



GO Virginia Region 2 Council

January 27, 2023, 1:00 p.m.-3:00 p.m.

Roanoke Higher Education Center, Room 212, 108 N Jefferson Street, Roanoke, Virginia, 24016.

- Introductions (1:00-1:05) Chair Smoot
- Financial review (1:05-1:10) Staff (Provo)
- Project Pipeline and Project proposals (1:10-1:40) Staff (Weber-Shirk)
 - “Promise Pathways” – Lynchburg Beacon of Hope and Central Virginia Community College
 - “Workforce Training Center Feasibility Study”- Town of Bedford and Bedford County
- Council conversation. Materials and Machinery Manufacturing Cluster and Site Development: (1:40-2:20) Staff (Provo)
 - Cluster update and project evaluation Staff, (Lyon-Hill)
 - Panel discussion – Janice Crawford, Justin Yalung, Council members
 - Pam Bailey, Bedford County
 - Rich Diddams, Liberty University
 - John Hull, Roanoke Regional Partnership
 - Megan Lucas, Lynchburg Regional Business Alliance
- State updates (2:20-2:35) Sara Dunnigan, Billy Gammel, Virginia Department of Housing and Community Development
 - Governor’s Budget
 - 2023 Growth & Diversification Plan Review
 - JLARC Review
- Staff updates/Packet items (2:35-2:45) Staff
 - Outreach and Marketing Plan (Weber-Shirk)
 - Talent Pathways Initiative (Provo)
 - LRBA Center for Entrepreneurship Resubmission (Provo)
 - Quarterly project reporting (Jones)
- Council Business (2:45-3:00) Chair Smoot
 - Minutes
 - Nominations for member appointment/reappointment
 - Review of current vacancies
 - Election of a Chair

Public comment is welcome in writing. Please submit to Region 2 staff John Provo (jprovo@vt.edu) or Rachel Jones (rachelcj@vt.edu) by 1/26 at 1:00p.m.

Region 2 Allocations

Updated 1/20/2023

FY 21 Per Capita Projects		
FY 21 Original allocation		\$1,545,403.00
Transfers from FY 20 Per capita		-\$2,357.83
Transfer from FY20 Capacity Building		\$14,700.00
Biotech Lab Space Development (Region 2 - Flexible Laboratory Space Assessment)		-\$99,360.00
Workforce for Industry 4.0		-\$45,360.00
Regional Health Sciences Talent Pipeline		-\$100,000.00
Project Eagle+		-\$599,437.00
Remaining FY21 Fund Balance Swept		-\$207,588.17
FY21 Remaining Balance		\$506,000.00

FY 22 Per Capita Projects		
FY 22 Allocation		\$1,542,945.00
Lynchburg Beacon of Hope		-\$97,740.00
Regional Talent Strategy		-\$315,911.00
Workforce & Entrepreneurship Initiatives in a Regional Makerspace (Vector Space)		-\$324,000.00
Gupton Initiative (Statewide) Region 2 support requested		-\$10,000.00 ECB (Planning)
CS/root		-\$175,000.00
Airport Commerce Park Regional Development		-\$190,000.00
FY22 Remaining Balance		\$430,294.00

FY 23 Per Capita Projects		
FY 23 Allocation		\$1,527,228.00
Transfer from FY 21/22 Capacity Building		\$106,575.67
Expanding Welding Training Capacity & Jobs in the Roanoke Valley (BTEC)		-\$166,667.00
Industry 4.0 for the ACE Workforce		-\$500,000.00
FY23 Remaining Balance		\$967,136.67

FY 23 Capacity Building (Support)		
FY23 Allocation		\$250,000.00
Current Balance		\$250,000.00

Applications Under Consideration (Per Capita)		
Center for Entrepreneurship <i>*Resubmission</i>		-\$295,812.00
Bedford Regional Workforce Retention Center		-\$99,900.00 ECB (Planning)
Lynchburg Beacon of Hope Career Acceleration Program		-\$540,000.00
Total:		-\$935,712.00
Balance if All Approved:		\$967,718.67

FY23 Planning Cap	\$250,000.00
<i>Planning applications</i>	\$99,900.00
<i>Percentage of planning cap</i>	40%

Project Status Summary									
Project Type & FY	GOVA Funding Approved	GOVA Drawn Down to date	GOVA Funds Remaining	Match Funding	Match Drawn Down	Match Funds Remaining	Admin Fee	Admin Fee Draw Down	Admin Fee Remaining
Per Capita FY18 Projects:	\$1,263,507.00	\$1,086,718.14	\$176,788.86	\$3,252,380.71	\$2,901,110.76	\$353,216.13			
Per Capita FY19 Projects:	\$1,197,486.00	\$1,058,036.14	\$139,449.86	\$1,732,722.00	\$1,503,098.03	\$242,744.45			
Per Capita FY20 Projects:	\$1,782,567.00	\$1,053,928.13	\$728,638.87	\$1,279,290.00	\$876,287.59	\$418,369.19	\$27,140.00	\$11,513.65	\$15,626.35
ERR FY20 Projects:	\$1,110,700.00	\$1,109,141.94	\$1,558.06	\$566,610.00	\$570,743.57	\$0.00	\$23,598.00	\$23,598.00	\$0.00
Per Capita FY21 Projects:	\$844,157.00	\$189,229.06	\$654,927.94	\$695,042.00	\$335,467.50	\$359,574.50	\$25,367.00	\$8,822.35	\$16,544.65
Per Capita FY22 Projects:	\$1,102,651.00	\$187,478.81	\$915,172.19	\$678,704.00	\$133,741.64	\$544,963.45	\$81,594.00	\$11,901.48	\$69,692.52
Per Capita FY23 Projects:	\$666,667.00	\$0.00	\$666,667.00	\$334,633.50	\$0.00	\$334,633.50	\$49,382.00	\$0.00	\$49,382.00
TOTAL:	\$7,967,735.00	\$4,684,532.22	\$3,283,202.78	\$8,539,382.21	\$6,320,449.09	\$1,918,867.72	\$157,699.00	\$55,835.48	\$101,863.52



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Future Project Pipeline *possibilities*:

Proposal Title/ Focus	Applicant Organization	Anticipated Application
BRPHSC Implementation	Blue Ridge Partnership for Health Science Careers	Mar-23
Employer-Childcare Partnership	United Way Roanoke	Mar-23
Radford Innovation, Certification, & Security Hub	Commonwealth Cyber Initiative (Virginia Tech with Radford University)	Mar-23
Building a Regional Health Sciences Talent Pipeline (Statewide Grant with Region 3)	Blue Ridge Partnership for Health Science Careers	Jul-23

Bedford Regional Metal Workforce Retention Center

Applicant: Town of Bedford EDA

Localities covered: Town of Bedford and Bedford County, with benefits to localities (workers and companies) across Lynchburg and Roanoke region.

