Business Services			X		X	X	X	X	X
Research and Development		X	X			X	X		X
Common Strategies and Goals Identified									
Cluster Scale Up	X	X	X	X	X	X	X	X	X
Sites/Infrastructure	X	X	X	X	X	X		X	X
Talent and Workforce	X	X	X	X	X	X	X	X	X
Technology Innovation/Entrepreneurship		X	X	X	X	X	X	X	X
	High level clusters identified in each Region's Growth and Diversification Plan								
	Strategies or goals identified in each Region's Growth and Diversification Plan								
Footnotes									
It should be noted some identified priority clusters were broader than other regions and as a result they cross cut through multiple clusters.									
X represents new clusters and strategies/goals identified in the 2021 Amended Plan.									



Memorandum

TO: Virginia Growth and Opportunity Board

FROM: Bryan Horn, Director, DHCD

RE: Annual Certification of Regional Councils

DATE: 4/21/22

Background

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

Annual Certification

For the year of January 2022- December 2022, DHCD has reviewed the council member composition and the council by-laws of each of the nine regional councils and recommends certification for all nine regional councils for accordance to the GO Virginia program guidelines. Each council has a composition that meets the membership requirements as listed in § 2.2-2488 C. Each council has adopted by-laws that ensure accordance with GO Virginia program guidelines in terms of membership selection processes and general governance.

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

Code References:

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

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

§ 2.2-2488. Formation of regional councils.

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



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



Board Decision

TO: GO Virginia Board Members

FROM: DHCD Staff

RE: Existing Project Contract Modifications Request- Request for Contract Modification (Match Waiver) with Region 5 Virginia Digital Shipbuilding and Region 5 Virginia Cyber Alliance

DATE: 4/21/2022

Old Dominion University Research Foundation is requesting a waiver of the required local match for the Virginia Digital Shipbuilding project. At the end of the project's timeline, ODU has documented \$169,245, a portion of the required local match, and are requesting a waiver for \$72,513. The reasons for the request are the delay between execution of the match and the request for documentation and staff turnover at municipalities.

Old Dominion University Research Foundation is also requesting a waiver of the required local match for the Virginia Cyber Alliance project. At the end of the project's timeline, ODU has documented \$72,821.44 of the required \$257,085.20 local match, thus are requesting a waiver for \$184,263.76. The reasons for the request are the delay between execution of the match and the request for documentation and staff turnover at municipalities.

Each project has satisfied the 1:1 match requirement as required by state code.

RECOMMENDATION: DHCD staff recommend both local match waivers for approval so that each project can be closed out.



Per Capita Applications Workforce Development

Per Capita Application

GO TEC Region 1

Region: 1

Participating Localities: Counties of Carroll, Grayson and Wythe

Investment Strategy: Workforce Development

Targeted Industries: Advanced Manufacturing, Agriculture/Biotechnology and Food Processing, Information Technology, Energy and Minerals

Type of Project: Per Capita Implementation

Applicant: Carroll County Public Schools

Project Goals: To pilot GO TEC Career Connections labs at Carroll County Middle School, Grayson County Middle School, and one middle school at Wythe County Public Schools. These labs will serve as pilot labs for Region 1 and will be implemented in partnership with GO TEC in Region 3.

Project Description: The model for this GO TEC lab will follow the same proposed “hub and spoke” model used for Region 3. This “hub and spoke” model uses a centralized location/or industry as the “hub”, with middle school career connector labs, secondary schools, and post-secondary institution partners being the “spoke” where students receive specialized training. For the purposes of this initial pilot project, the “hubs” for this project are the individual industry priorities identified by GO Virginia. This model creates a talent pipeline that yields measurable ROI results in terms of students being exposed to career pathways within the region, an increased number of graduates who graduate with certifications in those pathways, internship and apprenticeship opportunities in priority areas, part-time and full time employment upon graduation, and potential new job creation opportunities through economic development projects.

Region 3 is seeing great success through the establishment of Career Connector Labs, and this will be the first project of this nature in Region 1. Through these labs students will be exposed at an earlier age to the skills necessary and the jobs associated with all four of the identified priority target industries for Region 1 (agriculture and food and beverage manufacturing, information and emerging technologies, advanced manufacturing, and energy and minerals). This project should increase the number of students in the targeted career pathways aligned with Region 1 Growth and Diversification Plan, creating an immediate ROI through the increase of enrollment in these programs. Since this lab will be implemented at the middle school level, success measurements may not be readily available until those initial enrollees reach the high school level and post-secondary level pathways.

GOVA funds will be used to purchase equipment for the pilot labs in Grayson and Wythe Counties.

GO TEC Region 1

Type of Funds	Totals
GO Virginia Request	\$ 308,924
Matching Funds	\$ 154,462
Local Match	24,462
Additional Leverage	\$ 227,301
Total Project Budget	\$ 690,687

Outcomes:

- 450 students enrolled in GO TEC Career Connections Labs
- 150 credentials awarded in 3 years
- 2 new career pathways implemented at each high school
- 10 business agreements for apprenticeships and internships
- 50 students enrolled in apprenticeships/internships
- 50 students who enter workforce post GO TEC training
- 50 students enrolled in post-secondary programs

Workgroup Discussion:

- Already being implemented in Carroll County, part of a successful program in Region 3 (with GOVA funding)
- Seems to be good support from both education and industry in the region
- Local school systems will sustain the program after pilot program completion

Staff Recommendations:

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

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

Per Capita Application

Regional Talent Strategy Implementation

Region: 2

Participating Localities:

City of Covington (in-kind and cash match)

City of Roanoke (cash match)

City of Salem (in-kind)

Botetourt County (in-kind and cash match)

Franklin County (in-kind and cash match)

Roanoke County (in-kind and cash match)

Investment Strategy: Workforce Development

Targeted Industries: Advanced Manufacturing (including Transportation), Life Sciences, and Information and Emerging Technologies

Type of Project: Per Capita Implementation

Applicant(s): Western Virginia Workforce Development Board (WVWDB)

Project Goal(s): To implement a regional talent strategy in the Roanoke Valley and Alleghany Highlands in partnership with the Roanoke Regional Partnership (RRP) focused on career awareness and career pathways, talent development, talent attraction and retention, and collaboration and leadership.

