

GO Virginia Region 2 Council Meeting Agenda

**October 24, 2019, 3 to 5 p.m.,
Greenfield Education and Training Center,
57 S. Center Drive
Daleville, Virginia, 24083.**

- 3:00—4:00 Project review:
- New proposal
- Classrooms to Careers (Montgomery, Floyd and Giles County Public Schools)
- Old proposals
- Central Virginia Training Center (Lynchburg Regional Business Alliance)
 - Regional Entrepreneurship Initiative (Valleys Innovation Council)
- 4:00-4:10 Council business:
- Membership
 - Minutes
- 4:10-4:25 Communications update
- 4:25-4:40 State board updates (Sara Dunnigan, Deputy Director VA DHCD)
- 4:40-4:55 Project reporting and regional staff updates
- 4:55—5:00 Public Comment

Region 2 GO Virginia Council Project Briefs

Project Title: Regional Entrepreneurship initiative
Applicant: Valleys Innovation Council (VIC)
Localities covered: ALL
Localities supporting: Botetourt County; Roanoke City; Roanoke County; Montgomery County; Town of Blacksburg

Growth & Diversification Plan Strategy Area (s): Entrepreneurship; Technology development;

GOVA Funds Requested: \$299, 995 Matching Funds: \$150,004 TOTAL COSTS: \$449,999

Project Description: (also see Executive Summary)

The applicant is seeking to fill the role of “coordinating entity” for Region 2 as part of the state Regional Entrepreneurship Initiative. The proposed Regional Entrepreneurship Initiative: Valleys Innovation Council (REI: VIC) will be a \$449,999 initiative to develop targeted strategies, tactics, and resourcing plans for activities that will build I+E implementation capacity in Region 2’s identified industry clusters. With support from a \$299,995 GO Virginia grant, REI: VIC programmatic activities will fall into four categories: Facilitate Coalitions and Stakeholder Engagement, Track Regional Progress, Strategic and Continuous Planning, and Implementation Capacity Building.

REI: VIC proposes to create 3 sub-regional innovation + entrepreneurship (I+E) investment plans and 1 cross-regional I+E investment plan. Progress will be tracked through the development of two annual Innovation + Entrepreneurship Ecosystem in Review reports. The engagement of sub-regional ecosystem coalitions and a cross-regional steering group, improved communications, and rollout of the Abaca framework will provide structures to help advance our regional I+E ecosystem.

Success in building regional I+E implementation capacity and a pipeline of potential projects will be measured by the number of GOVA and non-GOVA grant proposals focused on resourcing and implementing identified I+E priority areas. This activity will occur for investments developed and submitted during the initial performance period (target: 4-5 proposals).

Type of Funds	Totals
GO Virginia	\$ 299,995.00
Matching Funds	\$ 150,004.00
Total CAMS Budget	\$ 449,999.00
Additional Leverage	\$ -
Total Project Budget	\$ 449,999.00

**These answers will autofill from previous tabs.*

Type of Match	Totals
Matching Funds	\$ 150,004.00
At least \$1:1	NO
Local Match	\$ 66,245.00

At least \$50,000	YES
At least 20% of GO VA Request	YES
Local Match Waiver Requested?	NO

NOTE: 1:1 Match not required for REI.

REVIEWER SUMMARY:

REVIEWERS included: Rebecca Robinson, Director of Economic Development. Kansas State University Institute for Commercialization; Marty Kaszubowski, Executive Director for Innovation Initiatives, Institute for Innovation & Entrepreneurship (IIE), Old Dominion University (ODU); Scott Tate (Region 2 support organization)

Strengths:

- Capacity-building enables the regions to be more competitive through collaboration, this investment of time and resources into building competitiveness and support of the entrepreneurial ecosystem is foundational in spurring job growth.
- Clearly outlines the deliverables: a regional investment plan(s), creation of innovation +entrepreneurship ecosystem reports, an increase in the pipeline of GOVA-fundable projects, creation of continuous planning structure.
- Outlines the 3 sub-regions and the commitment from those localities.
- VIC is already a convening partner in the region. Existing VIC programs can be leveraged or replicated throughout the region. The region has already committed to VIC as a capacity-building organization. Significant letters of support from throughout the region are included. The council has spent the last 21 months establishing relationships.
- At a minimum, new relationships will be established that will be helpful for the sub-regions.
- In this case, though, I especially like the focus on sub-regions that probably would be left out of a lot of the action if this effort doesn't exist. And, of course, the long list of stakeholders (presumably with letters of support) is good evidence of effective collaboration.
- Employers have made commitment to hire (based on the application narrative).

Weaknesses/Questions:

- Unclear how the specific industry clusters will be addressed
- Doesn't go into too much detail about what goes into an investment plan or ecosystem review report (how will they be structured, how much detail will be included, what are they really buying here?).
- Efforts will be primarily focused in 3 population centers (spread throughout the region). – Might the periphery counties be left out or receive less attention?
- Documented support from localities is mostly Roanoke hub and Montgomery County- may lack wider relationships.

- How will the team ensure that all voices in a region are heard (not just the loudest) or those with resources?
- What will happen if all funding ceases after the grant period?

SUGGESTED IMPROVEMENTS

- Consider providing more detail on components and contents of deliverables – “plans”.
- Consider steps to substantively engage localities particularly those beyond hubs.

Project Title: Classrooms to Careers
Applicant: Montgomery County
Localities covered: Counties of Montgomery, Giles, Floyd

Growth & Diversification Plan Strategy Area (s): Technology development strategy, talent development strategy,

GOVA Funds Requested: \$225,000 Matching Funds: \$276,700 TOTAL COSTS: \$501,700

Project Description: (also see Executive Summary)

Classrooms to Careers is a partnership with Montgomery, Floyd, and Giles counties that will connect teachers and students to local Information Technology businesses, raising students' awareness of IT career opportunities in the New River Valley and preparing them for the further education and training needed to pursue those opportunities successfully. The project includes five local employers who have committed to creating twenty meaningful IT employment opportunities for high school students. Over the long-term, by establishing connections with local students while they are still in high school will allow businesses to provide instruction, mentoring, and support to increase the number of talented high school students who seek IT employment in the NRV after graduating high school and college.

Project activities will include business partners serving as curriculum and industry certification advisors for teachers as well as presenting classroom information sessions on IT careers, bring student field trips to the connected business partner's work environments, and will advance IT students participating in small-group job shadowing and will assist IT students in obtaining meaningful employment experience.

Type of Funds	Totals
GO Virginia	\$ 225,000.00
Matching Funds	\$ 276,700.00
Total CAMS Budget	\$ 501,700.00
Additional Leverage	\$ -
Total Project Budget	\$ 501,700.00

**These answers will autofill from previous tabs.*

Type of Match	Totals
Matching Funds	\$ 276,700.00
At least \$1:1	YES
Local Match	\$ 51,700.00
At least \$50,000	YES
At least 20% of GO VA Request	YES
Local Match Waiver Requested?	NO

REVIEWER SUMMARY:

REVIEWERS included: John Capps (Region 2 Council), Scott Tate (Region 2 Support Organization), Julie Brown, Director of Advanced Learning, Institute for Advanced Learning and Research; Judith Sams, Specialist for Business and Information Technology and Related Clusters, Virginia Department of Education

Strengths:

- It complements projects that the GO Virginia Region 2 Council has previously funded, including Stopping the Brain Drain and Developing a Destination for Talent. This proposal, however, focuses upon creating career pathways for high school students through internship experiences with local IT companies. It thus addresses an audience that is crucial to establishing a successful pathway to employment.
- One of the proposal's greatest strengths is its "Grow Your Own" approach to developing a skilled workforce
- The proposal cites survey results that demonstrate the difficulty that area IT companies have in finding and retaining qualified workers.
- The project represents a partnership among three school divisions and enjoys the support of five business partners: ACI Webs, Citizens Internet, Montgomery County Schools Department of Technology, OZMO, and the Virginia Tech Department of IT.
- Hiring local students may increase retention and assist employers with expansion given the ability to demonstrate a talent pipeline.
- Aligns with regional strategy to grow and retain talent aligned to business needs. Aligns with state initiative (task force on internships has been formed)
- Project is collaborative, including K12, higher ed and the business community.
- Employers have made commitment to hire (based on the application narrative).
- Aligns perfectly with the Virginia Profile of a Graduate (not mentioned in application); encourages business partnerships; provides collaboration with neighboring school divisions and promotes dual-enrollment opportunities through NRCC; extends already existing grant through Virginia Tech for local students; connects IT companies with CTE programs in the New River Valley.
- Provides meaningful IT employment opportunities for high school students; plays integral role in industry certifications and career exploration (graduation requirements);
- Builds and strengthens collaboration between the CTE programs in schools and the business and industry community through job shadowing, field trips, work-based learning opportunities,

classroom presentations, economic growth through student employment and reimbursements to businesses for wages paid to student workers.

