



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

GO Virginia Region 2

GO Virginia Region 2 Council

April 28, 2023, 1:00 p.m.-3:00 p.m.

Fralin Biomedical Research Institute, Room G-102A, 4 Riverside Circle,
Roanoke, Virginia, 24016.

- Introductions (1:00-1:05)
- Executive Committee report: Nominations (1:05-1:20)
 - New members
 - Executive committee
- Financial Report (1:20-1:30)
- Project proposals (1:30-2:15)
 - “Falling Branch Corporate Park Phase II Regional Site Development”-
Montgomery County EDA
 - Talent Pathways Initiative
- Other council business (2:15-2:50)
 - Quarterly project reporting
 - KPI draft
 - Marketing and outreach update, new engagement opportunities
 - Minutes
- Informational item (2:50-3:00)
 - US EDA Tech Hubs

The meeting *will adjourn* at 3:00p.m.

Public comment is welcome in writing. Please submit to Region 2 staff, John Provo, jprovo@vt.edu or Rachel Jones, rachelcj@vt.edu by 4/27 at 1:00p.m.

Region 2 Allocations

Updated 4/24/2023

FY 22 Per Capita Projects

FY 22 Allocation	\$1,542,946.00	
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	
CS/root	-\$175,000.00	
Airport Commerce Park Regional Development	-\$190,000.00	
Center for Entrepreneurship	-\$240,192.00	
Bedford Regional Workforce Retention Center	-\$99,900.00	ECB (Planning)
FY22 Balance Transferred to FY23 Per Capita	-\$90,203.00	
FY22 Remaining Balance	\$0.00	

FY 23 Allocation	\$1,527,228.00
Transfer from FY18	\$28,658.12
Transfer from FY21 Per Capita	\$506,000.00
Transfer from FY 21/22 Capacity Building	\$106,575.67
Transfer from FY22 Per Capita	\$90,203.00
Industry 4.0 for the ACE Workforce	-\$500,000.00
Expanding Welding Training Capacity & Jobs in the Roanoke Valley	-\$166,667.00
Lynchburg Beacon of Hope Career Acceleration Program	-\$540,000.00
FY23 Remaining Balance	\$1,051,997.79

FY 22/23 Capacity Building (Support)

FY23 Allocation	\$250,000.00
FY23 Q1/Q2 Drawdown	-\$82,980.00
Current Balance	\$167,020.00

Total:	-\$324,000.00
Balance if All Approved:	\$727,997.79

FY23 Planning Cap	\$250,000.00
--------------------------	---------------------

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	\$28,663.89	\$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	\$1,190,213.93	\$592,353.07	\$1,272,290.00	\$943,892.62	\$350,764.16	\$27,140.00	\$16,646.48	\$10,493.52
ERR FY20 Projects:	\$1,110,700.00	\$1,109,141.94	\$1,351.51	\$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:	\$1,342,843.00	\$235,578.30	\$1,107,264.70	\$798,800.00	\$147,507.25	\$651,293.84	\$99,386.00	\$17,450.22	\$81,935.78
Per Capita FY23 Projects:	\$1,206,667.00	\$0.00	\$1,206,667.00	\$620,966.77	\$0.00	\$620,966.77	\$89,382.00	\$0.00	\$89,382.00
TOTAL:	\$8,747,927.00	\$4,868,917.51	\$3,730,677.97	\$8,938,811.48	\$6,401,819.73	\$1,957,593.08	\$175,491.00	\$66,517.05	\$108,973.95

Project Name	Project Type & FY	Start Date	End Date	GOVA Funding Approved	GOVA Drawn Down to date	GOVA Funds Remaining	Match Funding	Match Reported to Date	Match Funds Remaining	Notes
ELITE	Per Capita (FY20)	10/20/2020	9/30/2023	\$290,000.00	\$143,009.66	\$146,990.34	\$145,000.00	\$71,506.40	\$73,493.60	
Amherst LYH Site Readiness	Per Capita (FY20)	2/1/2021	3/31/2023	\$366,572.00	\$122,033.47	\$244,538.53	\$183,286.00	\$61,099.74	\$122,186.26	<i>Pending Remittance in the amount of \$61,336.54</i>
CVTCC CTE Academy	Per Capita (FY20)	4/1/2021	6/9/2023	\$266,000.00	\$224,948.36	\$41,051.64	\$134,000.00	\$120,060.96	\$13,939.04	
Health Sciences Talent Pipeline	Per Capita (FY21)	10/1/2021	7/31/2023	\$100,000.00	\$10,887.23	\$89,112.77	\$106,355.00	\$46,339.29	\$60,015.71	<i>Pending Remittance in the amount of \$9,103.15</i>
Project Eagle+	Per Capita (FY21)	12/15/2021	12/14/2023	\$599,437.00	\$68,730.89	\$530,706.11	\$503,687.00	\$226,744.45	\$276,942.55	
Regional Talent Strategy Implementation	Per Capita (FY22)	6/1/2022	5/31/2024	\$315,911.00	\$47,474.63	\$268,436.37	\$189,354.00	\$33,127.58	\$156,226.42	
Workforce & Entrepreneurship in a Reg. Makerspace (Vector Space)	Per Capita (FY22)	6/14/2022	6/30/2024	\$324,000.00	\$90,363.68	\$233,636.32	\$162,100.00	\$57,128.58	\$104,971.42	<i>Pending Remittance in the amount of \$58,897.45</i>
CS/ Root	Per Capital (FY22)	10/1/2022	9/30/2024	\$175,000.00		\$175,000.00	\$175,000.00		\$175,000.00	
Airport Commerce Park Regional Development	Per Capita (FY22)			\$190,000.00		\$190,000.00	\$95,000.00		\$95,000.00	<i>Contracting in Progress</i>
Center for Entrepreneurship	Per Capita (FY22)			\$240,192.00		\$240,192.00	\$120,096.00		\$120,096.00	<i>Contracting in Progress</i>
Expanding Welding BTEC	Per Capita (FY23)	12/13/2022	12/12/2024	\$166,667.00		\$166,667.00	\$99,666.77		\$99,666.77	
Industry 4.0 for the ACE Workforce	Per Capita (FY23)	3/1/2023	2/28/2025	\$500,000.00		\$500,000.00	\$251,300.00		\$251,300.00	
Lynchburg Beacon of Hope Career Acceleration Program	Per Capita (FY23)			\$540,000.00		\$540,000.00	\$270,000.00		\$270,000.00	<i>Contracting in Progress</i>

Region 2 GO Virginia Council –

Project Title: Falling Branch Corporate Park Phase II Regional Site Development
Applicant: Montgomery County
Localities covered: This is a locality-initiated project from Montgomery County with a second locality participant in the Town of Christiansburg. The project would serve or benefit localities across the greater New River region.

Growth & Diversification Plan Strategy Area (s): Sites.

GOVA Funds Requested: \$324,000 in GOVA funds requested, with a locality match of \$4,585, 359.

Project Description:

This project seeks to raise Falling Branch Phase II from a Virginia Economic Development Partnership Tier 4 to a Tier 5. Raising Falling Branch Phase II to a Tier 5 would greatly enhance the site's marketability, and help to address the low number of Tier 5 sites across Region 2.

In Falling Branch Corporate Park Phase II, Montgomery County, Town of Christiansburg, the Montgomery Economic Development Authority, in addition to Onward NRV's marketing assistance, will build upon a regional 35-acre site collaboration project to grade one 20-acre graded pad, install water and sewer, install natural gas, stormwater and extend electricity, and construct the Parkway Drive Extension road to the 35 -acre site.

Montgomery County purchased this land for \$2,500,000 in November 2017. In 2019, Montgomery County applied for a Virginia Sites and Building Grant in the amount of \$55,000. In a 1 to 1 grant, VEDP funded the grading plans, utility, and road plans for Falling Branch Phase II, which allowed the site to be raised from a tier 3 to a tier 4. This Falling Branch Phase II site development project (the "project") would allow a company to construct a facility within 12 months.

The total project cost is \$4,909,359. Montgomery County will be providing \$4,285,359 and the Town of Christiansburg is contributing 300,000. The County and Town partnership is requesting \$300,000 from GO Virginia Region 2. Local funds will come from the County and from the Town of Christiansburg which has provided \$300,000 for the water and sewer extension. The remaining funds will come from a Montgomery County Capital Improvement Project. Montgomery County plans are to grade the 35-acre site with stormwater, extend the road, water and sewer utilities, and electric in 12 months. The Falling Branch Corporate Park Phase II Site is 35 acres and will accommodate up to a 300,000 sq. ft. building.