Project Description: The activities of the project will include attracting out-of-market workers to relocate to the Roanoke Valley and Alleghany Highlands and retaining and developing the current workforce in the region, all while fostering collaboration and partnership between economic development and workforce development partners. Some of the activities that will be completed to meet the goals of the strategy will include creating a regional web-based talent portal, developing a talent ambassador volunteer program, creating toolkits for business and industry to use for recruitment of new employees, establishing an annual talent retreat for the region's economic and workforce partners, engaging business and industry in sector strategy activities, and more. The Roanoke Regional Partnership will convene a Talent Advisory Council composed of major employers in targeted sectors who will guide the effort.

GO Virginia funds will be used to pay for salaries/fringe benefits, website development, hardware/software, supplies, training, outreach, telecommunications, and administration.

Regional Talent Strategy Implementation

Type of Funds	Totals
GO Virginia Request	\$ 315,910
Matching Funds	\$ 189,354
Local Match	\$ 50,854
Additional Leverage	\$ 0
Total Project Budget	\$ 505,264

Outcomes:

- Regional talent web portal
- Toolkit for employer recruitment
- 50 students trained
- 100 businesses served
- 20 employees upskilled
- 40 jobs created/filled through work-based learning

Workgroup Discussion:

- Good engagement among local governments
- Need three unique strategies for talent retention, talent attraction, and talent development delivered as milestones before moving forward with the rest of the project activities
- Talent retention aligned with SCHEV Internships Collaborative - both WWVDB and RRP sit on the steering committee, led by Virginia Tech in Region 2
- Sector strategy roundtables will be created to include major industry partners to identify current and future workforce needs, specifically, occupations needing to be filled, skills gaps, connections to K-12 and higher ed, and strategies to further develop and enhance the talent pipeline
- Measuring talent attraction will be difficult but project team has metrics in place to help

Staff Recommendations:

Based on the workgroup discussion and application review, staff recommends this application to be approved.

Requirements	
\$2:1 Match Requirement	YES
Local Match	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

Security University Foundation ACER Project

Region: 7

Participating Localities:

- Prince William County (Letter of Support)
- Arlington Economic Development (Letter of Support)
- Town of Herndon (Letter of Support)

Investment Strategy: Workforce Development

Targeted Industry(s): Cybersecurity, Information Technology, Financial Services

Type of Project: Per Capita

Applicant(s): Security University Foundation

Project Goal(s): To support the creation, training, and expansion of the ACER Accelerated Cybersecurity Experiential-lab Residency workforce pipeline in Region 7.

Project Description: Security University Foundation’s (SUF) Accelerated Cybersecurity Experiential-lab Residency (ACER) project will engage and prepare 350 IT professionals for cyber career pathways. Through strengthening and expanding cyber education, training, and advocacy, the Accelerated Cybersecurity Experiential-lab Residency (ACER) project will expand participant’s cyber knowledge for in demand cyber careers in the region. The Accelerated Cybersecurity Experiential-lab Residency (ACER) project will reach employed and unemployed IT cyber professionals, specifically in Fairfax, Arlington, Alexandria and Prince William County. In partnership with Security University located in Herndon, Virginia, the partnership will provide innovative hands-on training, experiential-labs that can translate into practical know-how, and eligibility that allow employers to confidently hire them based on demonstrated cyber mastery without cyber experience on their resume. This public-private collaboration has been endorsed by additional partners including Alexandria/Arlington Regional Workforce Council, Prince William County Economic Development, City of Arlington, City of Herndon, Virginia Career Works-North, two cyber recruiters, three cybersecurity associations, and four major employers in Region 7 -- ATT, Mantech, Invictus, CACI.

GO Virginia funds will be used to support contract training services provided by Security University (80,000 experiential lab vouchers), curriculum development and 177 CompTia Exam vouchers to be used by students.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 1,750,000
Matching Funds	\$ 1,465,000
Local Match	\$
Leverage	\$ 1,668,800
Total Project Budget	\$ 4,883,800

Security University Foundation ACER Project

Outcomes:

- ACER program curriculum to be available to all under a Creative Commons licensing arrangement
- 350 businesses served
- 2,100 credentials awarded
- 350 students trained

Workgroup Discussion:

- Aligned with Region 7 Growth and Diversification Plan and critical demand occupation, Cyber Security Professionals.
- “Hands on lab” and experiential learning will benefit students and increase qualifications of completers.
- GO Virginia funds will be used for the “development of 6 new experiential cyber curriculums based on new taskforce employer needs, new experiential cyber career pathways and roadmaps, and 80,000 experiential training (lab) hours with requisite exams and residency practicums for 350 students.” Staff interprets this to be a scholarship and not an allowable use of GO Virginia funds.
- Match (\$1,395,000) provided by SU is program revenue (student paid tuition).
- Project inputs for ROI calculation unable to be verified
- Inconsistency with regards to project outcomes.
- Poorly defined sustainability strategy and no lasting, new capacity after the funds are expended.

Staff Recommendation:

Based on the workgroup discussion and application review, staff recommends not funding this project.

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

¹ Currently, GO Virginia is not requiring match from localities; however, local participation is required. The applicant has indicated that the localities will be participating on an advisory group and support letters indicate a willingness to refer individuals to the program.



Per Capita Applications Startup Ecosystem

Per Capita Application

Workforce and Entrepreneurship Initiatives in a Regional Makerspace

Region: 2

Participating Localities:

City of Lynchburg (in-kind match)

Bedford County (letter of support)

Campbell County (letter of support)

Investment Strategy: Workforce Development/Startup Ecosystem

Targeted Industries: Manufacturing and Information and Emerging Technologies

Type of Project: Per Capita Implementation

Applicant(s): Vector Space

Project Goal(s): to facilitate the implementation of expanded programming and equipment at the Vector Space centered around workforce development and entrepreneurship for underserved populations.

