



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

GO Virginia Region 2

GO Virginia Region 2, Council Meeting

October 28, 2020, 1:00p.m.- 3:00p.m.

- Introductions (1:00-1:05)
- Financial Report (1:05-1:15)
- Proposal Review (1:15-2:15)
 - Virginia Bio
 - Central Virginia Community College
- Council business (2:15-2:30)
 - Council Vacancies
 - Council Minutes 7/30, Executive Committee Minutes 10/14
- Special update (2:30-2:40)
 - GenEdge
- Staff updates (2:40-3:00)
 - Region 2 Project Evaluation
 - Proposal Pipeline
 - VEDP Site Development Virtual Road Show

Public comment is welcome in writing. Please submit to Region 2 staff, John Provo, jprovo@vt.edu or Rachel Jones, rachelcj@vt.edu by 10/27 at 3:00p.m.

Region 2 Allocations

10/21/2020

FY 19 Per Capita (Projects)

Balance transfer of \$239,326.00 to FY 20 Per capita (Projects)

FY 20 Per Capita (Projects)

Transfer FY19 Per Capita and Cap:	\$	340,876.54
Original Allocation	\$	1,550,032.00
CV Training Center	\$	(100,000.00)
Regional Entrep (VIC)	\$	(299,995.00)
Advancement F 2.0	\$	(180,000.00)
Classroom to Careers	\$	(180,000.00)
Roanoke Region Part	\$	(100,000.00)
RBTC ELITE	\$	(290,000.00)
Amherst-LYH Sites	\$	(366,572.00)
Transfer to FY20 ERR	\$	(110,700.00)
Final Balance	\$	263,641.54

Balance transfer of \$236,641.54 to FY 21 Per Capita (Projects)

FY 20 Economic Resilience and Recovery Program (Projects)

Original Allocation	\$	1,000,000
Transfer FY20 Per Capita	\$	110,700
Fralin testing 1.0	\$	(100,000.00)
Ramp&PIVOT	\$	(97,200.00)
Fralin Testing 2.0	\$	(500,000.00)
NRV Business CT 1.0	\$	(100,000.00)
PHRE Mobiel App	\$	(63,500.00)
NRV Business CT 2.0	\$	(47,200.00)
Transfer to FY21	\$	(202,800.00)
Final Balance	\$	\$0

FY 21 Per Capita (Projects)

Transfer FY 20 Per Capita	\$	263,641.50
Original allocation	\$	1,545,403.00
Pending transfer FY 20 Support	\$	14,700.00
Anticipated returns FY 18 project	\$	105,415.00
		\$1,929,159.50

FY 21 Special Economic Resilience and Recovery Allowance within Per Capita through March '21

Transfers from FY 20	\$	202,800.000
Current Balance		\$202,800.00

FY 19 Capacity Building (Support)

Balance transfer of \$101,550.54 to FY 20 Per Capita (Projects)

FY 20 Capacity Building (Support)

Original allocation	\$	250,000.00
Support org services	\$	(213,800.00)
Marketing services	\$	(21,500.00)
Current Balance		\$14,700.00

Balance transfer of \$14,700 to FY 21 Per Capita (Projects) pending

FY 21 Capacity Building

Original allocation	\$	250,000.00
Support org services	\$	(166,000.00)
Current Balance		\$84,000.00

Applications Under Consideration 10/28/20

	Per capita	
CVCC	\$	266,000.00
Totals	\$	266,000.00
Balances if all approved	\$	\$1,663,159.50
	\$	-

State competitive fund, No region 2 funds allocated

VA Bio Connect \$2,020,780.00

Region 2 GO Virginia Council

Project Title: VA Bio-Connect
Applicant: Virginia Biotechnology Association (VA Bio)
Localities covered: Statewide project
Growth & Diversification Plan Strategy Area (s): Life sciences/Tech Development (entrep and workforce components as well)
GOVA Funds Requested: \$1,790,780.00 in state GOVA funds requested, with match requirements met including local participation

Project Description:

The overall goal of the project is to catalyze, strengthen, and grow the life science and biotechnology industry cluster in the Commonwealth through a model of formalized regional BioHubs where they currently do not exist and connecting the BioHubs across the state in the areas of workforce development, commercialization, resource sharing, and mentorship. VA Bio-Connect seeks to harness this opportunity by:

- Serving existing and emerging life science companies in the regions through programming and collaboration with established partners;
- Closing the talent gap for life science companies experiencing growth through job connections, internships, and network opportunities;
- Creating a statewide virtual entrepreneur-in-residence network bringing together industry-specific experts from diverse backgrounds to support early stage life science companies including but not limited to university spin-offs; and
- Establishing a state-wide, online centralized, externally searchable, asset map that can be used to find industry specific assets and market statewide calendar of industry specific events.

Success will be measured by:

- Increased capabilities to develop, recruit and retain specialized talent to support a diverse workforce pipeline to meet industry demand with high quality candidates (100 interns recruited to biotech companies; 170 direct and 100 indirect jobs);
- Increased new company formation with the fostering and encouragement of emerging entrepreneurs (anticipated 15 new companies formed);
- Increased non-dilutive and equity funding to companies to enable innovation and development milestones to be achievable (e.g., as tracked by companies connected by BioHubs and by VERN);
- Growth of existing businesses through mentorship and broader access to additional resources (170 direct and 100 indirect jobs); and
- Development of cohesive, statewide life science identity and brand to attract more attention, investment, entrepreneurship and workforce interest to the state.

Project Assessment (Region 2 staff reviewer – John Provo; External reviewer – Juli Golemi, Georgia Tech University Center Director and Senior Research Faculty at the Enterprise Innovation Institute; Region 2 Council reviewer – John Dooley, President of the Virginia Tech Foundation.

Strengths

- “Great job on preparing a program that will foster statewide collaboration and spur future economic growth.”
- “The proposed team seems to have solid experience and capabilities to run the program.”

- “The project is closely aligned with the stated program priorities of the region’s Growth and Diversification Plan. Its focus on life sciences and the creation of high paying jobs is well articulated.”
- “Another strength of the project is its multi-region approach which could result in better coordination of efforts and resources. “
- “The project is very much focused on the life sciences (bio-sciences) sector which is a regional priority. “
- “Having the active engagement and ownership of Virginia Bio provides legitimacy to the proposal. Virginia Bio and its leadership are well known and respected. The CvilleBioHub is also a respected partner.”
- The regional and state wide collaboration should foster job creation in the longer term, after the program is launched and is well into implementation phase.

Weaknesses (*NOTE: Some comments here were made on earlier application version and many have since been addressed to some extent*)

- “Sustainability of the program is not addressed adequately. Several of the proposed budget items build immediate infrastructure and capacity, but these investments will need sustained support beyond the grant. This is a major concern for the efficacy of the proposal.”
- “ the proposal needs clarity as to how it will assess its stated metrics to measure the distinctive impact of the program. The evaluation component needs strengthening.”
- Lacking support letter from key state entities such as VEDP or VIPA/CIT, raising concerns of coordination.
- “The number of estimated new jobs is not very high.”
- “Within Region 2, it appears as if the primary focus is in Roanoke. If funded, the project leadership needs to pursue program options in both the Lynchburg and the New River Valley. Both Lynchburg and the New River Valley are rich with potential talent for program implementation.”
- “How will the outcomes be verified?”
- Company and job numbers seem low given the extent of the ask. The ROI numbers appear based on anticipated “annual increase in the rate of new life science company growth in Virginia resulting from the program”, which raises questions of how this will be measured. How will the applicant seek to capture and document the result of program activities as opposed to industry growth that might happen regardless?
- The description seems to equate success with overall growth of industry
- A significant portion of the budget appears devoted to organizational infrastructure rather than direct support to companies or workforce (*NOTE: This comment was made prior to some changes in final application to clarify use of funds. For example, some funds for infrastructure is now dedicated to internship creation and support. The application still includes significant funding for the organization but less so than initial breakdown.*)

Questions/Misc.

- The proposal is not clear on lines of accountability for the regional co-directors and other personnel. It would be good to see an organization chart for the proposed program. (*COMMENT: After this comment from our reviewers, the applicant provided an org structure chart which was placed in the file for your review*)
- It appears as if the budget item being expensed for technology features (web development, a virtual application platform, the life science asset tool) seems high and there is possible duplication.

Region 2 GO Virginia Council

Project Title: Central Virginia Region CTE Academy
Applicant: Central Virginia Community College (CVCC)
Localities covered: The counties of Amherst, Appomattox, Bedford, and Campbell, and the City of Lynchburg
Growth & Diversification Plan Strategy Area (s): Talent/Workforce

GOVA Funds Requested: \$266,000 in GOVA funds requested, with a match of \$134,000

Project Description:

CVCC is seeking GO Virginia funding to support the start-up of a Career and Technical Education (CTE) Academy, to serve the college's service region, an area home to 265,000 residents. This regional CTE academy will meet a documented need in the community (see 2016 Region 2000 CEDS Initiative #7, calling for establishment of a Regional Workforce Center to deliver necessary workforce training).

Initial planning for the CTE academy was accomplished with a \$2K planning grant from the Commonwealth of Virginia's Get a Skill, Get a Job, Give Back (G3) Program. During the 9-month study, CVCC and its external research partner, Public Policy Associates, Inc., interacted with over 600 businesses and industries to gauge interest in building a workforce pipeline and held roundtable discussions with nearly 100 industry representatives. Through the Employer Needs Assessment, industry across all fields reported difficulty in finding qualified applicants with a CTE associates degree, diploma or certificate.

During the G3 study, CVCC also worked with the regional public-school systems to develop new and expanded dual enrollment opportunities and coordinated with regional workforce organizations seeking input and guidance that aided in the planning for the CTE Academy. The academy is envisioned to accept high school students, high school graduates, adult learners and under-employed/under-skilled workers to earn credentials critical for employment in the region.

The two-year performance period estimates 1120 students to complete a credential or certificate from the newly established Central Virginia Regional CTE Academy. Programming will include a heavy concentration on the four targeted priority industry sectors of Manufacturing, Healthcare, Information Technology, and the automation segment of the food and beverage sector as identified in the GO Virginia Region 2 Growth and Diversification Plan.

The skills-based training to be provided by the CTE Academy will enable students to pursue well-defined career pathways towards higher paying jobs that are achievable with the stackable credentials and certifications. Each of the pathways includes a dual enrollment option based on existing programs offered to each of the five regional public high school divisions which includes 10 high schools. We have also aligned CVCC programming to provide a seamless transition for students wanting to continue their education regionally. CVCC has identified 26 existing programs that it will enhance and align under the academy framework. The academy leadership team will also be working to develop an additional 4 credential and/or certificate programs during the two-year performance period in coordination with regional industry and education partners.

CVCC's GO Virginia grant request will fund two key startup positions at the CTE Academy for 2 years. The first year will be one of planning and organization for the startup of classes. The second year will support the first year of operation as the CTE academy will begin offering classes with the Fall Semester of 2021. The two positions are CVCC Coordinator of CTE Initiatives and CTE Academy Coordinator of Business Partnerships. The Coordinator of CTE Initiatives will assist with daily operations of the

Academy and be a main resource to our K-12 partners. The CTE Academy Coordinator of Business Partnerships will serve as a liaison between local business and industry and the CTE Academy.

The requested 2-year GO Virginia support serves as critical gap and start-up funding. The positions will be sustained through new tuition revenue anticipated from the influx of CTE program students who take advantage of the G3 Program. CVCC anticipates receiving future funding in the Commonwealth's FY 2022 budget for the Get a Skill, Get a Job, Give Back (G3) Program that will help sustain the CTE Academy beyond the funding period of the GO Virginia funds. This follow on funding was part of a \$69 million appropriation for the G3 Program that was proposed by Gov. Northam and approved by the Virginia General Assembly prior to the Special Session at which time the funds were temporarily unallotted until the Commonwealth's economy improves. There is every expectation that the funds will be restored at that point. The G3 Program remains as an important priority to both the governor and the General Assembly.

Project Assessment (Region 2 staff reviewer – Sarah Lyon-Hill; External reviewer – Jenny Carter, Director of Workforce Partnerships and Projects, Virginia Community College System; Region 2 Council reviewer – William T. Amos.

Strengths

- “Absent exposure to these high-demand fields, students aren’t naturally seeking them out and the pipeline of talent is trickling out, slowly. This Academy is a step in the right direction to strengthening that pipeline. The breadth of DE courses and credentialing opportunities seems mighty from the description provided, and the anticipated number of students who would benefit from the Academy, high.”
- “A solid amount of research has gone into developing the idea this proposal would fund, it seems (9-month study with external contractor).”
- “In terms of innovation, this is lower on the scale of truly ‘new’ concepts....however, it’s commendable the region is thinking in a collaborative way. This seems a worthy project to invest time and resources towards...”
- “The proposal focuses on how to move students into regional job opportunities in the Central Virginia area. The proposal targets students and workers between K-12 and those moving into the workforce who may be unemployed or underemployed. The program provides a transition for students wanting to continue their education regionally.”
- “The ROI presented in the case study supports the business base. The planning district is investing 134,000.00 to start the project.”
- “The application supports growing skilled talent. As per the application, the initiative prepares students, under-employed and unemployed workers with credentials and capabilities to fulfill the new and higher-paying jobs that are and will be created in the region.”
- “They have already done a great job establishing a need for the academy, which aligns with our Region 2 priority clusters and strategies (growing skilled talent).”

Weaknesses

- “While the Academy is one piece in resolving the issue, it cannot guarantee job growth in higher-wage jobs from existing and new industries (attraction). Spur growth, yes. These are existing jobs lacking the workforce to fill them, however - not necessarily ‘new’ job creation paying above and beyond what the region already contains. An inherent issue with pipeline talent development, really. The lower numbers of jobs to be created (found in the ROI template reflects this)”

- The match is curious in not having in-kind contributions listed, which seems odd given the collaborative nature of this effort and the need for support (office, technology, etc) around these positions. Has that not yet been worked out?
- “Funding staffing with grant funds is always risky and in my opinion, rarely indicated. Sustainability is the biggest liability when grant funds underwrite salary and benefit costs.”
- “The success and sustainability of the program hinges on implementation, and at this point some of it is TBD.”
- “Narrowly focused” on Lynchburg region, which may be a strength per implementation but would love to see this across Region 2

Questions/Misc.

- “...higher education is undergoing a significant metamorphosis due to the pandemic, the explosion of technology, and the speed at which students are expected to attain competency in the highly competitive global marketplace. Bricks and mortar schools (and academies) may become passé in the near future as AI and other experiential learning modalities gain momentum.”
- “I would strongly recommend include a component of testimonials, think TedTalks by the young adult version (ages 21 – 28 or so) of the types of students the project seeks to draw. These are the people the students will admire and listen most closely to.”
- “Can we get better clarity on how they will measure the critical success factors of the program? How often will these components be measured?”
- “Do they already have people in mind for the two positions? If so, who and what are their qualifications? They’re asking a lot of those two positions in that two-year period. They would need people who are fairly experienced in this kind of work and/or the regional workforce ecosystem.”
- “Whether the CTE Academy enrollees would be in addition to existing high school or workforce enrollees in other programs, or if the program would be pulling from existing CTE and workforce program enrollees while creating increased demand for these programs. This is unclear, particularly when they begin to offer numbers of enrollees/completers/graduates they expect. Are they additional to current numbers or a 5% increase to the region?”



