



VIRGINIA INITIATIVE FOR
**GROWTH &
OPPORTUNITY**
IN EACH REGION
REGIONAL COUNCIL 9

YEAR-END REPORT ON GROWTH PLAN IMPLEMENTATION

FISCAL YEAR 2022

GO VIRGINIA REGION 9 COUNCIL

June 30, 2022

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I. INTRODUCTION

GO Virginia is a bipartisan, business-led economic development initiative that is changing the way the Commonwealth’s diverse regions collaborate on economic and workforce development activities. The objective of the GO Virginia program is to foster private sector growth and job creation through state incentives for strategic regional collaboration.

GO Virginia Region 9, also known as the Piedmont Opportunity Corridor, includes the City of Charlottesville and the Counties of Albemarle, Culpeper, Fauquier, Fluvanna, Greene, Louisa, Madison, Nelson, Orange, and Rappahannock.

The GO Virginia Region 9 Council is responsible for overseeing the development and implementation of the GO Virginia program in Region 9, including receiving and assessing proposals for funding. The Central Virginia Partnership for Economic Development (CVPED) serves as Region 9’s fiscal and administrative support organization. The Virginia Department of Housing and Community Development (DHCD) is the state agency responsible for administering the GO Virginia program.



This report is prepared annually for the Region 9 Council to review at their Annual Meeting in June of each year. The purpose of this report is to summarize activities and milestones accomplished during fiscal year 2022 from July 1, 2021 to June 30, 2022 (FY 2022 or FY22). These activities are designed to drive the creation of higher-paying jobs in target traded sectors and incentivize collaboration between business, education, and local government.

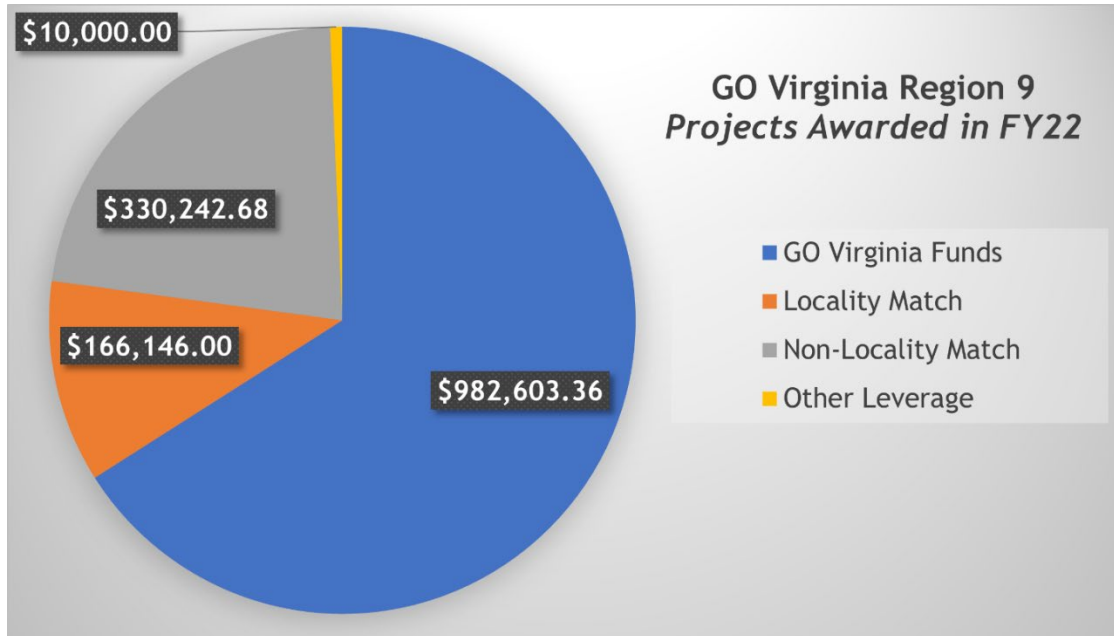
The latest Growth & Diversification Plan Update (2021) defines the specific opportunities for grant funding in Region 9. Project proposals are expected to strengthen and enhance the regional economy and must focus on one or more of Region 9’s target sectors and fall within one of four project frameworks:

Target Sectors	Project Frameworks
<ul style="list-style-type: none"> Biomedical & Biotechnology Financial & Business Services Food & Beverage Manufacturing IT & Communications Light Manufacturing 	<ul style="list-style-type: none"> Talent Development Growing Existing Businesses Entrepreneurship Site Readiness

During FY22, funding was also available for initiatives to accelerate recovery from the COVID-19 pandemic through the GO Virginia Economic Resilience and Recovery (ERR) Program.

II. PROJECTS AWARDED

This fiscal year, the Region 9 Council advanced five project proposals to the Virginia Growth and Opportunity (GO Virginia) Board for review. Two of those proposals were deferred for further development. The three awarded projects totaled \$982,603.36 in per capita and ERR funding. These projects will generate \$506,388.68 in additional leverage, including \$166,146 in locality match.



No enhanced capacity building (ECB) grants were approved by the Region 9 Council this fiscal year. One awarded per capita project, Talent Supply Connector, is considered an implementation grant which follows a previously awarded ECB grant. This project was informed by the *Labor Sector Strategies Report for GO Virginia Region 9*, a product of the Business-Driven Workforce Recovery ECB grant. The proposal advances an opportunity identified in the Growth Plan to execute strategies identified for target sectors found in the report. The *Labor Sector Strategies Report* can be viewed at GOVirginia9.org/about/reports

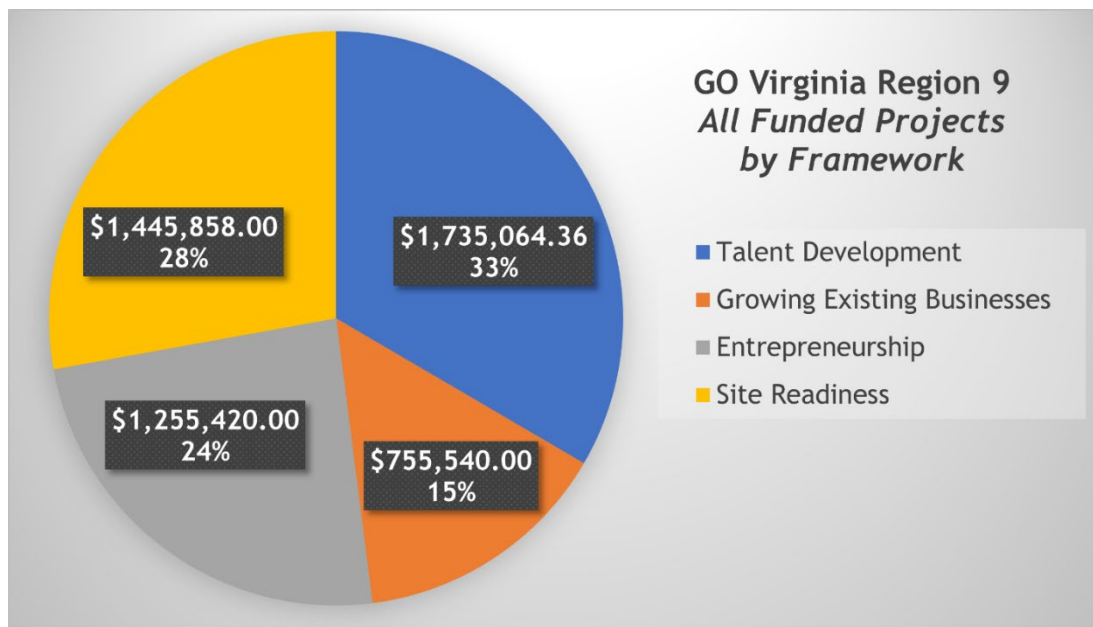
Project	GO Virginia Funds	Locality Match	Non-Locality Match	Other Leverage
BEACON's Kitchen	\$ 189,000	\$ 50,000	\$ 44,500	\$ 10,000
Talent Supply Connector	\$ 391,528	-	\$ 200,851	-
Technology Academies	\$ 402,075.36	\$ 116,146	\$ 84,891.68	-
Total	\$ 982,603.36	\$ 166,146	\$ 330,242.68	\$ 10,000