- Unique plan for a school division or consortium to attempt—with tremendous benefits to the entire region when successfully implemented
- MCPS has a long history of successfully managing large grant awards; entire leadership team involved in the grant are prepared to dedicate significant work hours,
- Project responds directly to Region 2 Council's expressed desire for more K-12 focused and led projects. Applicant learned about opportunity through Region 2 outreach process.
- Project includes focus on more rural/less served communities of Giles and Floyd. Neither county has played a lead role to date in GO Virginia project and both would be substantive partners here.

Weaknesses/Questions:

- Do you plan to have an advisory council as a part of this grant team after implementation?
- Benchmark metrics not provided in the performance measures. What are the anticipated outputs?
- Scale may be limited as target is 20 students. {NOTE: Although this is per cohort with 2 cohorts funded during project period and plans for a third in year after funding}. Potential is 60 students over next 3 years.
- What percent of high school students are interested in IT? 20 students represents what % of these students? How will students be selected?
- no quantifiable analysis of the return on investment. While the overall goals of the project are admirable, the metrics for the evaluation of its success are broad and general.
- The proposal would have been even stronger if it had included consideration of the criteria that will be employed to ensure that companies provide students with purposeful and meaningful internship experiences.
- The proposal does not clearly address how the GO Virginia funds for student internships are going to be used. Will these funds be used to cost share hourly wages with employers? The proposal eludes to using some of the funds to increase wages for some internships. What are the criteria for deciding how to use these internships funds?
- The most innovative feature of the proposal is also its greatest question mark: its use of grant funds to reimburse employers for 50% of students' wages. While these paid internships will no doubt spur greater interest among students, one must question whether this cost-sharing mechanism jeopardizes the long-term sustainability of the initiative. Will employers (and students) be willing to participate in this program once the grant funding ends and the financial incentives disappear?

SUGGESTED IMPROVEMENTS

- Better quantify the ROI and better describe the performance metrics beyond a through-put measure of numbers. (for instance, determining the value of the positions at local employers that are filled as a result of student intern matriculation/retention and recruitment into those positions and any added value to employers from being able to use interns to fulfill needed work, etc)
- Provide more details on ways the project might be sustained (grown beyond 5 initial businesses, what steps to secure other funding, etc.)

Project Title: Central Virginia Training Center Redevelopment Plan

Applicant: Lynchburg Regional Business Alliance

Localities covered: Amherst, Appomattox, Bedford and Campbell Counties, the towns of Amherst and Altavista and the city of Lynchburg.

Growth & Diversification Plan Strategy Area (s): Sites and buildings (Incentivize collaboration at all stages of joint site/building development; and develop and implement real estate strategies to leverage special assets)

GOVA Funds Requested: \$100,000 Matching Funds: \$100,000 + TOTAL COSTS: \$100,000+

NOTE: Capacity-building project

Project Description:

This proposal is a resubmission per guidance from the Region 2 Council and State Board and Staff. The applicant is now seeking funding for a more narrowly focused study as one part of its larger CVTC site re-development –for a 350 acre site that is going to be vacated by the state and defined as “surplus,” leaving our region with the opportunity to plan for the availability of 350 acres in the center of the Lynchburg urban hub.

This project would fund a study to explore focused on understanding and identifying the potential of a CVTC site redevelopment to grow higher wage jobs in the Region 2 priority industry sectors in the region. The focus will include how the re-development might maximize the job growth potential of a site master plan and best connect the site development to 1 or more of our four priority sector industries.

The guidance from the state staff was relatively recent and the applicant has reworked the initial proposal and has some continuing related documents to submit if the project is approved by Council.

The review of the previous full project noted a number of strengths (significant locality contribution; vast potential of site; regional collaboration) and some weaknesses, many of which have been addressed by this reworking.

Lynchburg Regional Business Alliance
Executive Summary, July 2019

LEAD ORGANIZATION

The Lynchburg Regional Business Alliance is the regional chamber of commerce and economic development organization combining the former Region 2000 Economic Development Alliance and Lynchburg Regional Chamber of Commerce. As such the following localities are financially active partners in regional economic development initiatives: Amherst, Appomattox, Bedford and Campbell Counties, the towns of Amherst and Altavista and the city of Lynchburg. All of the above mentioned municipalities are participating in this proposal.

HISTORY OF THE SITE

Located in central Virginia, CVTC is located in Madison Heights, Amherst, County Virginia on 350 acres of land overlooking the James River and immediately adjacent to downtown Lynchburg, Virginia. The CVTC is state owned and is scheduled to be closed in 2020. Today the site has 98 buildings with approximately six buildings operational supporting 47 residents with 215 jobs. The site includes a functioning cemetery, and a capped landfill with environmental issues. Historically, it was the original home for eugenics. At its peak, CVTC employed over 1,600 regional citizens who came from the entire Region 2 footprint and had a total regional economic impact of \$87.1 million. The planning area is located immediately north of downtown Lynchburg on the James River nestled between US HWY Bus 29 and US HWY 29. The site is currently in an **OPPORTUNITY ZONE**.

THE PROPOSAL

We are requesting \$100,000 from GOVA as an ECB to support our over-all initiative which is a master redevelopment plan that includes a zoning overlay district for the Central Virginia Training Center.

This grant will allow the region to collaboratively complete a master redevelopment plan, overlay district and identify the highest and best use of the property based on market feasibility and national trends and analytics. By identifying the future economic and community development opportunities in a blighted **OPPORTUNITY ZONE** the region, with GoVA's help, will be able to **generate jobs and housing in line with the region's in-demand sectors especially manufacturing, technology and healthcare.**

This proposal is about **site re-development** – 350 acres; **cluster development** -healthcare and/or emerging technologies; **talent development and retention** – high wage jobs for graduating students, retention of current young professionals and increased quality of place and; **real estate strategy**, keenly focused on existing underutilized sites and buildings with dynamic potential for **cluster expansion**. Also, as revealed in our recent “Stop the Brain Drain” study, the region 2 college students look for innovative thriving urban hubs to live and work. Additionally, if the application submission is approved, 350 blighted and substandard acres, when sold, would go onto the tax rolls with a progressive, vetted and approved master-redevelopment plan and overlay district to guide the redevelopment for a pedestrian, urbanized development that include.

The **Growth & Diversification** plan has wisely identified the “highest and best use” for our regional assets to include regional clusters and priorities - we won't presuppose them. Like the G&D plan's cluster priorities, our own target industry analysis includes healthcare such as nuclear medicine and medical technology and emerging technology as growing regional clusters with near term possibilities. We are submitting an application for a 350 acre site that is going to be vacated by the state and defined as “surplus,” leaving our region with the opportunity to plan for the availability of 350 acres in the center of the Lynchburg urban hub. This is an opportunity to telescope a vision and plan that will transform the region into a growing “twin-city.” Imagine the Twin Cities – Minneapolis/St. Paul or Chicago/Gary Indiana.

