



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

GO Virginia Region 2

GO Virginia Region 2, Council Meeting

May 4, 2021, 1:00p.m.- 3:00p.m.

- Introductions (1:00-1:05)
- Financial Report (1:05-1:15)
- Proposal Review (1:15-2:30)
 - Dearing Ford Industrial Park, Town of Alta Vista and Campbell County
 - Health and Life Science Workforce Initiative, Carilion Clinic and partners
 - Skills Matching Initiative, New River Mount Rogers Workforce Investment Board
 - Industry 4.0 Manufacturing Workforce Program, Virginia Tech Industrial and Systems Engineering
 - Expansion of ICAP Mentor Network, Virginia Small Business Development Center Network, Statewide ERR Proposal-Lead Region 7
- Council Business (2:30-2:40)
 - Council Vacancies
 - Minutes
- Staff Updates (2:40-3:00)
 - Support Organization Budget Review
 - Program Evaluation
 - Project Reporting

Region 2 Allocations

Updated 4/19/21

FY 21 Per Capita (Projects)

Original allocation	\$1,545,403.00
Transfers from FY 20 Per capita	-\$2,357.83
Transfer from FY20 Capacity Building	\$14,700.00
Anticipated return from FY 18 project	\$105,415.00
Biotech Lab Space Development	-\$99,360.00
Beacon of Hope (State admin approval pending)	-\$95,480.00
Current Balance	\$1,468,320.17

FY 21 Capacity Building (Support)

Original allocation	\$250,000.00
Support org services	-\$170,000.00
Current Balance	\$80,000.00

Applications Under Consideration 4/22/21**Per capita (Projects)**

Regional Health Sciences	
Talent Pipeline	\$100,000.00 ECB (Planning)
Altavista site	\$800,000.00
PICK-TM	\$100,000.00 ECB (Planning)
Industry 4.0	\$45,360.00 ECB (Planning)
Totals	\$1,045,360.00
Balances if all approved	\$422,960.17

State Competitive Funds

Virginia SBDC-ICAP \$882,794.00 No Region 2 Funds Involved

Planning applications \$245,360.00

Percentage of planning cap 98%

Region 2 GO Virginia Council

Project Title: Altavista GAS LYH Region
Applicant: Lynchburg Regional Business Alliance (LRBA)
Localities covered: Town of Altavista and Campbell County. (also includes Town of Hurt in Region 3)
Growth & Diversification Plan Strategy Area (s): Sites and Buildings.

GOVA Funds Requested: \$800,000 in GOVA funds requested, with a match of \$400,000

Project Description:

LRBA is applying for a site readiness grant to assist with putting a gas line in for 49.9 acres located in Dearing Ford Industrial Park in Altavista, Virginia. Prior Region 2 funding helped move 21 acres here from a tier three to a tier five. This project aims to enhance the marketability of this site. Prospects have expressed an interest in pre-existing natural gas infrastructure and the applicant states that there have been prospects for which they have not been able to compete due to the lack of natural gas provision.

This would become the only Lynchburg region site with natural gas access, according to the application. The application states that the Dearing Ford Park is the closest park with a Tier 5 site to a gas line at approximately 3200 feet. The proposed project would fund a “trunk line extension” to the site. The total project cost is listed as \$1.2 million and localities will contribute \$400,000 towards the project.

Project Assessment (Region 2 staff reviewer – Scott Tate; External reviewer – Ken McFadyen (Botetourt County) Region 2 Council reviewer – John Dooley

Strengths

- Applicant (LRBA) has strong capacity to implement and a track record with managing other large and complex projects.
- “The proposed project is a basic infrastructure enhancement. The additional of the gas line may make the Dearing Ford Industrial Park more attractive to prospects.”
- The natural gas line extension seems likely to enhance the marketability of the site and make it more likely to attract a prospect company,
- Project seeks to address an existing “need for pad-ready sites, including sites served with natural gas. “
- “This is a strong proposal from the perspective of addressing a specific site development need. I can support the need to have a site served with natural gas or to have the basic infrastructure in place to serve the client.”
- “The project addresses collaborative development of sites in a clear and demonstrated way. Great collaboration between the Town of Hurt and Lynchburg region. “
- “Letters of support are impactful and relevant.”

Weaknesses

- “The projected stimulus of new jobs is very limited (50) for the scope of investment.”
- A very large request: \$800,000. This would by far be the largest GOVA project funded in Region 2.
- “The proposal really doesn’t address a regional strategy. It focuses on Altavista and Campbell County. “
- “Lots of construction detail questions need to be answered.” (see questions section below).
- “I am concerned about the cost of \$1.2 M for 3,200 LF of gas line. That is \$375 per linear foot if it is plastic pipe.”

- “The narrative doesn’t speak to the relationship of the project to the priority clusters. “
- The request from the Regional Council is significant--\$800,000, which is approximately half the Regional Council’s annual allocation.
- “a large commitment of the Region 2 budget to realize just 50 projected jobs.”
- Only 1 locality financially contributing: Altavista.

Questions/Misc.

