



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

GO Virginia Region 2

GO Virginia Region 2 Council Agenda

February 4, 2020, 3:00 to 5:00 p.m.,

Carilion Clinic 4th Floor Education Conference Room

1 Riverside Circle, Roanoke, Virginia, 24016.

- Introductions
- New and updated proposals
 - Classrooms to Careers: Montgomery County Public Schools
 - Increasing the Birth Rates of New High Growth Companies: Advancement Foundation
 - Virginia Accelerator Network: RAMP (state competitive fund)
- Current project metrics reporting
- State board broadband and sites policy guidance: Discussion
- Council Business
 - Council speaker bureau, volunteers for outreach to local governments
 - Review current vacancies
- Additional staff reporting
 - GO Virginia Celebrate Success Event Highlights
 - State workgroup information



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Region 2 GO Virginia Council

Project Title: Increasing the Birth Rates of New High Growth Companies for Region 2

Applicant: The Advancement Foundation (TAF)

Localities covered: Alleghany, Bedford, Botetourt, Giles, Pulaski, Roanoke County; Covington, Salem, Roanoke

Growth & Diversification Plan Strategy Area (s): Entrepreneurship

GOVA Funds Requested: \$180,00 Matching Funds: \$180,000 TOTAL COSTS: \$360,000

Project Description:

TAF's Innovation Mill (The Mill) was a new initiative for TAF to leverage business resources, entrepreneur resource partners, industry experts, and established community and economic development partners to increase business readiness and success rate for new high growth companies.

The program offers 6 steps for preparedness: 1. Free 360 evaluations of concept and knowledge by a team of regional business leaders; 2. Assembly of a team of industry experts, students, and mentors to advance R&D; 3. Customer Discovery to validate minimum viable product; 4. Connections - Industry leader focus groups to build relationships and identify industry partners; 5. Student engagement in solution sessions and identification of potential hires; and 6. Investor insight sessions to provide feedback and identify opportunities for capital

Region 2 Council (and state Board) approved the project in spring 2019 for one year of funding. . Council asked applicant to revise the original ask from a 2 year to a one year project and to return for year 2 funding if successful. This was due to some question about applicant's ability to reach high-growth entrepreneurs, particularly in target industry sectors.

Applicant appears to have had a successful year one and necessary documents have been submitted for year 2. In particular, the project to-date (not yet a full year of data or work) has worked with:

- ▶ 37 startup companies assessed so far (*annual goal is 50*)
- ▶ 17 new and early stage companies participating in the Innovation Mill (*annual goal is 20*)
- ▶ 22 mentors and consultants engaged with new high growth companies (annual goal is 10)
- ▶ 4 colleges/universities participating (annual goal is 4)
- ▶ 60 students participating (annual goal is 16)
- ▶ 11 high growth companies/pre-companies (40% of the 20 new/early stage high growth companies participating) will progress to successful proof of concept, be referred to next level accelerators such as RAMP or other entrepreneurial resources within the region and/or create high wage jobs/self-employment through an operational businesses, and/or creation of products. (annual goal is 8)

The project appears to be filling a needed gap in our region and the applicant has demonstrated capacity to implement the program, as initially described.

Staff recommends approval, based on successful performance and metrics, and the contribution of this project to entrepreneur ecosystem goals as described in the Region 2 Growth and Diversification Plan.

Region 2 GO Virginia Council

Project Title: Virginia Accelerator Network (VAN) Applicant: Lighthouse Labs

Localities covered: GOVA Regions 2,3,4, 9 (Region 4 is lead region)

Growth & Diversification Plan Strategy Area (s): Technology development strategy, and entrepreneurship and business development

GOVA Funds Requested: NO Region 2 Funds Requested.

Statewide GOVA Funds Requested: \$3 million

Project Description:

VAN will provide support for high growth founders at all stages of the startup lifecycle and all areas of the Commonwealth. The project will address: (1) ideation and founder development, (2) acceleration of promising ventures, and (3) post acceleration startup development opportunities.

Fueled by nine participating localities across three regions, the Virginia Accelerator Network (VAN) will provide a foundation for new collaboration to develop, retain, and attract the most innovative companies in the region. This work will inform the newly proposed Virginia Innovation Partnership Authority in its best practices, programmatic approach, and integrated community collaboration.





At its core, VAN will launch a minimum of 30 startups over two years, certify 400 students in next-generation skills, spur at least \$4.5 million in investment, assure best practices for high-growth startup development are observed, oversee the creation of 115 jobs through startup development alone, and connect over 50 alumni companies with sustaining resources. These efforts will translate a \$6 million overall public/private investment in our regions, \$3 million from Go VA and over \$4 million in cash and in-kind services, into a \$45 million year on year return within 3 years of the end of the grant's operating period.

In Region 2, RAMP (and RBTC) are significant partners and project would help support RAMP additional cohort, added staff and programming, and expansion and facility enhancements.

ASSESSMENT SUMMARY:

Region 4 is leading review but all participating regions have shared information on project. Some questions have been resolved in final version of narrative. Project was initiated by Lighthouse Labs, and Todd Nuckols, who will be leaving. The question of leadership remains a concern. For Region 2, the project certainly would help both RAMP as well as contribute to some of the entrepreneur/innovation goals in our G&D plan. There were some minor questions about Match documentation which is still being worked through with applicant and with state staff.

Quarterly Project Status Report October 1, 2019—December 31, 2019 (Quarter 4)

Project Name	Project Manager	Start Date	Description		Staff Action
Capital Ecosystem Development	Meredith Hundley	April 24, 2018	Capital plans were finalized. Worked with angel investor group, Common Wealth Angels, to have the first local high-growth company pitch this quarter. The Capital Committee met in October and November and have developed a capital pathways plan to improve entrepreneurs' access to resources.		None
Center for Energy Research and Education Industry Lab	Rich Diddams, David Fazzina, Jacqueline Rearick	May 9, 2018	The CERE site is demonstrating momentum in attracting industry interest based on having labs available to the community. NovaTech is in discussion with utilizing the labs for all of their material analysis and research is being conducted by our CERE researchers for Framatome.		Meet with Rich to discuss outcomes evaluation
Enhancing the Region through New Technology for Unmanned Systems (Drone Zone)	Dr. John Rainone	June 4, 2018	One student from the program has been employed by IVO, creating one new job this quarter. Seven businesses engaged.		Monitoring for enrollment changes.
Region 2 Talent Collaborative	Ben Bowman, Marty Holliday, Morgan Romeo	October 22, 2018	Two new businesses served through incumbent worker training. Negotiations underway for four additional potential trainings.		Small budget realignment requested. Staff working with DHCD to see if contract amendment is necessary.

Project Name	Project Manager	Start Date	Description	Staff Action
RAMP	Mary Miller	May 29, 2018	Held one pitch and polish clinic in Blacksburg. All companies are doing well and as a group, have requested ongoing interactions. RAMP's alumni group will meet quarterly going forward.	Continue monitoring to make sure Pitch and Polish are back on track.
Stopping the Brain Drain	Erin Burcham	April 15, 2018	Project complete. OnwardNRV and Roanoke are working to align VT students and RU students closer to businesses. LRBA is working to align regional businesses to Lynchburg schools. Co-hosted a business summit in Blacksburg in November to share best practices regarding internships with regional businesses.	Finalizing project closeout.
Wood Haven	Beth Doughty, John Hull	May 18, 2018	Construction commenced. Drilling and blasting of excess rock significantly complete. Several sections of the water and sewer utilities have been installed.	None
Advanced Manufacturing Partnership Lab (AMPL)	Rich Diddams, Jacqueline Rearick	February 1, 2019	The AMP Labs are operational, industry visits are actively occurring, and students will start utilizing equipment for engineering course work along with members of the local community.	None
Roanoke Small Business Development Center	Joyce Waugh	January 31, 2019	Secured a second permanent office at the Virginia Tech Corporate Research Center. Began budget requests with Montgomery County, Christiansburg, Blacksburg, Radford, Pulaski and Floyd. Worked directly with clients in target industry cluster.	None
Increasing Birth Rate of	Annette Patterson	March 12, 2019	13 companies filled out needs assessment, 6 companies recruited for IM program – those were assigned to bid	None