The primary elements of the CVTC redevelopment master plan include: data collection, data analysis, GIS data, base mapping, public engagement, infrastructure analysis, market assessment, visioning workshops, interviews, development program, design workshops, public hearings which when finished will be a final redevelopment master plan. Once it is finished the plan will be presented to the participating jurisdictions and submitted to the Amherst Board of Supervisors for approval and inclusion to the county's comprehensive plan. Completing this task goes a very long way to developing appropriate real estate products, places and spaces. This is by far the **most** complex site in Virginia today.

The sites current use and dilapidation are not conducive for redevelopment without a plan to determine the best future uses of the site and its impact on the region. The plan will lay out the best future uses of the site related to generating jobs in healthcare, technology, manufacturing which includes quality of place uses as well for an urbanized, pedestrian friendly community complete with housing opportunities. Additionally, the completed redevelopment plan will advance a designated OPPORTUNITY ZONE.

THE TEAM

The Alliance has a highly experienced planning team, HDR Inc., to plan, design, and assist in the redevelopment plan and accompanying design guidelines for the site based on the highest and best use analysis of the 350 acre planning area. The Alliance staff will manage the project supporting the initiative.

The project, named “CVTC Redevelopment Plan” will be coordinated by the Lynchburg Regional Business Alliance with participation from Amherst, Appomattox, Bedford and Campbell Counties, the towns of Amherst and Altavista, the city of Lynchburg, Amherst EDA, the Central Virginia Planning District and business leadership. I am the primary contact for the project.

The regional leadership participating are the Lynchburg Regional Business Alliance Board of Directors and the Central Virginia Planning District members and have made the CVTC a regional priority. For the past several years we have been diligently working with state stakeholders’ on the future transition of the site. The state completed phases one and two environmental and are working on remediation.

CLOSING

As Go Virginia strives to create higher paying jobs through incentivized collaboration, primarily through out-of-state revenue, which diversifies and strengthens the economy in every region, our region strives to answer the need of companies considering our region. We are often passed over for lack of site-ready product. Over the past four years we have been invited to the dance by relocating companies but never danced because our sites were not “site-ready.” This grant will allow us to collectively complete a master redevelopment plan, overlay district and identified the highest and best use of the property based on market feasibility and national trends and analytics. Together, GoVA and the Lynchburg region can telescope a positive future of a site with a dark past (the original home of eugenics).

While thinking and coordinating across jurisdictions and scales is vitally important, it is more important to remember that with all the experience and expertise gained in the region, ultimately the focus must remain on creating better long-term opportunities for the regions communities and people in **high wage jobs and housing**. We are also applying for a planning grant with the VA Dept. of Housing. This is one of the more complex and ambitious efforts currently underway is to redevelop 350 acres in the region's urban hub.

Once the redevelopment plan is completed for the CVTC Site, which is located in an **OPPORTUNITY ZONE**, it will be presented to the Amherst Board of Supervisors for approval along with approving the change in zoning and an overlay zoning district specific to the site. The completed plan will be used by all partners, especially the Lynchburg Regional Business Alliance, VEDP, DGS, AEP to aggressively market the site. A laser focused marketing plan will be executed focused on national and international developers who specialize in redevelopment of similar large-scale sites and

identified uses. While DGS is mandated to sell the site, they have committed to us to be an active partner in the redevelopment potential and sale of the former CVTC site.

TIMELINE

The project will take approximately six months and will begin upon confirmation of outstanding grant requests, we anticipate starting the study first quarter of 2020. The flow: redevelopment plan- the plan and overlay district is approved by Amherst Co. Board of Supervisors- the final plan communicated to VEDP and DGS- the Alliance, VEDP, DGS execute developer marketing strategy - CVTC becomes surplus- developer solicitations and familiarizations- land sold- redevelopment begins.

REQUEST:

Redevelopment Plan	500,000	
Contributions from municipalities	\$200,000.00	4 counties, one city (Appomattox, Bedford Campbell counties, Lynchburg, Central VA Planning District)
Contribution from private sector	\$50,000.00	Amherst EDA
In-Kind		
	\$250,000.00	
<i>Go Virginia Region 2 Request</i>	<i>\$100,000.00</i>	Supporting a master redevelopment plan

GO Virginia Region 2 Council Meeting Minutes

August 2, 2019, 10:00 am, Virginia Western Community College, 3102 Colonial Ave., Roanoke, VA 24016 RM Natural Science Center

Members in Attendance: Fred Armstrong, Kenneth Craig, Sandy Davis, Floyd Merryman, Marty Muscatello, John Dooley, Victor Iannello, Michael Friedlander, Debbie Petrine, John Putney, Don Halliwill, John Williamson, Matthew Stewart, Nathaniel Bishop, Ab Boxley, and Ray Smoot.

Members not in Attendance: John Capps, Beverly Dalton, Watt Foster, Georgeann Snead, Brian Hemphill, Marla Akridge, William Fralin, Mike Hamlar, and Terry Jameson.

Members Participating Remotely: None.

Staff in Attendance: John Provo, Scott Tate, and Eve Lettau.

Public in Attendance: Cal Ribbens, Virginia Tech Computer Science; Brandy Salmon, Virginia Tech Center for Industry Partnerships; Erin Burcham, Roanoke Regional Partnership; Wayne Strickland, Roanoke Valley Alleghany Regional Commission; Carole Tarrant, Virginia Western Community College; Aisha Johnson, City of Roanoke; Stephanie Seagle, Virginia Western Community College; Darlene Burcham, Town of Clifton Forge; Victoria Hanson, Deborah Flippo, Draper Arden Associates; Catherine Amelink, Virginia Tech Learning Systems Innovation and Effectiveness; Megan Lucas, Lynchburg Regional Business Alliance; Jamie Glass, Lynchburg Regional Business Alliance; Meredith Hundley, Valleys Innovation Council; Dwane Yancey, the Roanoke Times; Chris Faraldi, Lynchburg Regional Business Alliance; and Jacob Demmitt, the Roanoke Times.

Chairman Smoot convened at 10:05 am and he ended it at 12:16 pm.

Discussion and Adoption of Revised Growth and Diversification Plan

Data Update

Scott Tate (OED) began by providing an overview of significant data changes within the growth and diversification plan. The data areas presented included demographics, manufacturing sector, food and beverage sector, emerging technology and IT sectors, life sciences and health care sectors, commuting patterns, and the labor force. The council presented a few questions about how the data had been calculated. Mr. Tate will advise council members of any revisions.

Plan Update

Scott Tate (OED) then gave an overview of the engagement strategies used for the plan update, including the survey and facilitated stakeholder sessions. Results from the survey provided an overview of the strongest and weakest regional economic factors. The facilitated insights also yielded information about new project ideas, key regional assets, and regional challenges to economic growth. Mr. Tate then updated the council on the key strategies, including an update from the TEconomy update. The council discussed the importance of industry partnership with K-12 Career and Technical Education (CTE) programs. The next steps for the Growth and Diversification Plan include approval by the council and submission to the state by August 9th.

Mr. Williamson moved to authorize the plan with technical edits from staff, and Mr. Halliwill seconded. All were in favor, and none opposed.

Project Metrics and Evaluation Updates

John Provo (OED) gave an overview of how funded projects are being tracked and measured. He gave a brief update on a few select projects which have determined to be lagging on key milestones. Projects discussed were the Center for Energy Research and Education Industry Lab, Drone Zone, Region 2 Talent Collaborative, RAMP, and AMPL. Chairman Smoot asked if the council had any questions about any project specifics, there were none. Mr. Friedlander asked about the recourse for projects which the council believes have not completed adequate milestones. Mr. Provo explained that it would be up to the council to work with applicants to mediate the issue, but they may ultimately pull funding. Mr. Dooley brought up the topic of the council's public reporting responsibility. Chairman Smoot explained that public reporting is very important because the GOVA Region 2 council is funded by the taxpayers. Mr. Provo explained that the council is working with B2C in Roanoke to implement a marketing and reporting strategy to inform the public about the GOVA projects. Marketing materials should be seen close to the end of 2019.