GOVA Funds Requested: \$99,900 in GOVA ECB funds requested, with a match of \$213,772.

Bedford Regional Metal Workforce Retention Center

Focus: Develop a master plan for a unique site to house a regional workforce development center focused on metal fabrication skills training with metal firms and education partners having space on site.

Assessment: Strong employer and partner support and a well-prepared approach. Seeks to make use of a space uniquely fitted for materials and machining sector and to grow jobs in this critical sector.

Only review questions concern the critical nature of consultant role and how applicant will select and ensure consultants provide actionable deliverables.

Lynchburg Career Acceleration Program

Applicant: Beacon of Hope (BoH)

Localities covered: City of Lynchburg, Campbell County, town of Altavista (and companies across Lynchburg region)

GOVA Funds Requested: \$540,000 in GOVA funds requested, with a match of \$585,000

Lynchburg Career Acceleration Program

Focus: Develop a holistic and comprehensive model program to help more young workers and adults out of the workforce to earn credentials and fill jobs in target sector industry occupations.

Assessment: Ambitious and exciting opportunity to intentionally grow the local workforce for growth industry occupations. Strong match and partner support and capacity to implement.

Some materials (exec summary, etc.) might be reframed to better emphasize and highlight GOVA language and outcomes(of particular importance for state review process). Are the job creation and credentials targets all in GOVA target sectors? (if not, re-state). Some of the targets seem overly ambitious. Re-look? Employer letters are on-way.

Region 2 GO Virginia Council –

Project Title: Career Acceleration Program
Applicant: Beacon of Hope (BoH)
Localities covered: This project will focus on the city of Lynchburg, Campbell County, and the town of Altavista with benefits to localities and employers across the greater Lynchburg region.
Growth & Diversification Plan Strategy Area (s): Workforce Development
GOVA Funds Requested: \$540,000 in GOVA funds requested, with a match of \$585,000.

Project Description:

This project seeks to implement a nationally innovative and replicable Promise Career Acceleration model. Focusing on companies and occupations in the Region 2 target industry sectors, the project will accelerate the training, mentorship, career development, and placement of talented opportunity youth and prime-age workers in the greater Lynchburg region.

The Lynchburg metro area depends on manufacturing more than the average city—with 22% more workers in this sector than the national average. The need for workers in this sector is expected to increase, expanding opportunities for skilled workers throughout the region. BoH is well positioned to assist in developing workers to solidify the growth industries for Lynchburg and Region 2. Beacon of Hope's mission is directly related to the goals of the Council—specifically, the desire to create more linkages between K-12 education, post-secondary education, and local industries. Major employers are existing partners and active supporters of this project and the project seeks to serve 42 target-sector businesses across the Lynchburg region in this project, while helping 183 participants earn credentials related to Region 2 target sector companies and occupations.

The project goals include: (1) Increasing the career capacity of the region by retaining young workers graduating high school; (2) Reconnecting with “pausers” that have some training and college education but no degree or credential and place them into the best paying jobs available in the region; (3) Engaging with two generation households, where parent and children are prime age workers, and connect them to living wage jobs; and (4) Creating a long term career case management system that allows workers to continuously learn and prepare for new job opportunities.

The \$540,000 funding request will lead to a per capita return on investment of 282.71% over three years. All three groups of targeted workers will receive career coaching, tech-curated data, and professional development opportunities to prepare and connect them with local careers with the aim of entering occupations paying higher than median wages in the target industries for Region 2. Beacon of Hope already has relationships with numerous organizations that fall within the target growth industries, and it will utilize these relationships, as well as consistent partnerships with our local colleges, nonprofits, and state organizations to form the core of a support system that will guide individuals to better-paying and more sustainable careers.

Beacon of Hope has identified an initial cohort of 800 prime-age adults that have either zero or some college but no degree or credential. Beacon of Hope will target 400 participants per year, ultimately placing 110 of these individuals in jobs during the first year and adding an additional 40 for the second year. This request is also receiving significant in-kind donations and matching funds from Altavista and College Promise totaling \$575,000. With an investment from the GO Virginia Council, Beacon of Hope can place hundreds of individuals in target growth industry careers, but also create a replicable model for other localities.

Project Assessment: (Reviewers included Region 2 staff Quina Weber-Shirk, GO Virginia Council member Pat Huber, and Kay Dunkley, Executive Director, Roanoke Higher Education Center.

(In lieu of detailed review comments, we have synthesized feedback into a concise synopsis of strengths, along with any remaining areas of question or weakness not already addressed by the applicant).

Key Strengths

- The project aims for a holistic approach for working with clients (coaching, soft skills, technical skills, families, etc.)
- This program builds on strong work from an ECB project, and leverages interest and funding from a national nonprofit (Promise Pathways) into a pilot that serves the Lynchburg region.
- The program identifies specific groups for talent development and retention towards target-sector jobs: graduating high school seniors, pausers (adults with zero or some college, but no degree or credential), and 2 generation families (parents and adult children).
- Appears to be strong support from area partners (such as school system, CVCC, LRBA and a range of private sector companies)
- Applicant appears to have strong capacity to implement and GOVA funding can leverage participation in national project and could become a state-wide and national model.
- Innovative, grassroots, and holistic approach to addressing talent challenge in key industry sectors.
- The parent/child, family centered, two-generation mutual learning approach seems sound and needed.
- Project seems well thought out with cohort approach and milestones/metrics chart.

