

## **New Capacity Building Funds Annual Report Template**

### **I: Introduction**

Region 8 consists of the cities of Buena Vista, Harrisonburg, Lexington, Staunton, Waynesboro, Winchester and the counties of Augusta, Bath, Clarke, Frederick, Highland, Page, Rockbridge, Rockingham, Shenandoah, and Warren.

The Northern Shenandoah Valley Regional Commission serves as Region 8's leading support organization, with additional support from the Central Shenandoah Planning District Commission and the Shenandoah Valley Partnership. In September, MDM Flippo Consulting, LLC, was contracted to provide Executive Director leadership. These support organizations collectively provide administrative services and fiduciary oversight for activities related to GO Virginia in Region 8.

There are six target industry sectors in Region 8:

- Business Services
- Transportation and Logistics
- Manufacturing (Light and Advanced)
- Agriculture and Value-Added Food
- Life Sciences
- IT and Emerging Technologies

### **II. Growth & Diversification Plan**

In FY22, Region 8 Support Organizations undertook a Growth and Diversification Plan update. Multiple stakeholder input sessions were held, data was collected and analyzed, and project summaries were completed. From this, goals and strategies were developed and the G&D Plan sections were reviewed and edited.

Additionally, Support Org staff participated in EGAD Ad Hoc committee meetings.

### III: Summary of Projects

In FY2022, six projects were granted GO Virginia funds.

Project	GO Virginia funds	Locality Match	Non- Locality Match	Other Leverage
SHD Airport	\$100,000		\$50,000	
Sites Enhancement (ECB)	\$821,000	\$1,126,053		
Agricultural Innovation Center	\$550,000	\$37,500	\$237,500	\$672,450
Small Business Resiliency Team 2 (ERR)	\$100,000	\$43,500	\$7,000	
Advanced Manufacturing Workforce	\$530,000		\$266,687	\$2,000,000
Shenandoah University NextGen Nurses	\$306,000	\$5,500	\$337,955	\$179,790.80

#### **20-GOVA-08B SHD Airport Infrastructure Engineering Project:**

**Subgrantee(s):** Shenandoah Valley Regional Airport Commission

**Participating Localities:** City of Waynesboro, City of Staunton, City of Harrisonburg, County of Augusta, County of Rockingham

**Description:** The use of GO Virginia Enhanced Capacity Building funds is aimed at completing design and engineering of utilities that will serve subsequent phases of the Aviation Technology Park. These utilities include water and sewer. Presently, three clear span hanger buildings and associated office space are scheduled to be constructed within the next year and are expected to match SHD's existing infrastructure capacity. Shorter-term measures are being installed now to advance these projects. Future development phases require relocating and upgrading the site's utilities. SHD anticipates additional investment and hanger construction within the next few years as it progresses into Phase II and III of its Master Plan development; however, any further development is not possible without improved infrastructure. GO Virginia Enhanced

Capacity Building funds will complement and prepare the Airport Commission for a Fall 2022 GO Virginia Site Development Per Capita implementation application.

**Performance Metrics:**

- Complete design and engineering of water and sewer utilities for the Shenandoah Valley Aviation Technology Park

**20-GOVA-08A Sites Enhancement Project:**

**Subgrantee(s):** Shenandoah Valley Partnership (SVP)

**Participating Localities:** Frederick County, Rockingham County

**Description:** Elevation of site characterization levels is a critical step in encouraging additional Site Development activities – one of the highest priority strategies identified by the Region 8 Council during the project pipeline process initiated in April 2019.

The goal of this project is to complete due diligence for nine sites to include:

- a. Phase I Environmental Site Assessments, including Site Characterization Reports, Cultural Resources Reviews and Endangered Species Reviews
- b. Wetlands Surveys and Delineations conducted in accordance with the US Army Corps of Engineers requirements
- c. Geotechnical Subsurface Exploration and Geotechnical Engineering Evaluation Reports
- d. Characterization of each site based on the Virginia Business Ready Sites Tier Program
- e. Recommendations for each site to advance to the next tier level and to Tier Level 5, so local governments and/or private landowners understand and can plan for the costs of total readiness

**Performance Metrics:**

- Complete due diligence for nine sites in the region
- Move three sites totaling 335 acres from Tier 2 to Tier 3 on the VBRS scale
- Move six sites totaling 872 acres from Tier 2 to Tier 4 in the VBRS scale