New Capital Project Proposals

Chairman Smoot introduced the three new project proposals.

Blockchain Ecosystem Catalyst (Virginia Tech)

Scott Tate (OED) began with a brief overview of the Blockchain Ecosystem Catalyst project. This project is supported by the Virginia Tech Computer Science Department and the Virginia Tech Center for Industry Partnerships. The purpose of the project is to develop a talent pool of workers who have the skills necessary for blockchain. Brandy Salmon (Center for Advancing Industry Partnerships at Virginia Tech) then presented the project and explained how blockchain can aid in strengthening overall cybersecurity. She also presented the companies who are researching blockchain and the companies who have signed on to support this project. Cal Ribbens (Virginia Tech Computer Science) joined the discussion through a conference call.

John Putney and Victor Iannello voiced their support for the project. John Dooley mentioned that the project has the full support of and matching funds from the Virginia Tech Foundation.

Mr. Williamson moved to approve the plan and Mr. Putney seconded it. Mr. Dooley recused himself because of the role of Virginia Tech Foundation in the project. All were in favor and none opposed.

Central Virginia Training Center Redevelopment Plan (Lynchburg Regional Business Alliance)

Scott Tate (OED) gave an overview of the project which was supported by the Lynchburg Regional Business Alliance. Megan Lucas presented the project. The Central Virginia Training Center Redevelopment Plan seeks GOVA funding for a master redevelopment plan, an overlay district, and a market feasibility plan for a parcel in Amherst County. Some of the concerns of the project include environmental challenges of the facilities on the parcel. The project aims to pre-plan the site so that a developer may come in and execute the vision. John Dooley voiced some concerns about the cost and timeline. Additional concerns about this project include the site's ownership and whether it is sufficiently focused on job creation relevant to GO Virginia's goals. Chairman Smoot recommended that the proposal be tabled so that the applicant and staff can work together to address these concerns.

Mr. Craig motioned to table the project to the next meeting and Mr. Merryman seconded. All were in favor, and none opposed.

Developing a Destination for Talent, Industry Internship Program (Virginia Tech)

Scott Tate introduced the project titled Developing a Destination for Talent, Industry Internship Program, which is supported by Virginia Tech Learning Systems Innovation and Effectiveness. Catherine Amelink presented the project, which aims to facilitate economic growth in Region 2 by connecting Virginia Tech undergraduates, companies in the region, and Virginia Tech faculty. The application addressed the brain drain and its effects on the region. The strategies created from the project aim to create connections between local employers and top talent through internship opportunities. Erin Burcham (Roanoke Regional Partnership) explained how this program could expand work with projects already happening in Roanoke.

Mr. Iannello moved to approve the project and was seconded by Ab Boxley. John Dooley recused himself. All were in favor and none opposed.

Chairman Smoot moved to approve May 7th, 2019 full council meeting's minutes, all were in favor and none opposed.

Public Comment

Chairman Smoot asked if there were any public comments. There were none.

Chairman Smoot adjourned the meeting at 12:16 PM.



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

GO Virginia Region 2

GO Virginia Region 2 Executive Committee Meeting Minutes

October 08, 2019, Roanoke Higher Education Center, 108 N Jefferson St, Roanoke VA 24016 RM 701A

Executive Committee Council Members Participating Remotely: Ray Smoot

Executive Committee Council Members in Attendance: AB Boxley, John Williamson, Sandra Davis, Beverly Dalton

Council Members in Attendance: Victor Iannello, Terry Jamerson

Staff in Attendance- Scott Tate, Rachel Jones

Additional Attendees- Mary Miller (Executive Director, RAMP), Michelle Darby (Salem- Roanoke Chamber- Commerce), Marc Nelson (City of Roanoke), Aisha Johnson (City of Roanoke), Greg Feldmann (Valleys Innovation Council), Meredith Hundley (Valleys Innovation Council), Todd Nuckols (Lighthouse Labs), Carole Tarrant (Virginia Western Community College), Jenna Lazenby (B2C Enterprises), Molly Doyle (B2C Enterprises), Meredith McKenzie (B2C Enterprises), Mark Husband (Montgomery County Public Schools), John Phillips (Roanoke- Blacksburg Technology Council)

The meeting convened at 10:33am and adjourned at 12:03pm

Discussion Items:

Membership Update:

The committee provided a membership update regarding vacancies on council with two individuals identified to possibly fill openings. Kimball Payne is a retired Lynchburg city manager, currently employed with Berkeley Group. Ms. Dalton moved to advance the nomination to the full council with Mr. Williamson seconding the motion. All were in favor and none opposed.

Chairman Smoot discussed Amy Ankrum who is the current CEO of Qualtrax, a software firm in Blacksburg that is partially owned by Fox Guard Solutions. Mr. Williamson moved to advance the nomination to the full council with Ms. Dalton seconding the motion. All were in favor and none opposed. Nominees are Mr. Payne and Ms. Ankrum.



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OFFICE OF ECONOMIC DEVELOPMENT



VIRGINIA INITIATIVE FOR
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IN EACH REGION

GO Virginia Region 2

Marketing Update:

Jenna Lazenby, Meredith McKenzie, and Molly Doyle provided a marketing update from B2C Communications. They are producing three written success stories accompanied by brief video vignettes, along with a more extended video that will share the message and enthusiasm surrounding the GO Virginia initiative, and a strategy for disseminating the content that includes social media and a press conference.

New Projects:

Classrooms to Careers led by Mark Husband, Director of CTE Program and Business Partnerships.

GOVA Request: \$225,000

Matching Funds: \$276,700

GOVA Localities (Financial Participation): Montgomery, Floyd, Giles

Overview: Classrooms to Careers is a partnership with Montgomery, Floyd, and Giles counties that will connect teachers and students to local Information Technology businesses, raising students' awareness of IT career opportunities in the New River Valley and preparing them for the further education and training needed to pursue those opportunities successfully. Project activities will include business partners serving as curriculum and industry certification advisors for teachers as well as presenting classroom information sessions on IT careers, bring student field trips to the connected business partner's work environments, and will advance IT students participating in small-group job shadowing and will assist IT students in obtaining meaningful employment experience.

Sustainability/ROI: The project includes five local employers who have committed to creating twenty meaningful IT employment opportunities for high school students. Over the long-term, by establishing connections with local students while they are still in high school will allow businesses to provide instruction, mentoring, and support to increase the number of talented high school students who seek IT employment in the NRV after graduating high school and college. The project seeks to strengthen the pipeline from all levels of education to IT careers in the region by leveraging the untapped workforce development potential of our high schools, increasing the completion of relevant degrees, and increasing employer engagement. There is a plan for cohorts to continue after the grant period, with the intent to secure increased employer and county financial commitment after the program value has been demonstrated.



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VIRGINIA INITIATIVE FOR
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OPPORTUNITY**
IN EACH REGION

GO Virginia Region 2

Virginia Accelerator Network, led by Todd Nuckols, Lighthouse Labs

GOVA Request: \$1,907,067

Matching Funds: \$2, 500,000

NOTE: This is a statewide competitive proposal and would include both Regions 2 and 4, with 4 being the lead Council for state submission. In terms of budget, Region 2 operations and capital would total \$1,509, 450.

Region 2 GOVA Localities (Financial Participation): Roanoke City, Roanoke County, Botetourt County, Salem City, Montgomery County

Lighthouse Labs is the primary grant participant through the fiscal agent Activation Capital. The project includes the Roanoke Blacksburg Technology Council in requesting \$1.6 million in support of Virginia's first state- wide integrated accelerator network. Mr. Nuckols discussed the grant that will enable key personnel positions to be created and existing positions to continue proven work in startup development. The grant will assist in creating and maintaining appropriate spaces for the execution of all programming. The grant will support the expansion of successful higher education programming to build and retain talent already in the Commonwealth. Finally, the grant allows the acceleration entities involved to use matching funds in directly financing startups, catalyzing significant private investment in new business creation.