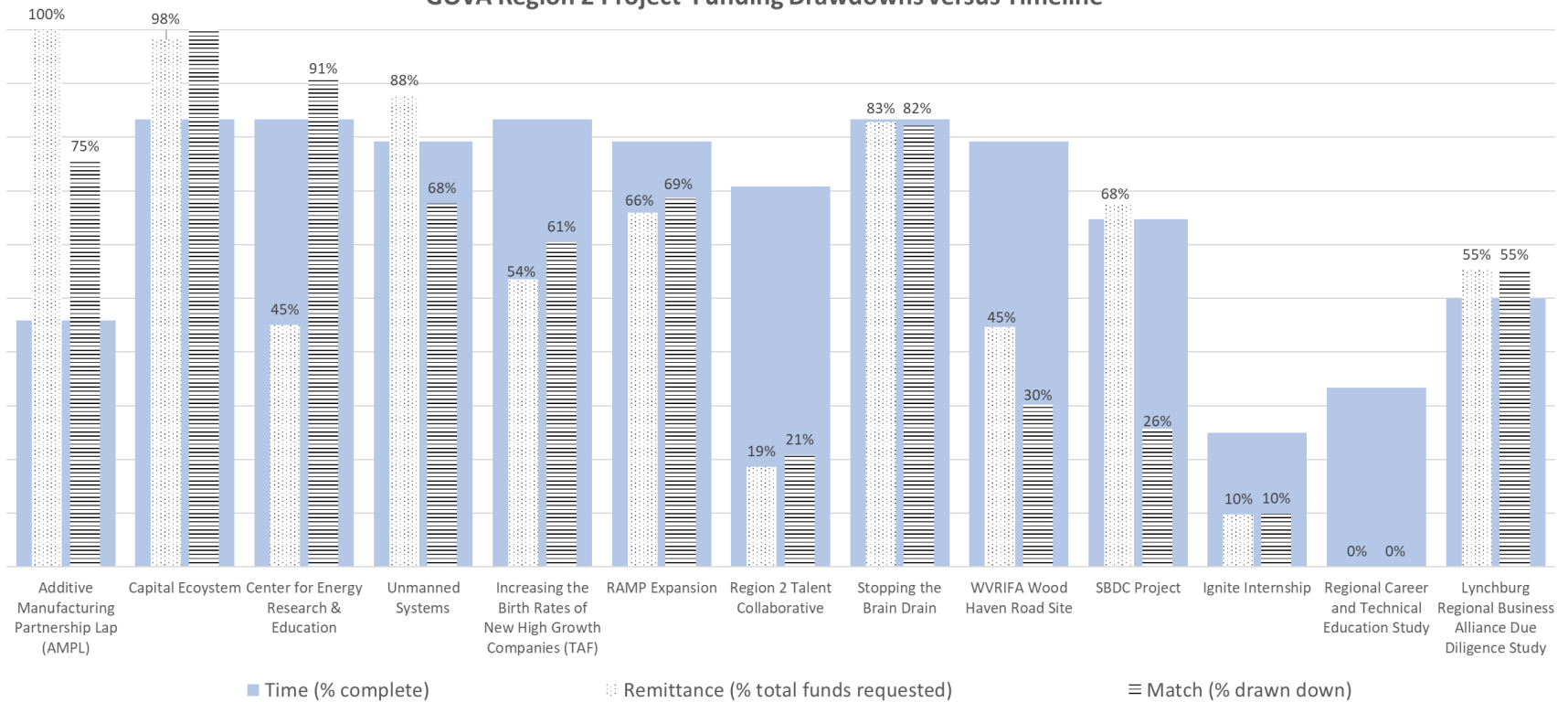
Project Name	Project Manager	Start Date	Description	Staff Action
High Growth Companies			teams, completed 360 evaluations, student engagement. 6 companies referred to CIT, SBDC, Shenandoah Valley Angel Investors, and Virginia Career Works.	
Ignite	Melinda Leland, Leann Vernon	July 1, 2019	All 10 Ignite Coordinators have been trained and offered additional training throughout the Fall of 2019. All Superintendents were informed of the Credential Study summary and have received copies.	None
Lynchburg Regional Business Alliance Site Study	Megan Lucas	July 1, 2019 Contract signed 9/15/19	The work due diligence on the six sites began execution and continues into 2020 Q1. Municipal partners are looking towards the next steps once the due diligence is complete on their specific site. Outcomes in the form of hard data will be provided at the close of the project.	None
Regional CTE Study	Morgan Romeo	September 1, 2019	The Request for Proposals (RFP) was developed and released in November 2019. Proposals were received by the Western Virginia Workforce Development Board with award of the contract to occur on January 17, 2020.	None



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GOVA Region 2 Project Funding Drawdowns versus Timeline



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Project Name: **Capital Ecosystem**

Project Manager: Meredith Hundley

Project Start Date: April 24, 2018

Period Covered: October 1, 2019—December 31, 2019 (Quarter 4)

PROJECT STATUS THIS MONTH	
OVERALL PROJECT STATUS: On track	SUMMARY: Capital plans were finalized. Worked with angel investor group, Common Wealth Angels, to have the first local high-growth company pitch this quarter. The Capital Committee met in October and November and have developed a capital pathways plan to improve entrepreneurs' access to resources.

Previous Quarter	Current	Upcoming
Angel investor seminar and workshop- Angel investor kickoff event with programming for 30 attendees	Access to Capital Committee follow up meeting on Oct 1.	Project concluded under support from GO Virginia in December 2019. Project is moving into project closeout period with final remittance request anticipated in January 2020 for December 2019 expenses.
Finalizing capital plans is ongoing with initial follow up meeting October 1	Access to Capital Committee initial meeting in August with follow-up meeting on 10/1 and 11/21. Committee sustainability plans finalized for continued work in 2020	

Description:

Staff worked with the newly formed angel investor group, Common Wealth Angels, to have the first local high-growth company pitch to the group early in 4th quarter. Staff continued to lead and support the Access to Capital Committee with meetings in October and November. Next meeting will be second half of January. The committee discussed 17 possible items to strengthen the capital ecosystem and developed a priority list of 5 which fell into the topic areas of new financing pathways and new capital-focused events. Staff conducted research on the priority items and presented examples of currently running programs and best practices for them at the





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November A2C committee meeting. The committee has developed a capital pathways plan to improve entrepreneurs' access to resources. **Barriers:** none.



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Project Name: **Center for Energy Research and Education Industry Lab**

Project Manager: Rich Diddams, David Fazzina, Jacqueline Rearick

Project Start Date: May 9, 2018

Period Covered: October 1, 2019—December 31, 2019 (Quarter 4)

PROJECT STATUS THIS MONTH		
OVERALL PROJECT STATUS: Two quarters ahead of schedule.		SUMMARY: The CERE site is demonstrating momentum in attracting industry interest based on having labs available to the community. NovaTech is in discussion with utilizing the labs for all of their material analysis and research is being conducted by our CERE researchers for Framatome.
Previous Quarter	Current	Upcoming
Acquired and installed chiller and DI	Begin full operations- Partial operations of the lab have begun, full operations are expected to begin within the next two months.	Begin full operations
Acquired and installed electrical and safety guards	NovaTech and BWXT each hired an individual to support our work at CERE and their own firm. Having the equipment at CERE to use is moved one of the jobs from TN to VA	CERE Industry Labs are pursuing a long-term research project with Framatome utilizing personnel who are now occupying CERE.
Installed new lab equipment	Initial obligation complete with additional labs being completed (ARCAM & Waterjet)	
Executed new R&D contracts (originally scheduled for Q4)	Five industry visits occurred this quarter	
Configured and calibrated test equipment		
Certified test equipment		





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New collaborations for the industry labs (new collaborations initiated with Belvac to utilize lab equipment (and support BWXT to support materials research science utilizing CERE Labs		
Begin academic use of the industry labs – academics now utilizing lab equipment to augment classes and conduct research with industry		

Products/Metrics:

- # new jobs created: 1
- # new jobs created by partner entities: 2
- # R&D contracts: 3 pending.
- # industry partnerships: 0
- # educational partnerships: 0
- # industry site visits: 5

Barriers: none.