- The character, nature, and sources of local match is unclear. At one point in narrative, both Campbell and Altavista are listed as contributors. The budget document only lists Altavista. Is the match cash, or already invested funds?
- “Why isn’t Campbell County and the Town of Hurt participating financially?”
- “Why isn’t Columbia Gas contributing a great portion of the installation cost? It is my understanding that gas companies can build cost recovery into the base rate”
- “Are there other sources to assist with the project costs?”
- “Lack of construction details need to be addressed. A PER would be very helpful.”
- “Has thought been given to type of user likely to locate there and the type of service they would most likely need (4- or 6-inch line) that then determines the grant project cost.”
- “Natural gas is certainly one part, but what is the state of readiness of the other components to call the industrial park “pad ready?”
- “I am concerned about the cost of \$1.2 M for 3,200 LF of gas line. That is \$375 per linear foot if it is plastic pipe. This unit cost suggests a six-inch service line, but this level of detail is not provided in the proposal. Service line size depends upon the type of user or operation. A heavy industrial gas user may require a six-inch line or multiple lines. Has a preliminary engineering report (PER) been completed? Can Columbia provide any detailed cost estimates? The cost to install the pipe is one part; however, is a pressure reduction station needed? If so, what is the cost?
- “Does the total project cost of \$1.2 M account for any customer cost recovery charges? Tap fees? Some costs can be deferred to when service is needed and could be accounted for by the localities as an economic development incentive when they have a bird-in-hand. Bottom line- what is the basic cost to install the infrastructure now versus the cost to activate service for the end user? The grant should address the former and defer the latter to the economic development incentive proposal.”
- “When would the infrastructure be conveyed to Columbia Gas? At completion or is Columbia building it?”
- Lots of construction detail questions need to be answered.
- “If the regional Council scales back its investment to no more than a \$400k investment, can the partners find other funding to complete the project? “
- Looking at the sites projects funded in Region 2 so far, of the \$1,422,212 in GOVA project funds awarded to date, \$1,122,852 have gone to projects in the Lynchburg sub-region. (This is nearly 80%).

Region 2 GO Virginia Council

Project Title: Building a Regional Health Sciences Talent Pipeline – Charting Career Pathways and Standardizing Curricula

Applicant: Blue Ridge Partnership for Health Science Careers (Fiscal agent: Freedom First Foundation; Project lead contact: Carilion Clinic)

Localities covered: The counties of Roanoke, Botetourt, Craig, Franklin, Alleghany, Montgomery, Floyd, Pulaski and Giles and the Cities of Salem, Roanoke, Radford, and Covington

Growth & Diversification Plan Strategy Area (s): Talent/Workforce

GOVA Funds Requested: \$100,000 in GOVA ECB funds requested, with a match of \$106,355

Project Description:

The project seeks funds to advance the life and health sciences talent pipeline by establishing a new initiative to better:

- 1) meet the acute and growing need of regional employers for qualified workers, including technicians and others.
- 2) support the region's emerging Health and Life Sciences (H&LS) ecosystem and
- 3) make the region stronger as a magnet for attracting established companies in the H&LS sector seeking to expand or relocate.

This new initiative will align with the region's economic development efforts, helping to ensure that talent pathways are responsive to the needs of employers, will foster entrepreneurship, and provide meaningful careers. The project was inspired by a model in Texas and expands on a smaller pilot effort led by Roanoke City, Roanoke County, and Botetourt County.

This project establishes a collaborative regional partnership and is supported by the region's higher education entities and community colleges, the school systems, local governments, and major sector employers including Carilion Clinic, LewisGale Regional Health System, and others.

GO Virginia funds will help stand up and operationalize the Partnership Executive Committee and Task Forces; to conduct a regional situational assessment and analysis; research best practices; identify/inventory existing and needed resources; and consult and engage with major stakeholders. These funds would also help pay for the creation of an informational website and information storage platform for Partnership work product.

Over the course of one year, this project will accelerate the establishment of a new model for wide-spread business-education collaboration, increase the number of health and life sciences graduates and begin to formalize a health sciences talent pipeline.

The project aims to better align, enhance and expand the training, workforce development, and educational offerings to support the acute and growing needs of employers and scale a qualified health sciences talent pipeline quickly to continue our region's competitiveness in the H&LS industry sector. The project will help establish a collaborative to move with urgency to work with public institutions and private employers to more systematically collaborate to leverage resources, align curriculum with employers' future growth strategies and encourage trans-disciplinary innovation.

Project Assessment (Region 2 staff reviewer – Scott Tate; External reviewer – Julia Potter, Potter Enterprises; Region 2 Council reviewer – Beverly Dalton)

Strengths

- Impressive and extensive list of collaborative partners including both public and private sector partners. Clear evidence of local government/school systems participation.
- Seeks to address and advance a clear and pressing strategic priority in the Region 2 G&D plan: supporting and growing the life science sector in Region 2, which is critical since in some ways this is still a nascent or early stage sector. The growth of life science companies and workforce is intricately linked to the region's health sciences enterprise.
- "There is so much evidence of need, capacity to meet the need and the longer view of impact and entrepreneurship. I particularly like the structure of partnership."
- "I am so impressed with the work taking place and the aspiration to fortify and expand it."
- "Overall, I think the application is outstanding. It is very well written and very compelling."