Project Description: To support workforce development needs in the Materials and Machinery cluster, Vector Space will partner with HireLynchburg and Virginia Career Works to implement a 12-week Women in Machining program for 10 low-income women. Building on two prior pilot programs, a new Skills USA curriculum will be added to the program. Vector Space will collaborate with Central Virginia Community College (CVCC) during the second year of the grant to explore and plan a Women in Welding program based on the same principles. Entrepreneur support at Vector Space is to include access to equipment and training for startups, as well as professional support services for prototyping. Co.Starters is a 10-week program that equips aspiring entrepreneurs with insights, relationships, and tools needed to turn business ideas into action. Recruitment will focus on micro-manufacturing and technology startups, with encouragement for relevant graduates to continue their business development with Regional Accelerator & Mentoring Program (RAMP). Vector Space will work with the Lynchburg Regional Business Alliance (LRBA)'s EPIC Center for Entrepreneurs to design and offer complementary services between the Center and Vector Space. Vector Space will offer a series of workshops in partnership with University of Lynchburg, Randolph College, and Sweet Briar College to encourage entrepreneurial thinking in area college students. High school students will have the ability to participate in STEM projects, from engineering to entrepreneurship, in after school and summer programs that encourage career exploration.

Workforce and Entrepreneurship Initiatives in a Regional Makerspace

GO Virginia funds will be used to pay for the purchase of equipment and installation – including digital tools and tools for prototyping new products and technologies, instructors, salaries programming, and general administration.

Type of Funds	Totals
GO Virginia Request	\$ 324,000
Matching Funds	\$ 162,100
Local Match	\$ 69,000
Additional Leverage	\$ 0
Total Project Budget	\$ 486,100

Outcomes:

- 10 students trained
- 4 new businesses created
- 30 jobs created within 3 years/ 65 jobs created within 5 years

Workgroup Discussion:

- Strong partnerships with local government support and private businesses
- Entrepreneurship piece will act as a feeder into the RAMP Accelerator
- Workforce piece connects well with CVCC to continue their training needs
- Outcomes not fully aligned with identified sectors

Staff Recommendation:

Based on the workgroup discussion and application review, staff recommends this application to be deferred for improved return on investment and sector alignment strategies.

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

Per Capita Application

Activation Capital REI for Region 4

Region: 4

Participating Localities:

Chesterfield County (advisory committee)
 Goochland County (advisory committee)
 Greensville County (in kind match)
 Hanover County (advisory committee)

Henrico County (advisory committee)
 Powhatan County (advisory committee)
 Virginia Gateway Region (on behalf of its member localities) (advisory committee)

Investment Strategy: Startup Ecosystem

Targeted Industries: Advanced Manufacturing, Health/Life Sciences and Biosciences, Information and Emerging Technologies, Logistics

Type of Project: Regional Entrepreneurship Initiative

Applicant(s): Activation Capital

Project Goal(s): To develop a strategy for defining and implementing recommendations to further grow the Region 4 entrepreneurial ecosystem.

Project Description: GO Virginia Region 4/GROW Capital Jobs seeks to partner with Activation Capital to utilize funding set aside by GO Virginia for Region 4’s Regional Entrepreneurship Initiative (REI). This project will allow the partners to develop a strategy for defining and implementing recommendations to further grow the entrepreneurial ecosystem. This growth will be aligned with the regional growth and diversification plan, create structure around this growth, and develop sustainable, long-term strategies to further support and grow the ecosystem across the entire region. GO Virginia funds will be used for contract services, salaries, grant administration, and travel. Matching funds will be used for event costs and contract services to support the growth of small-scale manufacturing in Region 4’s rural downtowns and to develop small businesses through digital literacy and e-commerce training.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 300,000
Matching Funds	\$ 150,000
Local Match	\$ 2,500
Additional Leverage	\$
Total Project Budget	\$ 450,000

Activation Capital REI for Region 4

Outcomes:

- A consolidation of recent ecosystem research and reports
- A map of all Region 4 ecosystem assets, to include assets in geographic areas outside of the Greater Richmond Region as well as a wider diversity of organizations, people, and connections
- A gap analysis to identify areas for ecosystem improvement and opportunities
- A plan for addressing issues of diversity, equity, and inclusion within the ecosystem
- An analysis on the viability of replicating the Dominion Energy Innovation Center Community Innovation Hub (CIH) model in additional areas of Region 4
- An identification of an organization to take the lead on Main Street innovation and small business support
- A comprehensive regional strategic plan for ecosystem growth and sustainability
- A list of prioritized short- and long-term projects to undertake after the grant period, with sustainable funding mechanisms identified, including potential projects for GO Virginia funding

Workgroup Discussion:

- Strong regional collaboration and local participation with a Government Advisory Board
- Good partnerships with existing entrepreneurial ecosystem partners
- Effort seeks to engage all of Region 4, not just Richmond region.
- Strong sustainability argument

Staff Recommendations:

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

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



Regional ERR Applications

Economic Resilience and Recovery Application

Mountain Empire Community College Project WELD

Region: 1

Participating Localities:

Scott County

Wise County

City of Norton

Investment Strategy: Workforce Development

Targeted Industries: Advanced Manufacturing, Energy & Minerals

Type of Project: Economic Resilience and Recovery

Applicant(s): Mountain Empire Community College

Project Goal(s): To create a welding certification program through a collaboration between Mountain Empire Community College, the Virginia Department of Corrections Wise Correctional Unit, and regional employers in manufacturing and industrial sectors by leveraging the two agencies' strengths and existing resources to address a demonstrated workforce need for entry-level welders.

Project Description: As a result of the Coronavirus pandemic and changing workforce dynamics, the ability to fill open positions, particularly in high-demand, highly skilled occupations, has proven difficult for regional manufacturers and industrial operations. Yet, one sector of society continues to struggle to obtain employment – those individuals with a history of incarceration. However, when trained for in demand, highly skilled jobs, former inmates are more likely to have lucrative employment options and lower recidivism rates.

Project WELD is one solution designed to resolve two problems – an unmet need for skilled workers and a ready-to-train population willing to work, if given the opportunity. The solution is to train those individuals while incarcerated and link them to available employment opportunities upon release. MECC has well established training programs to prepare individuals for entry-level welding positions that lead to industry recognized credentials. However, in order to comply with COVID-19 restrictions, social distancing, and barriers associated with the incarcerated population, training on-site at the correctional facility is the only viable option. To do this, it is necessary to establish a well-equipped welding lab within an approved and available space at the Department of Corrections' Wise Correctional Unit.