Weaknesses or Questions

- Clarify what # and % of jobs will be in Region 2 sector occupations – are all of the metrics and ROI based on placement of clients/participants into the sector occupations outlined in the table in the application? If so, great! If not, need to reframe ROI and number targets around those occupations ONLY. (Can serve others but for GOVA need to frame the outcomes only around target sector jobs).
- Need letters of support from some of the listed employers/private sector partners.
- Will they be utilizing a Career Assessment Tool? is not mentioned. Pausers and high school grads may need a questionnaire/survey to help link them to jobs in which they are more apt to succeed.
- How do internships fit in, if at all?
- Some of the targets seems ambitious (such as 90% retention of hired employees). Consider more conservative targets in some instances.
- How will they address specific employment challenges or barriers? (such as critical thinking or writing or math or life skills or more “everyday” concerns like transportation access, childcare, or financial literacy).

Region 2 GO Virginia Council –

Project Title: Bedford Regional Metal Workforce Retention Center
Applicant: Town of Bedford Economic Development Authority (EDA)
Localities covered: This is a locality-initiated project from the town of Bedford along with a second locality participant in Bedford County. The project would serve or benefit localities across the greater Lynchburg and Roanoke region.
Growth & Diversification Plan Strategy Area (s): Workforce Development; focused on Machining and Materials sector.
GOVA Funds Requested: \$99,900 in GOVA ECB funds requested, with a match of \$213,772.

Project Description:

This project seeks to develop a master plan for a facility, programming and operation model of a proposed Bedford Regional Metal Workforce Retention Center. The Town of Bedford Economic Development Authority is under contract to purchase a 60,000 square-foot former steel shot factory on 16 acres just 1/10th mile from U.S. Route 460 within the Town of Bedford. The 1970s-era factory provides a unique combination of laboratory, office, warehouse, three 40-foot high-bay areas and a Norfolk-Southern rail spur with scale. The complex was constructed for foundry purposes making it uniquely suited for full-sized mockup fabrication training, the support of large dynamic machinery and nearly every metal fabrication process including casting. The facility will be purchased (February 2023) by the Town of Bedford EDA without lien on a lot that can accommodate future construction of additional buildings if needed.

The EDA proposes to repurpose this facility into a Central and Southwest Virginia regional workforce development center focused on metal fabrication skills training with metal firms having space on site. With its central geographic location in the midpoint of Bedford County, the facility can serve both Roanoke and Lynchburg regions within a 35-minute drive time with long-term potential for daily rail-based commuters.

The Bedford project began from conversations between economic development staff and metal companies that consistently cite difficulties in attracting skilled workers from the local labor pool as well as retaining employees, both indicators for the need of additional regional training resources. The Bedford project would put industry and educators literally in the same room in a unique public/ private regional model. ECB funding is needed to procure a consultant team to develop a master plan strategy for how to connect the metal-working businesses (industry partners) that need targeted skills training with educators in metal fabrication skills.

This request for ECB funding seeks to further the work of a previous GOVA award to Central Virginia Community College (CVCC) to create a Regional Career and Technical Education Academy. Funding would determine how to specifically establish an industry-led, metal workforce retention center for the CTE Academy to bring together their metal working CTE programs and the end-user industrial businesses that need a trained metal workforce. The EDA has also talked with the Virginia Manufacturers Association, which is interested in being involved through their Manufacturing Skills Institute. In addition, Virginia Tech College of Engineering Materials Science and Engineering is interested in the project for government contracting opportunities, and foundry education and research. The industry-led program components will be developed around the needs of the steel and other metals manufacturing companies in the Roanoke and Lynchburg regions. Upfit of the facility will be developed around those programs in consult with the GOVA-funded CVCC CTE Academy Coordinator of Business Partnerships. A strategy is needed to tie the programs together safely in the industrial space. Part of the consultant services would provide benchmark research on existing programs.

Project Assessment: (Reviewers included Region 2 staff Quina Weber-Shirk, GO Virginia Council member Michelle Austin, and Nichole Hair, Executive Director, Mt Rogers Regional Partnership.

(In lieu of detailed review comments, we have synthesized feedback into a concise synopsis of strengths, along with any remaining areas of question or weakness not already addressed by the applicant).

Strengths

- The project seeks to utilize an existing site in the town of Bedford that may be uniquely suited to support companies and workers in machining and materials sector.
- The location of the proposed facility is a strength: mid-point between Roanoke and Lynchburg, near the rail line (Norfolk Southern) and highway (460).
- Project seeks to build and retain talent for an industry prioritized by Region 2 G&D Plan (materials and machinery manufacturing); as well as the Lynchburg Regional Business Alliance (steel & metal manufacturing); and the Roanoke Regional Partnership (advanced manufacturing)
- The proposal indicates that the location of the facility can serve both the Roanoke and Lynchburg regions.
- Significant alignment and coordination between Town of Bedford EDA, Bedford County EDA, LRBA, RRP, VCW – Central Region, and Bedford County Public Schools.
- Industry support for project (letter from Framatome, BWXT, Central VA Manufacturing, and INTERWAV).
- Opportunity for a collaborative partnership with industry and educators in the same location.
- The project would fill a current training gap for industry partners while supporting and not replacing current college and CTE partner programs.
- The EDAs and their support staff demonstrate the capability and capacity to manage the planning process. Including an advisory committee to assist further demonstrates support to complete the planning process.
- If the master plan is completed, there would be groundwork for a subsequent implementation application to GO Virginia, EDA, or elsewhere.