BEACON’s Kitchen | New Hill Development Corporation, through its new Black Entrepreneurial Advancement & Community Opportunity Network (BEACON), is proposing an 11,500 square foot, fully equipped shared-use commercial kitchen and incubator in Charlottesville for use on a membership subscription model by any food business regardless of location, development stage, or ownership demographic. The shared-use kitchen will promote knowledge sharing, innovation, and collaboration throughout the local food ecosystem. *90 jobs created/filled in five years.*

Talent Supply Connector | Virginia Career Works – Piedmont Region will work to address employment and recruitment challenges by deploying recently developed tools and data to ensure business hiring needs are being met. Project activities will include convening coalitions of regional partners with a focus on creating positive outcomes for businesses and their employees, activating the Career Pathways Guide tool and database resource region-wide, and conducting an annual survey with coalition input to support real-time feedback. *90 jobs created/filled in three years.*

Technology Academies for Fauquier and Rappahannock | Laurel Ridge (formerly Lord Fairfax) Community College Educational Foundation, in partnership with local school systems, is proposing to implement technology academies to support economic prosperity, income mobility, and equity in access to technology by advancing education, credentialing, apprenticeship, and internship opportunities in the fields of drones and robotics for individuals preparing to enter the workforce. The technology academies will offer college-level courses in robotics and drones to Rappahannock and Fauquier high school and adult learners. *69 jobs created/filled in three years.*

Including this latest round of GO Virginia grants, the Region 9 Council has now awarded a total of \$5,191,882.36 to 21 projects targeting high-wage and export-oriented industries in the Piedmont Opportunity Corridor. These projects generated \$8,271,549.68 in additional leverage with \$4,487,763 contributed by local governments. The following chart shows the breakdown of awards between Region 9’s four project frameworks:



III. OTHER REGIONAL SUPPORT

The Region 9 Council provided letters of support for other grant proposals designed to stimulate private sector growth and job creation. The Council supported CvilleBioHub's application for the Regional Innovation Fund, a state-funded grant program administered by the Virginia Innovation Partnership Corporation (VIPIC). Letters of support were also provided to the Rappahannock-Rapidan Regional Commission and the Thomas Jefferson Planning District Commission for Comprehensive Economic Development Strategies (CEDs) planning grants from the U.S. Economic Development Administration (EDA).

The Council supported the University of Virginia's Virginia Talent + Opportunity Partnership (Virginia TOP) grant proposal submitted to the State Council of Higher Education for Virginia (SCHEV). The purpose of the program is to expand paid and credit-bearing student internships and other work-based learning opportunities in collaboration with employers in GO Virginia Region 9. The initiative will help facilitate the readiness of students, employers, and institutions of higher education to participate in internships and work-based learning.

GO Virginia Regions 9 and 6 both supported Germanna Community College's proposal for a National Science Foundation Racial Equity in STEM Education grant. Region 9 staff also worked with Venture Central to secure a letter from DHCD in support of the organization's EDA Build to Scale (B2S) Capital Challenge grant proposal.

IV. GROWTH & DIVERSIFICATION PLAN UPDATE 2021

In FY 2022, the Region 9 Council published the second Growth & Diversification Plan Update in compliance with Virginia Growth and Opportunity Act. The Growth Plan is a roadmap for implementing the GO Virginia program in Region 9 for the next two years. This report lays out the grant opportunities that might be awarded to strengthen the regional economy by growing higher-paying jobs in target traded sectors.