## **21-GOVA-08A Agricultural Innovation Center Project:**

**Subgrantee(s):** The Advancement Foundation

**Participating Localities:** City of Buena Vista, Rockbridge County

**Description:** The proposed Agricultural Innovation Center is a multi-use facility featuring a business accelerator and classrooms, ag and food tech labs, a small-scale manufacturing space, a processing and product development space, and a commercial kitchen. The Agricultural Innovation Center's mission is to expand agricultural and tech industries across the Shenandoah Valley – targeting expansions in value-added product development, as well as innovations in processing and food systems and technology. Strategically located in downtown Buena Vista, the Center will transform a vacant 37,000 square-foot factory into a flagship, ag-tech innovation facility. The Agricultural Innovation Center will grow a regional entrepreneurial ecosystem, support Buena Vista's downtown revitalization, and serve as a model for future ag enterprise facilities in the Shenandoah Valley.

GO Virginia funds will establish the Center's business acceleration and commercialization program, execute the value-added product development program, engage high-growth ventures in the advanced manufacturing, and provide initial funding for the purchase of manufacturing and processing equipment needs. GO Virginia Funds are matched with equipment contributions from Coeus Research and the Institute for Advanced Learning & Research.

### **Performance Metrics:**

- 16 companies served
- 28 new jobs created
- 10 new products ready for market

## **20-GOVA-ERR-08D Small Business Resiliency Teams (SBRT) Round 2**

### **Subgrantee(s):**

**Participating Localities:** Counties of Augusta, Clarke, Frederick, Highland, Page, Rockbridge, Rockingham, Shenandoah and Warren, and the cities of Buena Vista, Harrisonburg, and Winchester

**Description:** The Small Business Resiliency Team (SBRT) program is a partnership between Harrisonburg Economic Development, Frederick County Economic Development, Shenandoah Valley Small Business Development Center (SV SBDC), and Lord Fairfax Small Business Development Center (LF SBDC) focused on helping local businesses navigate the best paths to recovery, expansion, and job retention and growth. This team will enable Business Resiliency Navigators build on the successes of SBRT Round 1 and work with the small business community and assist in the specific areas of E-commerce, Finance, and Operational Systems.

Businesses are often constrained by lack of funds to hire these professional services or do not have the time to make these tasks a priority in their busy days – particularly with the added challenge of struggling to stay afloat. As such, this funding request will allow us to assemble a consortium of service providers to work directly with participating businesses to identify the most appropriate type of assistance to address their needs in implementing the recommendations for our SBRT clients. All established or new business ventures are welcome, but we will focus these services especially on the hard-hit tourism and healthcare sectors in our region.

### **Metrics:**

The program expects to serve a total of 60 participants and to create/retain 100 jobs for Shenandoah Valley businesses and see an improvement of revenue growth in the majority of participants over current COVID-impacted levels.

## **22-GOVA-08A Advanced Manufacturing Workforce**

**Subgrantee(s):** Laurel Ridge Community College

### **Participating Localities:**

**Description:** Laurel Ridge Community College will partner with the National Coalition of Certification Centers (NC3) to offer their advanced manufacturing sector focused career pathway training program. NC3 has partnered with major national advanced manufacturing employers such as 3M, Trane, Dremel, Snap-On Tools, and Lincoln Electric to create an industry driven portable and stackable certification system that spans three levels of manufacturing competency-based training which can be utilized for new job applicants and emerging employees, incumbent workers who need to advance their skills, and apprenticeships for manufacturing production positions and industrial maintenance technicians.

The goals of the project are three-fold:

1. Build a strong workforce pipeline for Region 8 manufacturers, meeting the needs of a diverse cluster including materials, parts, machinery, food and pharmaceutical producers, through implementation of flexible and stackable industry approved credentialing and degree opportunities, focusing on incumbent worker upskilling, and available to un- and underemployed
2. Increase the region's higher education institutions' capacity to deliver a skilled workforce by filling critical equipment, curriculum, and human resource needs
3. Increase the Region's average wage and labor force participation by aligning job seekers with appropriate training and direct employer connections for high wage, high demand occupations.

### **Metrics:**

- Mechatronics Lab fully equipped for Level 1 and Level 2 Courses
- 288 jobs filled
- Training and Certifications available in Product ID Fundamentals, Applied Fluid Power, Applied Mechanical Systems, Applied PLC, Applied Robotics, Applied Industry 4.0

## **20-GOVA-ERR-08 NextGen Nurses**

### **Subgrantee(s):**

**Participating Localities:** EDAs from Winchester City, Shenandoah, and Page Counties and Warren County.

**Description:** The project is intended to provide a repeatable model for leveraging the large quantity of retiring nurses to help to expand the pipeline of incoming nurses into the workforce by increasing the quantity of available clinical trainers. Furthermore, the grant will fund the development of preceptor training modules by Shenandoah University which will expedite the process of onboarding new preceptors. Those training modules could then be made available to other nursing schools across the Commonwealth to help expand capacity statewide. The project was developed in partnership with Valley Health who will be the greatest beneficiary of the project. Based on those conversations, it was determined that their greatest area of workforce need was BSN-trained nurses and such it was determined that the program should be designed as a pilot to first focus on increasing BSN trained nurses into the pipeline, however the project has been designed to provide a replicable model that will be able to be leveraged by nursing schools across the region and state to address the broader nursing shortage.