Weaknesses or Questions

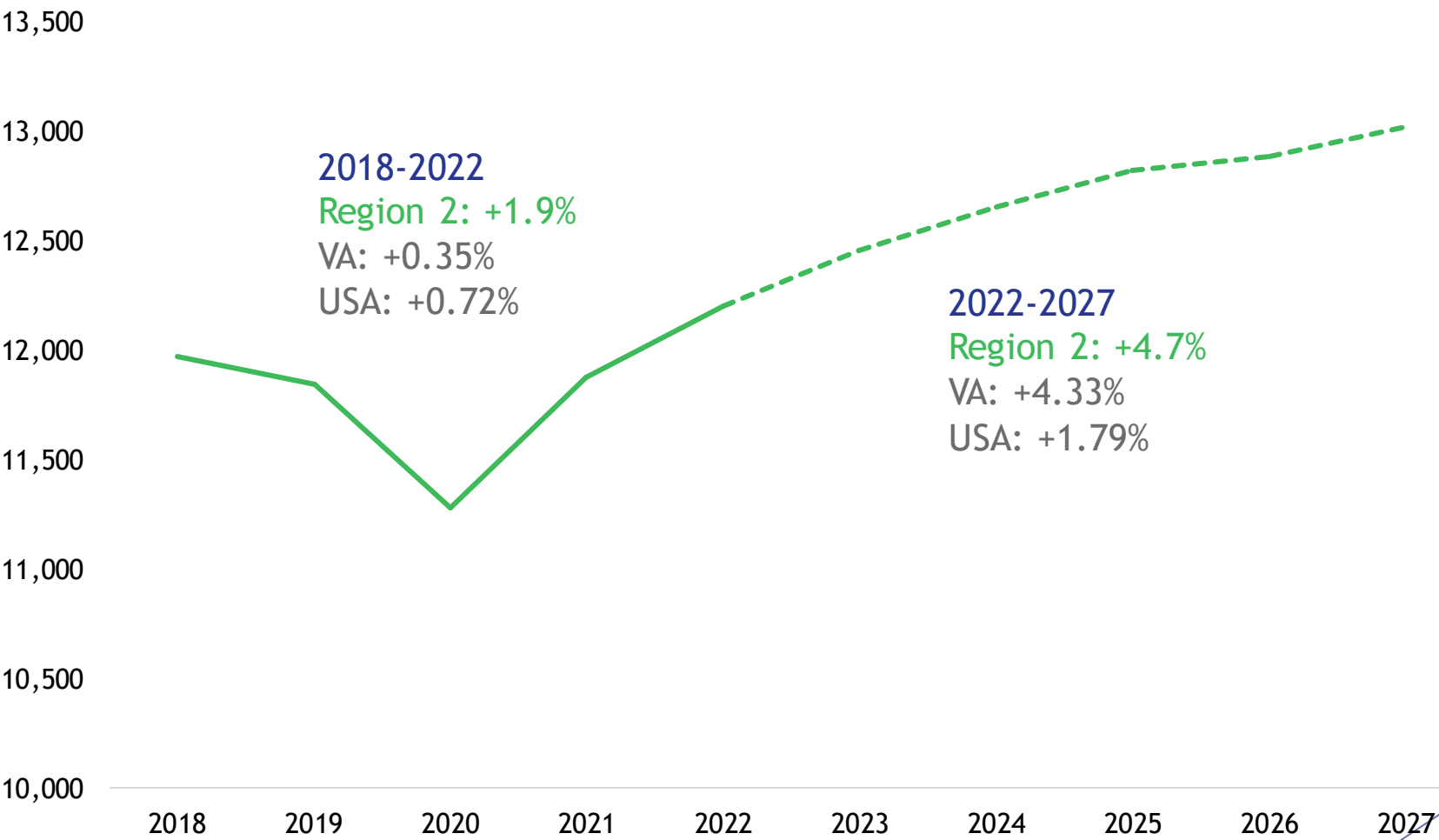
- Some programs have challenges with identifying, recruiting, and supporting appropriate students into training classes – will the consultants identify strategies for targeting, attracting and retaining students?
- If project is awarded, the applicant may want to be even more explicit per consultant deliverables and expectations (such as identifying desired outcomes or goals for the facilitated meeting with the community college partners and Bedford County Public Schools, etc.)
- Has the applicant identified possible consultants? What will the selection process look like? Success may hinge on consultant “fit” and capacity.



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Materials & Machinery Industry Cluster in Region 2

Materials & Machinery Jobs in GOVA Region



Materials & Machinery Jobs across Sub-regions

Jobs 2022	New River Valley	Roanoke-Alleghany	Lynchburg	GOVA Region 2
Total	1,541	4,882	5,776	12,200
Chemical Manufacturing	68	295	107	470
Plastics	516	2,356	792	3,663
Metal Work	313	905	2,998	4,216
Industrial and Tool Machinery	644	1,879	1,879	3,850

Primary Sub-industries



Category	Sub-industries (6-digit)	Jobs 2022	Change % 2022-27
Chemical Mfg.	Paint and Coating Mfg.	228	20.2%
	All Other Misc. Chemical Product and Preparation Mfg.	139	-33.8%
Plastics	All Other Plastics Product Mfg.	1,689	4.7%
	Tire Mfg. (except Retreading)	839	-9.8%
	Rubber and Plastics Hoses and Belting Mfg.	335	23.0%
Metal Work	Sheet Metal Work Mfg.	304	4.9%
	Plate Work Mfg.	2,457	11.2%
	Fabricated Structural Metal Mfg.	1,059	9.3%
Industrial and Tool Machinery	Conveyor and Conveying Equipment Mfg.	762	-5.1%
	Machine Shops	784	9.2%
	All Other Misc. Mfg.	530	-1.1%

Top Employers in Materials & Machinery

Category	New River Valley	Roanoke-Alleghany	Lynchburg
Chemical Mfg.	<ul style="list-style-type: none"> • Celanese 	<ul style="list-style-type: none"> • Qualichem Inc • Chemsolv Inc 	<ul style="list-style-type: none"> • Qpi Inc
Plastics	<ul style="list-style-type: none"> • Wolverine Gasket • Huntington Solutions 	<ul style="list-style-type: none"> • Yokohama Tire • Plastics One Inc • Plastic Fabricating Inc 	<ul style="list-style-type: none"> • Glad Manufacturing Co • Tessy Plastics • American Plastic Fabricators
Metal Work	<ul style="list-style-type: none"> • Lane Enterprises Inc 	<ul style="list-style-type: none"> • Allied Tool & Machine Co Of Virginia • Metwood Inc • Shenandoah Industrial Rubber Company 	<ul style="list-style-type: none"> • Bwx Technologies Inc • Framatome Inc • Virginia Steel & Building Spec
Industrial and Tool Machinery	<ul style="list-style-type: none"> • Hollingsworth & Vose Co • Crenshaw Lighting Co • Mar-bal Inc • Legacy Linens 	<ul style="list-style-type: none"> • Itt Exelis Night Vision And Imaging • Lake Region Medical • Medeco • New Millennium Building Systems • Walker Machine & Foundry • Valley Machine Co Inc • Mechanical Development Co. • Emtech Laboratories Inc 	<ul style="list-style-type: none"> • Sentry Equipment Erectors Inc • Kdc/one • Belvac Production Machinery • Automated Conveyor Systems Inc • Alliance Industrial Corporation • Banker Steel Company Llc • Amg Inc