Go Virginia funds will be used to purchase instructional equipment and supplies needed to establish a training facility at the DOC Wise Correctional Unit in Coeburn, Virginia.

Mountain Empire Community College Project WELD

Type of Funds	Totals
GO Virginia Request	\$ 101,025
Matching Funds	\$ 50,730
Local Match	0
Additional Leverage	\$ 0
Total Project Budget	\$ 151,755

Outcomes:

- 65 students trained in 6 cohorts
- 52 program completers
- 42 industry credentials earned
- 35 completers achieving gainful employment

Workgroup Discussion:

- Non-skill barriers for ex-offenders; do they have partners in place for those coming out of the program? Yes, the project team responded with many partners in place and referral services that will be offered.

Staff Recommendations:

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

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



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

Memorandum

TO: Virginia Growth and Opportunity Board

FROM: DHCD Staff

RE: Statewide Competitive and Regional Per Capita Implementation Project Pipeline

DATE: 4/21/22

Each regional council presented per capita and statewide competitive proposals that are being developed. The regions plan to submit 23 projects representing over \$18.8 million in requests in the next year. Here below is an overview of each region's project pipeline in terms of number of projects and total grant request:

Region 1: 4 total projects and \$1,500,000 in total requests

Region 2: 3 projects and \$4,125,000 in total requests

Region 4: 3 projects and \$1,500,000 in total requests

Region 5: 1 project and \$4,300,000 total request

Region 6: 1 project and \$1,300,000 total request

Region 7: 3 projects and \$4,100,000 in total requests

Region 8: 3 projects and \$900,000 in total requests

Region 9: 5 projects and \$1,225,000 in total requests



Memorandum

TO: Virginia Growth and Opportunity Board
FROM: GO Virginia Regional Council Leadership Stakeholder Workgroup Members

Region 1 - Beth Rhinehart, David Maloney
Region 2 - Raymond Smoot
Region 3 - Randy Lail
Region 4 - Todd Haymore, Mark Hourigan
Region 5 - Tom Frantz, Anne Conner

Region 6 - William Beale, Rob Quartel
Region 7 - Sid Banerjee, Todd Yeatts
Region 8 - Chris Kyle
Region 9 - Ed Dalrymple, Ray Knott

RE: Consensus Program Recommendations from Regional Council Leadership
DATE: April 5, 2022

DHCD staff facilitated a series of meetings with GO Virginia Regional Council leadership in January and February 2022 to discuss the GO Virginia program and develop priority policy recommendations for the State Board to consider. More than 30 individuals (Council Leadership and Support Organization Staff) participated in one or more sessions. This work built on the 2020 recommendations which were delivered just prior to the pandemic. The goal of the sessions was to review the previous recommendations, assess progress in those areas, and arrive at a set of consensus recommendations. This effort engaged regional leaders and staff in a discussion of how to continue to advance the program’s goals and objectives.

This document represents the consensus recommendations for immediate consideration in the three following program policy areas:

- Regional Collaboration and Project Match
- Talent Development
- Traded Sector Focus – Allowance for Healthcare Industry

Council leadership requests consideration and immediate action on the following two items.

Regional Collaboration and Project Match

1. Extend Policy #11 Modified Match Per Capita Policy

Board Action Requested: The workgroup recommends that the Board extend Policy #11 Modified Match Per Capita Requests, established in April 2020 due to the economic distress and local fiscal distress caused by the pandemic, through June 30, 2023 given that many localities budgets are still recovering and re-instating the match to pre-COVID levels at this time would hobble projects that could help recovery.

2. Modify Statewide Competitive Project Match Requirements

State code requires that GO Virginia projects have a 1:1 match. The Board has the authority to modify these match requirements to 2:1 based on exceptional economic opportunities or for regions that are fiscally distressed.

Board Action Requested: The workgroup recommends that the Board reduce match requirements to 2:1 for statewide competitive projects that involve more than two regions given their extraordinary economic opportunity.

The following policy issues require the Board's attention, but no immediate policy action at this time.

Talent Development

1. Provide More Actionable Labor Market Information

The workgroup felt that there was a universal need for actionable labor market data and that GO Virginia could play a role in supporting regions and statewide efforts. Specifically, the group discussed the need for data that helped regions understand skills gaps relative to their industry targets and that this information would help drive more impactful projects.

Board Action Requested: The group recommends that the Board engage other relevant state and regional stakeholders in a discussion regarding the need for actionable labor market data and consider providing additional support to regions in understanding skills gaps relative to their priority industry clusters.

2. Talent Attraction

Board Action Requested: Areas of Opportunity for Future Funding (memo dated Dec 11, 2018) states that talent attraction is important. The Board should develop policy that states the Board's position on the use of GO Virginia funds for regional talent attraction/recruitment efforts, review appropriate outcomes and return on investment (ROI) for these efforts, and consider mechanisms to ensure that GO Virginia is not funding instate intraregional competition for talent.

3. Restrict Investments in K-5 education

The consensus was that GO Virginia should stay focused on talent pathway initiatives involving students in grades 6-12 as well as postsecondary education programs that are aligned to support the needs of

identified targeted industry sectors and expand the pool of qualified workers in specific, high demand occupations.

The group recognized that funding any K-5 activities would be a dilution of GO Virginia’s mission, difficult to provide the return on investment and impact tracking desired by the program.

Board Actions Requested: Existing guidance discourages K-5 investments; however, the Board should consider adopting more formal policy in the area, restricting funding for K-5 projects.

Traded Sector Focus and High Wage Jobs

1. Allow for Investments in Healthcare Sector Initiatives

Board Action Requested: The Board should consider modifying Board Policy #8 to include additional considerations for non-traded healthcare sector investments including one or more of the following three conditions:

- 1) If the region can demonstrate that the sector is serving a significant number of customers from an adjacent state and that the GO Virginia investment would allow it to expand services to those customers, thus increasing the export of health care services (non-state revenue generated).**
- 2) If the region can demonstrate that its health outcomes scores (or other similar measure of community health) are such that it is negatively impacting the region’s ability to attract or retain businesses in its targeted sectors and that the investment would improve the measure.**
- 3) If the region can demonstrate that lack of available healthcare services in a region are causing residents to leave the state to seek services in neighboring states and the investment would stop the leakage of dollars to neighboring states.**

Council leadership will be collaborating to discuss issues and opportunities related to program funding, building strong and engaged regional councils, regional planning and project development, project evaluation, and project implementation, monitoring and impact reporting.