The County has developed a 300,000 sq. ft. concept drawing, and Onward NRV has developed marketing materials for Falling Branch. The priority targets for this project include advanced manufacturing, transportation and autonomy, life sciences, data centers, and high growth software development companies. In 2022, The Falling Branch Project accommodated two new industries including Federal Express (251,000 sq. ft.) and United Therapeutics (50,000 sq. ft.) biotech hub with a total of over \$40 MM in investment and 220 new jobs. Both of these new industries are Go Virginia Region 2 target industries of Transportation and Life Sciences. The New River Valley Region has a successful track record involving recent attractions of high-wage examples in these industries on sites of a similar size.

Success will be quantified in the short term by the number of projects (active company recruitment files) and prospects (active company visits) generated by the site following the completion of the proposed improvement. Other longer-term metrics will include jobs attracted, capital investment secured, and leveraged investment (that often follow successful attraction of industry to accommodate specific site needs. The applicant projects a 227% 5 year ROI with 220 jobs created.

Project Assessment: (Reviewers included Region 2 staff Quina Weber-Shirk, GO Virginia Council member Kimball Payne, and Matt Johnson, Economic Development Director, York County, Virginia.

(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 aims are straightforward, per site development from Tier 4 to Tier 5.
- The documentation seems complete and informative.
- The ROI on state funding is good, and the potential to attract a prospect and meet ROI seems strong.
- The project meets a clear need for Tier 5 sites in the Commonwealth.
- Significant local investment and town/county collaboration with regional EDO engagement.

Weaknesses or Questions

- It is not clear whether Go Virginia Funding is necessary for this project to go forward. Can we assume that the project will go ahead even if Go Virginia funding is not provided?
 - **Answer from applicant:** While the County has allocated \$5,415,256 in the CIP, this is the total amount for the entire project. On March 23rd, I met with Atmos Energy in Tennessee to discuss required natural gas upgrades to Falling Branch Phase II Site II. If your site does not have ample Natural Gas, a company will not locate on the site. The Federal Express building and the United Therapeutics buildings used all of the available natural gas to the park. Atmos Energy informed me that Montgomery County will have to pay an additional \$2,000,000 for natural gas upgrades for Phase II Site 2 to have natural gas service. The County discussed this internally for 2 weeks and determined the County does not have a choice but to pay for the natural gas upgrades. The additional \$530,256 will be used to pay for the natural gas upgrades to the park.

Region 2 GO Virginia Council --

Project Title: Region 2 Talent Pathways Initiative (TPI) Planning Application
Applicant: Region 2 Council
Localities covered: This planning project will serve all localities in Region 2
TPI planning funds requested: \$250,000, with a match of XXX

Project description:

The Talent Pathways Initiative (TPI) is a new planning grant to help GO Virginia regions build better buy-in from industry leaders and strengthen alignment with workforce and education in one or two priority industry clusters. One \$250,000 TPI planning grant is available for each GO Virginia region.

The Region 2 TPI planning project seeks to lead a robust, industry-led planning process to align industry, workforce, and education partners around talent pathways for high-wage, high-demand occupations in the *Life Science & Healthcare* and *Transportation Manufacturing & Autonomy* industry clusters. This process will address workforce needs, identify skills, training, and high-impact strategies and projects for future implementation in Region 2. The Region 2 Council identified Virginia Tech's Center for Economic and Community Engagement (VT-CECE) as best situated to take on the TPI planning grant's project manager role at their November 3, 2022 meeting. VT-CECE will assemble an inclusive and non-duplicative effort with workforce and education partners, working with industry across the region. VT-CECE will identify and coordinate implementation partners to undertake the required planning activities for both priority industry clusters.

Region 2 implementation partners include: ACE Cluster Coalition: VT (Virginia Tech) College of Engineering, Blue Ridge Partnership for Health Science Careers, Central Virginia Workforce Development Board, Greater Roanoke Workforce Development Board, Lynchburg Regional Business Alliance, New River/ Mount Rogers Workforce Development Board, Onward NRV (New River Valley), Roanoke-Blacksburg Technology Council/ Verge, and Roanoke Regional Partnership.

Region 2 Key Education Partners Include: Central Virginia Community College, Liberty University, Mountain Gateway Community College, New River Community College, Radford University, Virginia Western Community College, and Virginia Tech.

Successful completion of the planning process will produce the following deliverables for each industry cluster: 1) Industry coalition/ steering committee list (industry leaders and participating localities), 2) Inventory of regional employers in the industry cluster, 3) Analysis of workforce needs (now and projected in the next 5 years for entry- mid- and senior-level positions), 4) Asset map of regional training providers and capacity (now and projected in the next 5 years), and 5) Talent Pipeline Development Plan: identified strategies for highest-impact pathway projects.

This one-year effort is important groundwork to prepare the *Life Science & Healthcare* and *Transportation Manufacturing & Autonomy* industry clusters for future TPI implementation funding that supports high-impact talent pathway projects.

Project Assessment: Externally reviewed by Bryan David, Program Director – Southern Virginia/ GO Virginia Region 3

(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

- There is deliberate alignment and support for the G&D Plan priorities for *Life Science & Healthcare* and *Transportation Manufacturing & Autonomy*. Developing talent pathways for both identified industry clusters are logical.
- There is a ready nexus between the *Transportation Manufacturing & Autonomy* cluster and local government interest/participation. Advancing the Transportation work through this TPI planning grant makes sense.
- Membership relative to stakeholder groupings, numbers, and geographic distribution for the *Life Science & Healthcare* and *Transportation Manufacturing & Autonomy* coalitions are good. Management of such diverse groups will need to be intentionally addressed by program staff.
- The budget seems appropriate. Will need staffing capacity to pull this off.

Weaknesses or Questions

- When describing *Life Science & Healthcare*, consider ranking LSH's growth rate and giving the relationship to total GRP.
- The only challenges seen are being ambitious in scope and reach.

Region 2 Talent Pathways Initiative (TPI) Planning Application

1. Which priority industry cluster(s) will be supported by this initiative and how were they selected by the regional council? How do these industry clusters align with those outlined in the most recent regional growth and diversification plan?

The Region 2 Council will focus its TPI planning effort on two of the region's largest and fastest-growing clusters highlighted in the 2021 Growth and diversification plan: (1) Life Sciences & Healthcare and (2) 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.

Region 2 required qualifications for priority industry cluster(s):

1. The **highest growth opportunities in Region 2**, considering both performance and projection metrics used in the Growth and Diversification Plan (2021).
2. The **greatest opportunities for transformation**, considering identified opportunities for significant current and future external funding and investments.
3. **Existing and emerging collaborative efforts** among stakeholders.
4. **Engagement and leadership** from industry leaders, and workforce and education partners.

Life Sciences & Healthcare

Region 2's Life Sciences & Healthcare cluster is multifaceted. The state-approved Growth and Diversification plan for Region 2 identifies Life Sciences & Healthcare as one cluster, in part because of shared labor pools for high-demand STEM-H occupations. For a talent consortium serving this cluster, the labor pool would be the focus of the investment.

The region's Life Sciences & Healthcare cluster is anchored by medical programs and research institutions that offer training from professional certifications to doctoral degrees, multiple hospital and healthcare networks (including the Veterans Administration), and a patchwork of manufacturers. In 2020, the gross regional product (GRP) for this cluster was \$2.44 billion. In projected employment change in the next 5-year period, this sector is expected to lead the region, with 5.7% employment growth forecasted.

Leaders in this cluster have come together to secure support from GO Virginia, US Economic Development Administration, and the state general fund. These resources led to a series of initiatives accelerating technology companies in this cluster, building appropriate lab spaces for their growth and development, and developing workforce pipelines that could sustain their future. A severe workforce shortage continues for STEM-H occupations that cross over both the traded sector and supporting industries in this cluster.