The development of the Growth Plan Update took place over several months and involved a review and analysis of regional industry, occupation, and employment data. Most of the economic data found in the report is sourced from JobsEQ by Chmura. Stakeholder engagement sessions were held, giving regional subject matter experts the opportunity to provide feedback. The Region 9 Council also provided input at their Council meeting in August 2021.

Despite recent economic upheavals, the Region 9 Council determined there will be no changes in target sectors or project frameworks this year. Project frameworks are aligned with ongoing GO Virginia Board activities and target sectors still represent the greatest potential for growth in higher-paying jobs in Region 9. The Growth Plan Update was approved by the Council in October 2021 and certified at the GO Virginia Board meeting in April 2022.

V. ADVANCING THE GROWTH PLAN

Out of the 20 specific opportunities identified in Region 9's Growth & Diversification Plan, three were advanced by projects awarded in FY22, as noted below:

Talent Development Opportunities

- Accomplish a regionally focused implementation grant to execute labor sector strategies identified in the *Labor Sector Strategies Report*. (Talent Supply Connector)
- Develop sector-driven credentialing, apprenticeship, and/or internship programs for target industries. (Talent Supply Connector and Technology Academies for Fauquier and Rappahannock)

Other Opportunities

- Drive programming to accelerate regional economic recovery from the near- and long-term effects of the COVID-19 pandemic through the GO Virginia ERR Program. (BEACON’s Kitchen)

The FY22 grant portfolio includes projects representing the Talent Development and Entrepreneurship project frameworks as outlined in the Growth Plan Update (2021). Additionally, three out of five target sectors and all eleven localities in Region 9 will be served by at least one funded project.

Project	Talent Development	Growing Existing Businesses	Entrepreneurship	Site Readiness
BEACON’s Kitchen			X	
Talent Supply Connector	X			
Technology Academies	X			

Project	Biomedical & Biotechnology	Financial & Business Services	Food & Beverage Manufacturing	IT & Communications	Light Manufacturing
BEACON’s Kitchen			X		
Talent Supply Connector			X		X
Technology Academies			X	X	X

Project	Charlottesville	Albemarle	Culpeper	Fauquier	Fluvanna	Greene	Louisa	Madison	Nelson	Orange	Rappahannock
BEACON’s Kitchen	X	X									
Talent Supply Connector	X	X	X	X	X	X	X	X	X	X	X
Technology Academies				X							X

VI. FUNDING DASHBOARD

GO Virginia Region 9 is currently allocated \$1,000,000 in per capita funds each fiscal year from which it may award grants. \$250,000 in capacity building funds are also allocated to each regional council to support administrative efforts and may be used towards projects. This table demonstrates the projected use of per capita funds, though adjustments may be made.

Fund	Allocated/Remaining	Awarded	Available
Per Capita (FY 2022)	\$ 1,000,000	\$ 391,528	\$ 608,472
Per Capita (FY 2023)	\$ 1,000,000	\$ 402,075.36	\$ 597,924.64
ERR	\$ 420,091	\$ 189,000	-

The Economic Resilience and Recovery Program was scheduled to expire at the end of this fiscal year and residual balances will no longer be available going forward. Earlier funding information is not included in this dashboard because the General Assembly transmitted a version of the state's two-year budget to the Governor for consideration which includes a sweep of unobligated balances from prior fiscal years. DHCD has estimated Region 9 would have a total unobligated per capita fund balance of \$278,043 recaptured from FY18 – FY21.

VII. COLLABORATION – BUSINESS, EDUCATION, & LOCAL GOVERNMENT

The objective of the GO Virginia program is to foster private sector growth through state incentives for strategic regional collaboration between business, education, and local government.

Business: GO Virginia's work in Region 9 is possible due to strong support from the business community. The Region 9 Council is comprised of 23 members of which a majority are private sector leaders. Staff is working to ensure businesses are meaningfully engaged in project development to guarantee initiatives support growth and address problems identified by the private sector.

Education: There are four institutions of higher education that serve Region 9, including Germanna Community College, Laurel Ridge Community College (formerly Lord Fairfax), Piedmont Virginia Community College, and the University of Virginia. Representatives from these institutions serve as members of the Council or as *Special Guests of the Council*.