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Project Name: **Enhancing the Region through New Technology for Unmanned Systems (Drone Zone)**

Project Manager: Dr. John Rainone

Project Start Date: June 4, 2018

Period Covered: October 1, 2019—December 31, 2019 (Quarter 4)

PROJECT STATUS THIS MONTH

OVERALL PROJECT STATUS: On track

SUMMARY: One student from the program has been employed by IVO, creating one new job this quarter. Seven businesses engaged.

Previous Quarter	Current	Upcoming
<p>*6 college students enrolled in credit courses in Fall 2019. Scholarships provided by DSLCC Educational Foundation. (goal was 12, explanation about barriers pending)</p> <p>*17 dual enrollment students enrolled from Rockbridge County HS in required AC/DC electrical course. It is expected that up to two additional high schools will enroll students in spring 2020.</p>	<p>One (1) student in program has been employed by IVO, Ltd plus an additional DSLCC student is working as an intern.</p>	<p>Coordinate job placement for program completers</p>
<p>Classes scheduled and students enrolled</p>	<p>Four total businesses created.</p>	
	<p>Courses were scheduled in Fall 2019 and additional courses are scheduled for Spring 2020. Additional courses will be scheduled based on a new industry partner and the need for workforce training.</p>	





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Products/Metrics:

- 1 new job created
- 7 businesses engaged
- \$116,168 public investment leveraged (in-kind services)

Additional Outcomes: Announcement of new business hiring up to 25 employees.

Barriers: The business contract delay for the hiring of additional students.



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Project Name: **Region 2 Talent Collaborative**

Project Manager: Ben Bowman, Marty Holliday, Morgan Romeo

Project Start Date: October 22, 2018

Period Covered: October 1, 2019—December 31, 2019 (Quarter 4)

PROJECT STATUS THIS MONTH

OVERALL PROJECT STATUS:
on track in terms of milestones,
billing is behind. Request to
reallocate funding received and
pending

SUMMARY: Two new businesses served through incumbent worker
training. Negotiations underway for four additional potential
trainings.

Previous Quarter	Current	Upcoming
Third expo in Roanoke for the super region on September 17-19	Continue upskilling (customized program curriculums for businesses)	Continue upskilling
		Continue distribution of quarterly LMI newsletter

Description:

Three Existing Worker Training contracts have been initiated this quarter. Negotiations underway for four more potential trainings.

Barriers:



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Length of time from identifying existing worker training programs and securing reimbursement requests from businesses in a timely manner. We will be measuring salary increases 1 year after completion of training. This will put the first reporting on this metric in Spring of 2021 and continue through Spring 2022.

Products/Metrics:

- 2 new existing worker training programs established in the Blue Ridge region this quarter.
- 26 workers upskilled (2 new businesses)

Additional Outcomes:

With the success of the Career Quest Career Expo event that was held in September 2019 for the New River and Blue Ridge regions, the Alleghany Highlands requested that a mini-Career Quest event be held that will include Alleghany County Public Schools, Covington City Public Schools, and Bath County Public Schools (outside of Region 2) in April 2020. This event will include all high schoolers (9th, 10th, 11th, and 12th) from each of the three school districts to have a hands-on experience exploring careers in the region. We are also working with the Alleghany Foundation to conduct the same “career exploration” events for teachers in the high school and middle schools in the Alleghany Highlands to help educate teachers on the opportunities in the region. This will be for use during their career pathways discussions in the classroom and will allow them to have real-life examples.

The Blue Ridge region has also partnered with a local marketing/video production group and will begin production of videos showcasing local employers in the Manufacturing, Healthcare, and Information Technology sector. This will provide an electronic but visual tool for all career and technical education programs in the region to use when promoting opportunities for young adults. These videos will be stored on the Virginia Career Works – Blue Ridge website and will also be linked on the Roanoke Regional Partnership’s Get2KnowNoke talent page to promote opportunities in the region. Video production should be complete by June 2020.

Three Existing Worker Training contracts have been initiated this quarter in the Blue Ridge Region with Virginia Transformer Corporation (Manufacturing), Waco Inc. (Manufacturing), and Integrity Windows (Manufacturing) that will fall under this GO Virginia project. All of these manufacturing companies are utilizing trainings that will raise entry level workers to new, more skilled positions within the manufacturing production facilities. Utilizing contract training, Registered Apprenticeship, and hands-on activities, these employers will all provide sustainable wages for the employees in their new roles.



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Additional career expos in the Roanoke Valley and Lynchburg Region are being scheduled which will further exceed the goal of the project. Further career pathway development has been done. Three businesses have initiated existing worker training which will be funded by the GO Virginia project. These outcomes will be detailed on next quarter's report. Lynchburg Region received request for reimbursement for first existing worker training project for BMG.

Working with Volvo to host NRV Middle School teachers in the fall. In the Blue Ridge region, working with Carilion and the Burton Center with Roanoke County Public Schools to schedule a tour for students enrolled in the C.N.A. program. Also working on a tour for local youth at Friendship Nursing to explore Healthcare careers. Also working with a local video production company to produce business videos to provide to young adults and teens on possible careers and career pathways in the region.



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Project Name: **Regional Acceleration and Mentorship Program**

Project Manager: Mary Miller

Project Start Date: May 29, 2018

Period Covered: October 1, 2019—December 31, 2019 (Quarter 4)

PROJECT STATUS THIS MONTH

OVERALL PROJECT STATUS: Slightly behind – Lynchburg Pitch and Polish delayed another quarter, researching grants also delayed.	SUMMARY: Held one pitch and polish clinic in Blacksburg. All companies are doing well and as a group, have requested ongoing interactions. RAMP's alumni group will meet quarterly going forward.
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Previous Quarter	Current	Upcoming
Hold 1 pitch and polish clinic in Roanoke with 4 companies presenting	From Q3 – Identify 5 potential grant sources for evaluation – effort this quarter was focused on the cohort development and GOVA statewide grant and there wasn't enough time to research additional grants.	Follow-up on progress of first and second cohort companies
Held 1 mentor networking event: Demo day	Hold Lynchburg Pitch and Polish	Hold 2 Pitch & Polish clinics
Produced quarterly report	Goal: Hold 2 Pitch & Polish clinics- One held in Blacksburg.	Complete evaluation of third cohort
Website launched	Complete programming for third cohort	Launch forth cohort application process (companies and mentors)
	Hold a Demo Day for cohort companies	Alumni event for all mentors and cohort participants is scheduled for February 20, 2020.
	Distribute seed funding to cohort companies	
	Hold an alumni event for all mentors and cohort participants	
	Develop fundraising plans for next 2-3 years	





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	Review progress on website and social media strategy and analytics and implement changes as needed	
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Description: The formal aspect of the program has concluded, and attention has turned to helping them raise money. RAMP hosted CIT's investment group and had nine companies over two days present. Three of the companies have received investment offers and work in progress to close the investments. MicroHarmonics has been successful in raising investment offers of \$500,000 but have opted not to take the money at this time. RAMP is working to build an even larger mentor network and numerous meetings have been held with individuals who may be interested in joining the mentor network. They have been planning a large event for mentors and founders and have obtained a great speaker to spend a day in our region. Mike Vonesh, leads innovation for W.L. Gore and has won many national awards for innovation. His schedule would not permit him to come during 4th quarter but he will be in our region with 3 events planned on February 20, 2020. The director has been traveling around the region and meeting with companies that have interest in applying to the fourth cohort that will begin in May 2020.

Barriers:

We are working to coordinate a pitch clinic information session for RAMP 2020 in Lynchburg. We have added a RAMP 2020 info session in Botetourt County.

RAMP's momentum is growing and while they continue to build, they recognize more time is needed to educate the region on the benefits of this type of economic development.