VIRGINIA INITIATIVE FOR
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Project Title: VA Bio-Connect

Applicant: Virginia Biotechnology Association (VA Bio)

Localities covered:

ALL - Statewide Competitive

Strategy/sector area:

Life sciences/Tech Development (entrep and workforce components as well)

Statewide Competitive GOVA Funds Requested:

\$1,790,780.00 in state GOVA funds requested, with match requirements met including local participation₂

Project Description/Overview:

- ▶ The overall goal of the project is to catalyze, strengthen, and grow the life science and biotechnology industry cluster in the Commonwealth
 - ▶ through a model of formalized regional BioHubs where they currently do not exist;
 - ▶ and connecting the BioHubs across the state in the areas of:
 - ▶ workforce development,
 - ▶ commercialization,
 - ▶ resource sharing, and
 - ▶ mentorship.

Project will create:

- ▶ Increased capabilities to develop, recruit and retain specialized talent to support a diverse workforce pipeline to meet bio/life sciences industry demand with high quality candidates (100 interns recruited to biotech companies; 170 direct and 100 indirect jobs);
- ▶ Increased new company formation in sector with the fostering and encouragement of emerging entrepreneurs (anticipated 15 new companies formed);
- ▶ Increased non-dilutive and equity funding to companies to enable innovation and development milestones to be achievable (e.g., as tracked by companies connected by BioHubs and by VERN);
- ▶ Growth of existing life sciences businesses through mentorship and broader access to additional resources (170 direct and 100 indirect jobs); and
- ▶ Development of cohesive, statewide life science identity and brand to attract more attention, investment, entrepreneurship and workforce interest to the state.

Connection to GOVA strategies & funded projects:

- ▶ Region 2 has funded 3 “Technology” projects and 11 “Entrepreneurship” projects.
- ▶ There have been few funded projects substantively focused on life sciences sector despite importance of sector to region, as outlined in G&D plan.
 - ▶ RAMP projects and VT ERR project are examples of those that have been funded
- ▶ Project would create coordinating and support infrastructure for future bio/life sciences sector company growth and respond to two strategies recommended for region by state TEconomy study:
 - ▶ Generate increased ideation and greater activities in commercial viability for traded sector, high growth-oriented businesses, integrated with VT’s and LU’s technology commercialization efforts
 - ▶ Advance innovation networks bringing together startups and existing companies focused on advancing commercialization and increasing talent connections
- ▶ Geographically, this project mostly focuses on Roanoke-area assets for regional “Biohub” which raises questions about assets and service in rest of Region 2.

Project Assessment:

- ▶ Dedicated focus on life science sector companies a plus.
- ▶ Life science and innovation ecosystem focus are regional priorities.
- ▶ Could set up organizational and support infrastructure to support life science sector companies over longer term.
- ▶ Partners and team seem well positioned to implement.

- ▶ Q: Have Metrics/evaluation been strengthened?
- ▶ Q: How to sustain program beyond grant?
- ▶ Q: How will the project connect assets and serve companies across Region 2 footprint?

Project Discussion and Action:

- ▶ Applicant q&a
- ▶ Council discussion
- ▶ Action?

Project Title: Central Virginia Region CTE Academy

Applicant: Central VA Comm. College

Localities covered: The counties of Amherst, Appomattox, Bedford, and Campbell, and the City of Lynchburg

Per Capita GOVA Funds Requested: : \$266,000 in GOVA funds requested, with a match of \$134,000

Project Description/Overview:

- ▶ The project supports the start-up of a CTE Academy to serve the college's service region (265,000 residents)
- ▶ The Academy is a regional priority and need and concept were validated through a 9-month Employer Needs Assessment:
 - ▶ with over 600 area businesses and roundtable discussions with nearly 100 industry representatives.
- ▶ During the GOVA two-year performance period, the Academy will enable an estimated 1,120 students to complete a credential or certificate
 - ▶ , the majority of those in one of the four GOVA industry sectors.

Project Description/Overview:

- ▶ Students served may be high school students, high school graduates, adult learners or under-employed/under-skilled workers.
- ▶ GOVA funding is sought to support 2 positions during the critical start-up period:
 - ▶ a CVCC Coordinator of CTE Initiatives and CTE Academy Coordinator of Business Partnerships.
- ▶ CVCC anticipates positions will be sustained through tuition revenues and future allocations through the Commonwealth's G3 program.

Connection to GOVA strategies & funded projects:

- ▶ To date, Region 2 has funded 10 “Talent” projects.
- ▶ 2 were exclusively focused on Lynchburg sub-region (the LU-led projects – CERE and AMPL)
- ▶ 2 others included the sub-region in a substantive way (**Region 2 Talent Collab** and **Brain Drain study**).
 - ▶ *Notably, the Worlds of Opportunities Career Expo was made possible in the region by Region 2 Council as part of the Talent Collab project.*
- ▶ This project holds promise to address a Coordination Gap identified in the updated 2019 Region 2 G&D plan:
 - ▶ “companies, education institutions, and workforce training entities do not necessary collaborate enough to seamlessly align career pipelines with regional job availability.”
- ▶ Under the talent strategy from that plan, this project appears to address all 4 of the sub-strategies including #1:
 - ▶ “Strengthen the pipeline from K-12 to higher education to career for each priority sector”

Project Assessment:

- ▶ Appears to be well-supported by region and thorough planning process was conducted.
- ▶ Holds promise to increase credentials & completions & address coordination gap between K-12, higher ed, industry.
- ▶ Evidence of support from businesses and partners and includes focus on GOVA Priority Sector Industries.
- ▶ Q: How does this relate to existing CTE offerings in region? Would it detract numbers from those?
- ▶ Q: A lot of success hinges on these two positions. What steps will CVCC and partners take to ensure these positions and Academy start-up is fully supported and a success?
- ▶ Q: How will Academy be sustained if state funding not awarded?

Project Discussion and Action:

- ▶ Applicant q&a
- ▶ Council discussion
- ▶ Action?



GO Virginia Region 2 Council Meeting Minutes

July 30, 2020, 1:00p.m.- 3:00p.m, Zoom Webinar.

Council members in attendance: Eddie Amos, Amy Ankrum, Nathaniel Bishop, John Capps, Kenneth Craig, Beverly Dalton, Sandy Davis, John Dooley, Watt Foster, Michael Friedlander, Don Halliwill, Vince Hatcher, Brian Hemphill, Victor Iannello, Marty Muscatello, Kimball Payne, John Putney, Ray Smoot (Chair).

Council members not in attendance: Ab Boxley (Vice-Chair), William Fralin, Mike Hamlar, Terry Jamerson, Floyd Merryman, Debbie Petrine.

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

Public in attendance: Traci Blido, Jenny Bolte, Mike Burnette, Kevin Byrd, Steve Cooper, Greg Feldmann, Deborah Flippo, Victoria Hanson, Matthew Hull, Aisha Johnson, Jody Keenan, Megan Lucas, Chris McKlarney, John Phillips, Stephanie Seagle, Roanoke Regional Chamber.

The meeting convened at 1:07p.m. and adjourned at 3:27p.m.

Financial Report

John Provo began by providing the council with a brief financial report. The council has a remaining balance of \$2,576,316 in per-capita funds and a remaining balance of \$202,800 in Economic Resilience and Recovery funds.

Proposal Review and Action

Experiential Learning in Tech Employment (ELITE) Internship Program

Scott Tate began by providing a brief overview of the new project proposal, *Experiential Learning in Tech Employment (ELITE) Internship Program*, submitted by the Roanoke-Blacksburg Technology Council (RBTC). RBTC has partnered with NextUp Solutions to develop the ELITE Internship Program that will provide funding to support up to 57 semester-long or summer paid internship experiences in one or more Professional Internship Organizations to meet the near term IT and software development talent in Region 2 while building a more robust and connected talent pipeline to meet longer-term regional tech employment needs. John Phillips, Roanoke-Blacksburg Technology Council, provided council with a detailed overview pertaining to the proposal's expectations and deliverables. Mr. Phillips continued by stating the ELITE Internship Program proposes the creation of a Regional Advisory Group to convene three times a year to review their outreach efforts to small and medium sized companies in coordination efforts with their programs. The intent is to create this board with representatives from OnwardNRV, Get to know Noke, Virginia Tech's Developing a Destination for Talent program, as well as



representatives from the Lynchburg region. Mr. Phillips addressed questions from the Council pertaining to localities covered by the program, as well as questions pertaining to their partnership with NextUp Solutions, stating their decision to partner with NextUp Solutions include the company's unique model of a managed internship program.

The Roanoke-Blacksburg Technology Council request totaled \$290,000 of Region 2 Per-Capita funds, with a local match of \$162,000.

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

Council members recusing from the vote include Victor Iannello, Eddie Amos, Amy Ankrum, John Capps and Michael Friedlander.

Victor Iannello motioned to approve the project, and Marty Muscatello seconded. All were in favor and none opposed.

Amherst LYH Regional Site

Tate began by providing a brief overview of the new project proposal, *Amherst LYH Regional Site*, submitted by the Lynchburg Regional Business Alliance. The Lynchburg Regional Business Alliance (LRBA) will support advancement of fifteen publicly owned sites to tier three, four and five. The Amherst LYH Site Readiness is the next step after completing the regional Due Diligence Project that advanced a portfolio of six existing commercial/industrial sites along the site readiness scale and clarified next steps for moving all sites to at least Tier III on the Virginia Business Site Readiness Scale (VBRSP) with seven jurisdictions participating. This project is a collaboration between The Lynchburg Regional Business Alliance and municipalities in Region 2, including Amherst County and the town of Amherst. Megan Lucas, Lynchburg Regional Business Alliance, provided council with a detailed overview pertaining to the proposal's outcomes and deliverables. Ms. Lucas addressed questions from the council regarding location of the sites, as well as how the Lynchburg region's inventory of pad ready sites compares to the rest of Region 2's pad ready sites, stating the Lynchburg region currently has four tier five pad ready sites available, the Roanoke region has four tier five pad ready sites available, and the New River Valley region has one tier five pad ready site available. This grant will allow the program to advance two additional sites to tier five pad ready, one site to tier four pad ready, and the remaining sites to a tier three.

The Lynchburg Regional Business Alliance request totaled \$366,572 of Region 2 Per-Capita funds, with a local match of \$180,600.

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

Council members recusing from the vote include John Putney and Kimball Payne.

John Dooley motioned to approve the project, and John Capps seconded. All were in favor and none opposed.

Profiles to Increase Critical Knowledge for Skills That Matter (PICKS TM)

Tate began by providing a brief overview of the new project proposal, *PICKS TM*, submitted by the New River/Mount Rogers Workforce Development Board. PICKS TM seeks to assist employers, job-seekers and training providers to better understand and communicate knowledge, skills, and abilities required to effectively perform specific in-demand jobs of high-growth businesses in targeted industries of GO Virginia Region 2. Using the American College Testing (ACT) Job Profiling system, the program will analyze the skills, skill levels, and skill frequency workers need to be successful at certain high-demand, high-wage jobs. The project seeks to provide businesses with a sharable, detailed analysis of skills and abilities an employee needs to be productive and efficient on the job. Jenny Bolte, Virginia Career Works, provided the council with a detailed overview pertaining to the proposal's deliverables. Ms. Bolte addressed questions from the council regarding the use of funds, as well as which in-demand job sectors will be targeted through the proposal, stating the program would target the following industries, Automation and Manufacturing, Robotics, and several IT focused positions including software development and data base administration.

The New River/Mount Rogers Workforce Development Board request totaled \$100,000 of Region 2 Enhanced Capacity Building Per-Capita funds, with a local match of \$100,000 and anticipated additional leverage of \$477,240.

Chairman Smoot asked if there were any additional questions and invited council members to make a motion of the funding request. There were no further questions nor a motion. Council did not take action on the proposal and Chairman Smoot invited those making the request to discuss any revisions they may wish to make in the proposal with staff prior to the next meeting.

New River Valley COVID-19 Business Continuity Team (BCT)

Tate continued by providing a brief overview of a follow-up proposal from a previously awarded Region 2 project, *New River Valley COVID-19 Business Continuity Team*, submitted by the New River Valley Regional Commission. The BCT will assist local businesses impacted by the covid-19 pandemic by delivering wrap around services necessary for them to continue operation in the COVID environment. Services available to assist businesses include a continuity plan developed by the BCT, access to funding for on-site cleaning, public relations expertise to communicate with employees, customers, media and general public; website support for any pertinent messaging needed, human resources related legal advisement, and COVID-19 testing provided by the New River Valley Public Health Task Force. Kevin Byrd, New River Valley Regional Commission, and Chris McKlarney, Giles County Administrator, provided the council with a brief update stating the team is currently conducting interviews for the hiring of the Program Manager as well as the Public Health Director on the Business Continuity Team. The BCT addressed questions from the council regarding testing procedures, stating the GO Virginia Region 2 funds will not be utilized for initial covid-19 testing, however, the team will be coordinating with the NRV Health District as positive cases are received, to determine direct needs of impacted businesses.



The New River Valley Regional Commission request totaled \$250,000 of Region 2 Per-Capita funds, with a local match of \$125,000 and anticipated additional leverage of up to \$450,000.

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

Brian Hemphill motioned to approve the project, and Sandy Davis seconded. All were in favor and none opposed.

PHRE Mobile App – A Resource for Helping Small Organizations Confront COVID19

Tate continued by providing a brief overview of the new project proposal, *PHRE Mobile App – A Resource for Helping Small Organizations Confront COVID19*, submitted by the Virginia Tech Institute for Critical Technology and Applied Sciences. The project will develop a Public Health Readiness Evaluation (PHRE) tool – an easy-to-use mobile application designed to help smaller organizations quickly assess and optimize their readiness to operate with minimal risk to workers, customers/patrons, and surrounding communities. The tool will assist local and state health officials to better understand and meet the public health and safety needs of small businesses. Matthew Hull, Virginia Tech Institute for Critical Technology and Applied Science, provided the council with a detailed overview pertaining to project deliverables. Mr. Hull addressed questions from the council pertaining to localities covered, stating the reasoning behind the limited regional access listed in the proposal is due to active discussion with the mentioned localities, however, the localities covered can be revised to include all of Region 2.

Virginia Tech's Institute for Critical Technology and Applied Sciences request totaled \$63,500 of Region 2 Per-Capita funds, with a local match of \$42,610.

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

Victor Iannello motioned to approve the project, and Nathaniel Bishop seconded. All were in favor and none opposed.

Virginia SBDC Cash Match (Statewide) CY2020-2021

Tate continued by providing a brief overview of the new project proposal, *Virginia SBDC Cash Match*, submitted by George Mason University. The Virginia SBDC Network is a statewide program of twenty-six local offices staffed by professional business advisors that provide confidential one-on-one business advising and group training to small businesses and aspiring entrepreneurs in every corner of the Commonwealth. George Mason University manages the Virginia SBDC Network and is funded in part by a cooperative agreement from the US SBA. This GO Virginia Statewide ERR application is a request to provide up to \$1,620,235 to ensure the Virginia SBDC Network can satisfy the required 50% cash match in order to access the full amount of SBA funding and sustain SBDC services for small businesses. Jody Keenan, Mason Enterprise Center, Virginia SBDC Network, provided council with a detailed overview pertaining to program deliverables and implementation processes. Ms. Keenan addressed concerns raised by the council regarding potential reduction of local government support, stating if revenue to local government entities decline due to negative economic impact from the covid-19 pandemic, the



network would request a letter that provides a legitimate justification as to reasoning behind the reduced match.