Local Government: Region 9 includes the City of Charlottesville and the Counties of Albemarle, Culpeper, Fauquier, Fluvanna, Greene, Louisa, Madison, Nelson, Orange, and Rappahannock. Projects must engage at least two localities to be considered for funding.

VIII. HIGHER-PAYING JOBS

GO Virginia activities are designed to drive the creation of higher-paying jobs in target traded sectors. Based on JobsEQ data derived from the Quarterly Census of Employment and Wages, provided by the U.S. Bureau of Labor Statistics, average annual wages across all industries in Region 9 as of Q4 2021 were \$56,898. This represents an approximate 9.5% increase since Region 9's last Annual Report was published using data from Q1 2020.

Region	Average Annual Wage (Q1 2020)	Average Annual Wage (Q4 2021)
9	\$ 51,750	\$ 56,898
Virginia	\$ 59,107	\$ 65,409

Also as of Q4 2021, average annual wages were \$49,048 in the Rappahannock-Rapidan Regional Commission (PD-9) and \$60,638 in the Thomas Jefferson Planning District Commission (PD-10). The Biomedical & Biotechnology sector had the highest average annual wage out of Region 9's five target sectors at \$93,647. The Food & Beverage Manufacturing sector had the lowest at \$33,435.

Target Sector	Average Annual Wage in Region 9 (Q3 2020)	Average Annual Wage in Region 9 (Q4 2021)	% Change
Biomedical & Biotechnology	\$ 88,211	\$ 93,647	6.0%
Financial & Business Services	\$ 80,452	\$ 86,371	7.1%
Food & Beverage Manufacturing	\$ 33,771	\$ 33,435	- 1.0%
IT & Communications	\$ 85,208	\$ 91,825	7.5%
Light Manufacturing	\$ 56,786	\$ 57,954	2.0%

Target Sector	Employment in Region 9 (Q3 2020)	Employment in Region 9 (Q4 2021)	% Growth
Biomedical & Biotechnology	3,083	3,177	3.0%
Financial & Business Services	16,975	17,641	3.8%
Food & Beverage Manufacturing	2,051	2,343	13.3%
IT & Communications	11,957	12,166	1.7%
Light Manufacturing	8,565	9,101	6.1%

Target Sector	Employment in Region 9 (Q4 2021)	Two-Year Demand			
		Exits	Transfers	Employment Growth	Total Demand
Biomedical & Biotechnology	3,177	180	390	33	604
Financial & Business Services	17,641	1,166	2,097	280	3,546
Food & Beverage Manufacturing	2,343	213	371	42	627
IT & Communications	12,166	706	1,544	236	2,487
Light Manufacturing	9,101	675	1,266	78	2,020



IX. COMMUNICATIONS & OUTREACH

In March 2022, the Region 9 Council contracted with Whittington Consulting to design and launch a new website to help connect with stakeholders and promote the GO Virginia program in Region 9. The new website is the one-stop-shop for all things GO Virginia Region 9, including application deadlines, Growth Plan Updates, project announcements, and more. The site features a simplified structure, branding for Region 9's target sectors and project frameworks, and a new project dashboard to highlight program impact. Visitors can now also opt-in to receive GO Virginia updates in their inbox. Since launch, the website has been viewed at least 3,327 times by a total of 422 users.

In FY 2022, Region 9 staff maintained a strong presence across the region to market the GO Virginia program to potential partners and support existing subgrantees. Entrepreneur support organizations including the Virginia Innovation Partnership Corporation, CvilleBioHub, Venture Central, and the Charlottesville Business Innovation Council (CBIC) were engaged to demonstrate a commitment to serving the local entrepreneurial ecosystem. Region 9 staff also met frequently with regional economic development partners to stay up-to-date on their activities and identify opportunities for collaboration.