Sustainability/ROI: The project 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, and oversee the creation of 115 jobs through startup development. An array of possible sustainability pathways are described including network membership models, increased corporate philanthropy, fee-based service provision, founder exits, anchor tenant space provision, and public sector ongoing partnership investment.

Under Review Projects:

Mr. Williamson led the discussion on the Regional Entrepreneur Initiative. As charged by Council, he and support organization staff, along with Lynchburg area representatives met with the Valleys Innovation Council (VIC) and spoke with them concerning their application, and how they would seek to engage and work with each of the sub-regions.

Mr. Feldman offered a brief presentation on the VIC proposal and the steps they had taken to be responsive to Council concerns per engaging the sub-regions and advancing regional capacity. VIC



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requested \$299,995 in GO Virginia funding with the match of \$150,004.00 (meeting the 50% match requirement for REI projects, which differs from the regular 1:1 requirement).

Mr. Williams motioned that the Executive Committee endorse VIC's revised proposal. Ms. Davis seconded the motion. All were in favor.

Mr. Tate shared with members the possibility of one additional application, a reworking of the Central Virginia Training Center proposal from the Lynchburg Regional Business Alliance. State staff just provided additional guidance on reworking that proposal.

State Level Communications:

Vice-chair Boxley and Scott Tate shared items from the state, including a new update on state broadband policy which opens a window for GO Virginia funding for planning projects and middle-mile infrastructure projects. (View attached document).

Chairman Smoot shared information on a letter to the state board from Region 8 Chair, Tom Rust. The letter raised some concerns with GO Virginia and offered suggestions for policy change. Some of the issues were specific to Region 8.

Staff Updates:

Mr. Tate briefly updated members on a state board hold on site projects pending the completion of a VEDP sites study.

Mr. Tate shared information on December networking event in Richmond and the state's new GO Virginia staff director, Sara Dunnigan, will be attending the October Region 2 Council Meeting.

Meeting adjourned at 12:03 pm



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Board Policy #8

TITLE: Use of GO Virginia Funds for Investments in Broadband

EFFECTIVE DATE: 09/10/2019

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 funds may be used for projects supporting regional broadband planning efforts focused on private sector service provisions as localities prepare to use taxpayer dollars to incentivize private sector broadband infrastructure build out. The Board will only require a 50% local match for regional broadband planning efforts given the exceptional economic opportunity of these projects. Further, Virginia Growth and Opportunity funds may be used for 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. The Board will consider future applications that leverage broadband deployment with digital literacy and internet relevance programming connected to business growth and expansion opportunities. Both of these funding opportunities should meet normal match requirement.

It is the policy of the Virginia Growth and Opportunity Board that funds shall not be used for broadband projects focused on providing direct or retail broadband service to customers (also known as "last-mile").

APPROVAL AND REVIEW: This Board policy was reviewed and approved on 09/10/2019.

SUPERSESSION: This Board policy is new.

DHCD DIRECTOR: Erik Johnston







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Quarterly Project Status Report July 1, 2019—September 30, 2019 (Quarter 3)

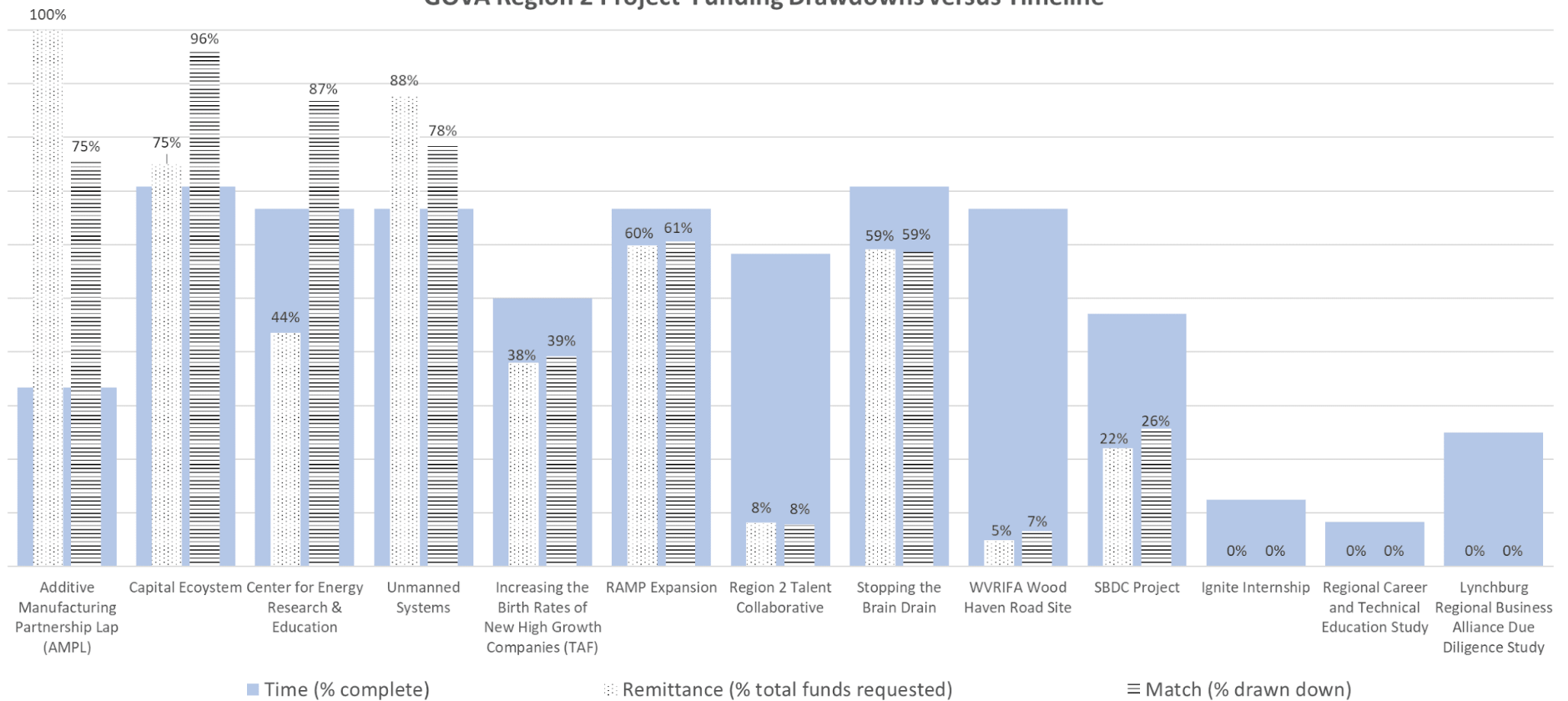
Project Name	Project Manager	Start Date	Description	Staff Action
Capital Ecosystem Development	Meredith Hundley	April 24, 2018	Staff attended conferences regarding tech-based economic development and angel investing. Access to Capital Committee met to discuss goals and implantation strategies. Worked to launch Common Wealth Angels. Helped with ICAP programming 	None
Center for Energy Research and Education Industry Lab	Rich Diddams, David Fazzina, Jacqueline Rearick	May 9, 2018	Labs have been installed with equipment tested and calibrated. Labs are now operational and being utilized by industry faculty, and researchers. 6 new jobs created at BWXT based on CERE lab equipment (jobs moving from TN). Two quarters ahead of schedule. 	Meet with Rich to discuss outcomes evaluation
Enhancing the Region through New Technology for Unmanned Systems (Drone Zone)	Dr. John Rainone	June 4, 2018	6 college students and 17 dual enrollment students enrolled from Rockbridge County HS (Goal was 12/10). 11 new businesses engaged. Two additional high schools added for Spring 2020 	Monitoring to see if enrollment increases in Spring 2020.
Region 2 Talent Collaborative	Ben Bowman, Marty Holliday,	October 22, 2018	Super region expo held with 4,000 7 th grade students and 40 businesses. One business served through incumbent worker training (3 employees). Project is significantly behind in spending, 	Staff has requested detailed spending plan for next 9 months.