Metrics:

- # Businesses engaged: 7
- # mentors engaged: 6
- # mentor matches: 7
- # pitch and polish: 1
- # mentors participating: 4
- # businesses participating: 4

Products:



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- # new jobs: 4 new employees have been added to RAMP alumni companies this quarter.



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Project Name: **Stopping the Brain Drain**

Project Manager: Erin Burcham

Project Start Date: April 15, 2018

Period Covered: October 1, 2019—December 31, 2019 (Quarter 4)

PROJECT STATUS THIS MONTH

OVERALL PROJECT STATUS: On track, finalizing last remittance.

SUMMARY: Project complete. OnwardNRV and Roanoke are working to align VT students and RU students closer to businesses. LRBA is working to align regional businesses to Lynchburg schools. Co-hosted a business summit in Blacksburg in November to share best practices regarding internships with regional businesses.

Previous Quarter	Current	Upcoming
Study has concluded. Presenting and sharing data broadly.	Internship program with livability component	
TAC meeting held to discuss next steps, press conference held to publicize information	Work collaboratively between three sub-regions to share best practices and resources.	
Continue to meet with the Talent Action Coalition		

Description: During this quarter each of the three organizations were working on programming to encourage higher education and our business community to collaborate and come together to bridge the gap between the two. ONRV and the RRP are both working with Catherine Amelink at Virginia Tech and Angela Joyner at Radford to align the two schools closer to our businesses. LRBA is also working hard to connect their regional businesses to the Lynchburg schools. ONRV and the RRP are both partners on the Virginia Tech GO Virginia grant that is focused on connecting VT students to regional businesses through internships. We co-hosted a business summit in Blacksburg in November to share best practices on internships with regional businesses and to connect. The RRP is in the planning stages of hosting a talent solutions summit on March 25 at Hotel Roanoke to host speakers that can talk about creating a culture for young talent, attracting talent, and creative ways to retain talent. ONRV is working with Uncork it to create a series of sector videos to highlight the industries in the NRV





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to promote to students. LRBA hosted an event to connect business leaders and students and promote their next college internship program that will encourage regional students to stay in the area.

Barriers: None

Products/Metrics: study complete



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Project Name: **Wood Haven Road Water and Sewer Infrastructure Enhancement**

Project Manager: Beth Doughty, John Hull

Project Start Date: May 18, 2018

Period Covered: October 1, 2019—December 31, 2019 (Quarter 4)

PROJECT STATUS THIS MONTH	
OVERALL PROJECT STATUS: On track.	SUMMARY: Construction commenced. Drilling and blasting of excess rock significantly complete. Several sections of the water and sewer utilities have been installed.

Previous Quarter	Current	Upcoming
Contract finalized in July. Construction commenced in late August.	Construction	Construction
Construction – Crew has hit substantial rock which delayed construction. Negotiating change order now. Not expected to extend contract completion deadline.	Several sections of the water and sewer utilities have been installed.	Installation of remaining water and sewer extensions.

Barriers: none

Products/Metrics:

- \$10,000 committed to marketing the site
- 2 projects
- 2 prospects





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Project Name: **AMPL**

Project Manager: Rich Adams, Jacqueline Rearick

Project Start Date: July 3, 2019

Period Covered: October 1, 2019—December 31, 2019 (Quarter 4)

PROJECT STATUS THIS MONTH

OVERALL PROJECT STATUS: Ahead of schedule	SUMMARY: The AMP Labs are operational, Industry visits are actively occurring, and students will start utilizing equipment for engineering course work along with members of the local community.
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Previous Quarter	Current	Upcoming
AMPL Equipment Approval/procurement	AMPL Equipment Tagging/testing	Council meeting scheduled on February 12, 2020 at CERE.
AMPL Equipment installation	Site consultant services	AMPL open house event scheduled for February 2020
Industry mixers	STEM Academy – High school workshop	Industry mixers
Consultations with Lynchburg Regional Business Alliance	Consultations with Lynchburg Regional Business Alliance	Consultations with Lynchburg Regional Business Alliance
CVCC Summer Camp- Summer camp was a huge success with 32 students participating	CVCC Winter Camp	CTE Reginal workshop scheduled for February 2020.
Travel to industry partners- Trips to Belvac, BWXT, Oak Ridge Labs conducted.	The CERE director has visited BWXT, Framatome, Belvac, Novatech, and Simplimatic multiple times.	“Train the Trainer” AML Equipment workshops scheduled for February 2020.



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Barriers: none.

Products/Metrics:

- # faculty and students using AMPL: 35
- # industry/educational partnerships – 2
- # industry site visits – 2
- # jobs created- 1
- Leveraged private investment – 0
- Leveraged public investment- \$10,000
- # R&D contracts secured- 1
- # products produced utilizing the AMPL- 35



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Project Name: **Increasing the Birth Rate of High Growth Companies**

Project Manager: Annette Patterson

Project Start Date: March 12, 2019

Period Covered: October 1, 2019—December 31, 2019 (Quarter 4)

PROJECT STATUS THIS MONTH

OVERALL PROJECT STATUS: On track

SUMMARY: 13 companies filled out needs assessment, 6 companies recruited for IM program – those were assigned to bid teams, completed 360 evaluations, student engagement. 6 companies referred to CIT, SBDC, Shenandoah Valley Angel Investors, and Virginia Career Works.

Previous Quarter	Current	Upcoming
Received 11 needs survey assessments (goal was 13) <ul style="list-style-type: none">• Manufacturing – Auto Water, ReBottle, Blue Ridge Overland Gear• Health & Life Science – Coeus Research, Jackson River Garden Center, Windrush Microbes• Technology – Phazn• Food & Beverage – Harvest Collective, Buffie's Kitchen Other – Blue Ridge Literacy, Cold Spring Nurse Mares	Received 13 needs survey assessments <ul style="list-style-type: none">• Hemp Mill• Wash your hands LLC• Oralign Baby (MyPaci)• Davis Medical• RhinoGuard• Next Gen Accountants• A Trip Around the World• Covethentic Enterprises• B Green Enterprises• Heirloom Foods• ODCS• Valley Construction• Innovation Agency	Obtain needs survey assessments for 13 potential high growth companies
Recruited 5 new/early stage growth companies <ul style="list-style-type: none">• Manufacturing – Formable Grabber	Recruited 6 new/early stage growth companies <ul style="list-style-type: none">• Manufacturing- AutoWater, OralignBaby (MyPaci)• Technology- Phazn	Recruit 5 new/early stage high growth companies





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

GO Virginia Region 2

<ul style="list-style-type: none"> Technology - Easy Workings, IVO Ltd., Quest Knight Enterprises Health & Life Science - Coeus Research 	<ul style="list-style-type: none"> Health & Life Science- HEMP mill, Windrush Microbes Food & Beverage- ReBottle 	
Assigned 5 BIDs: Formable Grabber, Easy Workings, IVO Ltd., Quest Diagnostics, Coeus Research	Assigned 6 BID teams- AutoWater, OralignBaby (MyPaci), Phazn, HEMP Mill, Windrush Microbes, ReBottle	Assign 5 Business Innovation and Development Teams (BID teams) based on evaluations)
Completed 5, 360-degree evaluations: Formable Grabber, Easy Workings, IVO Ltd., Quest Knight, Coeus Research	Completed 6, 360-degree evaluations: AutoWater, OralignBaby (MyPaci). Phazn, HEMP Mill, Windrush Microbes, ReBottle.	Complete 5, 360-degree evaluations
Engaged 1 institution of higher education – VT CPES, Roanoke College	Engaged 3 institutions of higher education- Roanoke College, Virginia Tech, DSLCC	Engage 1 institution of higher education
Coordinate engagement of 5 (goal was 5) students with high growth entrepreneurs with Coes Research: High School students, VT, and Burton technical center	Coordinate engagement of 4 students with high growth entrepreneurs with Coes Research: engaged 26: Phazn- 5 Roanoke College, Formable Grabber and IVO Ltd- 20 VT Legacy Fellows IVO. Ltd- 1 from DSLCC.	Coordinate engagement of 4 students with high growth entrepreneurs
Advanced 2 companies: Easy Workings to ICAP with CIT and SBDC. Referred Grabhammer to RAMP.	Advanced 2 companies: Advanced 6- <ul style="list-style-type: none"> Easy Workings and IVO Ltd. to CIT for CRCF proof of concept funds. ReBottle to SBDC. AutoWater and Oralign Baby (MyPaci) to Shenandoah Valley Angel Investors for POC funding. IVO ltd. to Virginia Career Works and hired 1 employee 	Advance 2 (40% divided across 4 quarters) new/early stage high growth companies/pre-companies will progress to successful proof of concept, be referred to next level accelerators such as RAMP or other entrepreneurial resources within the region and/or create high wage jobs/self-employment through an operational business, and/or creation of products.