George Mason University request totaled \$1,620,235 in GO Virginia Statewide Competitive funding.

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

Council did not take action on the proposal. Chairman Smoot indicated he would draft a letter to the state board, neither endorsing nor rejecting the proposal, but summarizing issues raised in discussion.

Special Update

Eddie Amos began by providing a brief update from GO Virginia Region Two's Broadband Task Force. The Broadband Task Force was created to review and examine the prospects of 5G technology in Region 2. The working group is led by Frank Smith, President and CEO of the Roanoke Valley Broadband Authority, members include Brenda Van Gelder, Office of the CIO, Virginia Tech, Scott Midkiff, CIO, Virginia Tech, Jeff Crowder, Jeff Reed, Virginia Tech, and Luiz DaSilva, Commonwealth Cyber Initiative, with council member William Fralin acting as Executive Sponsor of the task force. Amos continued stating a significant barrier to rural broadband initiatives is related to a limited set of network mobile operators controlling the roll out of technology around the country. The ultimate goal of the working group is the creation of a public-private initiative to help facilitate the roll out of 5G broadband technology in the region. The task force will conduct a study to determine best practices in leveraging the regional infrastructure to build out several innovation zones. Amos addressed questions from the council regarding geographic coverage of the initiative, stating the initiative will target all of Region 2, then possibly rollout across the state. No funding is requested at this time.

Project Evaluation

Elli Travis provided the council with a detailed overview of quarter 2 project evaluation. Most Region 2 funded projects are on track with milestones and metrics, other than a few delays or cancellation of events due to covid-19 restrictions. Enhancing the Region through New Technology for Unmanned Systems, a funded GO Virginia Region 2 project, will close out this quarter with greater outcomes than previously contracted as well as providing a higher match than required. However, the program did not provide training for as many students as anticipated. Additionally, Region 2 Talent Collaborative, a funded GO Virginia Region 2 project, has not utilized all funds, subsequently, Region 2 Council is projected to receive some previously allocated funds following project closeout. However, the project has met their outcomes. Projects closing out this quarter include Enhancing the Region through New Technology for Unmanned Systems, Capital Ecosystem Development, SBDC Expansion, WoodHaven Infrastructure Enhancement, Regional Acceleration and Mentorship Program Expansion (RAMP) phase one and Increasing the Birth Rates of New High Growth Companies phase one. Travis stated she is compiling a 2-year project closeout and outcomes evaluation report with focus surrounding entrepreneurial collaboration and growth, partnership development and change, as well as working with the sub-grantee to identify additional data to be collected to show long-term impacts of the project.



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

Proposal Pipeline

Tate provided a brief update to council regarding proposal pipeline, stating Region 2 support staff have received several inquiries for review, with additional proposals requiring appropriate action from council during the upcoming meeting in October.

Council Business

The council reviewed minutes from the Region 2 Council meeting held on February 4, 2020, the Region 2 Council meeting held on May 6, 2020, and the Region 2 Executive Committee meeting held on July 16, 2020. Chairman Smoot asked if there were any questions regarding the minutes, there were none.

Sandy Davis motioned to approve the minutes, and John Putney seconded. All were in favor and none opposed.

Chairman Smoot provided the council with an update regarding vacancies existing on the Region 2 Council.

Chairman Smoot then offered the council the names of Luke Towles, Senior Vice President, Pinnacle Financial Partners, and Janice Crawford, Director, Corporate Environmental Health and Safety, Framatome, to fill the two Lynchburg vacancies.

Kimball Payne motioned to appoint the two new Lynchburg regional members, with John Putney seconding. All were in favor and none opposed.

Adjournment occurred at 3:27 p.m.



VIRGINIA INITIATIVE FOR
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IN EACH REGION

GO Virginia Region 2

GO Virginia Region 2 Executive Committee Meeting Minutes

October 14, 2020, 1:00p.m.- 3:00p.m, Zoom Webinar.

Executive Committee members in attendance: Ab Boxley (Vice-Chair), Beverly Dalton, Sandy Davis, Ray Smoot (Chair).

Council members in attendance: Don Halliwill.

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

Public in attendance: Traci Blido, Aisha Johnson, Deborah Flippo, Mary Zirkle, Amy Adams, Christopher Bryant, Jack Freeman, Jason Ferguson, John Newby.

The meeting convened at 1:03p.m. and adjourned at 2:08p.m.

Financial Report

John Provo began by providing the executive committee with a brief financial report. The council has a remaining balance of \$1,809,044 in per-capita funds and a remaining balance of \$202,800 in Economic Resilience and Recovery funds.

Proposal Review

Virginia Bio-Connect

Scott Tate began by providing a brief overview of the new project proposal, *Virginia Bio-Connect*, submitted by the Virginia Biotechnology Association. This proposal is a state-wide initiative to catalyze, strengthen, and grow the life science and biotechnology industry cluster in the Commonwealth through a model of formalized regional BioHubs where they currently do not exist, and connecting the BioHubs across the state in the areas of workforce development, commercialization, resource sharing, and mentorship. The project supports the creation, retention, or attraction of at least 15 life sciences companies, with an average of 8 new jobs per company across the state, for a total output of 120 new jobs, with an average bioscience industry salary of \$107,610, annually. John Newby, Virginia Bio, and Amy Adams, Institute for Biohealth innovation at George Mason University, addressed concerns raised in the regional review process pertaining to program sustainability beyond the grant, stating program staff are in active discussion with existing and potential industry partners to seek additional funding from private and state entities. Don Halliwill informed the committee that Carilion has issued a letter of support to the program, stating this proposal would be beneficial to the Department of Carilion Innovation. Chairman Smoot inquired if the regional hub would serve the entire region. John Newby stated although the program's Region 2 Hub directors will primarily work in Roanoke, they will represent the entire region through their connections with partners including the Valleys Innovation Council, Roanoke-Blacksburg Technology Council, and Virginia Tech.

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



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GO Virginia Region 2

The Virginia Biotechnology Association request totaled \$2,020,780 in GO Virginia Statewide Competitive funding, with a match of \$1,108,934.

Ab Boxley motioned to recommend the proposal for review of the Region 2 Council, and Sandy Davis seconded. All were in favor and none opposed.

Central Virginia Regional CTE Academy

Scott Tate continued with a brief overview of the new project proposal, *Central Virginia Regional CTE Academy*, submitted by Central Virginia Community College. The proposal will support the start up of a CTE academy in order to serve the college's service region. The proposal is considered a regional need following a 9-month employer needs assessment conducted with over 600 area businesses and roundtable discussions with nearly 100 industry representatives. The academy will enable an estimated 1,120 students to complete a credential or certificate over the 2-year GO Virginia grant period. Students served may be high school students, high school graduates, adult learners, or under-skilled workers. GO Virginia funds are sought after to support 2 positions during the start-up phase, a CVCC Coordinator of CTE initiatives and a CTE Academy Coordinator of Business Partnerships. Dr. Jason Ferguson, Central Virginia Community College, addressed the need for the 2 mentioned critical positions to effectively implement this initiative, stating the Coordinator of Business Partnerships will involve marketing, outreach, receiving feedback from local stakeholders, as well as the implementation of otherwise lacking work-based learning opportunities. The Coordinator of CTE Initiatives will focus on daily operations, engaging with K-12 partners, and assessing the need for early career exploration. Jason Ferguson addressed questions of the committee regarding critical business needs in the region, stating his team has received feedback suggesting a regional need of retaining soft skills, industrial maintenance, and different types of trade positions in the workplace.

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

Central Virginia Community College request totaled \$266,000 of Region 2 Per-Capita funds, with a local match of \$134,000.

Ab Boxley motioned to recommend the proposal for review of the Region 2 Council, and Beverly Dalton seconded. All were in favor and none opposed.

Council Business

Council Vacancies

Provo provided the committee with an update regarding council vacancies. Chairman Smoot then recommended Region 2 Council member; Dr. Eddie Amos to fill the executive committee vacancy existing in the Roanoke region, in place of John Williamson, whose term expired.

Provo continued with a council membership update pertaining to Region 2 Council member, Terry Jamerson. Terry has left the region and has proven to be inactive with the council, according to council



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bylaws. Therefore, Region 2 staff have recommended to consider her membership as vacant. Chairman Smoot recommended staff to reach out once more before council takes action.

VEDP Site Development Virtual Roadshow

Provo continued with an announcement to the committee. Region 2 Council will be partnering with the Virginia Economic Development Partnership (VEDP) to host the Site Development Virtual Roadshow on October 22, 2020 from 2:00-3:00p.m, via Zoom Webinar. As part of the rollout process for VEDP's recently completed Enhanced Site Characterization effort, VEDP will discuss broad themes that have emerged from the data collection and analyses on the 45 sites, across 16 localities, included in the study. Members of the Region 2 Council are welcome to attend.

Staff Updates

Region 2 Talent Collaborative

Provo continued with a special update in regard to a previously funded regional project, *Region 2 Talent Collaborative*. The project anticipates returning remaining funds of \$105,415 to Region 2 per-capita funds. The project will receive a no-cost extension from July 31, 2020 to December 31, 2020. The project has worked with staff to retool their deliverables amid the pandemic. However, the initiative remains in their scope of work and has exceeded their goals.

Proposal Pipeline

Provo provided a brief update to council pertaining to proposal pipeline, stating Region 2 support staff have received several inquiries for review, with additional proposals to come before the council during the upcoming meeting in January. Anticipated proposals to review next quarter may include a 5G Broadband initiative in Roanoke, a proposal from Lynchburg-Beacon of Hope, and a proposal from a Virginia Tech department involved with manufacturing.

With there being no further business to come before the committee, adjournment occurred at 2:08p.m.

GO Virginia Region 2 Quarterly Report Quarter 3, 2020 (July - September 2020)

The following report aggregates quarterly reports collected from each sub-grantee and is based on information provided by them


A green bubble indicates the project has met recent milestones. The yellow bubble indicates the project has not met Q3 milestones and staff is monitoring. A red bubble indicates that the project has not met several quarters of milestones and staff is intervening.


Ongoing Projects

TALENT


<i>Project Name:</i>	Region 2 Talent Collaborative
<i>Project Manager:</i>	Ben Bowman
<i>Project Timeline:</i>	August 1, 2018 – July 31, 2020 (contract extension through December 31 pending)
<i>GOVA Funding</i>	\$81,184 of \$300,000
<i>Match Funding</i>	\$151,784 of \$630,072 ●
<i>Status:</i>	Has not met Q3 milestones due to a delay in evaluation of virtual career exploration platforms. No cost extension through December to include response to COVID-19 affected businesses in process. \$105,415 in GOVA funding expected to be returned.
<i>Q3 Progress</i>	Three Existing Worker Training programs were completed, resulting in a total of 20 employees upskilled and three businesses served. Currently conducting research to evaluate possible virtual career exploration platforms that will connect students with career exploration resources focused on local employers. No new activity with Blue Ridge and New River Valley was initiated this quarter as the project was awaiting clarification on contract extension.
<i>Q4 Plans</i>	Continue to develop customized program curriculums, as needed, with business needs in mind to efficiently train at least 75 existing workers in Region 2. Approval of a no-cost extension pending.

GO Virginia Region 2 Quarterly Report Quarter 3, 2020 (July - September 2020)


<i>Project Name:</i>	Ignite Internship Expansion
<i>Project Manager:</i>	Melinda Leland
<i>Project Timeline:</i>	July 1, 2019 – June 30, 2021
<i>GOVA Funding</i>	\$49,659 of \$99,406 
<i>Match Funding</i>	\$61,868 of \$102,886
<i>Status:</i>	Has not met Q3 milestones due to a delayed virtual Careers Expo to be held at the beginning of Q4. Staff is monitoring.
<i>Q3 Progress</i>	Coordinator training is complete with 8 coordinators attending the initial training. The other 4 coordinators who could not participate in the training event, will be trained on an individual basis. The Careers Expo has been converted to a virtual platform for 2020. All 7 th grade middle school students have been invited to attend. The virtual Careers Expo will take place on October 5-9 th . All 4 participating high schools have received a copy of the credential study. One internship involving one student from Pulaski County High School was completed during quarter 3. All internship opportunities were affected by covid-19 this semester.
<i>Q4 Plans</i>	<ul style="list-style-type: none"> • Hold virtual Careers Expo • Analyze Major Clarity reports for trends in students' career interest


<i>Project Name:</i>	Regional Career and Technical Education Study
<i>Project Manager:</i>	Morgan Romeo
<i>Project Timeline:</i>	September 1, 2019 – August 31, 2020
<i>GOVA Funding</i>	\$42,697 of \$45,000 
<i>Match Funding</i>	\$45,535 of \$45,535
<i>Status:</i>	Met Q3 milestones. Closeout procedures initiated
<i>Q3 Progress</i>	Final report was completed and delivered by the consultant, Shaffer Evaluation Group in August 2020. Final report was distributed to stakeholders on September 1, 2020 which included local elected officials, K-12 public school system staff, businesses, and other relevant parties. The main outcome of the project has occurred. The next steps for the project will be setting up a Regional CTE Consortium to assist in developing the next steps for the region to reduce duplication and enhance career and technical education programs and facilities.