Transportation Manufacturing & Autonomy

Manufacturing continues to play a leading role in the economy of Region 2, particularly commercial transportation manufacturing. With a nationally significant employment concentration (LQ) and contribution to GRP, cluster strengths include heavy duty truck manufacturing, motor vehicle parts manufacturing, and automation (both land and air). This cluster has long been a focus for workforce development and research efforts. Most recently,

educational and training partners, along with researchers, and industry leaders, came together to build a coalition that was one of 60 finalists nationally, for a US Economic Development Administration Challenge grant. With more than 150 intuitional or corporate members, the coalition has secured state general fund support and is working toward several federal and state funding opportunities.

Two recent GO Virginia grants in Region 2 focus on supporting the needs of employers to developed skilled workforce for Industry 4.0 technologies for the Transportation Manufacturing & Autonomy sector. An ECB (Enhanced Capacity Building) grant led by the Virginia Tech College of Engineering funded an organized effort to listen to the employers of Region 2, hear about actual applications of Industry 4.0 technologies in their facilities, and develop a long-term plan to strengthen the current and future workforce in the form of an Industry 4.0 curriculum. A recent per capita grant built on this effort to scale up the transportation and autonomous vehicles sector through a coalition of industry and educational partners by providing direct technical assistance and advising, creating a network navigator position, and implementing the industry 4.0 curriculum.

2. The industry coalitions are a central part of the success of the TPI (See Element 1 in TPI Program Guidelines). How will the regional council work to engage business leaders in these priority industry clusters?

Senior industry leadership from both priority industry clusters have been actively engaged in the recent collective efforts mentioned above. Region 2 will build on this engagement by inviting senior industry leaders to serve on a steering committee for TPI planning activities in each cluster. These industry-led steering committees will highlight industry priorities and provide first-hand observations to assess data on talent issues reviewed through their process.

Implementation partners in Region 2 are committed to convening existing employer groups throughout the TPI planning process to introduce the project, act as focus groups, and solicit the engagement of industry leaders on the TPI steering committees. These employer groups include:

- *Blue Ridge Partnership for Health Science Careers and Greater Roanoke Workforce Development Board*: input sessions with Healthcare and STEM-H Employers
- *Lynchburg Regional Business Alliance and Central Virginia Workforce Development Board*: input sessions with employers and educators in Lynchburg Regional Workforce Roadmap process
- *New River/ Mt Rogers Workforce Development Board*: input sessions with employers in the New River Valley
- *Onward NRV*: input sessions with Manufacturing Leaders Roundtable
- *Roanoke-Blacksburg Technology Council/ Verge*: input sessions with biotech, life sciences, and autonomous transportation companies
- *Roanoke Regional Partnership*: input sessions with investor companies

3. Identify the participating localities (a minimum of 2 is required) and describe their role in the project.

Local governments across the region have been strong partners with industry in the cluster efforts discussed above. The Region 2 Council will also engage local leaders in the industry-led steering committees. Their ability to marshal local programs and resources in support of implementation will be critical to building out these efforts. Two successful models the Region 2 TPI planning process will draw from are the ACE PTAC and the Roanoke Innovation Corridor Steering Committee, both of which of have strong levels of local government and industry

involvement for strategic regional economic and workforce planning. The following localities have agreed to serve on a steering committee during the TPI planning process.

- Industry-led **Transportation Manufacturing & Autonomy Steering Committee:** Botetourt County, Campbell County, Montgomery County, Pulaski County, Roanoke County
- Industry-led **Life Sciences & Healthcare Steering Committee:** Lynchburg City, Montgomery County, Roanoke City

4. What process did the regional council utilize to identify and select their industry cluster talent coordinating entity/entities (the coordinating entity will serve as project manager and may engage third parties to complete all or parts of the projects)? The Regional Council must utilize a selection process that is inclusive and encourages competing organizations to apply in order strengthen regional collaboration through this application process.

The Region 2 Council identified Virginia Tech's Center for Economic and Community Engagement (VT-CECE) as best situated to take on the TPI planning grant's project manager role at their November 3, 2022 meeting. This approval comes with a charge from the Council to develop a process for identifying substantial implementation roles in the process for regional and outside experts who will also be supported by the grant. This Council believes this hybrid approach will allow the region to launch this effort quickly, achieve broad engagement across all parts of Region 2, bring new voices to the table, and align with the council's strategic goals.

Region 2 required qualifications for TPI coordinating entity:

1. Existing relationships among leaders in priority industry cluster(s)
2. Prior experience and capacity during the 1-year period to:
 - a. develop and engage a coalition in this effort
 - b. complete substantial data-gathering and analysis
 - c. lead situational analyses and gap analyses of workforce needs
 - d. identify the skills and training needed for jobs by industry clusters
 - e. create asset maps and evaluate regional capacity

The required qualifications were included as a discussion item at the publicly advertised meeting of the Region 2 executive council. The executive council's recommendation, in a memo shared with state staff, was included in the publicly distributed meeting packet for the full Region 2 council meeting.

Region 2 implementation partners include:

- ACE Cluster Coalition: VT (Virginia Tech) College of Engineering
- Blue Ridge Partnership for Health Science Careers
- Central Virginia Workforce Development Board
- Greater Roanoke Workforce Development Board
- Lynchburg Regional Business Alliance
- New River/ Mount Rogers Workforce Development Board
- Onward NRV (New River Valley)
- Roanoke-Blacksburg Technology Council/ Verge
- Roanoke Regional Partnership

Region 2 Key Education Partners Include:

- Central Virginia Community College

- Liberty University
- Mountain Gateway Community College
- New River Community College
- Radford University
- Virginia Western Community College
- Virginia Tech

5. What experience does the industry cluster talent coordinating entity have in talent pathways development and/or workforce system planning efforts?

Coordinating Entity:

VT-CECE, an engagement center of Virginia Tech, has broad experience building coalitions and partnerships throughout the three sub-regions of GO Virginia Region 2 and across the state. As the support organization for GO Virginia Region 2, VT-CECE has established working relationships with grantees and is well positioned to explore strategic alignment with adjoining GO Virginia Regions in Southwest and Southside Virginia. VT-CECE has experience with talent pathways development and workforce systems planning projects; summaries are available on VT-CECE's website (<https://cece.vt.edu/projects.html>). This includes providing on-call data analysis and strategic planning services for multiple workforce investment boards and non-profits, as well as labor market and industry cluster analysis for economic development organizations. As a U.S. Economic Development Administration (EDA) University Center, VT-CECE offers free and reduced cost assistance to some Virginia localities for economic recovery planning and strategy, including specialized technical assistance and research. As the regional grantee for the Virginia Talent + Opportunity Partnership, VT-CECE convenes the Region 2 Internship Collaborative to connect businesses to students and strengthen pathways to professions through work-based learning.

VT-CECE will serve as the project manager in this year-long planning process. It will engage third parties to complete substantial parts of the project. In service to a transformative planning process, VT-CECE will assemble an inclusive and non-duplicative effort with workforce and education partners, working with industry across the region. VT-CECE will identify and coordinate implementation partners to undertake the 6 required planning activities for both priority industry clusters. The state intends on fostering new high-level engagement, directly with senior industry leaders in the region, while building their buy-in for efforts at all levels.

Implementation Partners:

The **Automated-Connected-Electrified (ACE) Coalition** includes a team of education, community partners, and industry leaders. They are building on a regional coalition of more than 150 public, private, and nonprofit organizations that was one of 60 finalists for the U.S. Economic Development Administration's \$1 billion Build Back Better Regional Challenge. Recent recipients of a Region 2 GO Virginia grant, they will curate a network of university, college, and industry assets providing customized education and technical assistance services to firms in the Transportation Manufacturing/Autonomy Cluster.

Formed in 2019 as a direct response to the region's urgent need for more healthcare and health science workers, the **Blue Ridge Partnership for Health Science Careers** is a collaboration of educators, employers, and economic development professionals in the Roanoke and New River Valleys, the Alleghany Highlands, and the greater Lynchburg region that make up GO Virginia Region 2. The Blue Ridge Partnership for Health Science Careers aims to solidify the Roanoke and New River Valleys, the Alleghany Highlands, and the greater Lynchburg region as a health sciences leader with the help of three hospital systems, five long-term care headquarters and one home-care employers, seventeen school districts, four community colleges, five 4-year universities, and three post-graduate institutions.