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VIRGINIA INITIATIVE FOR
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IN EACH REGION

GO Virginia Region 2

Barriers: none

Products/Metrics:

- 13 startups assessed
- 6 new and early stage companies participating in the Innovation Mill
- 5 mentors engaged
- 2 colleges/universities participating
- 26 students participating
- 6 companies referred to next phase

Description:

- Easy Workings and IVO ltd. both submitted LOI's for CIT CRCF funding. IVO ltd. was invited to apply for proof of concept funds.
- IVO Ltd. hired an employee and is working with Virginia Career Works for training assistance
- Formable Grabber referred to RAMP, met with RAMP Executive Director and was invited to apply for next cohort
- Set up three investor meetings and prepared pitch decks for Auto Water and Oralign Baby
- HEMP Mill hosted the first HEMP conference in the region for economic developers
- Referred 6 companies to next level resources.
- 22 students were engaged with Innovation Mill clients validating business models while working on proof of concept.

22 Industry experts and mentors have engaged with Q2, Q3, and Q4 companies. Exceeding the annual goal of 10 mentors engaged by twelve.



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VIRGINIA INITIATIVE FOR
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IN EACH REGION

GO Virginia Region 2

Project Name: **SBDC**

Project Manager: Cheryl Joyce

Project Start Date: January 1, 2019

Period Covered: October 1, 2019—December 31, 2019 (Quarter 4)

PROJECT STATUS THIS MONTH

OVERALL PROJECT STATUS: on track

SUMMARY: Secured a second permanent office at the Virginia Tech Corporate Research Center. Began budget requests with Montgomery County, Christiansburg, Blacksburg, Radford, Pulaski and Floyd. Worked directly with clients in target industry cluster.

Previous Quarter	Current	Upcoming
180 day review of new employee.	Quarterly Report	Tailored one-to-one counseling and advising services to firms in the target sectors.
Support and coordination of NRV focused ICAP. Completed ICAP program in September with 5 companies from the NRV participating. 3 current NRV SBDC clients.	Tailored content as appropriate for existing monthly Business Basics and Marketing Basics courses.	Tailored content as appropriate for existing monthly Business Basics and Marketing Basics courses.
Tailored content as appropriate for existing monthly Business Basics and Marketing Basics courses.	Three workshops with content focused on or with applicability to target sectors. – Completed two, <ul style="list-style-type: none">• BB&T Radford Business Pitch Competition: Workshop on resources for entrepreneurs and a Customer Service• Workshop for Health Service Industry in Pulaski.	Three workshops with content focused on or with applicability to target sectors.



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Three workshops with content focused on or with applicability to target sectors. Growth Wheel classes in Floyd wrapped up, C4 Floyd business plan competition classes began, Google workshop for Pulaski.	Participation in or support of local business plan competition event. – <ul style="list-style-type: none"> • Preparation for Millstone Kitchen Foodpreneur Series • BB&T Radford University Pitch Competition presenter and judge • Began planning for CBL Grant involvement in Giles 	Hold Millstone Food Kitchen Foodpreneur
Complete initial introductory outreach to at least 10 NRV partner or potential partner entities serving or focused on one or more target sectors. Begin to establish mutually beneficial partnerships with new partners, reinforce partnerships with existing partners.	Tailored one-to-one counseling and advising services to firms in the target sectors.	Annual review of new employee

Description: Secured a second permanent office at the Virginia Tech Corporate Research Center with Valleys Innovation Council. Cheryl spends two days per week advising clients from the office. Planning preparation for the Millstone Food Kitchen Foodpreneur Series that kicks off on January 23rd. The RRSBDC will be hosting 4 of the 5 workshops. Completed the planning, presentation and judging project for the BB&T and Radford University Business Pitch Competition. Began budget requests with Montgomery County, Christiansburg, Blacksburg, Radford, Pulaski and Floyd. Coordinated monthly open advising hour for the Blacksburg based Co-Grow members.

Products/Metrics:

- 41 clients counseled
- 73.26 client counseling hours
- 2 events held
- 6 jobs created
- 3 jobs retained
- \$157,000 capital facilitated
- 1 new business start





VIRGINIA INITIATIVE FOR
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IN EACH REGION

GO Virginia Region 2

Project Name: Ignite

Project Manager: Melinda Leland, Leann Vernon

Project Start Date: July 1, 2019

Period Covered: October 1, 2019—December 31, 2019 (Quarter 4)

PROJECT STATUS THIS MONTH

OVERALL PROJECT STATUS: On track

SUMMARY: All 10 Ignite Coordinators have been trained and offered additional training throughout the Fall of 2019. All Superintendents were informed of the Credential Study summary and have received copies.

Previous Quarter (N/A)	Current	Upcoming
Recruit and train 12 Ignite coordinators	Analyze Major Clarity reports for trends in students' career interest- All Major Clarity reports have been reviewed for trends in student career interest with participating schools.	Establish six sites for internships.
Conduct Careers Expo for Youth for 7th grade students		
Provide Skills to Pay the Bills to participating Ignite schools		
Provide results of credential study to 4 high schools and 1 CTE center to match school credentials to local employer needs		



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GO Virginia Region 2

Description: All Ignite Coordinators have received training and provide quarterly reports to United Way staff on Ignite activities. This includes having coordinators view and look at Major Clarity trends/usage, report on Skills to Pay the Bills usage, report on attending the Careers EXPO, and more. All Superintendents were informed at a superintendent's meeting in August 2019 of the Credential Study summary, received copies, and then received a follow up email of an electronic copy of the study to share with all school personnel and staff. United Way will garner feedback from the study and how it has been used in systems this spring.

Barriers: Giles County schools is using a different software than Major Clarity. All Coordinators have received training and have been provided additional opportunities for more training throughout the fall of 2019. Originally, we would have had 12 Coordinators. Giles County Technology Center is not participating in Ignite and both Pulaski Middle Schools have the same Coordinator. That takes the count to 10 Ignite Coordinators for the school year. We are continuing talks and discussions with Giles County on the Ignite partnership.



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Project Name: Lynchburg Regional Business Alliance Due Diligence Study

Project Manager: Megan Lucas

Project Start Date:

Period Covered: October 1, 2019—December 31, 2019 (Quarter 4)

PROJECT STATUS THIS MONTH	
OVERALL PROJECT STATUS: Slightly delayed. Preliminary reports to LRBA delayed until next quarter	SUMMARY: The work due diligence on the six sites began execution and continues into 2020 Q1. Municipal partners are looking towards the next steps once the due diligence is complete on their specific site. Outcomes in the form of hard data will be provided at the close of the project.

Previous Quarter	Current	Upcoming
Site investigations, data gathering, and condition research complete	Data compilation and report preparation- The work due diligence on the six sites began execution and continues into 2020 Q1.	
	Preliminary reports delivered to Lynchburg Regional Business Alliance- delayed until next quarter.	Final reports delivered to Lynchburg Regional Business Alliance

Description: Phase one of the Environmental Site Assessment is approaching completion as well as the Cultural Resource Review. Municipal partners are looking towards the next steps once the due diligence is complete on their specific site.

Barriers: Scheduling around the Holidays proved to be a barrier this quarter.

Products/Metrics:

Phase one of Environmental Site Assessment progress: 80% complete.

Cultural Resource Review: 90% complete.

Endangered Species Review: 60% complete.

Wetlands Survey and Delineations: 40% complete.