Project Name:	Blockchain Ecosystem Catalyst
Project Manager:	Kirk Cameron
Project Timeline:	September 10, 2019 – September 9, 2021
GOVA Funding	\$0 of \$246,800
Match Funding	\$0 of \$250,000
Status:	Has not met Q3 or Q2 milestones due to reported delay in transferring Blockchain initiatives online and hiring freeze. Staff is intervening to ensure Q2 and Q3 milestones are completed in Q4 and remittances are submitted.
Q3 Progress	The project manager for the grant was hired during quarter 3. Many of the accomplishments for this quarter related to the onboarding and initial introductions between the project manager and the grant's stakeholders, as well as the development of new relationships which were not listed in the contract as milestones. Many of the concrete deliverables from this work will be finalized in quarter 4. The project manager has begun developing the online resource portal that will go live next quarter. Staff have also set dates for two upcoming professional development webinars to be held during quarter 4.
Q4 Plans	<ul style="list-style-type: none"> • Develop student bootcamp curriculum • Evaluate resource center models • Develop Blockchain Knowledge Repository and Resource portal • Develop blockchain commercialization and entrepreneurship support services • Release on- campus blockchain commercialization and entrepreneurship support resources • Deliver industry targeted seminars for regional companies interested in blockchain technology • Host student bootcamps • Launch resource portal

Project Name:	Developing a Destination for Talent
Project Manager:	Catherine Amelink
Project Timeline:	December 9, 2019 – December 8, 2021
GOVA Funding	\$70,825 of \$300,000
Match Funding	\$70,825 of \$473,000 
Status:	Met Q3 milestones
Q3 Progress	<ul style="list-style-type: none"> • Held individual meetings with all local government economic development representatives who provided in-kind support. Meetings were used to remind the partners that grant funds are available for local employers and the intent of the Developing a Destination for Talent Initiative. Meetings resulted in five new partnerships to date. • 3/4ths of the program's interns were involved in one of two programs throughout the summer with Onward NRV or Roanoke Regional Partnership. Both programs involved students in activities that developed their professional skills and introduced them to the "live, work, play" aspects of the region. • 17 employers committed funding to an internship program; 8 actively drawing down on funds. • Faculty and employer relationships have been developed and these teams are now moving forward on their classroom- based projects. All faculty involved in these teams have worked with employers on a regular basis to develop a project that will best fit the students as well as benefit the employer. • Hosted the second GO Virginia Virtual Internship Fair on September 23rd. Five members from two Young Professional Groups out of Montgomery County and Radford to joined the Zoom event to give firsthand insight on the region, preparing for the transition from college to into the work force, and answer questions about their organizations. Gina Schauland joined to give a presentation on Navigating the Digital World. • Placed interns in 3 new organizations beginning this fall and have 4 more preparing for interns in the upcoming semester(s).
Q4 Plans	<ul style="list-style-type: none"> • Employer/ Faculty networking event • Ongoing intern placement for spring 2021 semester • Recruitment event






ENTREPRENEURSHIP

Project Name:	VIC Region 2 Entrepreneurship Initiative
Project Manager:	Meredith Hundley
Project Timeline:	January 1, 2020 – December 31, 2021
GOVA Funding	\$54,621 of \$299,995 
Match Funding	\$27,508 of \$150,004
Status:	Met Q3 milestones (one day delay)
Q3 Progress	<ul style="list-style-type: none"> • The cross regional steering committee met August 6 to begin cross-regional discussions that will lead to the cross-regional strategic investment plans. • The July Innovation and Entrepreneurship Newsletter was distributed to nearly 200 individuals, an increase of 50 recipients over the first newsletter in March. • Working with Access to Capital Committee to plan a virtual event in the November timeframe in line with Global Entrepreneurship Week (Nov 16-22). This reflects an identified regional need from both the ecosystem support organization and entrepreneur survey. • Awarded a federal EDA grant on September 16 (originally submitted June 15) that will continue to fund this work over the next 3 years in addition to filling multiple gaps in the ecosystem with support for RAMP and other research commercialization activities. Several projects that will be funded through this grant will appear in the strategic investment plans. • Entrepreneur regional and capital needs survey completed with 37 respondents from Region 2. Results are informing development of strategic investment plan, particularly around technical assistance options for capital access. This is consistent with the findings from the earlier ecosystem support organization survey in May. • Sub-regional strategic investment plans in progress and shared (NRV – 11 participants; Lynchburg 15 participants, Roanoke 21 participants) • Following the award of RBTC's managed talent development experiences GOVA proposal, VIC in active discussion with RBTC on how to further expand funding and offerings within this program with the possible pursuit of a federal STEM Talent Challenge grant that would specifically target managed apprenticeships to leverage the recently awarded state grant. • Regional Entrepreneurship Summit postponed to Spring 2021. Considering other online events for Q4 in conjunction with Access to Capital Committee targeting Global Entrepreneurship Week.
Q4 Plans	<ul style="list-style-type: none"> • Release preliminary sub-regional I+E investment plans • Support entrepreneur- resource matchmaking platform region wide • Year 1 I+E Ecosystem in Review Report • Final draft sub-regional I+E investment plans

Project Name:	Increasing the Birth Rates of New High Growth Companies Phase 2
Project Manager:	Annette Patterson
Project Timeline:	April 17, 2020 – April 16, 2021
GOVA Funding	\$49,659 of \$180,000
Match Funding	\$61,868 of \$180,000 
Status:	Met Q3 milestones
Q3 Progress	<ul style="list-style-type: none"> • 12 needs assessments from potential high growth companies. • Recruited 6 companies for IM program, with 2 IM companies being referred to next level accelerators. • Assigned 6 Bid teams. • Engaged 6 mentors and consultants with new high growth companies. • Six (6) 360-degree evaluations. • Engagement of 1 institution of higher education and 13 students.
Q4 Plans	<ul style="list-style-type: none"> • Obtain needs survey assessments for 15 potential high growth companies • Recruit 6 new/early stage high growth companies • Assign 6 Business Innovation and Development Teams (BID teams) based on evaluations • Complete 6, 360-degree evaluations • Engage 1 institution of higher education • Engage 3 mentors and consultants with new high growth companies • Coordinate engagement of 4 students with high growth entrepreneurs • Advance 2 new/early stage high growth companies

Project Name:	Pivot & RAMP Up
Project Manager:	Mary Miller
Project Timeline:	May 6, 2020 – May 5, 2021
GOVA Funding	\$0 of \$97,200 
Match Funding	\$0 of \$49,000
Status:	Met Q3 milestones (staff checking on remittance status)
Q3 Progress	<ul style="list-style-type: none"> • The online 2020 cohort has been launched, with 6 companies selected to begin the program on 6/15/2020. • Pitch clinics are held on the third Tuesday of every month with an online panel of experts. RAMP hosted the first pitch clinic on 7/28/2020, with a pitch from 2 companies, engaging 4 mentors. • A second pitch clinic was held on 8/25/2020, with a pitch from 1 company, engaging 5 mentors. • A third pitch clinic was held on 9/22/2020, with a pitch from 1 company, engaging 8 mentors, largest group of mentors to date. • The RAMP program made the decision to move their Demo Day from September to October 15th due to the transition to a completely virtual event. • Alumni support has been ongoing with regular touchpoints. The first online Exit RAMP program is scheduled for October 13th • In the planning stages for a mentor event and hope to bring in a nationally known speaker in the next quarter. • Mentor Portal will be open by mid-November.
Q4 Plans	<ul style="list-style-type: none"> • Demo Day- October 15th • Pitch Clinics Scheduled for: October 27th and November 24th • Open mentor portal with online curriculum • Launch online Exit RAMP program


SITES & BUILDINGS

<p>Project Name:</p> <p>Project Manager:</p> <p>Project Timeline:</p> <p>GOVA Funding</p> <p>Match Funding</p> <p>Status:</p>	<p>Center for Energy Research and Education (CERE) Industry Labs</p> <p>Rich Diddams</p> <p>May 9, 2018 – December 31, 2020</p> <p>\$255,806 of \$300,000 </p> <p>\$476,629 of \$1,586,100 </p> <p>Met Q3 Milestones. Staff following up on match funding status.</p>
<p>Q3 Progress</p>	<p>All Labs are established and fully operational. One additional R&D contract was secured this quarter with DOE. Five new jobs were created by partner entities this quarter. One new industry partnership was established with Zenith. The CERE Labs hosted twelve industry site visits with Framatome, Hendricks, Zenith, BWXT, Southern Air, DOE, Belvac, Novatech, Simplimatic, Signal Tape, Commanders, and DHS participating. CERE has secured two grants of \$75,000 and \$25,000 to utilize equipment and space, as well as an additional \$55,000 procured in revenue from lab usage.</p>
<p>Project Name:</p> <p>Project Manager:</p> <p>Project Timeline:</p> <p>GOVA Funding</p> <p>Match Funding</p> <p>Status:</p> <p>Q3 Progress</p>	<p>CERE Additive Manufacturing Partnership Lab (AMPL)</p> <p>Rich Diddams</p> <p>February 1, 2019 – February 2, 2021</p> <p>\$274,980 of \$274,980 </p> <p>\$475,017 of \$630,000 </p> <p>Met Q3 milestones</p> <p>The AMP Labs have produced over 1,000 personal protective equipment for medical facilities across the region. Each Saturday, the AMP Labs host a training program to train students on AMPL processes and equipment use, with an average of 50-75 students participating. New Masters and PhD courses have begun at LU, focused on utilizing AMPL's equipment, in addition to 6 courses intended for use at the BS level. 4 new jobs were created during quarter 3. One additional educational partnership was formed this quarter with Virginia Tech. AMPL hosted 5 industry site visits with Zenith, BWXT, Framatome, Belvac, and Novatech participating. 2 R&D contracts were secured to develop face shields utilizing 3D printing to assist in the covid-19 crisis. Secured \$100,000 in leveraged private investment from BWXT, as well as an additional \$100,000 in revenue from lab usage.</p>
<p>Q4 Plans</p>	<ul style="list-style-type: none"> • Consultations with Lynchburg Regional Business Alliance • Industry mixers • Travel to industry partners • Site consultant services • Industry partners and entrepreneur site visits
<p>Project Name:</p> <p>Project Manager:</p> <p>Project Timeline:</p> <p>GOVA Funding</p>	<p>Central Virginia Training Center Redevelopment Plan</p> <p>Megan Lucas</p> <p>February 1, 2020 – January 31, 2021</p> <p>\$51,400 of \$100,000 </p>

GO Virginia Region 2 Quarterly Report Quarter 3, 2020 (July - September 2020)

<i>Match Funding Status:</i>	\$51,400 of \$250,000 Q3 milestones delayed due to COVID (data collection and meeting coordination has been a challenge). Market assessment and visioning to be completed in Q4. The fact that project is not fully funded at the \$500k level may result in upcoming delays.
<i>Q3 Progress</i>	<ul style="list-style-type: none">• Held 2 Target Advisory Group Meetings for Branding Session Discovery Survey and Review• Leadership met to review and approve Branding Proposal and Web designs• Target Advisory Group meeting to present Branding and Web Designs• Completed Target Advisory Group Visualization Survey• Began site tree inventory – thanks to VA Dept of Forestry• Filming site drone video• Formed a working group of State Departments: DBHD, DGS, VDOT, Lynchburg Regional Business Alliance• Press conference 10/1/2020• October 1 launch of project branding and website: http://trainingcentermasterplan.com/• Launched the visualization survey
<i>Q4 Plans</i>	<ul style="list-style-type: none">• Data collection and analysis• Market assessment• Establishment of a consensus driven vision for the study area

COVID RESPONSE

Project Name:	VT Workforce Training & Regional Capacity for Covid-19 Testing
Project Manager:	Sherri Cook
Project Timeline:	April 21, 2020 – December 22, 2020
GOVA Funding	\$56,024 of \$100,000
Match Funding	\$50,000 of \$50,000 
Status:	Did not meet Q3 milestones due to collaboration challenges with Virginia Western Community College and Radford University for hiring. Group instead following a traditional hiring process. Staff are following up to ensure workforce training takes place and the extent to which they will pursue a formal agreement with those two institutions.
Q3 Progress	<p>Working cooperatively with NR and Roanoke health districts, the team developed a validated assay submitted to the FDA in April, 2020. The FDA gave permission and testing began on April 24, 2020 and has run continuously since then. The VTMDL has processed over 30,000 specimens through September 15, 2020 of which over 14,000 have been collected by and processed for seven of the state health department's health districts, primarily in southwest Virginia. In its first few weeks of operation, the lab that had only a small group of VT volunteer faculty and staff and limited instrumentation, carried out between 40 and 200 tests per day. As the VTMDL became more proficient, hired and trained more expert personnel and acquired additional instrumentation through June, daily test processing capacity increased to 200-400 samples per day and then in mid-August, between 600-1200 tests were run per day with many days seeing processing of 800-1,000 samples per day. Over the last 30 days, an average of over 600 samples per day were processed. A custom designed SARS-CoV-2 primer avoided potential supply chain challenges. The VTMDL leadership team meets twice weekly with the southwestern Virginia senior epidemiologist, IT and data analyst experts to ensure accurate and timely test results. The VT testing team also meets periodically with the leadership of the health districts to discuss issues related to specimen transportation, plans for upcoming weekly testing and address any concerns raised by either group.</p> <ul style="list-style-type: none"> • Recruit and train an additional 1 MLS and 1 MLT • Phase 1 cohort recruitment • New consolidated testing lab is open and approved by Virginia Department of Health • Phase 2 cohort recruitment
Q4 Plans	

GO Virginia Region 2 Quarterly Report Quarter 3, 2020 (July - September 2020)

Project Name:	Roanoke Regional Recovery (note: this project was not funded using COVID response funding, however for the purposes of reporting, we are including it in this category as it is crosscutting of other issues and related to COVID-influenced recovery)
Project Manager:	Erin Burcham
Project Timeline:	August 1, 2020 – September 15, 2021
GOVA Funding	\$0 of \$100,000
Match Funding	\$0 of \$57,000 
Status:	Met Q3 milestones
Q3 Progress	<p>During quarter 3, the Roanoke Regional Partnership invited regional leaders representing economic development in eight localities, professional service organizations, regional chambers, higher education, and United Way to join the Roanoke Recovery Coalition. During the first coalition meeting, the team held an interesting conversation regarding best practices to lead the region forward through COVID-19. The partnership put out a national RFP and received over 10 applications. The team selected Laith Wardi, a business retention and expansion expert as their facilitator and trainer for the year.</p> <ul style="list-style-type: none"> • Schedule sector roundtables • Meet with the coalition
Q4 Plans	<ul style="list-style-type: none"> • Host multiple sector roundtable sessions

Project Name:	New River Valley Business Continuity Team (Phase One)
Project Manager:	Kevin Byrd
Project Timeline:	July 1, 2020 – January 31, 2021
GOVA Funding	\$0 of \$100,000
Match Funding	\$0 of \$50,000
Status:	Met Q3 milestones
Q3 Progress	<p>The positions for Program Manager and Public Health Director were hired. The team has been working on marketing of the BCT, consultations with businesses regarding exposed or COVID positive employees, building a toolkit for businesses, interviewing cleaning companies, legal firms, and PR firms for the reimbursement program. The BCT has scheduled a one- on-one site consultation to fit members of a rescue squad for N95 masks. The BCT is working closely with local election offices to distribute masks for all poll workers in the upcoming election. Members of the BCT have developed a presentation for local entities and businesses to hold lunch and learn opportunities in order to inform more individuals of services offered by the BCT. The presentation has been given to the local economic developers through a monthly meeting hosted by Onward NRV and to the New River Valley Regional Commission Board of Directors. Informational fliers have been distributed through chambers of commerce, Onward NRV, Virginia Department of Health, and the NRV Road to Wellness website. The BCT has provided over 20 consultations with businesses in a month, exceeding their three-month goal of 15.</p> <ul style="list-style-type: none"> • Continue assisting firms impacted by covid-19 • Continue participating with the NRV Public Health Task Force
Q4 Plans	

CLOSING PROJECTS:

Following is a list of projects that have closed or are in the process of closing in 2020. Staff has conducted an evaluation meeting with each project team and is in the process of requesting and reviewing narrative closeout reports and final project metrics. Projects have up to one year to submit their narrative report to account for lagging outcome metrics. Full details of individual and aggregated project outcomes will be included in upcoming council packets as they are received, reviewed, and finalized. A report is also being compiled that aggregates outcomes across entrepreneurship, sites and buildings, and talent according to the goals of the Growth & Diversification plan and will be submitted for council review in December 2020.