Board Policy #11

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

EFFECTIVE DATE: 04/17/2020

AUTHORITY: § 2.2-2489 of the Code of Virginia

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

To provide extended temporary relief to localities and accelerate the deployment of funds during a time of economic contractions caused by the COVID-19 pandemic, the state board will use this authority to modify match requirements. The following table represents the modified match requirements for project using a region’s allocated Per Capita funds. These match requirements will apply to new project applications received between April 17, 2020 and June 30,2023. The Board may elect to extend these modified match requirements.

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

APPROVAL AND REVIEW: This Board policy was reviewed and approved on 4/17/2020 and 9/22/2020. Amended 3/16/2021. Amended 4/21/2022.

SUPERSESION: This Board policy will expire on 06/30/2023 unless otherwise extended by the Board.

DHCD DIRECTOR: Bryan Horn



Board Policy #13

TITLE: GO Virginia Program Match Requirements – Statewide Competitive Fund

EFFECTIVE DATE: 04/21/2022

AUTHORITY: § 2.2-2489 of the Code of Virginia

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

Given the exceptional opportunity provided by statewide competitive grant requests (2 or more participating regions) and the potential for multiregional and/or statewide impact, the match requirement shall be 2:1 for statewide competitive applications.

APPROVAL AND REVIEW: This Board policy was reviewed and approved on 4/21/2022.

DHCD DIRECTOR: Bryan Horn



Letters from Regional Council Leadership Program Recommendations

GO Virginia Region One



Council

Beth Rhinehart, *Chair*
Mark Eschle, *Vice Chair*
Jim Baldwin
Moir Beamer
Sam Cassell
Lois Clarke
Blake Edwards
Richard Edwards
Todd Elswick
David Graf
Chancellor Donna Henry

David Leonard
Josh Lewis
Ron McCall
Duane Miller
Dr. David Olive
Dr. Keith Perrigan
Mike Quillen
Dr. Dean Sprinkle
Travis Staton
Browning Wynn, II

Staff

Kalen Hunter, *Program Director*
Robyn Lee, *Program Manager*
Tommy Asher, *Program Coordinator*
Mary Jo Stallard, *Administrative Coordinator*
Shannon Blevins, *Vice Chancellor
for Administration, Government Relations and Strategic
Initiatives at UVA Wise*

Mr. Bryan Horn
Department of Housing and Community Development
600 E. Main Street, Suite 300
Richmond, VA 23219

April 7, 2022

RE: Letter of Support – GO Virginia Guidelines

Dear Bryan,

On behalf of the GO Virginia Region One Council, I would like to express my support for several items presented at the GO Virginia Council Leadership Input Session on March 18, 2022.

While the COVID-19 pandemic presented many challenges, there was also a silver lining, specifically for the GO Virginia initiative. In 2020, the GO Virginia State Board implemented the relaxed match requirement of the 2:1 match with no local match required. This eased requirement has been a significant component of the increased pipeline and quality of projects. Pre-pandemic, many rural localities were unable to contribute financially to projects, yet applicants and project partners have identified new ways of demonstrating local support.

Since the inception of GO Virginia, the program itself has become more robust as projects have been executed and the pipeline of projects continues to increase. Staff is actively engaging with local and regional stakeholders to develop projects ideas, and they continue to manage a strong portfolio of projects.

Implementing the statewide Economic Resilience and Recovery program created an opportunity and sparked an interest amongst the GO Virginia regions. Allowing regions to collaborate on statewide Enhanced Capacity Building projects will further enhance GO Virginia's mission of promoting collaboration and creating innovative opportunities for Virginians.

The GO Virginia Region One Council supports the recommendations of extending the requirement of a 2:1 match with no local match through June 30, 2023, increasing the enhanced capacity building funds for each GO Virginia region, and incorporating a statewide Enhanced Capacity Building program.

We look forward to continuing to mobilize resources to ensure the GO Virginia program is successful and to grow the economy for Southwest Virginia and the Commonwealth.

Sincerely,

A handwritten signature in black ink that reads "Beth D. Rhinehart".

Beth Rhinehart
Chair, GO Virginia Region One

February 8, 2022

Ms. Sara Dunnigan
Virginia Department of Housing and Community Development
Main Street Center
600 East Main Street
Richmond, VA 23219

Dear Sara:

As always, I enjoyed the conversation that we had during the GO Virginia pre-retreat session on Tuesday, February 1, 2022. I also heard from several friends that Monday's session was very productive as well. Thanks to you and your DHCD colleagues for taking the time to make the both meetings worthwhile for all participants.

The top priorities for the Region 4 Council are to provide support to help build-up the advanced manufacturing pharmaceutical cluster and to enhance all investment and job creation opportunities through strategic workforce development initiatives. We believe the Council is approving projects aimed at those priorities and the other focus points, such as supporting more site readiness projects, and making significant progress to better position Region 4 for more economic development opportunities. We appreciate DHCD's and the GO Virginia Board of Directors' support of our initiatives.

Although we covered most of these points during Tuesday's session, I am taking you up on your offer for participants to share in writing Region 4's recommendations for 2022 and 2023 and the future. They are as follows:

- Continue with the 2:1 match and the waiver on locality match through June 2023 - at a minimum - as both led to the development of more projects.
- With the increase of Enhanced Capacity Building grants that seed more projects - and the increased regional collaboration of planning grants - consider eliminating the cap of \$250,000 per region. At a minimum, we recommend making additional ECB competitive funding available for grants with two or more regions participating.
- With the increase of total number of grants and requirements for developing the Growth & Diversification Plan, our region's support team has had to raise funds to supplement dollars provided by the state. We are suggesting that the \$250,000 Capacity Building Budget be increased.
- Consider changing the policy to update Growth & Diversification Plans to every three to four years versus the current biennial requirement.

Thanks again for encouraging this follow-up from the pre-retreat sessions from last week and for your consideration of our recommendations. Thanks also for your good work in running an efficient and productive meeting. Keep up the great work - tremendous growth has occurred under your leadership at DHCD!