### **Metrics:**

The project goal is to identify, recruit, onboard and train 35 Nurse Preceptor Contractors who will provide expanded clinical training opportunities for Shenandoah University Students.

The project goal is to allow students to maximize opportunities to leverage simulation to achieve their clinical hours. Each student can achieve up to 125 simulation hours out of 500 total clinical hours required. With approximately 40 students in the program, the goal is to achieve 5000 clinical hours per year.

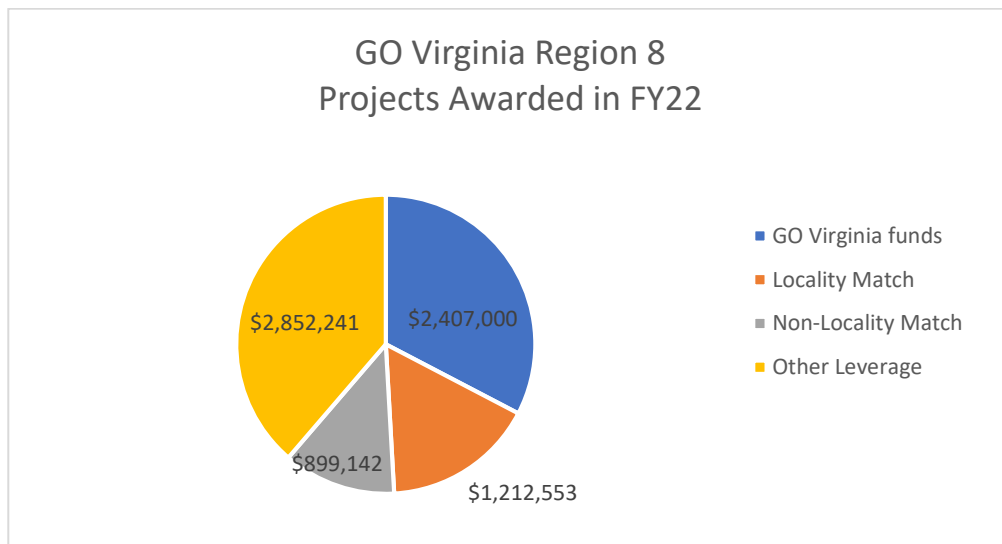
The project goal is to increase the number of new BSN graduates from SU who are retained in the region. This project will enable SU to work with Valley Health to track SU graduates who become employed at Valley Health regional locations moving forward so that we can better measure success.

The project goal is to increase the number of new nursing enrollments. Shenandoah University

School of Nursing has been unable to consider increasing its nursing enrollment due to lack of necessary preceptors. Any increase in this number will be a positive achievement towards the goals of the project.

The project goal is to increase the number of new BSN graduates who help to fill nursing workforce gaps at Valley Health. Any increase in this number will be a positive achievement towards the goals of the project.

The project goal is to hire a Director of Clinical Simulation. As a result of the pandemic-driven budgetary constraints, Shenandoah University was unable to replace its Director when she left in 2020. Without the Director, students have been unable to take advantage of the fact that up to 25% of their clinical hours can be achieved through simulation under the supervision of a certified lab director. The project goal is to hire a Nursing Workforce Development Manager. This manager will enable the rapid and efficient onboarding of the preceptor contractors to enable project success in increasing clinical training capacity in the region.





#### Section IV: Regional Collaboration and Partner Support

The 2021 update to the Region 8 Economic Growth and Diversification Plan was a collaborative process. Region 8 Council members hosted a series of stakeholder engagement sessions. Groups were intentionally kept small so that sessions were conversational. Over 100 stakeholders participated. They had interest and expertise in one or more of Region 8's targeted industry sectors and/or framework initiatives. Participants included business leaders, K-12 and higher education, non-profits, local governments, economic development organizations, and Chambers of Commerce. The sessions, moreover, included discussion on the impacts of the pandemic and identified opportunities and challenges related to economic recovery and resiliency.