Project Name	Close Date	Financial Report Status
Capital Ecosystem (ECB)	4/23/2020	Received and submitted to DHCD
Increasing the Birth Rates of New High Growth Companies	3/11/2020	Received and submitted to DHCD
Drone Zone	6/3/2020	Due 11/2
WoodHaven	6/30/2020	Due 11/2
RAMP 1.0	6/30/2020	Due 11/2
Lynchburg Due Diligence	6/30/2020	Due 11/2
CTE Study	8/31/2020	Due 11/30
Stopping the Brain Drain (ECB)	9/30/2020	Due 11/30

PROJECTS IN THE PROCESS OF CONTRACTING:

PHRE Mobile App
Fralin COVID Testing Phase 2
Business Continuity Team Phase 2

SITE DEVELOPMENT: GOVA REGION 2

October 22, 2020

VEDP'S ENHANCED SITE CHARACTERIZATION INITIATIVE IS FOCUSED ON SITE DEVELOPMENT

- Over the course of 2019, VEDP engaged with over 1,000 stakeholders to complete the Enhanced Site Characterization Initiative. The initiative had two primary objectives:
 - Understand the current state of development of Virginia's sites
 - Identify sites with high-potential for additional development
- The results of the study are meant to be used by economic development partners to prioritize sites for development and generate support for specific site development plans
- This information:
 - **IS NOT** a site selection tool for RFI responses
 - **IS NOT** meant to replace the decision-making process for site development funding

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Why do project-ready sites matter?

Do we have enough project-ready sites?

How do we determine the best sites for investment?

Next steps

SITES AND BUILDINGS ARE MAJOR CONSIDERATIONS FOR BUSINESSES WHEN CHOOSING NEW LOCATIONS

 Today's focus



What businesses look for in a location

World-class talent

A place brimming with high-quality, hard-working workforce

Suitable sites & buildings

A place with locations that are (close to) ready for operations

Supportive business climate

A place that partners with business to drive growth

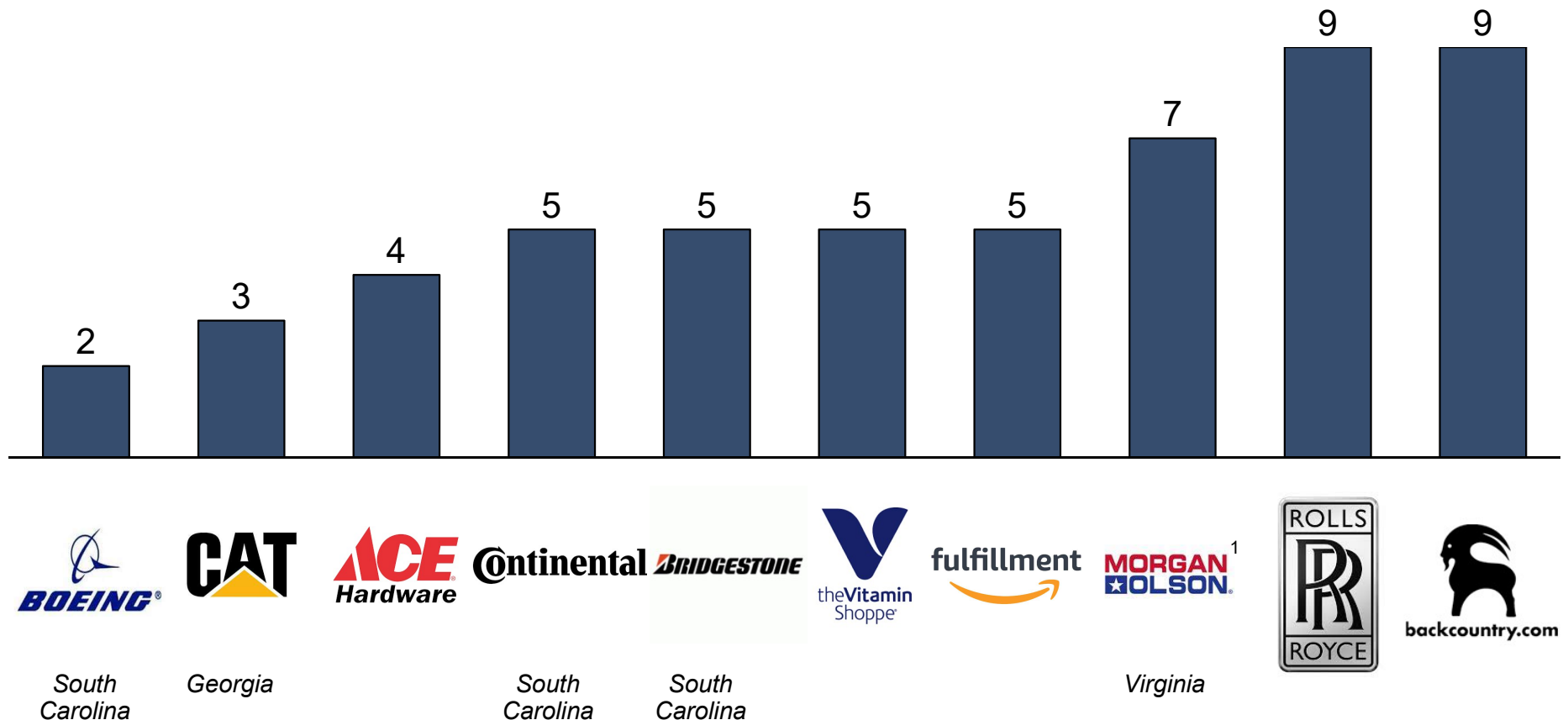
Attractive quality-of-life

A place that people want to call home

MAJOR PROSPECTS HAVE SHORT TIMELINES AND EXPECT TO START BUILDING IMMEDIATELY, REQUIRING UP-FRONT INVESTMENT

Timelines for project announcements

Initial contact to announcement, months



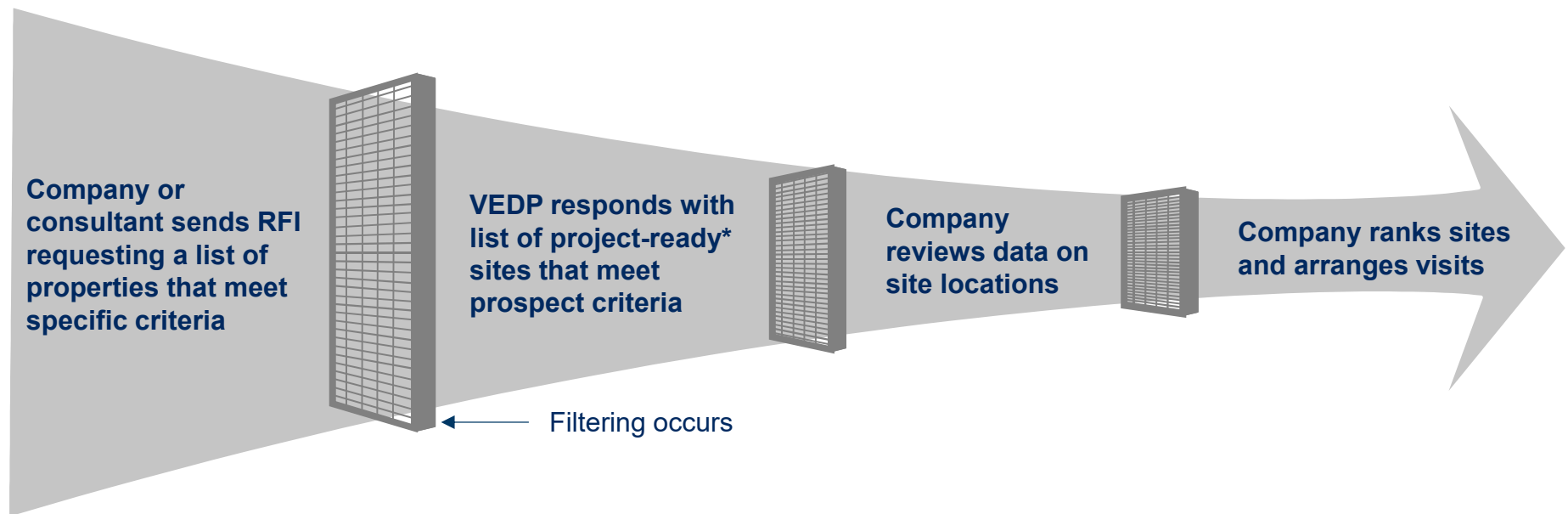
1. Morgan Olson required an existing building, rather than a project-ready site
Source: Timmons Group presentation, VEDP Projects

THE LACK OF READY SITES IS ONE OF THE MOST COMMON REASONS VIRGINIA HAS LOST PROJECTS IN THE LAST 3 YEARS

- Over the last decade, Virginia has missed out on tens of thousands of jobs and billions of dollars in capital investment due to a lack of prepared sites
- The absence of developable sites and buildings led to elimination from consideration for at least 65 projects totaling nearly 19,000 forgone jobs and over \$5B in capital investment from FY17-FY19

WITHOUT PROJECT-READY SITES, REGION 2 MAY BE LESS COMPETITIVE FOR GREENFIELD ECONOMIC DEVELOPMENT PROJECTS

ILLUSTRATIVE

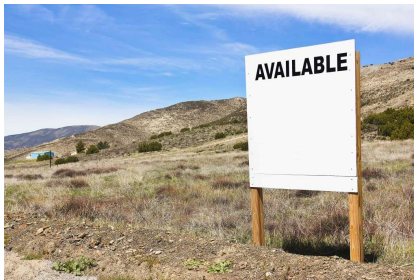


Companies and consultants rely on VEDP to only provide a list competitive sites that meet their criteria. Without project-ready sites, GOVA 2 would be far less competitive for projects

* VEDP does recommend Tier 2 & 3 sites but these sites are less competitive than Tier 4 and 5 sites.

THE VBRSP TIER SYSTEM WAS CREATED TO ASSIST IN IDENTIFYING SITES THAT ARE MORE PREPARED AND MORE COMPETITIVE

Raw land



- Raw land identified for development and marketing to prospects

Tier 1-2



- Site controlled for marketing and development

Tier 3



- Zoned industrial/commercial, due diligence completed

Tier 4-5



- "Project-ready"
- Infrastructure can be in place within 12-18 months

Chances of winning a project increase

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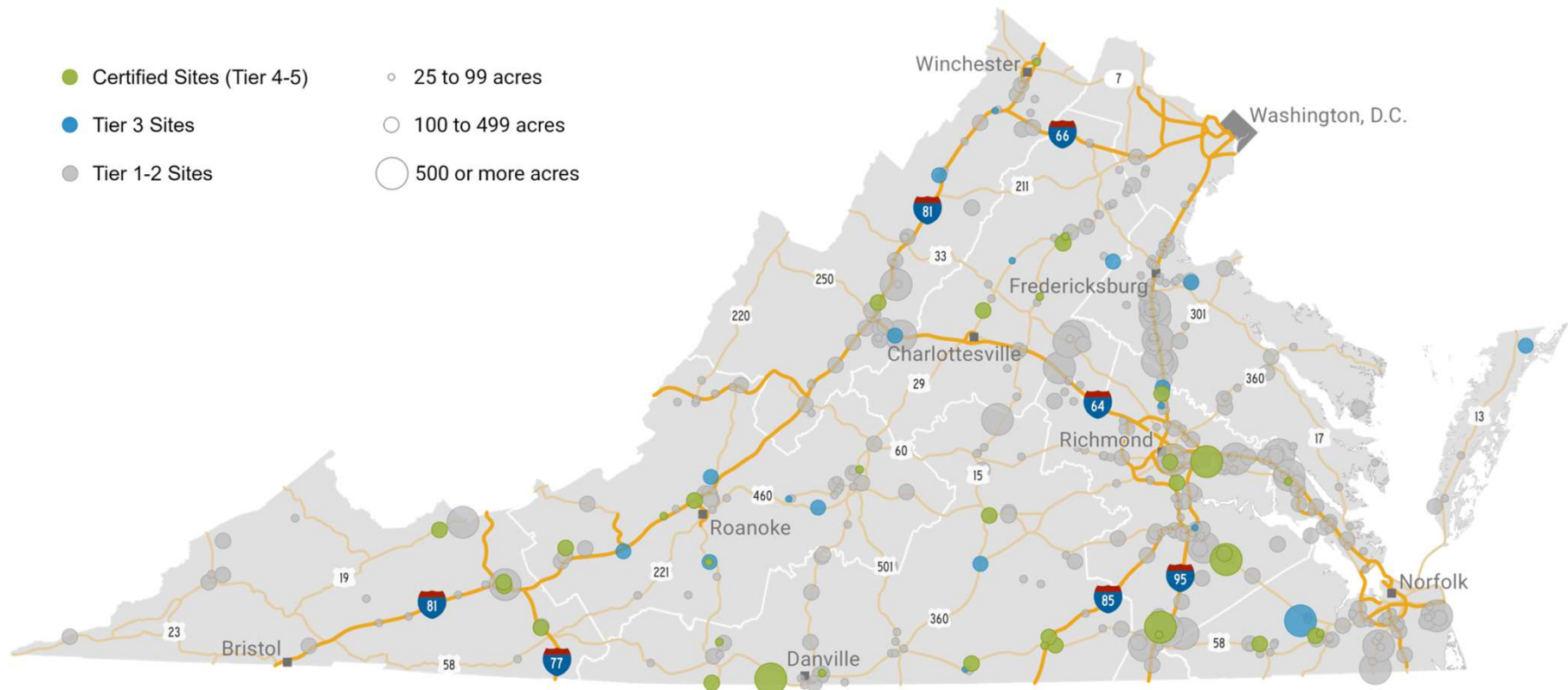
Why do project-ready sites matter?

Do we have enough project-ready sites?

How do we determine the best sites for investment?