VIRGINIA INITIATIVE FOR
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IN EACH REGION

GO Virginia Region 2

Geotechnical Evaluation Report: 30% complete.

Project Name: Regional Career and Technical Education Study
Project Manager: Morgan Romeo
Project Start Date: September 1, 2019
Period Covered: October 1, 2019—December 31, 2019 (Quarter 4)

PROJECT STATUS THIS MONTH

OVERALL PROJECT STATUS: On track.	SUMMARY: The Request for Proposals (RFP) was developed and released in November 2019. Proposals were received by the Western Virginia Workforce Development Board with award of the contract to occur on January 17, 2020.
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Previous Quarter (N/A)	Current	Upcoming
An initial meeting was held between four of the core school systems (Roanoke City, Roanoke County, Salem City, Botetourt County) to discuss priorities for CTE programs, best practices to highlight, and other key items to include in the scope of work for the RFP.	The RFP is currently being developed and will be released in October 2019. -The RFP was released in November 2019.	Consultant conducts study and review of CTE program in the Roanoke Valley and Alleghany Highlands.
	Contract award to third-party consultant with scope of work finalized - Due to the release of the RFP and our Board of Directors schedule, the award to the chosen consultant will take place on January 17, 2020. The WVVDB received one response to the RFP.	Monthly draw downs.



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GO Virginia Region 2

Barriers: The only slight barrier is that the contract will be awarded on January 17, 2020 – it was expected to be completed by the end of December but could not due to timing of the Western Virginia Workforce Development Board meeting.

Description: The Request for Proposals (RFP) was developed throughout the second quarter of the project. This RFP was developed with input from the Roanoke Valley Alleghany Regional Commission, Career and Technical Education Directors and Superintendents with the public-school systems in the region, as well as the Western Virginia Workforce Development Board. The RFP was released in November 2019 and posted on a variety of public sites as well as partners in the project to share with potential qualified consultants. Proposals were received by the Western Virginia Workforce Development Board with award of the contract to occur on January 17, 2020. Work on the project will begin by the end of January with a kick-off meeting to discuss the project and goals with Superintendents, Career and Technical Education Directors, community colleges, and business partners.



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Virginia Growth and Opportunity Fund (GO Virginia)

Regional Broadband Infrastructure Project Guidance

Section I: GO Virginia Program Intent

GO Virginia's goal is to facilitate regional collaboration to grow and diversify the economy through supporting projects leading to the creation of more, higher paying jobs through revenue derived from out-of-state sources. Programs and projects recommended by the Regional Councils and approved by the GO Virginia state board shall be consistent with the strategies and targeted industry clusters outlined in the regional growth and diversification plans.

Section II: REGIONAL BROADBAND INFRASTRUCTURE PROJECTS

The GO Virginia Broadband Taskforce convened with the goal of providing guidance on improving access to and utilization of broadband to support economic development goals. The 2018-2020 State Budget (Item 106.M4 and Item 106.M5) directed the Broadband Taskforce to develop a framework that provides guidance to the types of broadband initiatives the GO Virginia Board may approve. The group prioritized the use of broadband to effectively link economic clusters to help Virginia companies and residents enjoy a competitive edge and grow the economy in each region.

GO Virginia funds may be used to support regional planning efforts focused on private sector service provisions as localities prepare to use taxpayer dollars to incentivize private sector broadband infrastructure build out. GO Virginia may also be used to fund middle mile broadband infrastructure projects, including, but not limited to, fiber and conduit, that extend telecommunications networks, in partnership with the private sector, and focus on meeting the business needs of a community. GO Virginia implementation funds will not be used to support broadband projects focused on providing residential broadband service to customers (also known as "last-mile").

Middle mile projects must be open-access networks, allow access to the middle mile network at a competitive rate, and be available for any internet service provider (ISP). Preference will be given to applications that involve not-for-profit or cooperative model providers and those applications that represent an exceptional economic opportunity. Open-access middle mile will promote competition, economic development opportunities, and lower the barriers for entry for broadband providers looking to serve new markets across the Commonwealth.

In order to facilitate state investments in targeted areas, the Growth and Opportunity Board encourages regions to consider implementation through approving specific match guidelines and guidance that is outlined below. By encouraging the use of per capita funds and approving modified match requirements, the Board can enable Regional Broadband Infrastructure Proposals to come forward as regions demonstrate the capacity and desire to move forward on this initiative. This is not a set aside of funding, but rather a new focus area for investment by GO Virginia that can continue to advance based on regional

priorities and capacity. Once regions complete planning projects, they can also apply for future per capita funding for implementation under regular program guidelines. Future implementation efforts are also eligible for statewide competitive funding if they have an opportunity to be scaled to more than one GO Virginia region.

To enable efforts to support Regional Broadband Infrastructure projects, the Growth and Opportunity Board authorizes DHCD to accept per capita and competitive applications that will allow regions to bring proposals to the Board for consideration consistent with the Board Policy on specific match requirements for broadband Infrastructure Projects and guidance on information needed for the Board to consider proposals.

It is envisioned that regions will pursue projects that support two areas:

1. PLANNING
 - a) Regional Planning and Broadband Strategic Design Support
2. IMPLEMENTATION
 - a) Middle-mile broadband infrastructure projects, including but not limited to fiber and conduit, which extend telecommunications networks, in partnership with the private sector, and focus on meeting the business needs of a community, and/or
 - b) Related digital literacy and internet relevance programming connected to business growth and expansion opportunities.

Section III: Application Process

BROADBAND INFRASTRUCTURE PLANNING GRANTS

These regional broadband plans should present potential middle-mile broadband infrastructure opportunities that will fill identified gaps, identify potential sources of matching funds for future implementation projects, and include a timeline for implementation. Funds may also be used to integrate existing local plans and/or update regional plans.

Applicants must demonstrate meaningful industry outreach and a commitment to a planning process that engages a variety of stakeholders. Applicants must demonstrate they have reached out to current middle mile providers and include all private and public Internet Service Providers (ISPs) and/or Wireless Internet Service Providers (WISPs), private utility companies, public utility cooperatives, localities, regional planning organizations, and regional economic development organizations as part of the outreach process. In addition to stakeholder outreach and engagement, the plan should include an inventory of assets (infrastructure such as cell/electric towers, employment centers, etc.), engineering designs, and cost estimates. Applicants are encouraged to use CommonwealthConnect's Broadband Toolkit as a resource to guide their planning activities. The toolkit and other resources guides and technical assistance can be found [here](#).

Match Requirement: \$2:1 (no Local Match required)

Regional councils will be asked to answer the following questions and submit responses electronically to DHCD staff by the established quarterly deadlines. Planning grant requests of less than \$100,000 may be administratively approved by DHCD. Broadband planning grant requests will be treated like a regular enhanced capacity building grant and count toward a region's \$250,000 annual fund allotment for planning activities.

1. List the participating localities (a minimum of 2 is required).
2. Describe the project budget and sources of matching funds. The Sources & Uses Template should also be used to outline the project budget and \$2:1 match.
3. Provide a brief summary of the project.
4. Describe why this project is a priority for the Regional Council. Describe how this project aligns with the Region's Economic Growth and Diversification Plan and how the applicant will engage all required stakeholders, including internet service providers and other relevant stakeholders.
5. Attachments: Project Metrics and Outcomes
 - Letter from Regional Council Chairman stating support of the request
 - Budget Overview: Sources & Uses Template
 - Match Documentation to include Letters of Financial Commitment/Support
 - Milestone Overview and Drawdown Schedule

BROADBAND INFRASTRUCTURE IMPLEMENTATION GRANTS

Regionals Council pursuing grants for construction of middle-mile broadband infrastructure are encouraged to have a recently completed regional broadband plan and be applying for funds to implement one or more elements of that plan. (This does not have to be a GO Virginia-funded plan.)