The **Central Virginia Workforce Development Board (CVWDB)** is the designated regional convener and administrative entity that coordinates workforce training and career services through federal funding from the Workforce Innovation and Opportunity Act (WIOA). It is charged with overseeing and implementing workforce development initiatives and activities throughout the **Virginia Career Works – Central Region**. The CVWDB collaborates with workforce system partners to assist employers with applicant screening, writing job descriptions, and training new employees. The CVWDB also ensures that classes and career services are effectively delivered for Virginia Career Works – Central Region youth and adults, and businesses.

The **Greater Roanoke Workforce Development Board (GRWDB)** is the regional workforce development board and public-private partnership that serves to provide strategic workforce solutions and programming in the Roanoke Valley and Alleghany Highlands. The GRWDB serves as the convener of the workforce system in the region bringing together higher education, state employment agencies, vocational rehabilitation, secondary schools, and community-based and non-profit organizations to provide a qualified workforce that meets current and future job demand. The GRWDB also provides oversight and administration of federal, state, local, and discretionary funds to provide programming to assist individuals in connecting with training and development with the ultimate goal of employment in high-demand, high-wage industries.

Since 1883, the **Lynchburg Regional Business Alliance**, formerly the Lynchburg Regional Chamber of Commerce, has worked to promote regional economic growth and enhance the quality of life for all citizens of the Lynchburg region. The Alliance focuses on promoting entrepreneurial start-ups, business expansion and retention, and new job creation; advocacy; workforce development; connecting people and businesses; community, minority, and small business development; and the cultivation of local and regional leadership.

The **New River/Mount Rogers Workforce Development Board (WDB)** is made up of representatives from regional employers (minimum of 51%), education, organized labor, community-based organizations, economic development and federally required One-Stop Partners. All WDB members are appointed by the Consortium Board. The WDB oversees the programs and initiatives as specified in the Workforce Investment Act of 1998 (which include programs for Adults, Youth, Dislocated Workers and other special grants and programs as available). The WDB also acts as a coordinator/convener for the region's workforce system to interface with economic development and the business community.

Onward NRV, formerly known as the New River Valley Economic Development Alliance, is a public/private, regional economic development organization whose mission is to attract and retain world class jobs, investment, and talent in Virginia's New River Valley. It is a movement where leaders from business, government, and higher education work together to promote the economic vitality of the region.

The **Roanoke-Blacksburg Technology Council (RBTC)**, an affiliate of the Verge technology alliance, is an extensive network of technology professionals, businesses, and organizations in the Roanoke-Blacksburg area of Southwest Virginia. RBTC's mission is to create a nationally recognized innovative and diverse ecosystem for the technology and biotechnology sectors to thrive through high-quality programming, membership, and ecosystem partnerships. Current efforts include serving as information brokers to the tech and biotech industries. RBTC convenes a regional technology talent coalition quarterly that works to strengthen the tech and biotech sectors. The organization employs a technology talent strategist to work directly with Region 2 technology and biotech companies to strengthen their strategies on attracting, retaining, and branding their company for top talent. Through RBTC's GO Virginia grant, they worked across Region 2 to connect computer science students to employers and host programming to keep more computer science talent in the region.

The **Roanoke Regional Partnership** serves as the point of contact for businesses looking to relocate and expand. The Partnership has created more than 20,000 primary jobs and over \$24 billion in investment. Founded in 1983, the Partnership is the public-private economic development marketing and strategy organization representing Alleghany, Botetourt, Franklin, and Roanoke counties, cities of Covington, Roanoke, and Salem, and the town of

Vinton as well as over 100 businesses. The Roanoke Regional Partnership's Get2KnowNoke is the region's talent attraction and retention brand, developed to lead the effort in showcasing livability assets and make the case for what sets our mountain metro apart from the competition. The initiative was developed by the Roanoke Regional Partnership to leverage the organization's marketing expertise to develop a young, diverse, and skilled workforce; and to collaborate with education and workforce development partners to better align with employer needs.

6. Briefly describe how the industry cluster talent coordinating entity will address, in its plan, each of the following six required elements in the program guidelines.

- a. Development of industry coalitions directed by industry leaders and engaging workforce system partners to guide and advise on the planning elements
- b. Completion of a quantitative and qualitative situational analysis of the workforce needs for one or more high-impact industry clusters prioritized by each region,
- c. Completion of a gap analysis related to the jobs needed to help such clusters grow,
- d. Identification of the skills and training needed for people to fill such jobs, including those provided through high school career and technical education, credentials, certifications, apprenticeships, internships, and other degree and non-degree programs, including a gap analysis of where such programs fall short in meeting identified needs,
- e. Development of an asset map that evaluates the region's capacity (institutions, programs) to support the identified unmet workforce needs,
- f. Identify strategies and supporting highest-impact pathway projects for future implementation.

a. VT-CECE will ground the TPI planning process in several ways. First, by aligning with the workforce plans articulated by the three workforce development boards in our region; and second, by bringing in experts from the Lynchburg, Roanoke, and New River Valley subregions as consultants and sub-awardees. Together, these experts will develop industry coalitions directed by industry leaders, complete situational and gap analyses, identify skills and training needed, evaluate the region's capacity and assets, and identify strategies and high-impact projects for future implementation. VT-CECE may also engage outside expertise as key advisors to help think anew about opportunities in each cluster. VT-CECE will regularly convene implementation partners to guide and advise on the planning elements. Implementation partners will present the TPI planning opportunity at their meetings to solicit high-level engagement from industry leaders. Industry leaders and participating localities will meet as industry-led steering committees for each priority cluster. The planning process will also pilot the use of the Talent Pipeline Management Academy toolkit, produced by the U.S. Chamber of Commerce. This toolkit provides a web-based portal and data collection module that is specifically built for sector strategy initiatives. This toolkit and the time and effort to manage and administer the toolkit to the two sector strategies will be provided in-kind to the project by the GRWDB. Deliverables from this activity will be a defined *Implementation Partner Roles and Responsibilities*, a *Steering committee list (industry leaders and participating localities)*, an *Inventory of regional Life Science & Healthcare employers*, and an *Inventory of regional Transportation Manufacturing & Autonomy employers*.

- b. Implementation partners (listed in response to questions 2 and 5) will convene leaders in their employer networks to reflect on the situational analysis of workforce needs. In preparation, VT-CECE will align the workforce plans articulated by the three workforce development boards in Region 2: [New River/ Mt](#)

[Rogers Workforce Development Board Workforce Plan \(2020-2024\)](#), [Greater Roanoke Workforce Development Board Workforce Plan \(2020 – 2024\)](#), and [Central Virginia Workforce Development Board Workforce Plan \(2020 – 2024\)](#). VT-CECE will aggregate the data, recent workforce surveys, and economic development priorities identified by regional economic development partners. Implementation partners will use their data resources, promotional power, and employer networks to engage with the TPI planning process. Deliverables from this activity will be an *Analysis of Life Science & Healthcare workforce needs* and an *Analysis of Transportation Manufacturing & Autonomy workforce needs*.

- c. Implementation partners (listed in response to questions 2 and 5) will convene leaders in their employer networks to reflect on the gap analysis of job needs. In preparation, VT-CECE will gather quantitative data for a gap analysis of the jobs needed to grow the clusters. Local sources include data gathered from the ACE Industry 4.0 enhanced capacity building grant funded by GO Virginia, the Blue Ridge Partnership for Health Science Careers enhanced capacity building grant funded by GO Virginia, and local workforce plans like the *Lynchburg Regional Workforce Roadmap* (expected Spring 2023) developed by the LRBA and the CVWDB.
- d. Implementation partners (listed in response to questions 2 and 5) will convene leaders in their employer networks to reflect on the gap analysis of skill and training needs. In preparation, VT-CECE will identify needed skills and training to fill identified jobs, using data from the [VOEE Graduate Supply & Demand Occupation Dashboard \(release scheduled for March 2023\)](#) and Lightcast.
- e. VT-CECE and implementation partners will create an asset map by defining what regional talent partners are currently doing to address the gaps identified in activities C and D, and how partners need to modify what they are doing to improve their processes to serve the talent needs in the priority industries. Implementation partners will share regional data to inform the asset map. Deliverables from this activity will be an *Asset map of regional Life Sciences & Healthcare training providers and capacity* and an *Asset map of regional Transportation Manufacturing & Autonomy training providers and capacity*.
- f. VT-CECE and implementation partners will work collaboratively with the industry coalitions to identify strategies and high-impact projects that take guidance from the situational analysis and asset map and include meaningful targets and tactics that will inform talent pathway projects region wide. The final products will be a *Life Science & Healthcare Talent Pipeline Development Plan* and a *Transportation Manufacturing & Autonomy Talent Pipeline Development Plan* that will be widely shared.