Next steps

NEARLY 90% OF VIRGINIA'S SITES IN THIS STUDY WERE TIER 1 OR 2; ONLY 30 SITES WERE PROJECT-READY



- 71% of sites included in the Characterization Initiative were privately owned
- In addition to the 30 sites in this study, four parcels (subsets of sites) were previously characterized as project-ready and two sub-25 acre sites were project-ready

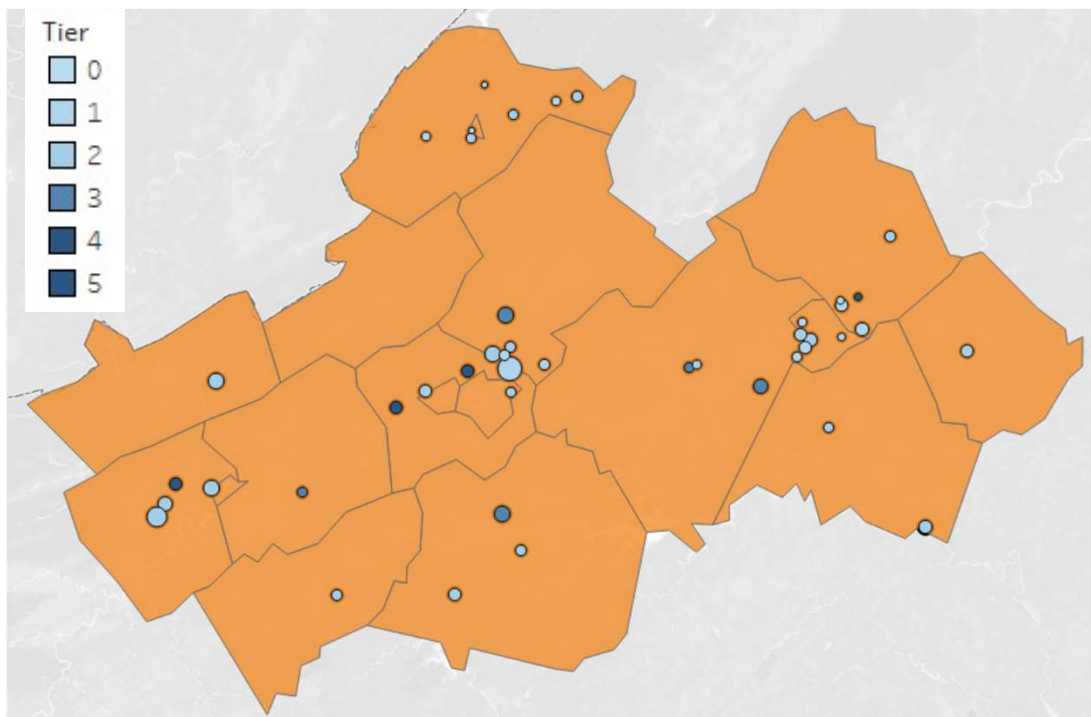
THERE IS SIGNIFICANT REGIONAL VARIATION IN THE AVAILABILITY AND READINESS OF SITES

GO Virginia (#)	Tier 0-2	Tier 3	Tier 4-5	Total
Southwest Virginia (1)	19 (90%)	-	2 ¹ (10%)	21 (100%)
Lynchburg (2A)	14 (82%)	2 (12%)	1 (6%)	17 (100%)
New River (2B)	5 (71%)	1 (14%)	1 (14%)	7 (100%)
Roanoke (2c)	17 (81%)	2 (10%)	2 (10%)	21 (100%)
Southern Virginia (3)	41 ² (80%)	2 (4%)	8 ¹ (16%)	51 (100%)
Greater Richmond (4)	116 (91%)	3 (2%)	8 (6%)	127 (100%)
Hampton Roads (5)	67 (93%)	2 (3%)	3 ¹ (4%)	72 (100%)
Greater Fredericksburg (6)	61 (98%)	1 (2%)	-	62 (100%)
Northern Virginia (7)	7 (100%)	-	-	7 (100%)
Shenandoah Valley (8)	41 (91%)	2 (4%)	2 (4%)	45 (100%)
Greater Charlottesville (9)	31 (86%)	2 (6%)	3 ¹ (8%)	36 (100%)
Total	419 (90%)	17 (4%)	30 (6%)	466 (100%)

1. Across VA, there were four previously-characterized project-ready parcels (i.e. smaller, distinct tracts of land within a broader site) that lie within sites that were not characterized as project-ready during the Enhanced Site Characterization Initiative. Also, there were two previously-characterized project-ready sites in Virginia Scan that were below the 25 acre threshold for the Initiative.

IN ORDER TO ATTRACT LARGE PROJECTS, GOVA 2 MAY NEED MORE READY SITES ABOVE 100 ACRES

GOVA 2 Sites¹

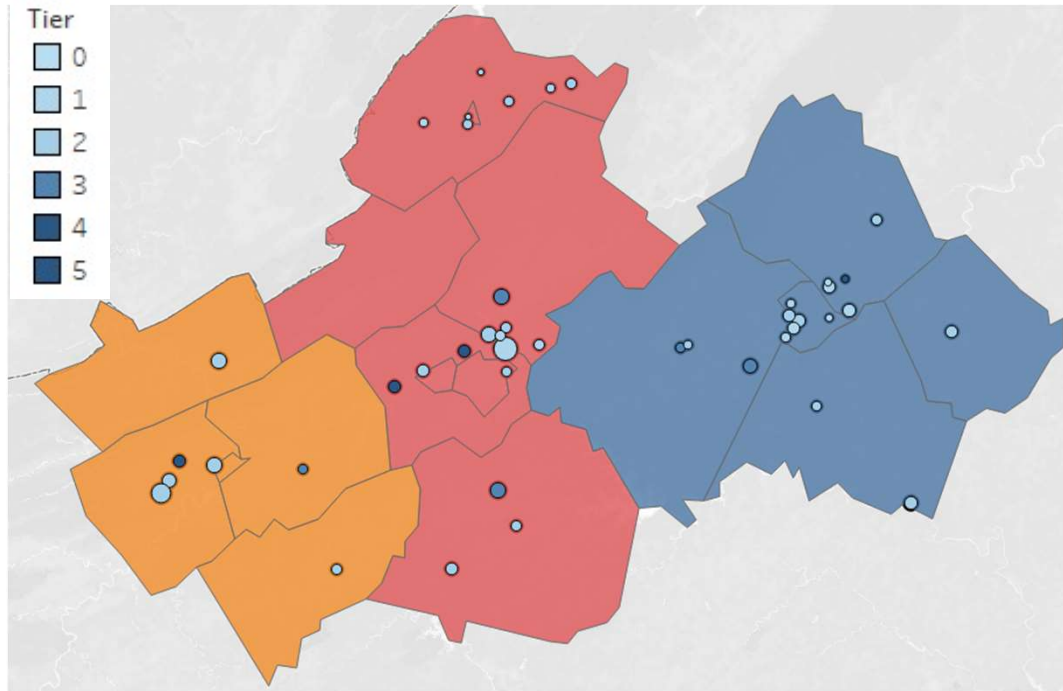


Tier Level	<100 Cntg. Acres	>=100 Acres	Total
Tier 4-5	4	0	4
Tier 3	2	3	5
Tier 2	16	6	22
Tier 1 ¹	12	2	14
Total	34	11	45

1 Counts are based on analysis of full sites or business parks
Source: Enhanced Site Characterization Initiative data, VEDP analysis

GOVA REGION 2'S SITE PORTFOLIO IS SPREAD ACROSS ITS THREE SUB-REGIONS

GOVA 2 Sites¹



Tier Level	Lynchburg Region	New River Valley	Roanoke Region
Tier 4-5	1	1	2
Tier 3	2	1	2
Tier 2	7	5	10
Tier 1 ¹	7	0	7
Total	17	7	21

¹ Counts are based on analysis of full sites or business parks
Source: Enhanced Site Characterization Initiative data, VEDP analysis

SITE DEVELOPMENT SHOULD SUPPORT YOUR STRATEGIC PLAN FOR ECONOMIC DEVELOPMENT

A rough framework for determining if site development is right for your region

- ☒ Develop a strategic plan for economic development
 - Your plan should include target sector and job growth goals
- ☒ Determine if sites are integral to attracting companies in your target sectors
 - GOVA 2's **target sectors** include general manufacturing and food & beverage manufacturing: companies will be looking for project-ready sites
- ☒ Determine if you have enough project-ready sites to meet your goals
 - Are your sites ready for a company to start building their facility? (Few)
- ☐ If not, make investments in site readiness
 - Evaluate the attractiveness of your investment options based on your goals

The goal of VEDP's Site Development Initiative is to collaborate with localities to make strategic investments in site development.

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VEDP EVALUATED SITES IN THE STUDY ALONG TWO DIMENSIONS TO DETERMINE TOP CANDIDATES FOR INVESTMENT

Site factors

Including but not limited to:

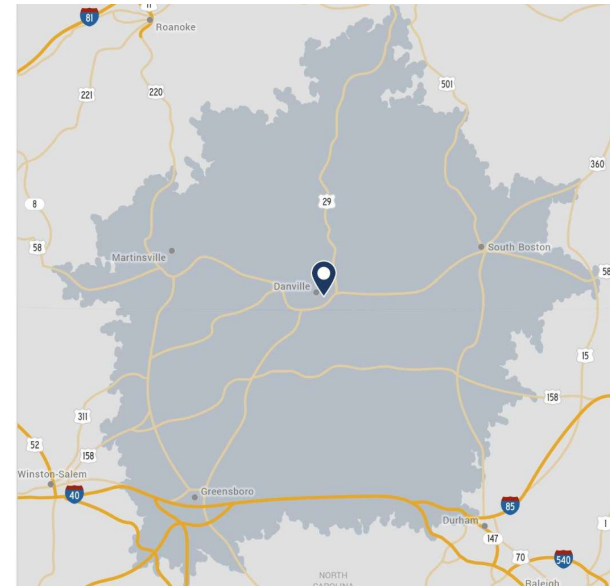
- Acreage
- Power
- Natural gas
- Water / sewer
- Topography



Location factors

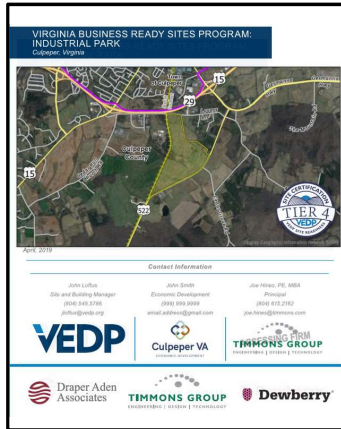
Including but not limited to:

- Talent availability
- Labor quality
- Labor cost
- Quality of life
- Taxes



FINAL DELIVERABLES INCLUDE FOUR DISTINCT PIECES OF INFORMATION FOR EACH OF THE 466 SITES

Individual site characterization reports



Informs

Site developability score

Category	Raw Score Details	Weight (%)	Points
1 Percent Developable Acreage	75% (140 ac / 185 Available Acres)	10	7.5
2 Transportation Access		15	10
2.1 - Distance to Four Lane Highway / Interstate	6 - 3.4 mi / U.S. Highway 15	5	3
2.2 - Access to the site (VDOT Functional Classification)	6 - Major or Minor Collector	5	3
2.3 - Industrial Access Quality / Expected Improvements	8 - Only Entr. Improv. Req'd	5	4
3 Electrical Capacity / Availability		10	7
3.1 - Power Availability	10 - Bridging & Long-Term Power Available	7	7
3.2 - Power Capacity	Requires Additional Study	3	0
4 Water Utility Capacity	6 - On-Site / Adjacent w/ Minor System Upgrades Anticipated	10	6
5 Natural Gas Availability	- Not Provided -	5	0
6 Fiber / Telecom Availability	10 - One Fiber Provider Servicing Today	5	5
7 Environmental, Geographic and Geological		15	14
7.1 - Wetlands / Streams (Waters of the US)	8 - <10% Wetlands Coverage (Dev. Area)	5	4
7.2 - Geology	10 - No Karst or Bedrock Concerns	5	5
7.3 - Floodplains	10 - Zone X (No Floodplain Study / Impacts Anticipated)	5	5
8 Topography	8 - 10-20% of Dev. Area Contains Challenging Slope	10	8
9 Site Build-out Potential / Yield	4,471 SF / AC	10	4
10 Additional Considerations	8 - Slightly Enhanced Potential	10	8
Total Points	This site		70.0
	Statewide	Minimum: 16.6 Median: 72.6 Maximum: 96.4	
	Statewide	Minimum: 46.3 Median: 75.4 Maximum: 96.4	

Notes:
Located adjacent to NASA Wallops facility with access via highway to the NASA Runway. Power provider did not submit requested information for this study, therefore the electrical score could change if this is supplied at a later date.

Study ID: 001-341061

Location competitiveness data

Details		Advanced Manufacturing (Small)		
	Category	Units	Weight	KPMG Score
Talent Availability	Total Laborforce	# of People	3.0%	215521
	Targeted Workforce Percentage	% of Workforce	6.0%	8.1%
	Targeted Workforce Size	# of Workers	4.0%	15920
	5-Year Projected Workforce Growth	% of Workforce	2.0%	1.5%
	Enrollment Graduate School	# of Students	2.0%	6814
	Enrollment Undergraduate	# of Students	2.0%	27691
	Enrollment Grade 9-12	# of Students	1.0%	20034

Informs

Sector suitability

At-a-glance		
Property ID	Site Name	
	Suitability score	Score (0-100)
Mega Projects	Not Considered	-
Super Projects	Not Considered	-
Advanced Manufacturing (Large)	Not Considered	-
Advanced Manufacturing (Small)	Highly Suitable	52
Light Manufacturing (Large)	Not Considered	-
Light Manufacturing (Small)	Suitable	55
Distribution, Logistics (Large)	Highly Suitable	65
Distribution, Logistics (Small)	Suitable	67

*Minimum, Median, and Maximum of subset of sites considered for each sector by KPMG analysis

ENGINEERS GATHERED DATA AND PREPARED DETAILED REPORTS FOR ALL PREVIOUSLY UNCHARACTERIZED SITES

Each characterization report includes:

Report cover

Tier certification letter

Site summary

- Site background and history
- Wet utilities (water and sewer)
- Dry utilities (electricity, natural gas, and fiber)
- Transportation and access issues

Site readiness roadmap

- Steps to achieve up to Tier 3





Exhibits

- Aerial and environmental
- Utilities
- All constraints mapping
- Site schematic build-out

Each report is a 'snapshot in time' based on readily available information, much like a financial statement or audit



THE SITE DEVELOPABILITY REPORT TURNS THE DATA FROM THE CHARACTERIZATION INTO A SCORE - ALL SITES RECEIVED A SCORE

<div>     </div>			
Site A - Richmond Area			
Category	%	Pts	Details
1 Percent Developable Acreage	10%	8	80% (337 ac / 423 Available Acres)
2 Transportation Access	15%	12	Total
2.1 - Distance to Four Lane Highway / Interstate	5%	4	8 - 1.2 mi / I-99
2.2 - Access to the site (VDOT Functional Classification)	5%	3	6 - Major or Minor Collector
2.3 - Industrial Access Quality / Expected Improvements	5%	5	10 - Ex. Improved Entrance to Site, No Roadway Improv. Anticipated
3 Electrical Capacity / Availability	10%	10	Total
3.1 - Power Availability	7%	7	10 - Bridging & Long-Term Power Available
3.2 - Power Capacity	3%	3	Probable
4 Wet Utility Capacity	10%	10	10 - On-Site / Adjacent w/ No System Upgrades Anticipated
5 Natural Gas Availability	5%	5	10 - Able to provide gas to Med. Ind. User w/in < 12 mon
6 Fiber / Telecom Availability	5%	5	10 - One Fiber Provider Servicing Today
7 Environmental, Geographic and Geological	15%	14	Total
7.1 - Wetlands / Streams (Waters of the US)	5%	4	8 - <10% Wetlands Coverage (Dev. Area)
7.2 - Geology	5%	5	10 - No Karst or Bedrock Concerns
7.3 - Floodplains	5%	5	10 - No Floodplain or Impacts Anticipated - Zone X
8 Topography	10%	10	10 - <10% of Dev. Area Contains Challenging Slope
9 Site Build-out Potential / Yield	10%	7.2	7,190 SF / AC (3,000,000 SF / 417 Available Ac)
10 Additional Considerations	10%	8	8 - Slightly Enhanced Potential
Total Points	100%	89.2	
Notes:			
Site has very few issues on-site - all of which have been defined and studied in past due diligence. The only outstanding issue that could affect development is potential air attainment within the vicinity. Some work has also been completed for stormwater management.			
8 Topography	10%	10	10 - <10% of Dev. Area Contains Challenging Slope
9 Site Build-out Potential / Yield	10%	8.9	8,890 SF / AC (1,200,000 SF / 135 Available A
10 Additional Considerations	10%	4	4 - Minor Negative Impact
Total Points	100%	81.7	
Notes:			
Site has good potential and excellent location for visibility but requires some significant, costly upgrades to a nearby bridge to support full buildout of the site.			
8 Topography	10%	10	10 - <10% of Dev. Area Contains Challenging Slope
9 Site Build-out Potential / Yield	10%	6.7	6,660 SF / AC (1,100,000 SF / 165
10 Additional Considerations	10%	0	0 - Minimal to No Development
Total Points	100%	55	
Notes:			
Site has significant environmental issues, even with the assumption that some could be mitigated. Additional some sizable work to provide industrial access to the site.			