With kind regards, I remain

Sincerely,



Todd P. Haymore
Vice Chairman, GO Virginia Region 4 Council

cc: Mark Hourigan
Wilson Flohr, Jr.
Serena Barry
Ann Isabell



Mary Ball Washington Regional Council

GO Virginia Region 6

406 Princess Anne Street
Fredericksburg, VA 22401

www.govirginia6.org

January 28, 2022

Ms. Nancy Howell Agee, Chair
Virginia Growth and Opportunity Board
c/o Virginia Department of Housing & Community Development
600 East Main Street, Suite 300
Richmond, Virginia 23219

Dear Chair Agee:

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

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

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

In Board Policy #11, we saw the reduction of at least a \$1 for \$1 match of non-state resources to a \$2 for \$1 match of non-state resources and the elimination of the local match requirement. Since the implementation of these changes in April 2020, Region 6 has been able to fund eleven projects at these reduced requirements. We recognize and commend the State Board for policy changes that have addressed some of these concerns and encouraged project applications.

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

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

In addition, our Council would like to recommend the following:

- Allow GO Virginia funding to be used for healthcare, an economic development priority with the potential to create higher paying jobs in our region;
- Allow GO Virginia funding to be used for tourism, an economic development priority and extremely important traded sector within our region;
- Extend the ROI to consider the degree to which a project improves regional economic competitiveness (economic impact) and advances cultural changes within and among regions (regional collaboration), as many early pipeline projects may not be able to demonstrate a near-term ROI but still be transformative in a region;
- Consider administration of the program by the Virginia Economic Development Partnership (VEDP);
- Streamline the application process for a faster process more amenable to project applicants; and
- Allow a county and a town within that county to count as two participating localities.

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

Sincerely,



G. William Beale, Chair
Mary Ball Washington Regional Council



Memorandum

TO: GO Virginia Regional Council Chairs and Vice Chairs

GO Virginia Support Organization Staff

FROM: Sara Dunnigan, Deputy Director, GO Virginia and Economic Development, Department of Housing and Community Development

RE: Funding Source for Project Applications Approved after Jan 1, 2022

DATE: 3/17/2022

Due to uncertainty regarding the state budget and the House proposed budget, which includes a recapture of \$27.5 million of unobligated per capita and statewide funds, any applications received after January 1, 2022 and approved administratively by DHCD or by board action will be funded using the FY 22 appropriation.

The Economic Resilience and Recovery (ERR) initiative was capitalized using FY20 statewide competitive funds. Decisions regarding ERR applications will be deferred until after the state budget is determined.

Any projects which close with residual balances unspent or are cancelled under the contract terms after January 1, 2022 will be returned to the program year from which they were originally funded.

Staff is reviewing unobligated per capita and statewide fund balances. Final impact, if any, will be determined when the budget is signed by the Governor.

CC: Bryan Horn, Director, Department of Housing and Community Development;

Nancy Agee, Chair, Growth and Opportunity (GO Virginia) Board

Todd Stottlemeyer, Vice-Chair, Growth and Opportunity (GO Virginia) Board



Administratively Approved Enhanced Capacity Building Applications

Administrative Approvals: Enhanced Capacity Building

VGA Refresh/Restart: A Strategy for Regional Economic Development in Southern Virginia

Region: Lead Region 3 with partnering Region 4 contributing a portion of ECB allocation

Participating Localities:

- Brunswick County (letter of support)
- Charlotte County (letter of commitment, in-kind)
- Emporia City (letter of commitment, in-kind)
- Greensville County (letter of commitment, in-kind)
- Lunenburg County (letter of commitment, in-kind)
- Mecklenburg County (letter of commitment, in-kind)

Investment Strategy: Workforce Development, Site Development, Cluster Scaleup

Targeted Industry(s):

Type of Project: Enhanced Capacity Building

Applicant(s): Virginia’s Growth Alliance (VGA)

Project Goal(s): to build and strengthen the capacity of the regional economic development organization in the eastern subregion of GO Virginia Region 3.

Project Description: The Virginia’s Growth Alliance (VGA) will lead the development of a strategic reset of goals, priorities, focus and support to better reflect changes in the organization and economic development landscape. It is also intended to restart the organization in a more effective and sustainable posture. GO Virginia funds will be used for developing the study using a consultant and administration for the Support org. Matching funds will be used for planning, contract administration, and advisory group participation and are coming from VGA’s staff time, each of the member localities, and allocated VGA operations funds.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 100,000 (\$66,600 R3; \$33,400 R4)
Matching Funds	\$ 51,000
Local Match	\$
Additional Leverage	
Total Project Budget	\$ 151,000

Products:

- Strategic Economic Development Action Plan – following regional and local economic stakeholder input and other related planning activities, an actionable strategy, and implementation plan will be developed.
- Target Business Sector Analysis – review, research, and evaluate data to develop a shorter list of key business sector targets and research and align these sectors with VGA’s marketing budget.
- Workforce Study and Development of an Effective Workforce “Story” – conduct a study of the workforce within the geographic area defined by “travel time” for the potential workforce, including workers from North Carolina.
- Regional Incentives Analysis and Recommendations – prepare an inventory and analysis of current local incentives for VGA members and recommendations for changes, including non-monetary incentives.
- Fund Raising Campaign Feasibility Study – undertake a feasibility study to determine how best to approach businesses and other community stakeholder organizations to contribute funding to the VGA operations as other similar regional economic development organizations.

Administrative Approvals: Enhanced Capacity Building

Internship Expo & Hiring Workshops

Region: 6

Participating Localities: City of Fredericksburg (school division), and the Counties of Caroline (school division), King George (school division), Spotsylvania (school division), and Stafford (school division).

Investment Strategy: Workforce Development

Targeted Industry(s): Forestry/Wood Products/Paper, Manufacturing, Distribution/Logistics, Information/Data Centers, Professional, Scientific, and Technical Services

Type of Project: Enhanced Capacity Building

Applicant(s): Fredericksburg Regional Chamber of Commerce

Project Goal(s): To pilot and host an internship expo that will connect high school and post-secondary students with employers sponsored internships in Region 6's targeted industries.