Funds must be used for middle mile broadband infrastructure projects, including, but not limited to, fiber and conduit, that extend telecommunications networks, in partnership with the private sector, and focus on meeting the business needs of a community. Applications must be submitted by a unit of government (Towns, Cities, Counties, Economic Development Authorities/Industrial Development Authorities, Broadband/Wireless Authorities, Planning District Commissions, etc.) with a private sector partner as a co-applicant. GO Virginia implementation funds will not be used to support last-mile broadband projects, or projects to connect residential customers. Applicants interested in support for last-mile broadband grants should refer to the [Virginia Telecommunication Initiative](#) (VATI).

Middle mile projects must be open-access networks, allow access to the middle mile network at a competitive rate and be available for any internet service provider (ISP). Preference will be given to applications that involve not-for-profit or cooperative model providers and those applications that represent an exceptional economic opportunity. Open-access middle mile will increase broadband competition and capacity, allowing businesses and other end users to access better service for lower cost. Projects should demonstrate the region's need for middle mile, especially as it relates to businesses in the GO Virginia region's targeted sectors, as well as the demand for the increased middle mile capacity among



the region's ISPs. Applicants are strongly encouraged to engage early and often with potential ISP customers of the middle mile project. Priority will be given to projects with committed ISP customers.

Applicants may accompany middle mile network projects with an outreach plan to educate affected businesses about the impact online tools can have on their business. Digital literacy and internet relevancy programming should help educate businesses about online business tools, such as digital bookkeeping and advertising. If the project area will be receiving broadband for the first time, these digital literacy courses should educate businesses on the internet's basic functions and offer assistance in transitioning business functions online. Applicants are encouraged to work in conjunction with local community institutions already engaging in digital literacy education, such as the library system or cooperative extension office. Local match requirements may be waived for digital literacy programming if there is significant private sector participation and/or partnership with other education and training partners that will expand the reach and impact of such programming.

Regional councils will be asked to submit a Per Capita or Competitive Grant application and answer questions consistent with the appropriate application. Each regional council that seeks to submit an application will apply to DHCD through the Centralized Application Management System (CAMS) which is utilized for all GO Virginia funding applications. Applications shall be submitted in CAMS by the established quarterly deadlines for per capita and competitive funds.

Match Requirement: \$1:1 (20% or \$50,000 (whichever is greater) Local Match required)

Applications submitted to DHCD for consideration will be reviewed by DHCD's GO Virginia staff and reported to the board for consideration at the next board meeting.

REFERENCE: GO Virginia Board Policy #8 – Use of GO Virginia Funds for Investments in Broadband



Board Policy #9

TITLE: Use of GO Virginia Funds for Site Development Investments

EFFECTIVE DATE: 12/10/2019

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

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

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

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

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

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

Per Capita Funds

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

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

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

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

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

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

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

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

Statewide Competitive Funds

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

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

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

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

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

APPROVAL AND REVIEW: This Board policy was reviewed and approved on 12/9/2019.

SUPERSESSION: N/A

DHCD DIRECTOR: Erik Johnston

Name	Company/Agency	Region	Term Expiration
Armstrong, Fred	Wiley Wilson	Lynchburg	1/2020
Capps, John, Dr.	Central Virginia Community Co	Lynchburg	1/2021
Craig, Kenneth	Liberty University	Lynchburg	1/2022
Dalton, Beverly	English Construction	Lynchburg	1/2022
Foster, Watt	Foster Fuels	Lynchburg	1/2021
Merryman, Floyd	Sonny Merryman (transportation)	Lynchburg	1/2023
Putney, John	Town of Bedford IDA	Lynchburg	1/2021
Snead, Georgeann	EDM Inc.	Lynchburg	1/2020
Payne, Kimball	The Berkley Group	Lynchburg	12/2021
Davis, Sandy	BCR Property Management	New River Valley	1/2021
Dooley, John	Virginia Tech Foundation	New River Valley	1/2023
Hemphill, Brian, Dr.	Radford University	New River Valley	1/2023
Muscatello, Marty	FoxGuard Solutions	New River Valley	1/2021
Smoot, Ray	Union Bank and Trust	New River Valley	1/2022
Stewart, Matthew	Gelanese	New River Valley	
Ankrum, Amy	Qualtrax	New River Valley	12/2021
Akridge, Marla	Alleghany Highlands Economic	Roanoke Valley/Alleghany Highlands	1/2021
Bishop, Nathaniel	Carilion Clinic	Roanoke Valley/Alleghany Highlands	1/2022
Boxley, Ab	Boxley Materials Company	Roanoke Valley/Alleghany Highlands	1/2021
Fralin, William	Medical Facilities of America	Roanoke Valley/Alleghany Highlands	1/2022
Friedlander, Michael	VT Carilion Research Center	Roanoke Valley/Alleghany Highlands	1/2021
Halliwill, Don	Carilion Clinic	Roanoke Valley/Alleghany Highlands	1/2023
Hamlar, Mike	Hamlar-Curtis Funeral Home, F	Roanoke Valley/Alleghany Highlands	1/2022
Iannello, Victor	Radiant Physics, Radiant Ventu	Roanoke Valley/Alleghany Highlands	1/2023
Jamerson, Terry	Roanoke Times	Roanoke Valley/Alleghany Highlands	1/2022
Lawrence, Pareena	Hollins University	Roanoke Valley/Alleghany Highlands	
Petrine, Debbie	Commonwealth Care of Roano	Roanoke Valley/Alleghany Highlands	1/2023
Williamson, John	RCG Resources	Roanoke Valley/Alleghany Highlands	1/2020
Amos, Eddie	GE Digital	Roanoke Valley/Alleghany Highlands	12/2021
UNDECIDED 30th Position			
EXECUTIVE COMMITTEE			
Ab Boxley			
Ray Smoot			
John Williamson			
Sandy Davis			
Beverly Dalton			



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

GO Virginia Region 2

GO Virginia Region 2 Executive Committee Meeting Minutes

**January 16, 2020, Roanoke Higher Education Center, Room 701A, 108 N
Jefferson St, Roanoke, Virginia, 24016**

Executive Committee council members in attendance: Beverly Dalton, Sandy Davis, Ray Smoot.

Council members in attendance: William Amos, William Fralin.

Staff in attendance: John Provo, Scott Tate, Rachel Jones.

Additional Attendees: Jerry Dunnavant (Brown Edwards), John Phillips (Roanoke- Blacksburg Technology Council, RAMP), Carole Tarrant (Virginia Western Community College).

The meeting convened at 3:03PM and adjourned at 4:20PM.

Project Overview

Scott Tate (OED) began with a project overview of three new project applications. The first project application is an update for a project previously approved by the council, The Montgomery County, “Classrooms to Careers” project. The project was approved by the council for \$225,000 at the previous full board meeting held on October 24th, 2019. The project focuses on the counties of Montgomery, Giles, and Floyd and will work to provide an enhanced cyber security curriculum in schools with the coordination of the local IT sector industry. The project will assist in the creation of meaningful job experiences for local high school students and build a talent pipeline. Scott shared that during the review process on the state level, conversations arose with the applicant regarding the number of private sector employers who had demonstrated their commitment to the project. Of the five total employer commitments for internships, two of those are public sector employers. The state wanted more demonstration of private sector buy in and recommended the revised application be put on hold to go before the state board in March once the application has strengthened to secure those additional employer commitments. Region 2 support staff have continued meeting with the applicant on the council’s behalf to discuss restructuring the proposal with the expectation of additional employer commitments. Chairman Smoot asked whether the GO Virginia application would change in other ways. John Provo (OED) explained that there will be slight changes as some of the employers may shift roles and the application would include other ways for the private sector to be engaged. John stated that the revised application will be substantially stronger than the applicants first. Chairman Smoot then requested a time frame in regards to when the three additional employers’ involvements can be expected. Scott Tate responded that the expected outcome is to be confirmed by the end of the month.