Developability score is independent of tier level

A unique site evaluation score allows sites to be compared within a region or service territory, by size and by industry

89.2

81.7

55

THE DEVELOPABILITY SCORE WAS DEVELOPED WITH INPUT FROM THE SITES ADVISORY GROUP

Sites Advisory Group Participants

Jim Noel, VEDA Representative (Local)

Linda Green, VEDA Representative (Regional)

Faith McClintic, GO Virginia Region 8

Chris Lloyd, GO Virginia Foundation

Matt Weaver, Department of Housing and Community Development

Kent Hill, Dominion Energy

John Smolak, American Electric Power

David Hudgins, Old Dominion Electric Cooperative

George Faatz, Virginia Natural Gas

Todd House, Washington Gas

Gina Slaunwhite, Columbia Gas

Russ Held, Port of Virginia

Amanda Nesmith, Norfolk Southern

Scott Cox, CSX

Jeff Steers, Virginia Department of Environmental Quality

Ronique Day, Office of Intermodal Planning and Investment

Tim Pfohl, Tobacco Region Revitalization Commission

Ray Lamura, Virginia Cable Telecommunications Association

Tad Deriso, Mid-Atlantic Broadband Communities Corporation

Phil Abraham, Virginia Association for Commercial Real Estate

Jenny Carter, Virginia Community College System

Jeff Merriman, Verizon

Lang Williams, Colliers International (Hampton Roads)

John Lesinski, Colliers International (Winchester)

David Williams, Commonwealth Commercial (Greater Richmond)

Matt Anderson, Colliers International

THE SITE DEVELOPABILITY REPORT EVALUATES THE SITE ACROSS TEN FACTORS RELATED TO COST AND TIMELINE OF DEVELOPMENT

Higher scores reflect that the site is more attractive from a development perspective

Criteria	Weight
1. Percent Developable Acreage	10%
2. Transportation Access	15%
3. Electrical Capacity/Availability	10%
4. Wet (Water & Sewer) Utility Capacity	10%
5. Natural Gas Availability	5%
6. Fiber / Telecom Availability	5%
7. Environmental, Geographic & Geological Features	15%
8. Topography	10%
9. Site Build-out Potential / Yield	10%
10. Additional Considerations / Intangibles	10%
Total	100%

SITES' DEVELOPABILITY CAN BE COMPARED TO OTHER SITES IN THE REGION OR STATEWIDE



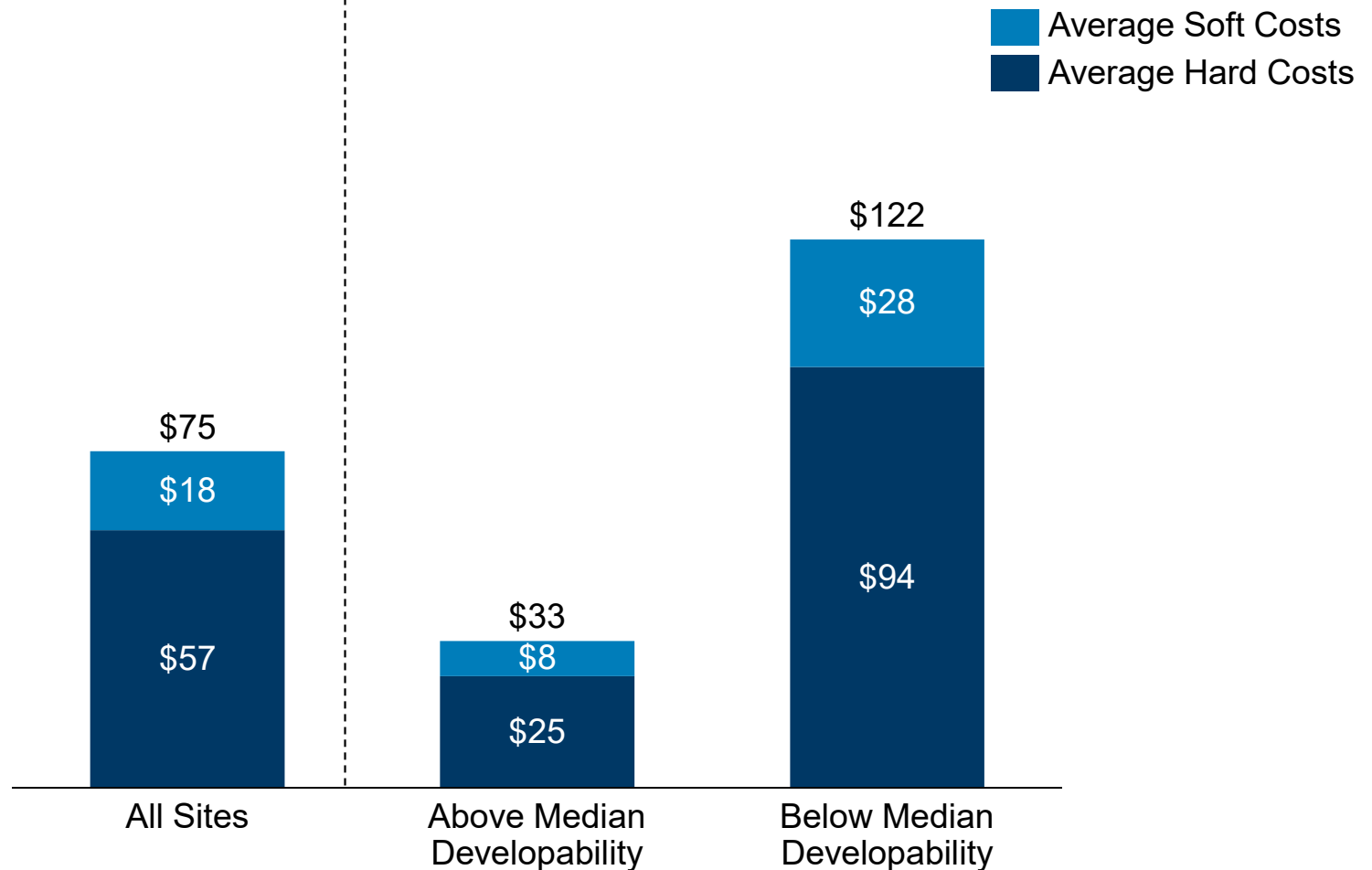
Category	Raw Score Details	Weight (%)	Points
1 Percent Developable Acreage	64% (52 ac / 83 Available Acres)	10	6.4
2 Transportation Access		15	14
2.1 - Distance to Four Lane Highway / Interstate	10 - 0.2 mi	5	5
2.2 - Access to the site (VDOT Functional Classification)	8 - Minor Arterial	5	4
2.3 - Industrial Access Quality / Expected Improvements	10 - Ex. Improved Entrance - No Improv. Anticipated	5	5
3 Electrical Capacity / Availability		10	10
3.1 - Power Availability	10 - Bridging & Long-Term Power Available	7	7
3.2 - Power Capacity	Probable	3	3
4 Wet Utility Capacity	10 - On-Site / Adjacent w/ No System Upgrades Anticipated	10	10
5 Natural Gas Availability	8 - Able to Supply Med. Ind. User in 12-24 mon	5	4
6 Fiber / Telecom Availability	8 - One Fiber Provider Can Service in <6 months	5	4
7 Environmental, Geographic and Geological		15	14
7.1 - Wetlands / Streams (Waters of the US)	10 - No Wetlands Concern	5	5
7.2 - Geology	8 - <10% of Dev. Area has Bedrock Concerns	5	4
7.3 - Floodplains	10 - Zone X (No Floodplain Study / Impacts Anticipated)	5	5
8 Topography	10 - <10% of Dev. Area Contains Challenging Slope	10	10
9 Site Build-out Potential / Yield	8,060 SF / AC	10	8
10 Additional Considerations	6 - Normal	10	6
Total Points		100%	86.4
State-wide Comparison	Minimum: 16.6 Median: 72.6 Maximum: 96.4		
GOVA Region Comparison	Minimum: 34.7 Median: 72.8 Maximum: 96.4		

Notes:

DEVELOPABILITY SCORES WILL ALLOW GOVA 2 TO IDENTIFY LESS COSTLY SITES, INCREASING POTENTIAL FOR RETURNS

Estimated average cost per developable acre by developability score¹

USD thousands; State average is \$70K



Source: VEDP Enhanced Sites Characterization data; VEDP internal analysis

MANY OF GOVA 2 SITES REQUIRE ONLY LIMITED IMPROVEMENTS TO INFRASTRUCTURE

Strength	Details
Wet Utilities	80% of GOVA 2 sites require only minor improvements or do not require improvements to service the wet utility needs of a medium industrial user
Access Roads	82% of GOVA 2 sites require only minor improvements or do not require improvements to their access roads
Fiber	98% of GOVA 2 sites could receive broadband service in under 12 months
Floodplains	98% of GOVA 2 sites have no floodplains impacts anticipated

GEOLOGY AND TOPOGRAPHY POSE CHALLENGES TO DEVELOPMENT OF SOME GOVA REGION 2 SITES

Challenge	Details
Geology	49% of GOVA 2 sites have bedrock or karst concerns
	11% of GOVA 2 sites have bedrock or karst concerns on over a tenth of their developable acreage
Topography¹	47% of GOVA 2 sites had challenging slopes on over a tenth of the property
	29% had challenging slopes on over a fifth of the property

1. Challenging slopes were defined differently across Virginia. For GOVA Region 2, challenging slopes were defined as exceeding 15-20%.

Source: Enhanced Site Characterization Initiative data, VEDP analysis

KPMG'S SITE SELECTION TEAM EVALUATED EACH LOCATION IN THE STUDY FOR SUITABILITY ACROSS EIGHT DIFFERENT PROJECT TYPES

Criteria	Mega Project	Super Project	Advanced Manufacturing (Large Scale)	Advanced Manufacturing (Small Scale)	Light Manufacturing (Large Scale)	Light Manufacturing (Small Scale)	Distribution & Logistics (Large Scale)	Distribution & Logistics (Small Scale)
Example Industries	Automotive OEM	Automotive Parts Manufacturer, Aerospace & Defense	Advanced Materials, Aerospace & Defense	Advanced Materials, Aerospace & Defense	Food & Beverage Processing, Wood Products	Food & Beverage Processing, Wood Products	Logistics / Distribution, Online Retailer	Logistics / Distribution, Online Retailer
Site Characteristics								
Contiguous Acreage	>=1,000	>=500	>=150	>0	>=150	>0	>=50	>0
Employment Characteristics								
Total Workforce Threshold	NA	>100,000	>40,000	>10,000	>40,000	>10,000	>100,000	>10,000
Drive Time Data Capture	60 Min	60 Min	45 Min	30 Min	45 Min	30 Min	45 Min	30 Min



THE LOCATION COMPETITIVENESS SCORES ARE CALCULATED BY SECTOR AND FORCE RANK SITES AGAINST EACH OTHER

Criteria	Weight
Talent availability	10-35%
Labor quality	5-20%
Labor cost	20-40%
Transportation	5-35%
Quality-of-life	5-20%
Industry compatibility	5-10%
Taxes	5%
Total	100%

KPMG's Scoring Methodology

Each criteria is force ranked on a 0-100 scale.

Criteria include:

- Talent availability
 - Total laborforce and projected laborforce growth
 - Targeted workforce size and percentage of total
 - Graduate, undergraduate, and high school enrollment
- Labor quality
 - Degree attainment
- Labor cost
- Transportation
 - Proximity to roadways, ports, and airports
- Quality-of-life
 - Median and discretionary income
 - Median home value
 - Average commute time
- Industrial compatibility
 - Attainment status
 - Natural disaster risk
- Taxes

SITES' SECTOR SUITABILITY CAN BE COMPARED TO OTHER SITES IN THE REGION OR STATEWIDE

Sector Suitability Definitions

- **Not Considered:** Site did not meet gating criteria for sector
- **Highly Suitable:** Site is in top 25% of locations considered
- **Suitable:** Site falls between the 50th and 75th percentile
- **Below Median:** Site is below the median

At-a-glance

Property ID 555-55555
 Site Name Art Vandelay Site
 Contig. Acreage
 Locality

	Score (0-100)
Mega Projects	-
Super Projects	-
Advanced Manufacturing (Large)	60
Advanced Manufacturing (Small)	52
Light Manufacturing (Large)	61
Light Manufacturing (Small)	56
Distribution, Logistics (Large)	64
Distribution, Logistics (Small)	68

GOVA Region 4 - Range of Scores

Suitability (GOVA) ¹	Minimum ²	Median ²	Maximum ²
Not Considered	48	50	53
Not Considered	42	53	56
Highly Suitable	44	56	60
Highly Suitable	40	49	58
Highly Suitable	44	58	61
Highly Suitable	42	51	66
Suitable	47	63	75
Highly Suitable	48	65	80

1. Sector suitability categories are defined as follows: "Suitable" falls within the 50th and 75th percentile of scores amongst sites that meet KMPG's gating criteria (e.g., acreage and workforce minimums); "Highly Suitable" falls above the 75th percentile
 2. Minimum, Median, and Maximum of subset of sites considered for each sector by NPMS analysis

Statewide Range of Scores

Suitability (State) ¹	Minimum ²	Median ²	Maximum ²
Not Considered	35	49	56
Not Considered	34	48	56
Highly Suitable	40	53	63
Suitable	36	50	64
Highly Suitable	37	55	69
Suitable	33	53	72
Suitable	37	62	75
Suitable	40	65	82

Individual site score is measured against the range (min, med, max) of scores by sector across the state and GOVA region to provide sector suitability