7. How did your region's most recent growth and diversification plan inform the proposed TPI approach and how will the larger strategies and goals from the most recent G&D plan be achieved through this planning process?

[Region 2's 2021 Growth and Diversification Plan](#) (G&D plan) is the framing for its proposed TPI planning approach. The two TPI priority industry clusters were selected using economic data presented in the G&D plan. Region 2 views TPI as an opportunity to leverage broad strategies and specific objectives that were identified in the G&D plan for Innovation Cluster Scale-Up and Talent (more details in Table 21 and 22 of the G&D plan).

Innovation Cluster Scale-Up Strategies:

1. Improve Information and Networks: Build a sustainable, industry-driven, cluster organization to facilitate communication and collaboration, leading to growth and investment.
2. Focus Talent Development: Deliver customized, hands-on training (credit and not-for credit), curricula development, etc. aligned with current and anticipated needs across the industry cluster.

Talent Development, Attraction and Retention Strategies:

1. Strengthen the pipeline from K-12 to higher education to career for each target industry cluster.
2. Increase number of degree completions and instances of skillset development applicable to target industry clusters.
3. Improve knowledge and promotion of complementary workforce and training programs.
4. Enhance employer engagement activities that will encourage more aligned skill development, create opportunities for regional employment post-graduation, and promote the hiring of in-demand occupations.

The TPI planning process itself will be a platform for improving information and networks within the two priority industry clusters and identifying customized, focused talent development pathways for each cluster. Successful outcomes and deliverables from the TPI planning process will align with talent development strategies named in the most recent G&D plan and will provide incentive and timelines to holistically address these strategies.

8. Identify any anticipated challenges to the development of the TPI and how will the industry cluster talent coordinating entity address these challenges.

In Region 2, there are many existing initiatives working in support of workforce development and talent. VT-CECE is engaging workforce leaders as TPI planning process implementation partners to make the process inclusive and align efforts across Region 2 geography. The TPI process must include internal planning among workforce partners to link and leverage individual strengths and specific roles, so that we avoid duplicating efforts.

The success of the TPI program depends on high-level engagement from industry leadership. In both TPI industry clusters targeted by Region 2, opportunities for new funding have already drawn broad support from senior industry leadership. VT-CECE will build cluster leadership councils by inviting members from these ongoing regional efforts.

The clearest path toward sustained industry engagement is to accelerate consistent funding for industry-validated talent priorities. VT-CECE will structure the planning process around clear directives and specific products for the talent pathways, so that Region 2 has actionable outcomes and priorities for future implementation funding.

9. Outline the method that the regional council will use to oversee the talent pathways planning initiative throughout the grant cycle or grant period.

The GO Virginia Region 2 Council has taken a deep interest in talent issues, especially in the two clusters targeted for TPI. Co-chairs of the council's current "Cluster Conversations" will be asked to serve as Ex-officio members of the TPI cluster leadership councils. This substantial direct connection back to the Region 2 Council will enhance oversight and alignment of the effort.

The Region 2 Council and its Executive Committee receive regular quarterly reports on project progress and management. Similar briefings will be provided for TPI. Given the involvement of the Council's support

organization in the TPI project, the quarterly TPI briefings will be developed by a third-party evaluator secured specifically for this program.

10. How will the regional council actively support this initiative and use the insight and recommendations to develop potential talent pathways projects for future funding?

The Region 2 Council will actively support the talent planning initiative by engaging in program updates at future council and executive committee meetings. The Region 2 Council will share TPI findings with the public and GO Virginia sub-grantees at a new region wide “All Hands” meeting planned for 2023.

In addition, the TPI process aligns with and opens future funding opportunities for several ongoing workforce development initiatives in Region 2 that support the priority industries, including the Blue Ridge Partnership for Health Science Careers, the ACE Cluster Coalition, and all three regional Workforce Development Boards. Insight and recommendations from the TPI planning process will strengthen talent attraction and retention initiatives through the Lynchburg Regional Business Alliance, Onward NRV, the Roanoke-Blacksburg Technology Council/ Verge, and the Roanoke Regional Partnership.

Attachments

- Attachment A: Project Deliverables**
- Attachment B: Project Timeline with Milestones**
- Attachment C: Project Budget**

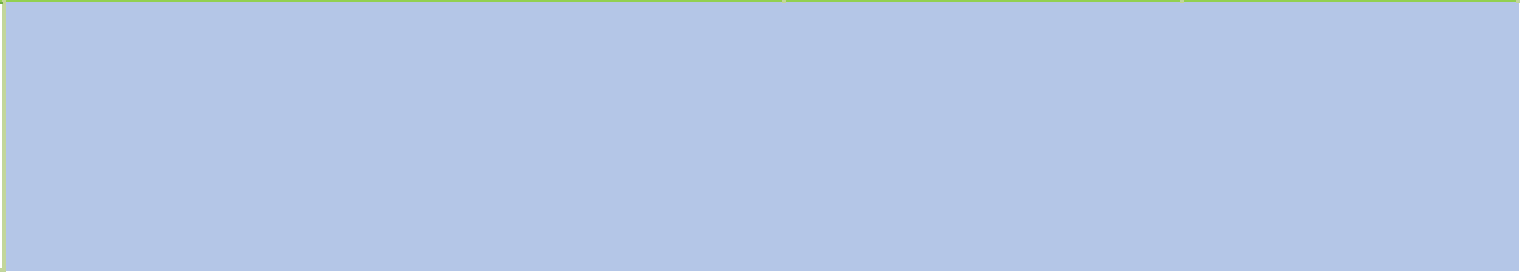
Budget Category (Dropdown)	Uses of GO VA Funds	Amount (\$)	Description
Salaries		\$50,000	TPI Program Coordinator Salary (1 FTE, 100% at \$50,000 annual salary)
Fringe Benefits		\$28,350	TPI Program Coordinator Fringe Benefits (1 FTE)
Salaries		\$17,500	VT-CECE Graduate Assistants (200 hours) and Economic Development Specialist (100 hours)
Contract Services		\$125,000	Consultants/ implementation partner sub-awardees (TBD - staff buy-out as needed)
Training/Workshops/Meetings		\$3,000	Meetings and focus groups with implementation partners, stakeholders, industry coalitions
Travel		\$2,400	Anticipate 12 trips locally within Region 2
Planning/Assessment		\$5,232	VT-CECE materials and supplies, database access to Lightcast and Implan
Administration (Support Org Grant Management up to 8%)		\$18,518	VT CPE Grant Administration
		\$	250,000.00 Total GO Virginia Request

Directions: Please list the budget category, associated uses of GO VA funds (how funds are being used), amount, and description for each budget category. In the Description column please provide more detail about the proposed uses of the funding including, if applicable, what organization will be receiving/managing those funds (i.e. grant recipient or third-party). The budget categories and amounts should match the "DHCD Request" column in the CAMS application budget.

Please include a detailed budget narrative below:

Budget Category (Dropdown)	Description of Uses of Matching Funds	Amount (\$)	Type of Match (Dropdown)	Source of Match	Documentation Submitted (Dropdown)
Salaries	In-kind: staff time	\$150,000.00	Nonprofit	Carilion Clinic	Yes
Salaries	In-kind: staff time	\$6,029.00	Federal	Central Virginia WDB	Yes
Other	In-kind: staff time, data, use of meeting space	\$42,500.00	Nonprofit	Lynchburg Regional Business Alliance	Yes
Salaries	In-kind: staff time, TPM system	\$12,000.00	Federal	Greater Roanoke Workforce Development Board	Yes
Salaries	In-kind: staff time	\$2,500.00	Nonprofit	Onward NRV	Yes
Salaries	In-kind: staff time, data	\$15,000.00	Nonprofit	RBTC/ Verge	Yes
Salaries	In-kind: staff time	\$2,000.00	Nonprofit	Roanoke Regional Partnership	Yes
		\$ 230,029.00	Total Matching Funds		
		\$ -	Total Local Match		

Directions: Please list all budget categories, description of uses, type of match, sources associated with the required matching funds, and if documentation was submitted. The budget categories and amounts should match the "Other Funding" column in the CAMS application budget. NOTE: State funds may NOT be used as match, but may be listed as additional leverage.