The Growth and Diversification Committee assessed potential interregional and statewide partnerships, connecting with GO Virginia counterparts and service organizations. The Region 8 Growth and Diversification Committee Chair and Region 8 staff met with colleagues in Regions 2, 3, 7, and 9 to discuss opportunities for partnership.

#### Section V: Outcomes and Impact

Sites – Utility design and engineering for the Shenandoah Valley Aviation Technology Park will be completed in mid-October. The ECB grant prepared the Airport Commission to apply for implementation funds in September. The Region 8 Council will consider the application in October. Completion of the utility project will raise the site from a Tier 2 to a Tier 4. This follows the due diligence work that is being performed through SVP's Sites Enhancement project funded through GO Virginia. Although due diligence is not yet complete, the nine properties that are included in that project are getting greater interest from prospects.

Agricultural Innovation Center Project – Since its start in January 2022, the project has served 16 companies, created 7 jobs, and resulted in 7 new products. The project is on pace to exceed its performance metrics.

## Section VI: Communication and Outreach

Support Org staff continued to make improvements to the Region 8 website. As well, quarterly updates were distributed to Region 8 elected state officials.

## VII: Project Pipeline

### Shenandoah Valley Aviation Technology Park

At its October meeting, the Region 8 Council will consider a Site Development Implementation funding request from the Shenandoah Valley Regional Airport Commission for the continued development of the Shenandoah Valley Aviation Technology Park. The proposed GO Virginia project will relocate utilities from the middle of the 58-acre site to its perimeter. This will create the opportunity to construct additional hangars to meet the distinctive needs of aviation-related businesses. The Shenandoah Valley Regional Aviation Technology Park was certified as a Tier 2 site through VEDP's site characterization initiative in 2019. Upon completion of the utility project, it will be a Tier 4 "ready site." The utility relocation project directly follows a design and engineering phase that was supported by a GO Virginia Enhanced Capacity Building grant.

### In Demand Talent Attraction

The Shenandoah Valley Partnership (SVP) in collaboration with numerous regional partners will modernize the previous SVP In-Demand video series with the jobs most required in the Valley's manufacturing sector. The effort will incorporate not only the jobs, but will also match the required skills for the respective jobs with the training locations and institutions. Doing so will inform the public about potential career path opportunities and the skills required to obtain the jobs.

## VIII: Council Members

Jon Alger	President, James Madison University
Devon Anders	President, InterChange Group
Emily Marlow Beck	President, Marlow Auto Group

Kim Blosser	President Laurel Ridge Community College
Kathlynn Brown	Ph.D., Director of Macromolecular Bio Science and Cancer Biology, SRI International
Robin Crowder	Superintendent (Ret.) K-12 Education
John Downey	President, Blue Ridge Community College
Ashley Driver	Site Director, AG Stacker
Joanie Eiland, Board Vice-Chair	President, Elk Trucking, Inc.
Tracy Fitzsimmons	President, Shenandoah University
Mike Goertzen	Program Manager, Serco, Inc.
Conrad Helsley	Commissioner, NSVRC Board of Directors
Diar Kaussler	Program Manager, Engooden Health
Chris Kyle, Region 8 Board Chair	Vice-President, Shentel
Lai Lee	Co-Founder & Partner, High Meadow Strategies
Connie Loughhead	President, Des Champs Technologies
Keith May	Owner, Cottonwood Commercial
Mark Merrill	President & CEO (Ret.), Valley Health System
Kathy Moore	Principal, Moore Public Relations
Yolanda Shields	CEO and Founder, Yesbuilds
Terry Short	Council Member, Waynesboro City Council, CSPDC Board of Directors
Jeff Stapel	Safety Manager, Shickel Corporation

## IX: Support Organization

Organization	Name	Contact
Northern Shenandoah Valley Regional Commission	Brandon Davis, Executive Director	<a href="mailto:bdavis@nsvregion.org">bdavis@nsvregion.org</a>
Central Shenandoah PDC	Bonnie Riedesel, Executive Director and Elizabeth McCarty, Deputy Director	<a href="mailto:bonnie@cspdc.org">bonnie@cspdc.org</a> <a href="mailto:elizabeth@cspdc.org">elizabeth@cspdc.org</a>
Shenandoah Valley Partnership	Jay Langston, Executive Director	<a href="mailto:jlangston@theshenandoahvalley.com">jlangston@theshenandoahvalley.com</a>
MDM Flippo Consulting, LLC	Deborah K. Flippo, Principal	<a href="mailto:Deborah.flippo20221@outlook.com">Deborah.flippo20221@outlook.com</a>