Top 10 Materials & Machinery Occupations (2-digit)

Description	% of Total Jobs in Industry Group (2021)	Median Hourly Earnings	Employed in Industry Group (2018)	Employed in Industry Group (2021)	Employed in Industry Group (2027)
Production Occupations	55.1%	\$18.09	7,169	6,535	7,039
Office and Administrative Support Occupations	9.0%	\$17.03	1,012	1,063	1,131
Installation, Maintenance, and Repair Occupations	6.5%	\$21.67	623	767	871
Architecture and Engineering Occupations	5.7%	\$35.37	600	671	750
Transportation and Material Moving Occupations	5.6%	\$15.62	697	668	763
Management Occupations	5.4%	\$33.53	557	646	751
Business and Financial Operations Occupations	5.2%	\$30.03	436	621	682
Sales and Related Occupations	2.8%	\$14.42	316	337	383
Construction and Extraction Occupations	2.5%	\$18.85	324	298	348
Computer and Mathematical Occupations	1.0%	\$35.24	103	117	137

Top 10 Materials & Machinery Occupations (5-digit)

Description	% of Total Jobs in Industry 2021	Median Hourly Earnings	Employed in Industry 2021	% 2021-27	Avg. Annual Openings
Miscellaneous Assemblers and Fabricators	10.2%	\$15.68	1,213	-1%	828
Machinists	6.5%	\$23.53	766	12%	180
First-Line Supervisors of Production and Operating Workers	5.3%	\$29.60	632	11%	268
Welders, Cutters, Solderers, and Brazers	5.0%	\$21.75	588	18%	206
Inspectors, Testers, Sorters, Samplers, and Weighers	3.5%	\$18.74	419	-2%	221
Industrial Machinery Mechanics	2.9%	\$24.28	349	17%	253
Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic	2.7%	\$13.96	322	6%	74
Shipping, Receiving, and Inventory Clerks	2.5%	\$16.42	293	4%	214
Laborers and Freight, Stock, and Material Movers, Hand	2.3%	\$14.70	269	13%	865
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	2.2%	\$28.06	265	13%	364



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Site Evaluation

GOVA Sites Projects: Two types

Type 1: Site Readiness Projects

- ▶ Woodhaven
- ▶ CVTC Site Readiness (ECB)
- ▶ Lynchburg Due Diligence
- ▶ Amherst Site Readiness

Type 2: Sites enhanced with industry-specific infrastructure

- ▶ CERE and AMPL
- ▶ VT Lab Space
- ▶ Project Eagle+

Outcomes of Sites Projects:

- ▶ 521+ acres advanced to a higher tier on VBRSP
- ▶ 3 businesses attracted
- ▶ Students trained: 783
- ▶ Upskilled employees: 76
- ▶ Existing jobs retained: 14
- ▶ Jobs created/filled: 70+
- ▶ Businesses served: 12
- ▶ Credentials awarded: 433
- ▶ Existing businesses expanded: 4

Outcomes of Sites Projects:

- ▶ **Woodhaven**: Development into a Tier 4 business ready site
- ▶ **CVTC Site Readiness**: Adopted conceptual design for redevelopment
- ▶ **Lynchburg Due Diligence**: 6 sites (179 acres) moved in VRBRA Readiness level, traction with local developers and GOVA project (Amherst)
- ▶ **Amherst Site Readiness**: 227 acres advanced (pending DEQ)
- ▶ **CERE**: Operational lab space with industry and educational partners
- ▶ **AMPL**: Trainings, certifications, jobs created businesses served
- ▶ **VT Lab Space**: Feasibility study for Phase 1 and 2 of shared space
- ▶ **Project Eagle**: Design and bid for VTCRC - JLABS shared space

Lynchburg Due Diligence (ECB)

- ▶ The six sites identified required the due diligence completion which included: WOTUS USACE, geotechnical borings, boundary survey, topographic survey, phase 1 environmental, endangered species review and archeological and architectural review.
- ▶ Due Diligence is costly and because of the typical 5-year sunset on such surveys/review's municipalities tend to put off this phase of the development process therefore stalling development.
- ▶ Thanks to a GoVA Region 2 Due Diligence Grant we completed the due diligence phase on the six identified sites allowing the locality to move forward with site completion. One to tier 5.
- ▶ Per capita project outcome: Amherst Site Readiness Project (270 acres)
- ▶ Additional project outcomes:
 - 179 acres advanced in VSRP.
 - Additional locality led development on other five sites

Amherst Site Readiness

- ▶ Mass grading of the Amalon site.
- ▶ Adjacent waters and surrounding creeks have complicated the stormwater management design; pending DEQ sign-off.
 - Metrics committed:
 - 26 acres bulk grading in Amalon Industrial park
 - 244 acres graded in 14 lots in Brockman Industrial Park

CERE + AMPL

- ▶ Labs developed: Electromagnetic Lab; Environmental Chamber; Materials Processing Lab with Scanning Electron Microscope; Materials Calibration and Testing Lab
 - Phase 1 (CERE): Lab design and building, educational partnerships, industry engagement, course development
 - Phase 2 (AMPL): Enhanced industry engagement, business and entrepreneurial support, training and certifications

Outcome Metrics:

- Students trained: 783
- Upskilled employees: 76
- Existing jobs retained: 14
- Jobs created/filled: 70+
- Businesses served: 12
- Industry visits: 68
- Credentials awarded: 433
- Existing businesses expanded: 4
- New businesses created: 1
- Entrepreneurs engaged: 500+
- Patents filed: 1
- Businesses created: 1



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Marketing Update

January - March

- Feb 6-10 - **Virtual Application Q&A**
(*staff*)
- Feb/March - **Rural Convening with regional Planning District Commissions**
(*staff*)
- **TBD - Speaker's Bureau presentations**
(*council volunteers*)
 - Central Virginia Planning District Commission
 - Bedford County EDA
 - Bedford Town Council
 - Pulaski County Board of Supervisors
 - Christiansburg Town Council
 - New River Valley Regional Commission