The Region 9 Council was represented at a wide variety of in-person and online events including the Blueprint Virginia 2030 Regional Tour, the Virginia Economic Developers Association's Winter Membership Meeting, the Virginia Economic Summit & Forum on World Trade, the Quad County Business Summit, the Germanna-Wilderness Area's Economic Development Partners Group meeting, CvilleBioHub's Connection through Community event, and the Southwest Virginia Economic Forum.

This fiscal year, Region 9 staff initiated meetings with support staff from every other GO Virginia region to identify best practices and explore opportunities for statewide competitive projects. The Council continues to engage partners on Region 9's official LinkedIn page, which in the last fiscal year was viewed 870 times by a total of 207 unique visitors.

X. CAPACITY BUILDING

In FY 2022, the Department of Housing and Community Development procured TEconomy Partners to update GO Virginia Region 9's entrepreneurial trends analysis and data profile, first published in August 2018. Phase 1 of Region 9's update on entrepreneurial trends included an analysis of startup activity and firm dynamics and was published in August 2021. Phase 2 included an analysis of broader innovation ecosystem measures and was published in September 2021. These updates were shared with public and private sector leaders and also informed the Region 9 Growth & Diversification Plan Update. Reports can be viewed at GOVirginia9.org/about/reports

In August 2021, the Central Virginia Partnership and GO Virginia Region 9 developed and disseminated a job posting to stakeholders for Region 9's new Program Coordinator position. The Program Coordinator is responsible for overseeing and analyzing existing program processes and recommending new processes to drive success, quality, and efficiency. This individual was onboarded in October 2021 and supports the development and implementation of the GO Virginia program in Region 9 by assisting with grant administration, project pipeline management, project monitoring, and external communications.

In February 2022, the Region 9 Council Chair and Vice Chair attended a Council Leadership Input Session hosted by DHCD. The two priority recommendations from these sessions were to extend the policy that reduces the per capita match requirement from 1:1 to 2:1 and to extend another policy which waives

match for statewide competitive projects if the project displays extraordinary economic opportunity. These policy recommendations were approved by the GO Virginia Board in April 2022.

The Region 9 Council was also represented at the GO Virginia State Board Retreat in Richmond in April 2022. The objective of this retreat was to allow for participants to step away from their day-to-day responsibilities for a period of concentrated learning and strategic thinking about the GO Virginia program. Ideas about how GO Virginia can make an even bigger impact in key areas of strategic importance to regional economic growth were shared among peer regions from across the Commonwealth. This two-day event included participation from the Governor’s Cabinet, the General Assembly, Mangum Economics, and the U.S. Chamber of Commerce Foundation.

This fiscal year, Region 9 staff began thinking about how to effectively track project metrics, milestones, and associated grant outcomes to ensure expectations are met on time and according to contractual obligations. In May 2022, a new project outcomes database was finalized to provide a complete overview of committed and achieved project performance metrics. This database includes final grant outcomes as reported at project closeout for all funded projects in Region 9. The spreadsheet also tracks active projects and updates data based on quarterly reports to provide real-time information about project performance and progress.

XI. PROJECT PIPELINE

During FY 2022, staff discussed or evaluated 25 project ideas with potential applicants. Of those 25, five projects submitted proposals to the Region 9 Council. As previously mentioned, three of those were awarded and two were deferred by the GO Virginia Board for further development. There are three additional projects currently refining their concepts for potential proposals in the coming fiscal year.

XII. FY 2022 COUNCIL MEMBERS

Ed Dalrymple, Jr., <i>Chair</i>	President, Cedar Mountain Stone
Ray Knott, <i>Vice Chair</i>	Market President, Atlantic Union Bank
Rob Archer	CEO, Codebase Coworking
Antwon Brinson (Aug. 2021 – present)	Founder & President, Culinary Concepts AB
Jim Cheng	Co-Founder, CAV Angels & former Virginia Secretary of Commerce and Trade
Tom Click	President & CEO, Patriot Industries
Brian Cole	Senior Director, LexisNexis
Ethan Dunstan (Aug. 2021 – present)	Senior Vice President, UVA Community Credit Union
Yolunda Harrell	Co-Owner, Taste of Home
Felix Sarfo-Kantanka, Jr.	External Affairs Manager, Dominion Energy
Ed Scott	President, EcoSeptix Alliance & former member of the Virginia House of Delegates
Francoise Seillier-Moiseiwitsch, PhD	Managing Owner, Revalation Vineyards
Kim Blosser	President, Laurel Ridge Community College (formerly Lord Fairfax)