Budget Category (Dropdown)	Description of Uses of Additional Leverage	Amount (\$)	Type of Leverage (Dropdown)	Source of Leverage	Documentation Submitted (Dropdown)
	In-kind: staff time	\$10,000.00		New River Community College	
		\$ 10,000.00	Total Leveraged Funds		
<p>Directions: Please list all sources and uses associated with additional leverage beyond the required match. Additional leverage SHOULD NOT be included in the CAMS application budget. NOTE: State funds may only be used as additional leverage and may not contribute to the required \$2:1 match.</p>					

Type of Funds	Totals	
GO Virginia	\$	250,000.00
Matching Funds	\$	230,029.00
Total CAMS Budget	\$	480,029.00
Additional Leverage	\$	10,000.00
Total Project Budget	\$	490,029.00

**These answers will autofill from previous tabs.*

Type of Match	Totals	
Matching Funds	\$	230,029.00
	At least \$2:1	YES
Local Match	\$	-

GO Virginia Region 2 Quarterly Report

Period: January-March 2023

Total Projects Funded	Total Funds Allocated	Jobs Created to Date	External Investment Generated
43 (29 Projects Completed)	\$8,889,827	712	\$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	Business es served	New jobs created	Jobs retained	Students trained	Upskilled employees	Credentials awarded	Dual enrollment
	ELITE Internship Program	26	8	15	-	-	-	-	-
	CVCC-CTE Academy	-	123	-	-	2,655	-	466	587
	Project Eagle +	N/A	7	-	-	N/A	-	N/A	N/A
	Regional Talent Strategy Implementation	N/A	112	14	-	22	31	-	N/A
	Workforce & Entrepreneurship Initiatives in a Regional Makerspace – also see entrepreneurship metrics	N/A	61	7	-	80	-	N/A	N/A
	Expanding Welding Training Capacity & Jobs in the Roanoke Valley	N/A	-	-	-	-	-	-	N/A
	Classrooms to Careers	10	4	-	-	168	-	129	130

GO Virginia Region 2 Quarterly Report

Period: January-March 2023

Blockchain Ecosystem Catalyst	-	85	4	-	365	-	46	-
AMPL (also in sites)	-	34	75	-	500	-	-	-
Developing a Destination for Talent	217	52	150	-	217	-	-	-
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	272	619	365.5		4,026	172	641	734


ECB Progress Notes:


	<p>BRPHSC - Carilion</p>	<p>The BRPHSC is established as a 501c4 organization as of February 2023. The c4 designation allows the organization to lobby. Grant received no-cost extension through July 31, 2023, authorizing the use of funds to pay George Mason Center for Health Workforce to write a progress/impact report on behalf of the BRPHSC. Work has begun with the GMU Center to gather data and outline the report content. Additionally, project work has begun between GMU Center for Health Workforce and Carilion Clinic to identify ways to track the transition from students to employees and their advancement within the organization; particularly solving for non-clinical employees who do not possess a National Provider Identification number. The question this work will address is “Are employers getting more and better qualified applicants as a result of the BRPHSC efforts?”</p> <p>Work has begun on a second annual Health Sciences Career Advisory Conference scheduled for October 19, 2023. Workgroups in the subregions have been established to develop and coordinate student engagement opportunities to showcase health science careers.</p>
---	---------------------------------	---


GO Virginia Region 2 Quarterly Report

Period: January-March 2023

Implementation Progress Notes:

- 
ELITE: Project did not meet the Q1 milestone of supporting 10 new internships. The project team advanced 7 new interns, with the goal of supporting 3 additional internships during Q2.

- 
Project Eagle +: Project hired a lab manager during Q1. Final inspection report received on 3/23/23 from the Town of Blacksburg for the laboratory space. Soft Opening held on 03/30/23 and included media coverage. Formal ribbon cutting to include Chamber of Commerce and dignitaries delayed for soft opening to occur. Plans for formal ribbon cutting to be held during Q2 2023. Roanoke Design/Engineering – Preliminary on-site review is complete, with the formal report forthcoming. Three applicants have been accepted into the Accelerator Virtual Residency Program: The Tiny Cargo Company, Qentoros, and Acomhal Research. Press announcement was made on 03/28/23. J&J was on site on 03/29/23 and 03/30/23 to provide mentoring to potential applicants in Blacksburg and in Roanoke.

- 
BTEC- Expanding Welding Training Capacity & Jobs in the Roanoke Valley: Project has finalized specifications and the procurement process for welding booth equipment and mechanical systems installation. The masonry work has been procured and BTEC reports it will be completed by April 17, 2023. Steel rebar has been added to the masonry work, which has caused a slight delay in continuing with procurement and installation of electrical and ventilation systems. BTEC reports that the Perkins and American Welding Society grant funds (total ~\$55,000) have been expended to purchase welding booth equipment. Additional equipment will be procured.

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

GO Virginia Region 2 Quarterly Report

Period: January-March 2023

	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: Final DEQ approval has been received for both the Amelon and Brockman sites. A contractor was selected, with an executed contract secured through Counts and Dobyns. Work has begun; mobilization, stakeout, E & S and earthwork.

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	7	N/A	4	61	N/A	N/A
	CS/root	-	-	-	-	225	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	24	11	72
	Project Totals	302	30	33	231	345	236

GO Virginia Region 2 Quarterly Report

Period: January-March 2023

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.

Projects in Process of Contracting:

Airport Commerce Park Regional Development

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

Center of Entrepreneurship

Promise Pathways

Bedford Metal Workforce Retention Center

GO Virginia Region 2 KPIs:

Project Pipeline [Bar Graph]

(past 3 quarters, rolling period)

- ▶ # of interest meetings w/ staff
- ▶ # of LOIs submitted
- ▶ # of applications received

Region 2 Funds [Dials/ pie charts]

(FY period)

- ▶ Per Capita (spent vs. allocated)
- ▶ ECB grants (spent vs. allocated)

Approved Investment

(cumulative total)

- ▶ \$ GO Virginia Funding Approved
- ▶ \$ total matching funds committed
- ▶ # of approved projects
- ▶ % of awards by sub-region

Jobs [Dial/ pie chart]

(cumulative total)

- ▶ Created/Filled (quarterly reporting) vs. Committed (ROI)

GO Virginia Region 2 by the numbers:

43 projects funded

29 projects completed

\$8,889,827 total GO
Virginia funds approved

\$10,022,686 total
match committed

2360 jobs committed

1145 businesses served

712 jobs created/filled

590 credentials awarded

381 internships created

110 industrial acres
improved

Marketing & Outreach Update

Speaker's Bureau presentations *(council volunteers)*

- New River Valley Regional Commission, Feb 23
- Bedford County and Town of Bedford EDA, March 2
- Central Virginia Planning District Commission, March 16
- Pulaski County Board of Supervisors, April 24
- Onward NRV, TBD
- Christiansburg Town Council, TBD

Virtual Application Q&A *(staff)*

- Q2 applications, Feb 13
- Q3 applications, May 8-12

Small & Rural Convening for GO Virginia Region 2, May 8 *(staff)*

- a forum to explore project ideas that multiple localities may be interested in pursuing

Opportunities for Council Engagement

Attend Region 3 All-Hands

- May 4, 5-8pm in Boston, VA
- *Theme:* Entrepreneurs to Big Business: Connecting Our Ecosystem
- Register: <https://govirginia3.org/news/all-hands-meeting/>

Visit other GO Virginia Councils

- Region 1 (Southwest)
- Region 3 (Southside)

Speak with Elected Officials

- share about GO Virginia and projects in Region 2

Celebrate Success in Region 2

Fall 2023

- a public event to celebrate the impact of more than 43 GO Virginia projects in Region 2, and collaborate for the future
- Inspired by the *All-Hands 2023* meeting in Region 3



GO Virginia Region 2 Council Meeting Minutes

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

Room 212, Roanoke Higher Education Center, 108 N Jefferson Street, Roanoke, Virginia, 24061.

Council members in attendance: Eddie Amos (Vice-chair), Michelle Austin, Nathaniel Bishop, John Capps, Janice Crawford, Sandy Davis, Paul Denham, John Dooley, Vince Hatcher, Patricia Huber, Floyd Merryman, Marty Muscatello, Kim Payne, Debbie Petrine, John Putney, Ray Smoot (Chair), Justin Yalung.