April - June

- ☐ May 1-5 - **Virtual Application Q&A**
(*staff*)
- ☐ May/ June - **Celebrate Success Event**
(*staff*)
- ☐ TBD - **Speaker's Bureau presentations**
(*council volunteers*)

GO Virginia Region 2 Quarterly Report

Period: October-December 2022

Total Projects Funded	Total Funds Allocated	Jobs Created to Date	External Investment Generated
40 (26 Projects Completed)	\$8,009,735	710	\$7,816,844

Area One: Talent development, attraction, and retention



Talent: Aggregated Metrics (from beginning of project – present)									
Status	Project Title (grey indicates closed project)	Metrics							
		Internships completed	Businesses served	New jobs created	Jobs retained	Students trained	Upskilled employees	Credentials awarded	Dual enrollment
	ELITE Internship Program	19	4	10	-	-	-	-	-
	Classrooms to Careers	10	4	-	-	168	-	129	130
	CVCC-CTE Academy	-	108	-	-	1,319	-	466	472
	Project Eagle +	N/A	1	-	-	N/A	-	N/A	N/A
	Regional Talent Strategy Implementation	N/A	54	13	-	5	24	-	N/A
	Workforce & Entrepreneurship Initiatives in a Regional Makerspace – also see entrepreneurship metrics	N/A	5	6	-	61	-	N/A	N/A
	Blockchain Ecosystem Catalyst	-	85	4	-	365	-	46	-
	AMPL (also in sites)	-	34	75	-	500	-	-	-
	Developing a Destination for Talent	217	52	150	-	217	-	-	-

GO Virginia Region 2 Quarterly Report



Period: October-December 2022

	Ignite Internship Expansion (ECB)	12	6	-	-	12	-	-	-
	Drone Zone	7	4	2.5	0	7	0	0	17
	Talent Collaborative	-	45	-	-	-	141	-	-
	CERE	N/A	78	98	-	-	-	-	-
	Current Project Totals	265	480	358.5		2654	165	641	619

ECB Progress Notes:

	BRPHSC - Carilion	BPRHSC hosted a region-wide Health Sciences Career Advisory Conference on October 20, 2022 at the Fralin Biomedical Research Institute at VTC. A full capacity crowd of 140 attendees consisted of guidance counselors, career coaches, workforce job advisors, community partners and some health educators. Speakers and panel discussions gave overviews of the many health sciences and research careers available in Region 2. Community colleges and 4-year schools hosted resource tables. BRPHSC leaders are helping to translate the organizational model to Region 3 by providing examples of work product and participating in Region 3 task force meetings. SVPHSC director funded by the Claude Moore Charitable Foundation.
	Future Centers Expansion	The content of the Playbook was developed and revised in August/September 2022. Project team engaged 434 Marketing, a local web developer, to design the production of the Playbook. Playbook is virtually based with the ability to evolve as information changes. It incorporates a 'RESOURCE' section that will allow Future Centers around Region 2 to share findings, information, and best practices with one another. The Future Centers Playbook was released on December 1, 2022.

Implementation Progress Notes:

-  **Project Eagle +:** Project did not meet Q4 milestones due to a delay in the build out of the Blacksburg lab and the hiring of a lab manager. Construction is approximately 42% complete. Electrical components are currently scheduled for delivery in January, with delivery of casework and lab equipment anticipated in late February. Project team has finalized contract negotiations with Gensler to perform test fits and programming of the Roanoke facility. A kickoff design meeting, with 20 regional stakeholders, was held on 11/16/22 to begin the design phase of this task.
-  **Regional Talent Strategy Implementation:** Project did not meet Q4 milestones due to a turnover with the Roanoke Regional Partnership in the Talent position caused a delay in the development of the Talent Advisory Council. Replacement was brought on at the beginning of January 2023 and a Talent Advisory Council meeting will take place prior to March 31, 2023.

GO Virginia Region 2 Quarterly Report

Period: October-December 2022

Area Two: Collaborative Sites and infrastructure

Collaborative Sites and Infrastructure Implementation Projects: Aggregated Metrics							
Status	Project	Metrics					
		Acres advanced	Increased locality engagement	Prospects	Businesses attracted	Linear feet of sewer/water/gas	Acres developed
	Amherst Site Readiness	N/A	-	N/A	N/A	N/A	N/A
	AMPL- see talent metrics	N/A	Yes	Yes	4	N/A	N/A
	CERE – see talent metrics						
	Woodhaven	110	Yes	20	0	1150/375/0	110
	Lynchburg Due Diligence	6 sites	Yes				
	Totals	Unknown	Yes	20+	4	Unknown	110+

Implementation Progress Notes:



Amherst Site Readiness: Project received no-cost extension through March 31, 2023, due to delays caused by the Department of Environmental Quality (DEQ), milestones have been pushed back. Revisions were submitted to DEQ, and the project team received final approval for the Brockman site. A contractor was selected, with an executed contract secured through Counts and Dobyns.

GO Virginia Region 2 Quarterly Report

Period: October-December 2022

Area Three: Entrepreneurship and Business Development

Entrepreneurship: Aggregated Metrics from Implementation Projects							
Status	Project Name	Metrics					
		Jobs created	Existing businesses expanded	New businesses created	Businesses served	Entrepreneurs engaged	Mentors engaged
	Workforce & Entrepreneurship Initiatives in a Regional Makerspace – also see talent metrics	6	N/A	4	1	N/A	N/A
	CS/root	-	-	-	-	-	12
	VIC-REI	-	-	-	-	-	-
	TAF – Increasing the Birth Rate of High Growth Companies 2	19	-	-	50	22	30
	TAF – Increasing the Birth Rate of High Growth Companies	-	17	-	51	51	29
	RAMP	210	13	2	45	36	93
	Roanoke SBDC	66	-	27	-	-	-
	Pivot and RAMP Up	TBD	TBD	TBD	24	11	72
	Project Totals	301	30	33	171	120	236

Progress Notes:

None.