Project Description: The Fredericksburg Chamber in partnership with five school divisions, Rappahannock Goodwill Career Works, Germanna Community College, and the University of Mary Washington will host an Internship Expo in April 2022 and five hiring workshops throughout the year. Part of the expo will include business seminars on how to successfully host interns. Students in attendance will be selected by their school's CTE or internship coordinator where students will be encouraged to visit booths of interest to drop off their resumes, make connections with business leaders, and schedule interviews. Between 40 and 60 local businesses are expected to be in attendance.

Upon participating in the Expo, businesses will receive a copy of the Virginia Talent and Opportunity Partnership's "Virginia Employer Readiness Toolkit" and a consultation with Chamber staff to go over details of the Expo. Should a high school student receive an internship offer through the connections they make at the expo, their school's work-based learning coordinator meets with the employer and the student to complete a training agreement and training plan. Throughout the duration of the internship, the coordinator will complete work site visits to monitor the intern's progress. Employers will evaluate the intern at least four times through the internship and mark progress on the training plan. At the end of the internship, students are required to turn in the complete training plan and complete a reflection/evaluation form of the employer.

High school student also have an option to earn one elective credit towards graduation if they complete the additional requirements:

- Enroll in the work-based learning independent study (pass/fail)
- Intern for at least 280 hours during the course of the school year
- Complete the workplace readiness lessons
- Journal about their experiences during the internship
- Give an oral presentation reflecting on their internship to a panel

Should a post-secondary student receive an internship offer, the role of their school's internship/work-study coordinator is as follows:

- Sit in on academic course to serve as an added resource
- Mid-semester site visit/check-in with host employer
- Serve as liaison between employer, instructor, and student if concerns arise
- Collect post internship feedback from employer and student
- Assist student with updates to resume to include specific and transferable skills
- Assist student with post internship career and transfer option/plans

GO Virginia funds will be used to host the intern expo to pay for the expo center rental space, food and beverage, marketing, printed materials, transportation to the event, and workshops and training.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 36,000
Matching Funds	\$ 37,254
Local Match	\$ 0
Total Project Budget	\$ 73,254

Outcomes:

- 50 businesses served
- 75 of internships completed

Administrative Approvals: Enhanced Capacity Building

Promoting Careers in Aquaculture

Region: 6

Participating Localities: School divisions of Gloucester (advisory committee), Lancaster (advisory committee), Matthews (advisory committee), Middlesex (advisory committee), Northumberland (advisory committee) and Westmoreland (advisory committee).

Investment Strategy: Workforce Development

Targeted Industry(s): Aquaculture/Seafood/Commercial Fishing/Marine Industries

Type of Project: Enhanced Capacity Building

Applicant(s): Rappahannock Community College (RCC) Educational Foundation

Project Goal(s): To promote jobs in the aquaculture industry cluster by expanding high school students' understanding of what jobs are available in the aquaculture industry cluster, expanding educational opportunities that meet employers' needs, and support internship opportunities that help young people gain experience and awareness.

Project Description: RCC will develop and test-pilot online learning modules, a one-week experiential hands-on education immersion summer course experience, and a four-week summer internship with a local aquaculture business. The initiative will target 20 students; 10 from the Northern Neck and 10 from the Middle Peninsula. With the support of contracted content experts, the initiative will design a science-based curriculum for both a week-long summer course as well as pre-course learning. Drawing on other established modular online curriculum (NASA VASTS) and similar industry based courses, the educational opportunities would inform and prepare students for different jobs in the aquaculture industry. Following the experiential course, students would be placed in 4-week internships with employers in the region. Additionally, RCC's Training Coordinator for Professional and Technical Programs will work with business partners to explore an Industry-recognized certificate/credential. This certificate/credential would be a non-credit option available to RCC students interested in pursuing a career in aquaculture. Virginia Tech's Center of Economic and Community Engagement and the Virginia Seafood Agriculture Research and Extension Center will provide training and support to the businesses to assist students and employers in having strong internship programming.

Each school division will designate a staff member to serve on a project advisory team to help support RCC's Office of Strategic Enrollment Management in marketing and recruitment of students and overseeing student completion of prerequisite online learning modules.

GO Virginia funds will be used for instructor salaries, contract services, outreach, internship stipend, instructional materials, and project management.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 100,000
Matching Funds	\$ 52,000
Local Match	\$ 0
Additional Leverage	\$ 8,000
Total Project Budget	\$ 160,000

Products:

- Establishment of advisory committee representing businesses and local school divisions
- Development of curriculum including school year based online learning modules
- Development of one-week summer curriculum

Outcomes:

- 8 businesses served
- 20 internships completed

Strategy and Roadmap for Growing the Controlled Environmental Agriculture (CEA) Sector

Region: 3

Participating Localities: On behalf of their regional economic development organizations:

Amelia County
Buckingham County
Brunswick County
Charlotte County
Cumberland County
Danville City
Halifax County
Lunenburg County
Martinsville City
Henry County
Mecklenburg County
Nottoway County
Patrick County
Pittsylvania County
Prince Edward County

Investment Strategy: Cluster Scale-Up

Targeted Industry(s): Agriculture

Type of Project: Enhanced Capacity Building

Applicant(s): Institute for Advanced Learning and Research (IALR)

Project Goal(s): To develop a strategy and roadmap for supporting industry growth and workforce development for Controlled Environmental Agriculture (CEA) in Region 3.

Project Description: In partnership with the Virginia Tech Center for Economic and Community Engagement, the Institute for Advanced Learning and Research proposes to develop a strategy and roadmap for supporting industry growth and workforce development for Controlled Environmental Agriculture (CEA) in Region 3. The strategy and roadmap will include an analysis of this emerging and dynamic agribusiness sector, including industry and economic growth potential, identifying and validating needed facilities and infrastructure, workforce development issues and opportunities, and applied research assets. A key outcome will identify future needs and opportunities to support controlled agricultural production facilities and the underlying business investment for use by local and regional economic development and workforce development organizations and professionals.

The strategy and roadmap will produce the following deliverables:

1. Prepare a situational analysis for CEA in Region 3, including assessing infrastructure, workforce, and economic and resource assets, advantages, and deficits.
2. Identify CEA workforce training needs and pipeline development activities in Region 3 and Virginia as a whole.