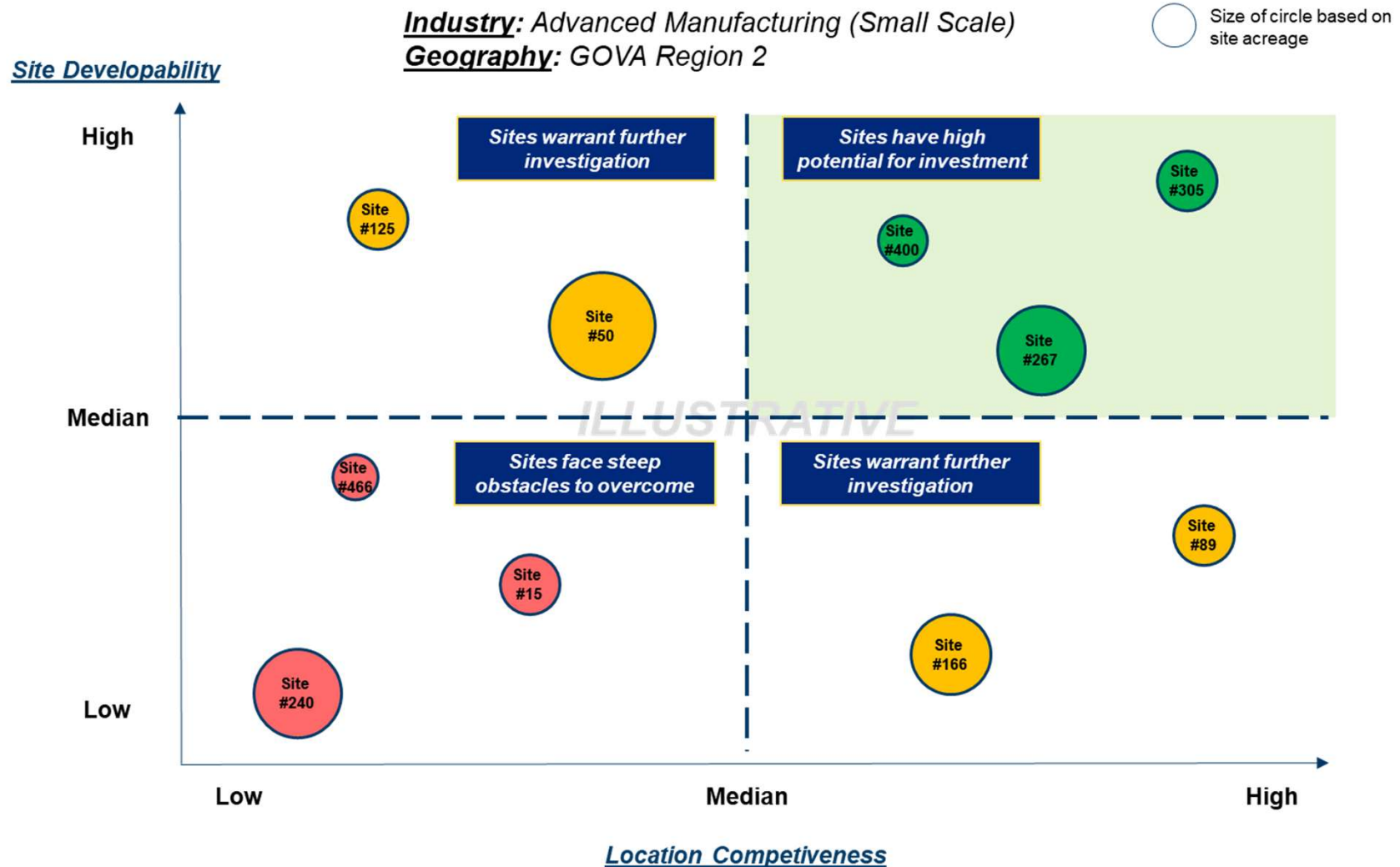
KPMG: TALENT AVAILABILITY, LABOR COST, QUALITY OF LIFE ADD TO GOVA REGION 2'S VALUE PROPOSITION

Strength	Details
Skilled Workforce	Existing concentrations of manufacturing and distribution workers
	Second-most Associates degrees per capita in sites' laborshed
Labor Cost	Wages for manufacturing and distribution workers are competitive at statewide level
Affordability and Livability	Affordability of housing facilitates in-migration of new workers, reduces upward pressure on wages
	Shortest commuting times of Virginia's regions

KPMG: GOVA 2’S WORKFORCE SIZE AND DISTANCE FROM PORT MAY POSE CONCERNS FOR SELECT PROJECTS

Challenge	Details
Size of Workforce	Smaller workforce than major Virginian MSAs, however workforce is larger than that of more rural regions.
Distance from Port	Distance from port can increase the time and expense for firms to ship or receive products

USING THESE TWO DIMENSIONS, WE CAN DETERMINE THE TOP SITES FOR ADDITIONAL INVESTMENT BY PROJECT AND GEOGRAPHY



**WITH THESE TWO DIMENSIONS, WE CAN HELP GOVA REGION 2
DETERMINE TOP SITES FOR ADDITIONAL INVESTMENT**

Shift to live visualization

THESE TWO DIMENSIONS DO NOT TELL THE FULL STORY, ADDITIONAL ELEMENTS SHOULD BE CONSIDERED

Industry cluster concentration

- A strong presence of the target industry in the area will be a major attractor to companies, something that KPMG's analysis does not capture

Recent project wins in target industry

- Even if the industry is not highly concentrated in a location, recent project wins reflect an attractive value proposition and may serve to attract additional companies

Regional impact

- Localities / Regions are the best source of detailed information on the transformational potential of a site – they provide this information via their funding applications
- High impact projects may warrant above average development costs

Community commitment

- The most important element of successful site development and project wins is local commitment
- Community commitment, often in the form of matching funding (dependent on community resources), should be strongly considered when evaluating investments

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Why do project-ready sites matter?

Do we have enough project-ready sites?

How do we determine the best sites for investment?

Next steps

RECOMMENDED PROCESS TO PRIORITIZE SITES

1. REDO or GOVA Support Org engages with localities to **determine level of interest in collaboration**
2. With Locality alignment, **REDO or GOVA requests aggregated site data from VEDP** (details to follow)
3. REDO / GOVA uses aggregated data (2x2 matrix) and local / regional insight to **develop a short list of high potential sites** for development
4. **Incorporate additional analysis and insight** to paint a more holistic picture of short-listed sites
5. **Request support from VEDP** in answering specific questions, such as:
 - a) Report related questions (engineer or consultant reports that were previously shared)
 - b) Workforce analysis
 - c) Industry concentration
 - d) Company / consultant perspective (from RFIs)
 - e) Available funding programs
6. **Synthesize all sources of information** to make the strongest case for sites that you intend to develop

SITE DEVELOPMENT FUNDING UPDATES

VEDP does not anticipate having a VBRSP program this year

- Due to COVID-19, expanded VBRSP funding is expected to be cut from the FY21 state budget

GO Virginia funding for site development is still available

- GO Virginia's Economic Resilience and Recovery program guidelines include funding for site development
 - For all FY21 projects, approximately \$14.6M is available in statewide competitive funding, \$1.55M in GOVA 2 funding
 - Until October 30th, GO Virginia will provide up to \$2 for every \$1 of matching funding provided
 - The local match requirement is waived
 - Next deadline for requests over \$100K is July 30th
 - Rolling applications for requests under \$100K
 - Click [here](#) for more information
-
- **Additional note:** Site engineering reports have been updated based on locality feedback. If you requested change and have not heard back we can discuss during locality-specific meetings

REVISIONS TO THE SITE REPORTS INCORPORATE UPDATED GAS INFORMATION FOR 14 GOVA 2 SITES

Based on locality feedback and revised natural gas information, site developability information was updated for 49 sites

Natural gas info was updated for 29 sites, 14 in GOVA 2 (Botetourt, Franklin, Roanoke, Roanoke City)

- The gas score rose 5 points for 11 GOVA 2 sites
- The gas score rose 1 point for 3 GOVA 2 sites

Fiber availability was updated for 11 sites

- No fiber scores were updated in GOVA 2

Excluding natural gas and fiber, the updates impacted the scores of only four sites

- These sites were not located in GOVA Region 2

The engineering updates impacted the tier level of only two sites

These sites were not located in GOVA Region 2

Changes in site acreage and the correction of a data entry error modestly impacted KPMG scores at the statewide-level

GOVA Region 2 KPMG scores were largely unaffected

- GOVA 2 Large Distribution/Logistics scores increased by 5% on average
- No other sectors were impacted

For all sites with updated gas information, new reports are available at the previously-shared dropbox link

**VEDP wants to collaborate to advance site
development**

How can VEDP help you achieve your goals?



A dark blue geometric shape, resembling a parallelogram with a slanted right side, occupies the left and center portions of the slide. The word "Questions?" is written in white, bold, sans-serif font across the middle of this shape.

Questions?

APPENDIX

January 24, 2020

SITE-SPECIFIC INFO SHARING PROCESS WITH REDOs / GOVA

The process

1. Coordinate with Localities

- REDO's or GOVA Support orgs wishing to receive site data directly from VEDP should engage with localities to align objectives and secure permission to access the information.

2. Email one of our team members with the localities CC'd (see draft email)

3. VEDP will send a link to a Dropbox folder with three sets of electronic files:

- PDF deliverables (e.g., Excel output tables) of the sites;
- PDF characterization reports that were prepared for ~75% of the sites in the study (the others should have reports already);
- Tableau files for the region and specific localities



SITE-SPECIFIC INFO SHARING PROCESS WITH REDOs: DRAFT EMAIL

VEDP,

I have spoken with the localities copied on this email and secured their approval for you to share the electronic files related to VEDP's Enhanced Site Characterization effort. Please send the following: 1) pdf deliverables (e.g., Excel output tables) of the relevant sites; 2) pdf characterization reports that were prepared for ~75% of the sites in the study (the others should have reports already); 3) Tableau files for the region and relevant localities

Everyone understands that each entity (i.e., locality) may interpret their FOIA protections and exemptions differently and that VEDP encourages each entity to consult with an attorney if they have FOIA-related concerns. We understand that VEDP's sharing of information with partners is covered under VEDP's working papers and strategic plan exemptions. These exemptions clearly protect VEDP from FOIA requests but may not necessarily extend to VEDP's local and regional partners were they to be FOIA'd directly for the information.

SITE-SPECIFIC INFO SHARING PROCESS WITH REDOs

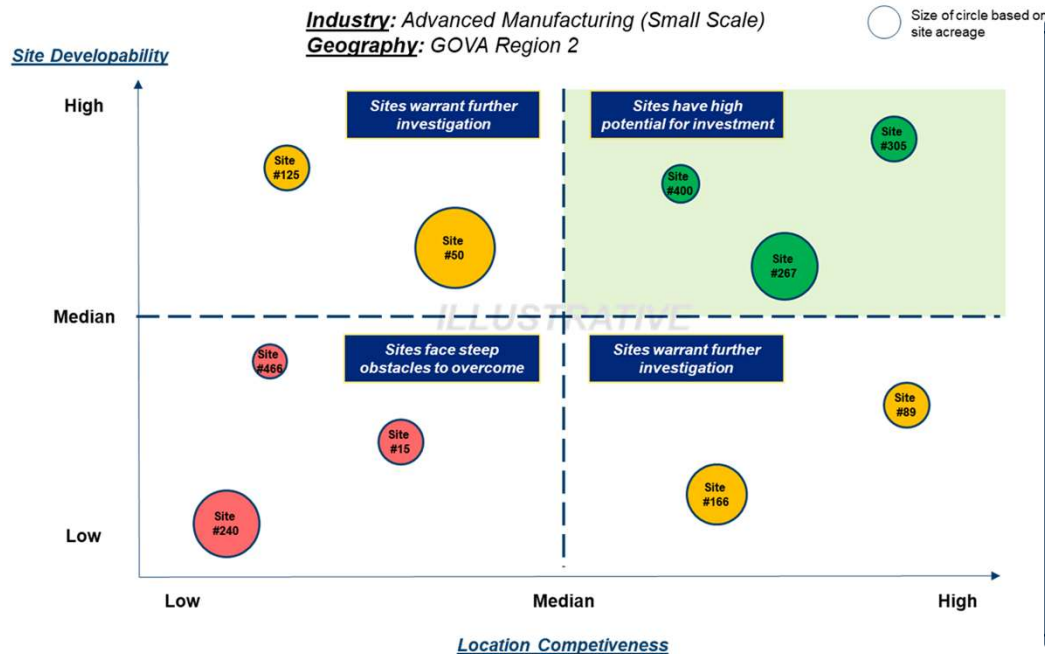
The context

- VEDP can send information (i.e., sites, LRCI) to REDOs and LEDOs and maintain FOIA protection through two options: (a) working papers and (b) strategic plan exemption. Said differently, if the Central Virginia Partnership requests information from VEDP on these matters, our use of either exemption should allow VEDP to protect the information from disclosure.
- For either exemption, it will be harder to use the exemption as we increase the number of people with whom the information is shared. As each new recipient is added, it becomes harder to argue that the information is being held for the personal and deliberative use of our CEO, or to protect VEDP's competitive position.
- VEDP will share site-specific information with other stakeholders (e.g., REDOs) with written consent from the localities. However, REDOs and LEDOs need to consult with their own attorneys in regards to their own FOIA protections.

The process

- REDOs should send the email on the next page back to VEDP, copying the localities with whom you have discussed and secured consent on the email.
- VEDP will send a dropbox folder with three sets of electronic files: 1) pdf deliverables (e.g., Excel output tables) of the sites; 2) pdf characterization reports that were prepared for ~75% of the sites in the study (the others should have reports already); 3) Tableau files for the region and specific localities

IDENTIFYING THE MOST PROMISING SITES REQUIRES CONSIDERATION OF MULTIPLE DIMENSIONS



Regional transformation considerations

Top right-hand quadrant (GREEN)

- These sites are top candidates for additional investment

Top left-hand quadrant (YELLOW)

- Sites are attractive from a development perspective, but less so from location perspective
- If we were to develop these sites, Virginia's Talent Accelerator could be key to attracting companies

Bottom right-hand quadrant (YELLOW)

- Sites are attractive from location perspective, but less so from development perspective
- Sites in this quadrant should conduct additional due diligence to improve cost estimates and evaluate ROI

Bottom left-hand quadrant (RED)

- Look for alternative investments, particularly collaborative investments within the GOVA region

LACK OF WET UTILITIES AND NATURAL GAS INFRASTRUCTURE ARE BARRIERS TO DEVELOPMENT ACROSS VA

Share of sites within a region facing significant physical obstacles to development¹

	More than 50% of sites face significant obstacles
	Between 25-50% of sites face significant obstacles

GOVA region	Infrastructure					Natural Features					
	Transportation	Electrical	Wet Utility	Natural Gas	Fiber	Percent Developable	Wetlands	Geology	Flood-plains	Topography	Site Yield
Southwest	10%	48%	19%	33%	67%	52%	0%	48%	10%	24%	43%
Roanoke/New River/Lynchburg	11%	13%	27%	40%	11%	27%	0%	11%	2%	29%	36%
Southside	10%	27%	24%	63%	2%	14%	12%	0%	35%	29%	41%
Greater Richmond	13%	11%	46%	71%	20%	20%	6%	0%	13%	13%	29%
Hampton Roads	4%	13%	32%	58%	0%	14%	11%	0%	10%	3%	25%
Greater Fredericksburg	8%	14%	44%	81%	44%	34%	12%	0%	10%	22%	41%
Northern Virginia	33%	0%	17%	50%	83%	50%	33%	0%	17%	0%	50%
Shenandoah Valley	9%	18%	22%	49%	22%	13%	0%	16%	0%	4%	18%
Greater Charlottesville	16%	5%	49%	86%	65%	0%	0%	0%	5%	3%	16%

1 Percentage of sites receiving less than half of possible points in each category

2. Source: VEDP Enhanced Sites Characterization data, VEDP internal analysis