Area Four: COVID Response

COVID (ERR) Response: Aggregated Metrics					
Status	Project Name	Metrics			
		Businesses engaged	Businesses served	Jobs retained	Jobs created
	Roanoke Regional Recovery (ECB)	44	-	-	-
	NRV BCT 2	3606	618	52283	
	VT Covid-19 Response	-	1000+	-	51
	NRV BCT 1	39	182	-	-
	PHRE Mobile App	-	10	70	-
	Current Totals	3689	1810	52353	51

Progress Notes:

None.

GO Virginia Region 2 Quarterly Report

Period: October-December 2022

Projects in Process of Contracting:

Airport Commerce Park Regional Development

Expanding Welding Training Capacity and Jobs in the Roanoke Valley

Industry 4.0 for the Automated-Connected- Electrified (ACE) Workforce



GO Virginia Region 2 Council Meeting Minutes

November 2, 2022, 1:00p.m.- 3:00p.m.

**Mill Mountain Conference Room Side B, Carilion Children's Tanglewood Center,
4348 Electric Road, Roanoke, Virginia, 24018**

Council members in attendance: Eddie Amos (Vice-chair), Michelle Austin, Nathaniel Bishop, John Capps, Kenneth Craig, Janice Crawford, Beverley Dalton, Patricia Huber, Victor Iannello, Kim Payne, Debbie Petrine, Ray Smoot (Chair), Luke Towles, Justin Yalung.

Council members participating remotely: Sandy Davis, Foudr Kemper, Marty Muscatello.

Council members not in attendance: Paul Denham, John Dooley, Michael Friedlander, Vince Hatcher, Mike Hamlar, Floyd Merryman, John Putney.

Staff in attendance: John Provo, Scott Tate, Rachel Jones, Alyssa McKenney, Julia Kell.

Public in attendance: Mary Zirkle, Traci Blido, Ken McFadyen, Marjette Upshur, Megan Lucas, Matt Earnest, Scott Weimer, Nicole Akers, Bob Bailey, Andrew Lagala, Nina Rezai, Mike Ketron, Bob Patterson.

The meeting convened at 1:03p.m. and adjourned at 2:38p.m.

Financials Review

Alyssa McKenney reviewed the financial reports included in the board packet. If all 4 proposals are approved, council will have a remaining balance of \$1,607,618 in per-capita funds. Alyssa McKenney then reviewed drawdown status of all active Region 2 projects, as well as support org staff drawdown for administrative purposes.

Project Proposals

Expanding Welding Training Capacity and Jobs in the Roanoke Valley

Scott Tate began with a brief overview of the new project proposal, *Expanding Welding Training Capacity and Jobs in the Roanoke Valley*, submitted by the Botetourt County Economic Development Authority. The Botetourt County Economic Development Authority is seeking \$166,667 in GO Virginia funds to help support the installation of ten new welding booths at BTEC's campus in Fincastle. This expansion is projected to deliver forty-five new welders, with an expected starting salary of \$41,200, to the regional workforce over the initial three-year project term. Ken McFadyen, Botetourt County Economic Development Authority, reviewed project deliverables and answered questions from the council.

The Botetourt County Economic Development Authority's request totaled \$166,667 in Region 2 per-capita funds, with a match of \$83,333.



Victor Iannello motioned to approve this proposal, and Kenneth Craig seconded. All were in favor and none opposed.

Center of Entrepreneurship

Scott Tate began with a brief overview of the new project proposal, *Center of Entrepreneurship*, submitted by the Lynchburg Regional Business Alliance. This project seeks to establish an entrepreneurial center of excellence for the Greater Lynchburg region, to serve as an anchor and catalyst for the region's entrepreneurial ecosystem. The Center would foster an environment for new and serial entrepreneurs to raise capital, access resources and garner the support system needed to take their products and/or solutions into the marketplace. The project includes providing direct assistance to entrepreneurs, (30 clients per year); increasing the available support space for targeted startups by 5,000 square feet; increasing the access to capital by up to \$400,000; and providing 10-12 training and business development events to 200 attendees each year in areas of access to capital, business development, and Knowledge, Skills and Abilities (KSA) development. Megan Lucas, Lynchburg Regional Business Alliance, reviewed project deliverables and answered questions from the council.

Lynchburg Regional Business Alliance request totaled \$240,192 in Region 2 per-capita funds, with a match of \$199,035.

Victor Iannello motioned to approve this proposal, and Kim Payne seconded. All were in favor and none opposed.

Airport Commerce Park Regional Development

Scott Tate continued with a brief overview of the new project proposal, *Airport Commerce Park Regional Development*, submitted by the City of Lynchburg. This project seeks funding for due diligence to advance the Airport Commerce Park site from a Virginia Business Ready Sites Program site characterization Tier 2 to a Tier 3 to strengthen competitive position in the global marketplace and attract advanced manufacturing, technology, and life sciences with a potential focus on aerospace. This effort will be completed within the first 12 months, and will include a traffic impact analysis, a preliminary geotechnical exploration and report, a boundary and topographic survey, a Phase 1 environmental assessment, a waters of the US delineation and determination, a cultural resources review, a threatened and endangered species review and a preliminary engineering report. Marjette Upshur, Lynchburg Economic Development Authority, reviewed project deliverables and answered questions from council. Eddie Amos inquired on the possibility of any height restrictions through the redevelopment of the site. The applicant team responded by stating there will be no height restrictions until development reaches the fence. Council inquired on utilities that will be accessible following project completion. The applicant team responded by stating there will be water, sewer, fiber, and natural gas available.

City of Lynchburg's request totaled \$190,000 in Region 2 per-capita funds, with a match of \$95,000.

Kim Payne motioned to approve this proposal, and Beverley Dalton seconded. All were in favor and none opposed.



Industry 4.0 for the ACE Workforce

Scott Tate continued with a brief overview of the new project proposal, *Industry 4.0 for the Automated-Connected- Electrified (ACE) Workforce*, submitted by the Virginia Tech College of Engineering. Industry 4.0 for the Automated-Connected-Electrified (ACE) Workforce” is a cluster scale-up project led by Virginia Tech College of Engineering and focused on the transportation manufacturing and technologies sector. In 2021, Virginia Tech was competitively selected as one of the finalists in the Economic Development Administration’s Build Back Better Regional Challenge Competition. The Phase I award helped establish an Automated-Connected-Electrified (ACE) Coalition of over 150+ public, private, and non-profit organizations. Though the Phase II funding was not awarded, the Coalition desires to proceed with initiatives to facilitate asset alignment, develop plans to assist in firm growth, build a shared identity for the cluster, and develop a diverse and technically ready workforce. Matt Earnest, Nicole Akers, and Scott Weimer, VT College of Engineering, addressed project deliverables and answered questions from council.