Jan Gullickson	President, Germanna Community College
Pace Lochte	Assistant Vice President for Economic Development, University of Virginia
The Hon. Jim Crozier	Supervisor, Orange County
The Hon. Tony O'Brien	Supervisor, Fluvanna County
Christian Goodwin	County Administrator, Louisa County
Paul McCulla	County Administrator, Fauquier County
Christine Jacobs	Executive Director, Thomas Jefferson Planning District Commission
Patrick Mauney, <i>Treasurer</i>	Executive Director, Rappahannock-Rapidan Regional Commission
Paige Read	Director of Economic Development & Tourism, Town of Culpeper
Andy Wade	Director of Economic Development, Louisa County
Steve Ray (through Aug. 2021)	Attorney/Shareholder, Isler Dare P.C.
John Young (through Aug. 2021)	Regional President, Atlantic Union Bank

THANKS

Without the passion and time invested by members of the Council, the effort and drive demonstrated by applicants and stakeholders, and the support of business, higher education, and local governments in Region 9, none of these accomplishments would have been possible – so thank you!

###

Helen Cauthen

President

Candace Spence

Economic Development Director

Rahul Maitra & Kristine Dancy

Finance Team

Shannon Holland

Director, Region 9

Thomas Best

Program Coordinator, Region 9



(Appendix to Annual Report)

Collaborating Partners

The following is a list of key partners that participated in GO Virginia project proposal development including Letters of Support.

Business

- Aire Serv Heating & Air Conditioning
- Artemisia Farm & Vineyard
- Atlantic Union Bank
- Bean Hollow Grassfed
- Bingham & Taylor
- Bold Rock Hard Cider
- Botanical Bites & Provisions, LLC
- Champion Brewing Company
- Culpeper Cheese Company
- Dominion Energy
- Gadino Cellars
- Gardens of Khmet
- Gaston & Wyatt
- Genesis Home Improvement, LLC
- KellyBronze
- LexisNexis
- MITRE
- Naked Mountain Winery & Vineyards
- Pearl Island Foods
- Rappahannock Electric Cooperative
- Seek Lavender
- Storyware
- The Farm at Sunnyside
- Thornton River Orchard & Market
- University of Virginia Community Credit Union
- 4P Foods

Education

- Fauquier County Public Schools
- Germanna Community College
- Greene County Public Schools
- Laurel Ridge Community College
- Louisa County Public Schools
- Piedmont Virginia Community College
- Rappahannock County Public Schools

- University of Virginia

Government

- Albemarle County
- City of Charlottesville
- Culpeper County
- Fauquier County
- Fluvanna County
- Greene County
- Louisa County
- Madison County
- Nelson County
- Orange County
- Rappahannock County
- Rappahannock-Rapidan Regional Commission
- Thomas Jefferson Planning District Commission
- Town of Culpeper

Other

- Businesses of Rappahannock
- Central Virginia Partnership for Economic Development
- Central Virginia Small Business Development Center (CV SBDC)
- Charlottesville Area Community Foundation (CACF)
- Charlottesville Business Innovation Council (CBIC)
- Charlottesville Regional Chamber of Commerce
- Community Investment Collaborative (CIC)
- Culpeper Chamber of Commerce
- CvilleBioHub
- Fauquier Chamber of Commerce
- Fredericksburg Food Co-op
- George Washington Carver Center
- Girl Scouts of Virginia Skyline
- New Hill Development Corporation
- PATH Foundation
- Virginia Career Works – Piedmont Region