	Morgan Romeo		and plans to request reallocation of funding to different categories based on need.	
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Project Name	Project Manager	Start Date	Description	Staff Action
RAMP	Mary Miller	May 29, 2018	Launched new website, held 1 pitch and polish clinic and demo day (which involved mentors). Two members of the cohort are in funding rounds. Lynchburg Pitch and Polish scheduled for Q2 not held. Grants not researched.	Staff will work to identify barriers to, and schedule Lynchburg Pitch and Polish for Q4.
Stopping the Brain Drain	Erin Burcham	April 15, 2018	Project finished. Lynchburg, Roanoke, and Onward NRV each working with cohort of student interns, plans to introduce students to livability.	Finalizing project closeout.
Wood Haven	Beth Doughty, John Hull	May 18, 2018	Contract awarded by board. Construction commenced. Additional subsurface exploration and negotiation of change order related to rock encountered in project area.	None
Advanced Manufacturing Partnership Lab (AMPL)	Rich Diddams, Jacqueline Rearick	February 1, 2019	AMPL lab up and running, workshops held. Industry visits are occurring, and training programs are scheduled for late October. One quarter ahead of schedule.	None

Project Name	Project Manager	Start Date	Description	Staff Action
Roanoke Small Business Development Center	Joyce Waugh	January 31, 2019	Individual counseling to 16 unique businesses in target industry sectors. Continued with training workshops throughout the NRV. Establishing connections throughout the local governments, economic development, universities, and agencies.	Following up to capture median wages and industry sector of “jobs created”
Increasing Birth Rate of High Growth Companies	Annette Patterson	March 12, 2019	11 companies filled out needs assessment (goal was 13), 5 companies recruited for IM program – those were assigned to bid teams, completed 360 evaluations, student engagement. 2 of those companies referred to RAMP and ICAP.	None. Make sure additional applications received next quarter to achieve total program goal.
Ignite	Melinda Leland, Leann Vernon	July 1, 2019	Ignite coordinators recruited and trained, Career Expo for 7 th graders held, provided skills to pay the bills course, provided results of credential study to high schools and CTE center	Working to reconcile first remittance (submitted 10/15)
Lynchburg Regional Business Alliance Site Study	Megan Lucas	July 1, 2019 Contract signed 9/15/19	Site investigations, data gathering and condition research complete. Additional compilation underway	None
Regional CTE Study	Morgan Romeo	September 1, 2019	Initial meeting held with four core school systems. RFP will be released October 2019	None

GOVA Region 2 Project Funding Drawdowns versus Timeline





Project Name: **Capital Ecosystem**

Project Manager: Meredith Hundley

Project Start Date: April 24, 2018

Period Covered: July 1, 2019—September 30, 2019 (Quarter 3)

PROJECT STATUS THIS MONTH	
OVERALL PROJECT STATUS: On track	SUMMARY: Staff attended conferences regarding tech-based economic development and angel investing. Access to Capital Committee met to discuss goals and implantation strategies. Worked to launch Common Wealth Angels. Helped with ICAP programming

Previous Quarter	Current	Upcoming
Draft Capital plans developed for Access to Capital Committee review	Angel investor seminar and workshop- Angel investor kickoff event with programming for 30 attendees	Access to Capital Committee follow up meeting on Oct 1.
Submitted 16 proposal. Supported CIT's FAST proposal to SBA for SBIR acceleration.	Finalizing capital plans is ongoing with initial follow up meeting October 1	

Additional details:

1. Staff attended SSTI annual conference to learn more about best practices in tech-based economic development and connect with other regions to bring best practices back to the region to inform the capital ecosystem development work. Other staff attended ACA Southeast Regional conference to better connect Region 2 with angel groups across the southeast and build opportunities for future deal syndication.

A draft capital pathways development plan describing potential goals and objectives for addressing specific identified gaps in the regional capital ecosystem was presented to the newly formed Access to Capital Committee. The Committee, comprised of 16 regional stakeholders including investors, entrepreneurs, support organizations, and academics, began meeting to discuss regional capital ecosystem priorities building on the work of VIC's Capital Landscape Study completed in the spring. The Committee is continuing to meet regularly to develop goals and implementation strategies that may include future GOVA funding opportunities.





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Additionally, VIC worked with Common Wealth Growth Group to organize and launch a new regional angel investor group, Common Wealth Angels. This new group kicked off with an informational and networking event

for angels on September 26 at the Hotel Roanoke with approximately 30 attendees drawing from across Region 2 and beyond.

Based on the recommendation from the Capital Landscape Study, worked with CIT and SBDC to provide entrepreneur/venture development programming (ICAP) for early-stage high growth companies in Region 2. The program was marketed for the first time to companies that have been successful in securing SBIR awards. Two out of the eight companies in the 3-week program have had SBIR awards. This pilot will set the foundation for additional educational programming targeting Region 2 companies that have SBIR awards.

Outcomes-

A new angel investor group, Common Wealth Angels, has been launched.

A new Access to Capital Committee has been launched with 16 stakeholders from Lynchburg, New River Valley, and Roanoke subregions of Region 2.



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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: July 1, 2019—September 30, 2019 (Quarter 3)

PROJECT STATUS THIS MONTH		
OVERALL PROJECT STATUS: Two quarters ahead of schedule.		SUMMARY: Labs have been installed with equipment tested and calibrated. Labs are now operational and being utilized by industry faculty, and researchers. 6 new jobs created at BWXT based on CERE lab equipment (jobs moving from TN)
Previous Quarter	Current	Upcoming
Lab construction: setup drains, exhaust, and wall power	Acquired and installed chiller and DI	Begin full operations
Site development partnerships	Acquired and installed electrical and safety guards	
	Installed new lab equipment	
	Executed new R&D contracts (originally scheduled for Q4)	
	Configured and calibrated test equipment	
	Certified test equipment	
	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: 3
- # new jobs created by partner entities: 6
- # R&D contracts: 1
- # industry partnerships: 1
- # educational partnerships: 1
- # industry site visits: 10





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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: July 1, 2019—September 30, 2019 (Quarter 3)

PROJECT STATUS THIS MONTH

OVERALL PROJECT STATUS: Largely on track. College student enrollment did not meet goal, dual enrollment exceeded goal.

SUMMARY: 6 college students and 17 dual enrollment students enrolled. 11 new businesses engaged

Previous Quarter	Current	Upcoming
Two courses scheduled for Fall 2019 In Spring 2019, DSLCC teacher, Drone Zone employer, and four (4) high school teachers enrolled in FAA107 non-credit course to prepare for to earn FAA Drone Pilot license test.	*6 college students enrolled in credit courses in Fall 2019. Scholarships provided by DSLCC Educational Foundation. (goal was 12, explanation about barriers pending) *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.	Coordinate job placement for program completers
Seven businesses engaged at Drone Zone site		
Liaison meetings with K-12 partners		

Products/Metrics:

- 6 students enrolled
- 17 dual enrollment Rockbridge County HS students
- 11 businesses engaged
- \$10,000 from Questnight (private funds leveraged)
- \$191,482 public investment leveraged (in-kind services)



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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: July 1, 2019—September 30, 2019 (Quarter 3)

PROJECT STATUS THIS MONTH – RED OR YELLOW

OVERALL PROJECT STATUS: on track in terms of milestones, billing is behind. Request to reallocate funding.	SUMMARY: Super region expo held with 4,000 students and 40 businesses. One business served through incumbent worker training (3 employees).
---	---

Previous Quarter	Current	Upcoming
Two expos completed.	Third expo in Roanoke for the super region on September 17-19	Continue upskilling (customized program curriculums for businesses)
Ongoing establishment of relationships with additional interested businesses in targeted sectors to develop marketing strategy for career pathways.	Continue upskilling	Continue distribution of quarterly LMI newsletter

Description:

Completed trainings for five companies across NRV in manufacturing and IT. Two trainings in process. Negotiations underway for one more potential training for 20 employees.