Virginia Tech’s College of Engineering’s request totaled \$500,000 in Region 2 per-capita funds, with a match of \$250,000.

Kenneth Craig motioned to approve this proposal, and Eddie Amos seconded. All were in favor and none opposed.

Special Updates

GO Virginia Talent Pipeline Innovation Program

The Talent Pathways Initiative (TPI) is a new planning grant to help regional councils build better buy-in from industry leaders and strengthen alignment with workforce and education in one or two priority industry clusters. The GO Virginia State Board will allot each region up to \$250,000, with current match rules of 1:2 non-state match (up to \$125,000). With subsequent funding, the Board can support implementation projects that align training curricula with business needs, facilitate work-based learning experiences, and develop entrepreneurial talent. The Region 2 Executive Committee recommends that the TPI focus on two of the region's largest and fastest-growing clusters: Life Sciences & Health Care and Transportation Manufacturing & Autonomy. From both a market perspective and an assessment of cluster capacity, these clusters are ripe for the sustained transformational growth the state envisions will follow the planning effort. Further, the regional executive committee recommends the current region 2 support org, Virginia Tech's Center for Economic and Community Engagement (VT-CECE), assumes the TPI planning grant’s project manager role.

Michelle Austin motioned to approve the focus areas of the TPI grant, with Debbie Petrine seconding. All were in favor and none opposed.

Quarterly Project Reporting



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

GO Virginia Region 2

John Provo reviewed active project status, noting there are two current projects listed in yellow, meaning they did not meet a quarter 3 milestone and staff is monitoring. All other active projects are listed in green, meaning they have met quarterly milestones and are on track with their current deliverables. Included in the packet were project extension requests from the Lynchburg Beacon of Hope grant, as well as the Building a Regional Health Sciences Talent Pipeline grant.

Minutes

Council reviewed meeting minutes from the GO Virginia Region 2 Council Meeting held on August 2, 2022. Chairman Smoot asked if there were any corrections, additions, or questions regarding the minutes; there were none.

Nathaniel Bishop motioned to approve the minutes, with Beverley Dalton seconding. All were in favor and none opposed.

The meeting adjourned at 2:38p.m.

Study Resolution

Effectiveness of the Virginia Growth and Opportunity (GO Virginia) Program

Authorized by the Commission on November 7, 2022

WHEREAS, the Growth and Opportunity Board and fund were created following the General Assembly's passage of the Virginia Growth and Opportunity Act in 2016; and

WHEREAS, the purpose of GO Virginia is to incentivize and reward regional collaboration while helping to strengthen and diversify regional economies and encourage the creation of high-value jobs in targeted industry sectors; and

WHEREAS, the GO Virginia Board designated nine GO Virginia regions, each with its own governance council, which are required to develop unique Growth and Diversification Plans detailing strategies to strengthen and diversify the economy in their region, including identifying targeted industry sectors and steps to align workforce development activities with the skills needed by regional employers; and

WHEREAS, GO Virginia has received \$133.7 million in general fund appropriations since the program's inception, which are included in the budget for the Department of Housing and Community Development (DHCD); and

WHEREAS, the GO Virginia Board develops guidelines and procedures for grant applications and the use of moneys in the fund, including a scoring system to award funding for grant applications; and

WHEREAS, GO Virginia provides regional grants 1) to build regional capacity for job creation and program implementation, 2) on a per capita basis for projects of regional significance, and 3) for projects of statewide economic impact and interregional collaborations; and

WHEREAS, since the program's inception GO Virginia has awarded over \$78 million in grant funding for over 200 projects across the Commonwealth; and

WHEREAS, GO Virginia projects pledge to achieve certain performance metrics, such as numbers of jobs created, acres of development sites that have advanced in business readiness, numbers of businesses served, and numbers of internship opportunities created; and

WHEREAS, overlap exists between some GO Virginia funded projects and those of other state economic development efforts, such as the Virginia Economic Development Partnership's Business Ready Sites Program and the Virginia Innovation Partnership Corporation's entrepreneurial programs (formerly CIT); and

WHEREAS, the effectiveness of the GO Virginia program in achieving its purpose has not been independently reviewed since its creation; now, therefore be it

RESOLVED by the Joint Legislative Audit and Review Commission that staff be directed to review the effectiveness of the GO Virginia Program. In conducting its study, staff shall (i) determine whether regional collaboration on economic development efforts has improved because of GO Virginia, (ii) evaluate whether the GO Virginia Board has developed effective guidelines for use of the funds and an appropriate scoring system for awarding funds, provided sufficient guidance to regions for the development of their Growth and Diversification Plans, and collected appropriate information on project performance to assess regions' progress in achieving their economic development goals, (iii) evaluate the quality of the performance metrics used for GO Virginia projects and the extent to which project performance is monitored, (iv) evaluate the success of projects that have received GO Virginia funds; (v) assess whether the information provided by regions when applying for projects, including regional workforce data, is used in a meaningful way, (vi) determine whether agency support for GO Virginia is appropriately placed in the Department of Housing and Community Development, (vii) review the overlap that exists between the GO Virginia program and other state economic development efforts, and whether this overlap is appropriate, and (viii) assess the adequacy of funding for GO Virginia, including whether funding levels should be increased for the program or redirected to other state economic development efforts.

JLARC shall make recommendations as necessary and review other issues as warranted.

All agencies of the Commonwealth, including the Department of Housing and Community Development and the Virginia Economic Development Partnership, shall provide assistance, information, and data to JLARC for this study, upon request. JLARC staff shall have access to all information in the possession of agencies pursuant to § 30-59 and § 30-69 of the Code of Virginia. No provision of the Code of Virginia shall be interpreted as limiting or restricting the access of JLARC staff to information pursuant to its statutory authority.