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The project will be presented once more to the full council meeting that will be held on February 4th, 2020. Scott continued with the second project expected to be presented to the council. The project will not draw from Region two funding as it is a state-wide competitive application from the lead applicant “Lighthouse Labs”. The project is called the Virginia Accelerator Network that will include regions two, three, four, and nine. The project is requesting a total of three million from the state and will be a comprehensive accelerator network to focus around assistance with the start-up development of new high growth companies, enhance the acceleration of promising ventures, and includes some post acceleration start-up opportunities. Region Two’s current project RAMP will be a core partner to provide services and support post acceleration to the companies that will be involved. John Phillips (RAMP) began by emphasizing that this program provides significant leverage to access resources that are available throughout the state and will provide the region a step for sustainability further down the road, as well as provide us an opportunity to mentor that we may not have otherwise. Carole Tarrant (VWCC) stated that this grant would assist with renovations for unused square footage in the basement of Virginia Western Community College that will provide space to the cohort for up to a year. Carole continued by stating that the grant would also support university outreach to recruit cohort members from higher education from our region. Chairman Smoot asked if there were any questions. There were none. Scott continued with the third project application expected from The Advancement Foundation that will be a continuation of the current project “Increasing the Birth Rates for New High Growth Companies”. The project previously received funding from the council for one year and decided to reapply for the second year of funding with a request for \$180,000 and have attained the required match. Chairman Smoot asked about their metrics, and Scott Tate responded that in nine months their goal is to have fifty start-up companies, with twenty new and early stage companies participating in their innovation mill program, of which seventeen currently participate. They have twenty-two mentors and consultants actively engaged with their companies, when their goal was ten, as well as a goal of four colleges/universities participating in their program and they have met that goal with the following colleges/universities actively participating: Hollins University, Virginia Tech, Virginia Western Community College, and Roanoke College.

Chairman Smoot asked if there were any questions. There were none.

Staff Updates

John Provo led the committee through staff updates. Staff updates includes an update of a current region two project: “Region 2 Talent Collaborative” that was discussed in the previous council meeting on October 24th, staff has been assisting the project grantees with evaluation and essentially billing issues. The grantees have not drawn down as much funding as expected in the allotted time frame, however, the project is on schedule. John Provo then shared highlights from the State Leadership Summit that took place on December 9th, 2019, in Richmond, Virginia. John stated that the State Board will convene a working group with representation from the state and each region to revise GO Virginia



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policies to better improve the program, including the topic of discussion to weaken the restrictions regarding the local match requirement. John gave an update in regards to the GO Virginia Celebrate Success event that is scheduled for January 22nd, 2020. The event will surround focus on the success of the GO Virginia Region 2 projects, while also unveiling the new GO Virginia website.

VEDP Sites Study/ New State Broadband Policy

John Provo led the committee through the discussion regarding the implementation of the new Sites Study and Broadband Policy. John stated that the implementation of these new state policies is meant to guide the council as to what the State Board, and the Virginia Department of Housing and Community Development are interested in seeing in future project applications for the region. Scott Tate then led the council on the new broadband policy which is to provide the council with an avenue for the approval of broadband related projects in two arenas, with the first arena being affiliated with planning projects that could engage industry partners or large employers and how to address their broadband needs. No local match is required for future broadband related projects. The second arena being the indication of a critical need to seek funds for middle mile infrastructure improvements. This policy will assist in the expansion of the network to meet required needs. William Fralin commented that there is a need in the state for 5G internet speeds, which this policy could assist with the implementation of faster internet speeds in our region. Chairman Smoot suggested discussing this at the council meeting in February.

Council Speakers Bureau, Volunteers for Outreach to Local Government

John Provo led the committee through a discussion regarding the Council Speakers Bureau that was very successful last year with most of the local government setting aside money for local match requirements to use on GO Virginia projects. In return, the GO Virginia grantees did not seem to have as many issues receiving a local match for their project applications.

Membership Summary

Chairman Smoot led the committee through a membership summary in regards to the current open positions on the council and expressed interest for the committee to begin searching for additional members. Current member vacancies are as follows, one vacancy in the New River Valley, two vacancies in the Lynchburg region, and two vacancies in the Roanoke Valley/Alleghany Highlands region.



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GO Virginia Region 2 Celebration Meeting Minutes

January 22, 2020, Virginia Western Community College STEM Building, 3094 Colonial Ave SW, Roanoke, VA 24015

Council Members in Attendance: Eddie Amos, Ab Boxley, Marla Akridge, John Capps, Sandy Davis, John Dooley, Mike Hamlar, Don Halliwill, Floyd Merryman, Kimball Payne, Ray Smoot

Staff in Attendance: John Provo, Scott Tate, Elli Travis, Rachel Jones, Julia Kell, Omar Faison, Neda Moayerian, Ashley Posthumus

Additional Attendees: James Cabler (Onward NRV), Rich Diddams (Liberty University/CERE), Marty Holliday (New River/ Mount Rogers Workforce Development Board), Jamie Glass (Lynchburg Regional Business Alliance), Gail Johnson (AHEDC), Deborah Flippo (Draper Aden Associates), Sam English (VWCC Board), Jonathan Whitt (Liberty University), Mary Anne Holbrook (United Way of SWVA), Melinda Leland (United Way of SWVA), Travis Staton (United Way of SWVA), Jenna Lazenby (Hylaine), Laurence Hammack (The Roanoke Times), Jill Loope (Roanoke County), Susan Short (Virginia Tech), Amanda Forrester (Roanoke SBDC), Sheri Winesett (The Innovation Mill), John Hull (WVRIFA), Wayne Strickland (Roanoke-Alleghany Regional Commission), Gene Marrano (WFIR News Room), Katie Conner (VA Tourism), Massi Marshall, Nichole Hair (Town of Pulaski), Jerry Dunnavant (Brown Edwards), Cheryl Tucker (SBDC), Annette Patterson (The Advancement Foundation), Billy Gammel (DHCD), Ken McFadyen (Botetourt County), Gary Larowe (Botetourt County), John Phillips (RBTC), Kevin Byrd (New River Valley Regional Commission), Katherin Elam (JA SWVA), Rolando Holmes (The Foundry), Morgan Romeo (WVWDB), Erin Burcham (RRP), Meredith Hundley (Valleys Innovation Council), Beth Doughty (RRP), Karen Messer-Bourgoin (Hollins University), Sam Steidle (VWCC)

The meeting convened at 10:07 AM and adjourned at 10:23 AM.

Welcome

Robert Sandel, President of Virginia Western Community College (VWCC), began the event by welcoming everyone to the new VWCC STEM building. Dr. Sandel stated that economic development is the key for Virginia's Region 2 and it is important for the New River Valley and the Roanoke Valley to come together as a team. He stated that GO Virginia is a large reason for the synergy throughout Region 2.

GO Virginia Overview

Chairman Raymond Smoot thanked Dr. Sandel and his teammates for his hospitality. Chairman Smoot then introduced the GO Virginia program. GO Virginia was formed three years ago as a state-wide program with the goal of creating higher-paying jobs. Chairman Smoot remarked on how GOVA Region 2 has come together to work on matters of economic development and workforce capacity. He said the



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GOVA Region 2 council has a spirit of wanting to think regionally and advance programs across the region. Chairman Smoot spoke on the importance of focusing efforts on connecting with middle school and high school students in order to have a trained and capable workforce. Chairman Smoot then recognized and thanked present members of the GOVA Region 2 Council, present local government officials, and present GOVA Region 2 grantees. As GOVA Region 2 projects are wrapping up, Chairman Smoot said that it would be very informative to hear from the grantees and their project experiences. He thanked B2C Enterprises for creating video and case studies that share the work of GOVA Region 2 grantees and can be viewed at GOVA Region 2's new website. Following Chairman Smoot's speech, the audience viewed the GOVA Region 2 Sizzle Video, where they were able to learn more about GOVA Region 2 grantees and the projects they have developed.

Call to Action

Vice Chairman Ab Boxley stated that GO Virginia currently has \$1.4 million available in funding and accepts applications on a rolling basis. GO Virginia is looking for projects that will promote technology, talent development, entrepreneurship, or site development. Vice Chairman Boxley invited the audience to view the videos on the GOVA Region 2 website at <https://econdev.vt.edu/GOVAR2.html> and learn more about the program by speaking to GO Virginia staff as well as people involved with the GO Virginia process. Vice Chairman Boxley thanked the audience for attending the event and encouraged them to spread the word about the GO Virginia program.

The meeting was adjourned at 10:23 AM.