Barriers:

Once identified as a business that meets GOVA requirements, they do not quickly make the commitment to the training. This could take several months (many visits, calls and emails) to finally have a “plan” that still might take months to implement.



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Products/Metrics:

- 1 career expo
- 4000 students participated
- 235 adults/parents participated in Expo
- 3 workers upskilled (1 new business)

Other Outcomes:

Two regional (Lynchburg-region and Roanoke-New River Valley Region) and 1 county wide (Bedford) career expo has been completed. Follow-up and further engagement at the school level is being pursued to continue interest develop effective regional career pathway strategies. The Lynchburg area is considering a pilot business to school engagement system utilizing the Cued-in platform to facilitate job-shadowing, internships and first time employment opportunities for high school students. During the third quarter, Career Quest 2019 was held as the regional career expo for 7th grade students in the Roanoke Valley, Alleghany Highlands, and New River Valley. Schools from 12 localities (Alleghany County, Botetourt County, City of Covington, Craig County, Franklin County, City of Roanoke, Roanoke County, City of Salem, Floyd County, Montgomery County, Giles County, and the City of Radford) brought almost 4,000 7th graders to the Salem Civic Center on September 18-19 for students to participate in hands-on activities with over 40 businesses that were on-site. Business that were in attendance represented all 16 of the career clusters identified by the Virginia Department of Education and allowed the students to gain awareness and information about businesses in the region and potential careers for the future. Students arrived and traveled through the four zones in the Salem Civic Center where they had 20 minutes in each zone to discover different businesses and activities, while also utilizing their “passport” to stamp and remember activities and careers they may be interested in. Businesses were equipped with stamps representing their industry that were placed in student’s passports, which are then being used by the schools



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during the career planning process. Surveys regarding outcomes/views of the event are now being sent to students, teachers, and businesses to plan for next year's event.



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

Project Manager: Mary Miller

Project Start Date: May 29, 2018

Period Covered: July 1, 2019—September 30, 2019 (Quarter 3)

PROJECT STATUS THIS MONTH - YELLOW

OVERALL PROJECT STATUS: Slightly behind – Lynchburg Pitch and Polish delayed another quarter, researching grants also delayed.

SUMMARY: Launched new website, held 1 pitch and polish clinic and demo day (which involved mentors).

Previous Quarter	Current	Upcoming
Finalize programming for third cohort and procure materials	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.
Made any changes to criteria and method for providing seed funding to cohort companies – providing \$20k to each company \$5k at a time based on progress	Held 1 mentor networking event: Demo day	Hold Lynchburg Pitch and Polish
Select companies for third cohort -8 mentors working with 6 companies	Produced quarterly report	Hold 2 Pitch & Polish clinics
Select mentor pool for third cohort	Website launched	Complete programming for third cohort
Launch third cohort		Hold a Demo Day for cohort companies



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Held 2 Pitch & Polish clinics in Blacksburg and Roanoke. (Lynchburg requested theirs be in Q3)		Distribute seed funding to cohort companies
Held 2 Mentor Education/Networking Event, one focused on women mentors		Hold an alumni event for all mentors and cohort participants
Produce Quarterly Report		Develop fundraising plans for next 2-3 years
		Review progress on website and social media strategy and analytics and implement changes as needed

Description: Focused on delivering RAMP program, Demo Day, and launching a new website. We are now focused on next steps to facilitate access to capital for the cohort companies. The cohort also traveled to Pittsburgh for a national accelerator conference and met other startups/ investors. Two companies from RAMP are in funding rounds that should close in 4th quarter. Two others are beginning talks.

Barriers:

Effort this quarter was focused on the cohort development and the GoVa statewide grant and there simply was not enough time to research additional grants. Additional grant discovery will continue in 4th quarter.

Metrics:

- # Businesses engaged: 3
- # mentors engaged: 27
- # mentor matches: 7
- # pitch and polish" 1
- # mentors participating: 4
- # businesses participating: 4 (1 Pulaski, 1 Blacksburg, 2 Roanoke)

Products

- # new jobs: 3 with RAMP graduates.



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Project Name: **Stopping the Brain Drain**

Project Manager: Erin Burcham

Project Start Date: April 15, 2018

Period Covered: July 1, 2019—September 30, 2019 (Quarter 3)

PROJECT STATUS THIS MONTH

OVERALL PROJECT STATUS: On track, finalizing last remittance.

SUMMARY: Project finished. Lynchburg, Roanoke, and Onward NRV each working with cohort of student interns, plans to introduce students to livability.

Previous Quarter	Current	Upcoming
Study report finalized	Study has concluded. Presenting and sharing data broadly.	Internship program with livability component
Implement a regional program to connect college students to businesses	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, all three organizations have been working on leadership programs for regional interns. Each program focuses on raising student's awareness of the region, connecting students to regional young professionals (peer networking), and bridging the gap between higher education and our business community. The Roanoke Region was first to pilot the program in the summer of 2019 and will host a second cohort in the summer of 2020. The Lynchburg region launched their program in September 2019. (Their program will target students interning during the school year.) Onward NRV will launch their first cohort during the summer of 2020. Each program will also introduce the students to regional livability assets to encourage living in the region too. The three subregions have been working collaboratively to share best practices and resources.

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: July 1, 2019—September 30, 2019 (Quarter 3)

PROJECT STATUS THIS MONTH

OVERALL PROJECT STATUS: On track, construction slightly delayed, but milestones met.

SUMMARY: Contract awarded by board. Construction commenced. Additional subsurface exploration and negotiation of change order related to rock encountered in project area.

Previous Quarter	Current	Upcoming
Received permit approvals	Contract finalized in July. Construction commenced in late August.	Construction
Bid Project/Contract negotiations: project advertised, intent to award issued.	Construction – Crew has hit substantial rock which delayed construction. Negotiating change order now. Not expected to extend contract completion deadline.	

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: July 1, 2019—September 30, 2019 (Quarter 3)

PROJECT STATUS THIS MONTH

OVERALL PROJECT STATUS: Ahead of schedule

SUMMARY: AMPL lab up and running, workshops held. Industry visits are occurring, and training programs are scheduled for late October

Previous Quarter	Current (AMPL is one quarter ahead – these are Q4 milestones)	Upcoming
Industry Mixers – CERE hosted events with IBM, DHS, Framatome, Google, AEP, Belvac	AMPL Equipment Approval/procurement	AMPL Equipment Tagging/testing
Finalized AMPL lab construction	AMPL Equipment installation	Site consultant services
Prepare AMPL lab	Industry mixers	STEM Academy – High school workshop
Site consultant services	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		CTE Regional workshop
Travel to industry partners- Trips to Belvac, BWXT, Oak Ridge Labs were conducted during this quarter		“Train the Trainer” AML Equipment workshops



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Barriers:

Products/Metrics:

- # faculty and students using AMPL: 32
- # industry/educational partnerships – 3
- # industry site visits – 3
- # jobs created 4 (this is potentially double counting from the CERE report)
- Leveraged private investment - \$100,000 (from CAER board for lab modification)



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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: July 1, 2019—September 30, 2019 (Quarter 3)

PROJECT STATUS THIS MONTH

OVERALL PROJECT STATUS: On track (missed goal of 13 needs survey assessments – only received 11, however five of those referred.

SUMMARY: 11 companies filled out needs assessment, 5 companies recruited for IM program – those were assigned to bid teams, completed 360 evaluations, student engagement. 2 of those companies referred to RAMP and ICAP.