Council members participating remotely: Kenneth Craig, Michael Friedlander.

Council members not in attendance: Beverley Dalton, Don Halliwill, Mike Hamlar, Fourd Kemper, Debbie Petrine, Luke Towles.

Staff in attendance: John Provo, Quina Weber-Shirk, Rachel Jones, Sarah Lyon-Hill, Julia Kell.

Public in attendance: Sara Dunnigan, Billy Gammel, Mary Zirkle, Jonathan Buttram, Laura Hamilton, Megan Lucas, John Hull, Amy Minnix, Brian Hamilton, Carley Graves, Emma Brown, Jason Suhr, Jeff Sturgeon, Kristen Costello, Laura Morillo, Matt Earnest, Scott Weimer, Pam Bailey, Mimi Coles, Ruth Caul, Shelley Foster, Bob Patterson.

The meeting convened at 1:00p.m. and adjourned at 3:02p.m.

Financials Review

John Provo reviewed the financial reports included in the board packet. Council has a remaining balance of \$1,903,430 in per-capita funds. If the 2 proposals before council are approved, there will be a remaining balance of \$967,718.

Project Pipeline and Project Proposals

Project Pipeline

Quina Weber-Shirk began with a brief overview of project proposals currently in the pipeline; including an implementation request from the Blue Ridge Partnership for Health Sciences, an employer-childcare request from United Way Roanoke, a partnership between Radford University and Virginia Tech to create a Radford Innovation, Certification, and Security Hub, as well as a possible statewide competitive application, in partnership with Region 3, from the Blue Ridge Partnership for Health Sciences.

Project Proposals

Career Acceleration Program

Quina Weber-Shirk then reviewed the new project proposal, *Career Acceleration Program*, submitted by Lynchburg Beacon of Hope. 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. Laura Hamilton, Lynchburg Beacon of Hope, reviewed project deliverables and answered questions from the council. Michael Friedlander requested clarification regarding how the targeted workers will be identified, and how they will be connected to professional development opportunities. Laura Hamilton responded by stating the team selects candidates through their 10 year-long partnership with the Lynchburg City schools, with an estimated 600 high school graduates each year. Additionally, they have continued to build relationships with local employers in the Lynchburg sub-region. John Dooley then inquired on how the project will support long-term sustainability. Laura Hamilton responded by stating in their 10-year history, they have privately raised over \$14 million through local individuals and the foundation's employers to support the Stay Close, Go Far scholarship program through the class of 2027. The internship program is funded almost entirely by participating employers. Hamilton stated the internship program is funded almost entirely by participating employers, and their board is exploring opportunities to further the success of the program long-term.

Lynchburg Beacon of Hope's request totaled \$540,000 in Region 2 per-capita funds, with a match of \$585,000.

Council members abstaining from the vote include John Capps.

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

Bedford Regional Metal Workforce Retention Center

Quina Weber-Shirk continued with a brief overview of the new project proposal, *Bedford Regional Metal Workforce Retention Center*, submitted by Town of Bedford Economic Development Authority (EDA). This project seeks to develop a master plan for a facility, programming and operation model of a proposed Bedford Regional Metal Workforce Retention Center. Mary Zirkle, Town of Bedford EDA, and Jonathan Buttram, Chairman, Bedford EDA, reviewed project deliverables and answered questions from the council. Sandy Davis requested clarification on the target audience. Mary Zirkle responded by stating the target audience would include existing employees from participating businesses, students within the local community colleges, as well as Bedford County Public Schools in an effort to address the governor's initiative to ensure all high school graduates hold a credential or certification when entering the workforce. Eddie Amos inquired on which programs within the local community colleges would be considered the "anchored tenant" in which this study would demonstrate immediate success. John Capps responded that welding and sheet metal fabrication would be most beneficial considering Central Virginia Community College is over capacity within their welding program, and the school does not have the space required for trainings such as pipe fitting and metal fabrication. John Capps stated the additional space afforded from this project would be a real asset to the college and an even greater asset for the area.

Town of Bedford EDA's request totaled \$99,900 in Region 2 enhanced capacity building funds, with a match of \$213,772.



Council members abstaining from the vote include John Capps.

John Dooley motioned to approve this proposal, and Michelle Austin seconded. All were in favor and none opposed.

Council conversation. Materials and Machinery Manufacturing Cluster and Site Development

Cluster Update, Project Evaluation Staff

Sarah Lyon-Hill reviewed cluster highlights including data on jobs available in each sub-region, existing in chemical manufacturing, plastics, metal work, and industrial and tool machinery. Lyon-Hill continued by reviewing top employers within the region, as well as top occupations within the cluster. She then reviewed Region 2 projects existing in site development, offering highlights from project outcomes, such as the advancement of 521+ acres to a higher tier on the Virginia Business Ready Sites Program (VBRSP), scale, 3 businesses attracted, 783 students trained, 76 upskilled employees, and over 70 jobs created or filled.

Panel Discussion

John Provo led a council conversation around the materials and manufacturing cluster beginning with asking Janice Crawford, Framatome, to describe needs and common misconceptions around her firm's work within the industry. Crawford identified top needs within Framatome to be workforce initiatives such as those funded by the regional council, and talent attraction and retention strategies. Crawford continues by detailing the crucial need for engineering professionals within the company, such as Ph. D completers, as well as students who have participated in training programs focused on equipment operation within or in partnership with the higher education institutes. Justin Yalung, Inorganic Ventures, identified the primary needs of his company to be talent attraction and site development, further elaborating on the history of his company and how initiatives existing within these clusters contributed to it's success. Pam Bailey, Bedford County Economic Development, expressed how an earlier funded project, Center for Energy and Research Education (CERE) Labs within Liberty University, proved to be such a large asset surrounding hands on training needs in the sub-region. Megan Lucas, Lynchburg Regional Business Alliance, discussed the importance of GO Virginia funding in the site development space, further elaborating on the Central Virginia Training Center Redevelopment and how GO Virginia funding not only played a critical role in the initial start of that project, but also closed the loop by providing additional funding when extra support was needed at the end of the grant period. Lucas continued by stating the first project funded by GO Virginia was a due diligence study on 6 industrial sites within Lynchburg; of those 6, most have now moved from a tier 2 to a tier 3 on the VBRSP scale, crediting the original study for the ultimate advancement of those sites. John Hull, Roanoke Regional Partnership, provided closing remarks regarding the GO Virginia funding provided for the extension of utilities to the WoodHaven Technology Park, as that first step made further advancements possible such as the rezoning of the site, the construction of a road to the site, and the grading of 30 acres on the property.



State Updates, Virginia Department of Housing and Community Development

Governor's Budget

Sara Dunnigan, Deputy Director, GO Virginia, and Billy Gammel, GO Virginia Senior Program Administrator, provided updates from the state level on the governor's budget, 2023 Growth & Diversification Plan Review, as well as the program review conducted by JLARC. Included in the Governor's budget is an allocation to implement the Talent Pathways Planning Grant Program, allocating \$250,000 to each region, with the primary focus on the development, retention, and attraction of talent within high impact industries identified in each GO Virginia region. Dunnigan continued with an overview of the additional \$4,500,000 to be allocated for implementation purposes. These funds shall be used to build capacity within the selected organization to implement strategies that may arise during the planning process of the Talent Pathways Initiative. Additionally, \$20,000,000 will be allocated to qualifying regions to support the development of emerging strategies from the Talent Pathways Initiative. These funds may be used for programs that support transition of veterans into full-time employment in Virginia and programs that address reskilling or upskilling of adults for workforce needs and employment opportunities in Virginia. Grant funds may also be used for the marketing of the program and resulting pathways.

JLARC Review

Sara Dunnigan continued with an overview of the Joint Legislative Audit and Review Commission (JLARC) review of the effectiveness of the GO Virginia Program. When conducting its study, JLARC will determine whether regional collaboration on economic development efforts has improved because of GO Virginia, and to 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 & Diversification Plans, and collected appropriate information on project performance to assess regions' progress in achieving their economic development goals.