- 3. Identify and prioritize Region 3’s CEA industry needs and growth opportunities for existing companies, small farm operators and entrepreneurs, and the recruitment of business investment in this sector.

- 4. Prepare a strategy and roadmap document that includes a ranked list of priority projects for GO Virginia Region 3 to best support and grow CEA-related agribusiness investment in the region’s localities and advance CEA-related workforce development programs. The strategy will position the Controlled Environment Agriculture Innovation Center as the research, development, and business investment catalyst for economic development and workforce development professionals in Region 3.

- 5. GO Virginia Region 3 staff will impanel a Situational Awareness Workgroup (SAW) representing all of Region 3’s regional and local economic development and workforce development organizations. The workgroup will convene at the Institute for Advanced Learning and Research for briefings by the principals at the project’s beginning, mid-point, and conclusion. In addition, allied organizations for economic and workforce development will be invited to participate on the SAW.

Pathway to Implementation: One of the deliverables is a strategy and roadmap document that includes a ranked list of priority projects for GO Virginia Region 3 to best support and grow CEA-related agribusiness investment in the region’s localities and advance CEA-related workforce development programs. These projects could include Startup Ecosystem, Cluster Scaleup, and Workforce Development investments.

Project Budget:

Type of Funds	Totals
GO Virginia Request	\$ 77,803
Matching Funds	\$ 38,543
Additional Leverage	\$ 5,224
Total Project Budget	\$ 120,820

Outcomes:

- Strategy and Roadmap



Memorandum

TO: GO Virginia Board Members
FROM: DHCD Staff
RE: GO Virginia Funded Projects - Update
DATE: 4/21/2022

The following link to the [GO Virginia Funded Projects](#) shows all projects funded to date and the current grant expenditures that have been drawn down as of December 31, 2021. This represents 211 projects with a total funded amount of \$81,148,947.



Memorandum

TO: GO Virginia Board Members
FROM: DHCD Staff
RE: Withdrawn or Incomplete Projects
DATE: 4/21/22

The enclosed attachments include three projects representing GO Virginia Regions 2, 4, and 7 that are being withdrawn by the respective Regional Councils due to the reasons listed below.

Region 2's ***Profiles that Increase the Competencies, Knowledge, and Skills That Matter (PICKS TM)*** project (\$100,000) has been withdrawn by the Region 2 Council due to issues securing companies willing to commit financial support in the form of staff time as a result of economic uncertainty and limited staff during the ongoing pandemic. No GO Virginia funds were expended by this project. The \$100,000 obligated to this project will be returned to Region 2's Per Capita allocation.

Region 4's ***Rowanty Technical Center Logistics Program*** project (\$110,213) was withdrawn by the Region 4 Council. The original proposal was approved by and supported by the Prince George County regional board of supervisors. Due to delays implementing the program as a result of the pandemic, a new regional board is in place and their priorities no longer include funding and support of the project. No GO Virginia funds were expended by this project. The \$110,213 obligated to this project will be returned to Region 4's Per Capita allocation.

Region 7's ***2030 Initiative*** project (\$2,460,190.00) was withdrawn by the Region 7 Council due to lack of partnership communication and the lack of capacity to perform the project without this partnership. No GO Virginia funds were expended by this project. The \$110,213 obligated to this project will be returned to Region 4's Per Capita allocation.



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

GO Virginia Region 2

March 18, 2022

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

Dear Ms. Dunnigan,

Please accept this letter to confirm the withdrawal of the Region 2 project, Profiles that Increase the Competencies, Knowledge, and Skills That Matter (PICKSTM), submitted by the New River/Mount Rogers Workforce Consortium Board. The applicant has initiated withdrawal of the grant mentioned above due to issues with securing companies willing to commit financial support in the form of staff time, as a result of economic uncertainty and limited staff during the ongoing pandemic.

Regards,

A handwritten signature in black ink that reads "Raymond D. Smoot".

Raymond Smoot, Chairman
GO Virginia Region 2 Council

January 27, 2022

Ms. Sara Dunnigan
Virginia Department of Housing and Community Development
Main Street Center
600 East Main Street
Richmond, VA 23219

Dear Sara:

This letter will inform you that due to a significant shift in circumstances with the Rowanty Technical Center Logistics Program project, GROW Capital Jobs Council has requested that that the project which was approved in 2019 by the GO VIRGINIA Board be withdrawn from consideration for funding.

The original proposal was approved by and supported by the Prince George regional board of supervisors. Due to delays implementing the program as a result of the pandemic, a new regional board is in place and their priorities no longer include funding and support of the project.

Wilson H. Flohr, CEO of GROW Capital Jobs foundation, said that No GO VIRGINIA funds have been dispersed to the project. "In its original form the Rowanty Technical Center Logistics Program had tremendous workforce development potential for Prince George County and the surrounding areas, but due to the changes in locality support noted above, the contractual agreements agreed upon when the project was approved cannot be met and we are obligated to request the program no longer be considered for funding."

In summary, Region 4 GROW Capital Jobs Council request that the Rowanty Technical Center Logistics Program project be withdrawn from funding consideration.

Sincerely,


Mark J. Hourigan
Chair, Region Four Council



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

Department of Housing and Community Development
600 East Main Street, Suite 300
Richmond, VA 23219
December 20, 2021
Attn: Erik Johnston

December 23, 2021

Dear Mr. Johnston,

On behalf of the GO Virginia Region Seven Council, I am writing to inform you of the status of the 2030 Initiative Project that was approved by our Council on July 29, 2021 and approved by the State Board on September 23, 2021.

The sub-grantee, Refraction LLC, was notified on December 20, 2021 that Region Seven has withdrawn its support of the project due to lack of partnership communication and the lack of capacity to perform the project without this partnership. The project has not gone to contract, and we would like to formally withdraw our support at this time.

If you have additional questions, please contact:

Susan Baker
Managing Director, Region 7
703.403.6983
Susan.baker@gonorthernva.com

Sincerely,

A handwritten signature in black ink, appearing to read 'Sid Banerjee'.

Sid Banerjee, Chair
GO Virginia Region Seven Council

CC:

Sara Dunnigan, DHCD
Andrea Devening, DHCD
Billy Gammel, DHCD