Previous Quarter	Current	Upcoming
Received 13 in total. Manufacturing - Advanced Racking, Formable Grabber. Health Tech- Lily Hemp, East Coast Cannalytics, TAIM, Total You Health. Technology - IVO Limited, Easy Workings, Advanced Energy. Food & Beverage - Queen's Vegan, Farmburguesa. Other - Quest Knight Enterprises, Vernz Trucking.	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	Obtain needs survey assessments for 13 potential high growth companies
Recruit 5 new/early stage high growth companies-	Recruited 5 new/early stage growth companies <ul style="list-style-type: none">• Manufacturing – Formable Grabber• Technology - Easy Workings, IVO Ltd., Quest Knight Enterprises• Health & Life Science - Coeus Research	Recruit 5 new/early stage high growth companies



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Assign 5 Business Innovation and Development Teams (BID teams) based on evaluations)	Assigned 5 BIDs: Formable Grabber, Easy Workings, IVO ltd., Quest Diagnostics, Coeus Research	Assign 5 Business Innovation and Development Teams (BID teams) based on evaluations)
Complete 5, 360-degree evaluations	Completed 5, 360-degree evaluations: Formable Grabber, Easy Workings, IVO ltd., Quest Knight, Coeus Research	Complete 5, 360-degree evaluations
Engage 1 institution of higher education- Engaged 2- Virginia Tech CPES - IVO Ltd. Roanoke College – IVO Ltd.	Engaged 1 institution of higher education – VT CPES, Roanoke College	Engage 1 institution of higher education
Coordinate engagement of 4 students with high growth entrepreneurs – Engaged 5.	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
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 businesses, and/or creation of products.	Advanced 2 companies: Easy Workings to ICAP with CIT and SBDC. Referred Grabhammer to RAMP.	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 businesses, and/or creation of products.

Barriers: none



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Products/Metrics:

- 11 startups assessed

5 new and early stage companies participating in the Innovation Mill

- 6 mentors engaged
- 1 colleges/universities participating
- 5 students participating
- 2 companies referred to next phase

Outcomes:

- Easy Workings was referred and accepted to ICAP program with CIT and SBDC
- Easy Workings secured investor commitment and is now working with Alleghany County Administrator and Wastewater east coast industry expert to mentor and advance AI technology.
- Formable Grabber increased manufacturing from 80 pieces to 3,000 per day through investment in machinery
- Formable Grabber referred to RAMP
- Coeus Research – Through Innovation Mill was able to launch HEMP Mill and form a conglomerate of HEMP related companies focused on health & wellness, manufacturing and R&D.



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VIRGINIA INITIATIVE FOR
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GO Virginia Region 2

Project Name: **SBDC**

Project Manager: Cheryl Joyce

Project Start Date: January 1, 2019

Period Covered: July 1, 2019—September 30, 2019 (Quarter 3)

PROJECT STATUS THIS MONTH	
OVERALL PROJECT STATUS: on track	SUMMARY: Individual counseling to 16 unique businesses. Continued with training workshops throughout the NRV. Establishing connections throughout the local governments, economic development, universities, and agencies. Worked directly with clients in target industry cluster



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Previous Quarter	Current	Upcoming
Continue to deepen partnerships with Partners/ Area Stakeholders by becoming more involved offering talks/classes and community opportunities. SBDC office at Radford University MOU signed and announcement made by the Office of the President of Radford University Signed in kind lease for office space at the VTCRC.	180 day review of new employee.	Quarterly Report.
Offering various workshops in NRV. Three classes in Floyd Virginia for selected targeted businesses sectors for the Growth Wheel Training consisting of operations and marketing training. Two classes in Pulaski- Pulaski on Main- May 7 and 9. Targeted to small business operational and financial basics.	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.
-Small Business Food Forum Pulaski -VT Department of Agriculture Extension Office Collaboration- Small Business- Food Processing -ICAP three workshops through Radford University -SBDC Client participated in a pitch and RAMP at the VTCRC and 2 investors.	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.
Success story- SBDC Client in VTCRC was awarded a loan through the Montgomery County Revolving Fund for \$68,000 for tech equipment purchase in target sector science and high tech	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.



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	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: VTCRC, VIC, RBTC, Montgomery Chamber of Commerce, Montgomery County EDA, Pulaski Chamber of Commerce, Onward NRV, Radford University, Town of Blacksburg, VT Foundation, Pulaski EDA, Town of Floyd, Floyd Chamber, Town of Christiansburg, Giles County Tourism, Floyd Innovation Center, NRVRC, Radford Chamber, Rotary Club, Milestone Kitchen Initiative, BB&T	Tailored one-to-one counseling and advising services to firms in the target sectors.
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Description: Provided individual counseling to 16 unique businesses in the NRV (Floyd, Montgomery, Pulaski, and Giles counties in 3rd Continued with training workshops throughout the NRV see details above. Establishing connections throughout the local governments, economic development, universities, and agencies.

Worked directly with clients in all areas of focus- life science, high tech, food and beverage processing and manufacturing.

Products/Metrics:

- 25 clients counseled
- 140.85 client counseling hours
- 4 events held for 41 attendees
- 17 jobs created
- 17 jobs retained
- \$202,500 capital facilitated
- 2 new business starts



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GO Virginia Region 2

Project Name: Ignite
Project Manager: Melinda Leland, Leann Vernon
Project Start Date: July 1, 2019
Period Covered: July 1, 2019—September 30, 2019 (Quarter 3)

PROJECT STATUS THIS MONTH	
OVERALL PROJECT STATUS: On track	SUMMARY: Ignite coordinators recruited and trained, Career Expo for 7 th graders held, provided skills to pay the bills course, provided results of credential study to high schools and CTE center

Previous Quarter (N/A)	Current	Upcoming
	Recruit and train 12 Ignite coordinators	Analyze Major Clarity reports for trends in students' career interest
	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	

Description: Completed training for all Ignite Coordinators in August to include use of Major Clarity, Skills to Pay the Bills, Quarterly reports, Internships and more. Ninety-two total Coordinators were in attendance. Conducted the Careers EXPO in September with 52 employers in attendance. All Ignite 7th grade students are invited to attend the EXPO. Credential Study was provided to all superintendents this summer and then summarized and followed up with in September.



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GO Virginia Region 2

Project Name: Lynchburg Regional Business Alliance Due Diligence Study

Project Manager: Megan Lucas

Project Start Date:

Period Covered: July 1, 2019—September 30, 2019 (Quarter 3)

PROJECT STATUS THIS MONTH

OVERALL PROJECT STATUS: On track

SUMMARY: Site investigations, data gathering and condition research complete. Additional compilation underway

Previous Quarter	Current	Upcoming
	Site investigations, data gathering, and condition research complete	Data compilation and report preparation
		Preliminary reports delivered to Lynchburg Regional Business Alliance

Description: All parties were late executing contracts. The site investigation, data gathering research has been completed. Draper Aden has corralled the three critical teams needed to execute: Environmental team, Survey team and Geotechnical team.

Barriers: none

Products/Metrics:

\$



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GO Virginia Region 2

Project Name: Regional Career and Technical Education Study

Project Manager: Morgan Romeo

Project Start Date: September 1, 2019

Period Covered: July 1, 2019—September 30, 2019 (Quarter 3)

PROJECT STATUS THIS MONTH

OVERALL PROJECT STATUS: On track.

SUMMARY: Initial meeting held with four core school systems. RFP will be released October 2019

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.
		Contract award to third-party consultant with scope of work finalized



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Barriers: It was anticipated that more studies have been completed, but the reality is they have not. Many schools have relied on their business advisory committees to help evaluate programs but have not traditionally taken a holistic look at the entire region.

Description: One of the most important aspects of this project will be the inclusion of all K-12 school systems in the Roanoke Valley and Alleghany Highlands in the region. Since the Board was awarded the funding at the beginning of September 2019, the month was spent speaking with the school systems formally and informally about their Career and Technical Education programs and what information would be of value to them from this report. Fortunately, there has been great interest in the study from the Superintendents in the region, as they are interested in doing more and being more versatile to meet business needs. An initial meeting occurred between four of the school systems and the Board (Roanoke City, Roanoke County, Salem City, and Botetourt County), as it included the Superintendents in the region, to discuss priorities for curriculum, current investments, current needs and wants, and other pertinent information. This meeting was a great start to the scope of work for the Request for Proposals. Information was collected from the schools to start the draft of the scope of work for the Request for Proposals that will be released in October 2019.



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