2023 Growth & Diversification Plan Review

Billy Gammel continued with a brief overview of the 2023 Growth & Diversification Plan Review. Each region has a Growth & Diversification Plan, which is a guiding strategy to achieve its economic development goals. Councils determine projects of importance based on the strategies and goals outlined in their plan. Each council is required to review their Growth & Diversification Plan biennially while receiving grants, with the goal of this review to provide councils an opportunity to reflect on the plan and reinstate their commitment to targeted industries and goals and strategies. When reviewing their 2021 plans, DHCD will require each region to reflect and update the following criteria; performance of regional economy, situational analysis for each targeted industry sector, skills gap analysis for each targeted industry sector, plan goals and strategies, as well as partners for collaboration. All updates will be due to DHCD by October 15, 2023.



Regional Staff Updates

Outreach/Marketing Plan

In the interest of time, John Provo provided a brief overview of packet items such as the outreach and marketing plan developed by regional staff.

Talent Pathways Initiative

John Provo continued with highlights of the Talent Pathways Initiative, previously reviewed by state staff. At the previous council meeting, council approved guidelines related to the Talent Pathways funding proposal. Region 2 staff have received preliminary guidance from state staff to operationalize this planning effort and have engaged regional partners to collaborate on the structure of this initiative.

Quarterly Project Reporting/LRBA Center for Entrepreneurship Resubmission

John Provo reviewed the state deferral of the Center for Entrepreneurship proposal, stating regional staff have met with state staff, as well as the applicants, to resolve questions/challenges for resubmission for consideration at the next state board meeting. This does not require action by the regional council. Region 2 staff reviewed active project status, noting there are two current projects listed in yellow, meaning they did not meet a quarter 4 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.

Council Business

Minutes

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

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

Nominations for Member Appointment/Reappointment

Chairman Smoot recommended the reappointment of the following council members to serve an additional three-year term: Eddie Amos, Kim Payne, Don Halliwill, and Debbie Petrine. Council members Floyd Merryman, John Dooley, and Victor Iannello have declined an invitation to serve another term. Chairman Smoot then offered the council the name of Amy Sebring, Chief Operating Officer, Virginia Tech, to fill John Dooley's open position within the NRV.

Sandy Davis motioned to appoint Amy Sebring, and reappointments of Eddie Amos, Kim Payne, Don Halliwill, and Debbie Petrine. Justin Yalung seconded. All were in favor and none opposed.



Review of Current Vacancies

Rachel Jones reviewed current vacancies existing on the council, stating there are five vacancies existing in the Roanoke sub-region, and one vacancy existing in the Lynchburg sub-region. Region 2 staff have been tasked with coordinating a closed discussion consisting of two members from the regional council and Roanoke regional representatives to bring forth membership nominations for the consideration of the full council at its next meeting on April 28, 2023.

Election of a Chair

With the expiration of a second 2-year term serving as chair, Ray Smoot will step down as chairman of the council, but will remain as a regional council member, as well as a member of the executive committee. Smoot thanked those who currently serve on the council, those who have served on the council in the past, and those who support the work of the council. The executive committee has recommended the election of Eddie Amos as chairman of the Region 2 Council.

Nathaniel Bishop seconded the executive committee's motion to elect Eddie Amos as chairman. All were in favor and none opposed.

The meeting adjourned at 3:02p.m.

DRAFT



TECH HUBS PROGRAM FACT SHEET

FUNDING OPPORTUNITIES TO EXPAND ECONOMIC OPPORTUNITY ACROSS AMERICA

“Today represents a more secure economy, jobs, and a stronger future for our nation. America is delivering.”

PRESIDENT JOSEPH R. BIDEN
ON THE PASSAGE OF
THE CHIPS AND SCIENCE ACT

As part of President Biden’s Investing in America Agenda, the Economic Development Administration (EDA) is launching a transformational new program that will continue the Biden-Harris Administration’s work to strengthen U.S. supply chains, create good-paying jobs, and expand economic opportunity across America. The Regional Technology and Innovation Hub (Tech Hubs) Program will strengthen U.S. national and economic security by developing clusters of businesses, communities, colleges and universities, and workers focused on accelerating innovation and technology deployment throughout the country.

This new Program follows EDA’s successful implementation of the [Build Back Better Regional Challenge](#) and the [Good Jobs Challenge](#), and will continue EDA’s work to invest in American workers and place-based economic development.

Through these programs and investments, we’re making sure the supply chain for America begins in America. We’re bringing manufacturing and innovation back, creating good-paying jobs—many that don’t require a four-year degree—and revitalizing communities and small businesses so that no community is left out or left behind.

The Tech Hubs Program was authorized as part of the bipartisan CHIPS and Science Act, one of the critical drivers of President Biden’s work to invest in American manufacturing. In December 2022, President Biden signed the FY 2023 Consolidated Appropriations Act into law, funding \$500 million for the Tech Hubs Program.

EDA recently concluded a Request for Information (RFI) comment period for this Program and continues to incorporate the feedback received into the Program design through prior roundtable discussions and stakeholder engagements across the country.

UNDERSTANDING THE PROGRAM

The Tech Hubs Program seeks to strengthen U.S. economic and national security by ensuring the industries of the future—and their good jobs—start, grow, and remain in the United States. The Tech Hubs Program will make place-based investments in regions with the assets, resources, capacity, and potential to become globally competitive, within a reasonable period of time, in critical technologies and industries. EDA will run this competition with a focus on geographic diversity and equity.

Successful proposals will demonstrate a region’s capabilities in, and focus on, its primary technological strength, and its potential for Tech Hubs investments to enable the region to become the global leader in that critical technology area within a decade.

HOW WILL APPLICANTS ENGAGE UNDERSERVED AND UNDERREPRESENTED COMMUNITIES AND POPULATIONS?

EDA's suite of programs serves the whole spectrum of U.S. economies and enables growth through both targeted, point-in-time investments that unlock immediate opportunities and strategic, long-term investments that seek to create self-sustaining regional growth.

The Tech Hubs Program aims to increase the diversity of the U.S. innovation economy. Economic research clearly shows increasing the diversity of inventors, students, researchers, funders, and founders increases the pace of innovation, which in turn supports good jobs, stronger supply chains, and new technologies, like clean technology. Throughout both phases of the Program, successful applicants will pursue specific, impactful diversity and inclusion strategies that accelerate innovation and growth and that increase the equity, accessibility, and diversity of the innovation economy, including through accessible, good jobs. EDA will also include a focus on geographic diversity, throughout the continuum of rural and urban areas.

HOW WILL FUNDING BE ALLOCATED?

The Program provides for two funding opportunities. The first phase of awards will designate promising Tech Hubs across America and provide strategy development awards to accelerate their development—applicants choose to apply for one or both of designation and a strategy development award. A second phase will provide significant strategy implementation awards to help Tech Hubs reach their full potential.

PHASE 1: Designating Tech Hubs

EDA expects to designate at least 20 Tech Hubs across the country and make a commensurate amount of strategy development awards utilizing approximately \$15 million of the \$500 million available. The Tech Hubs designation will be a widely-recognized indicator of a region's potential for rapid economic growth. The designated Tech Hubs will be invited to apply for Phase 2.

PHASE 2: Supporting Implementation

EDA expects to make at least 5 implementation awards with the remaining available funding to designated Tech Hubs. Contingent on future funding levels, EDA aims to invest in more Hubs to expand the Program's portfolio of technologies and places and may make follow-on investments in successful Hubs with opportunities for additional impact.

WHEN WILL YOU BE ABLE TO APPLY?

PHASE 1:

Late April/early May 2023 with a two-month application window

PHASE 2:

Announcement of designations and Phase 2 application window open by the end of Summer 2023

While EDA will consider a variety of factors, generally, successful applicants in Phase 1 will demonstrate they have resources, capability, coordination, and vision to become a Tech Hub grounded in their selected core technology area within the ten key technology focus areas set out in the Tech Hubs statute. Given the Program's goals, applicants in Phase 1 will primarily be measured on their articulation of the alignment of the region's existing assets, potential, and overall strategy with its opportunity to become the global leader in its technology area.

WHO IS ELIGIBLE TO APPLY?

For the Tech Hubs Program, only consortia are eligible, and each consortium has certain required and optional entity types.

For the Tech Hubs Program, EDA defines a Hub's geography as a single Metropolitan Statistical Area (MSA). Consortia may include assets or members outside that MSA—e.g., in nonmetro rural areas or distant but tightly integrated organizations—that support the consortium's strategy and benefit the Hub. If you have questions about whether you are an eligible entity, please contact techhubs@eda.gov.