Weaknesses

- No real weaknesses here. However, we might ask the applicant how they will specifically engage and include life sciences and biotechnology sector companies and entrepreneurs, especially early stage and high growth potential enterprises – in terms of their workforce and training needs and overall involvement. I presume that the letter from RAMP and high-level engagement of FBRI will be one vehicle for that to happen.

Questions/Misc.

- Can/will the situational analysis and future state/gaps analysis include a specific and extensive focus on life science and biotechnology cluster in the region, the intersections with the health care sector, and the specific ways that workforce, education and training can support the future growth of bio/life sciences entrepreneurs and companies?
- How will this intersect and differ from VA BIO project and the regional hub?

Region 2 GO Virginia Council

Project Title: Profiles that Increase the Competencies, Knowledge, and Skills That Matter
Applicant: New River/Mount Rogers Workforce Consortium Board
Localities covered: Counties of Montgomery, Floyd, Pulaski, Giles and the city of Radford.
Growth & Diversification Plan Strategy Area (s): Talent and Workforce.

GOVA Funds Requested: \$100,000 in GOVA ECB funds requested, with a match of \$101, 840

Project Description:

PICKS TM (Profiles that Increase the Competencies, Knowledge, and Skills That Matter) proposes to expand the regional capacity for meeting the talent needs of business and industry. PICKS TM seeks to support the economic growth of the region's priority industry clusters by developing a tool, process, and common language in helping businesses with their recruiting, hiring, training, and promoting practices as well as in making critical decisions about jobs, identifying strengths, setting training goals, and finding appropriate training programs.

Using the American College Testing (ACT) Job Profiling system, the applicant will consult with subject-matter experts at companies to analyze the skills, skill levels, and skill frequency workers need to be successful at certain jobs. Businesses will gain a sharable, detailed analysis of skills and abilities and employee needs to be productive and efficient on the job. Using ACT's standardized structure, detailed internal reports will enable efficient job matching to applicant work history, applicant training completions, and employee skill mastery while external redacted reports will inform workforce system partners in developing navigational career progression maps specific to the region.

These tools will aid in the development of skilled-worker pipelines from K12 through senior-level talent by reducing subjective interpretation of businesses' required and preferred skills, identifying gaps, and guiding training selection and/or modification. While modifications to the talent pipeline will develop over time, businesses will immediately have a standardized tool to calibrate their recruitment efforts to significantly reduce turnover and encourage retention.

This tool will also inform Workforce System (including education) and Job Seekers/students of the critical skillsets required to be successful in specific jobs. Using the same ACT Job Profiling system, curriculum may be profiled to measure the degree of alignment between specific jobs and the outcomes of a training program—a process that will aid in establishing reasonable expectations as well as providing assurance to employers that graduates of a program have the skills they need to be successful in the company. Knowledge and skill gaps can be analyzed and understood so that custom training may be secured. Graphics depicting the career pathway information (competencies, education/training, and credentials) will be shared for all to openly access in our website www.vcwnewrivermtrogers.com and possibly our online portal developed in our America's Promise grant, KnowledgeToWork.com.

The ACT Job Profiling system saves companies time and money. The ACT Workforce Solutions 2020 ROI Report found a: "23.2% increase in employee productivity in task performance; 21.1% increase in output due to increased employee safety; 18.9% reduction in hiring needs due to increased performance; 19.3% reduction in hiring needs due to increased employee safety; 25-75% reduction in turnover; 50-70% reduction in time-to-hire; 70% reduction in cost to hire; 50% reduction in training time."

However, only 76 of the roughly 8000 businesses in the New River | Mount Rogers Workforce Area have profiled jobs since 1994. Companies that have used the ACT System have not shared the information collected during the Job Profiling process with Workforce System partners and Job Seekers. This project seeks to help companies address talent challenges. The PICK project proposes to assist businesses to meet their staffing need with more efficiency and increased ROI through lower turnover

rates. By having in-demand jobs profiled, businesses will learn how to best adjust their recruiting, hiring, training, and promoting practices by being able to determine which individuals are the best fit for skilled positions or are ready to receive and benefit from job-specific training. Using these standardized practices will aid businesses in making appropriate decisions about job vacancies, identifying strengths, setting training goals, and finding appropriate training programs, ultimately saving them time and money and increasing talent retention.

Project Assessment (Region 2 staff reviewer – Scott Tate; External reviewer – Jessi Fritiz, Virginia Economic Development Partnership (Workforce division; Region 2 Council reviewer – Kimball Payne

Strengths

- Applicant has significant organizational capacity and ability to implement. Past history with managing large and complex projects.
- The project does seek to implement a specific, narrowly defined intervention to help businesses better improve talent attraction and retention, through in-depth job profiling and etc.
- Support letters from major industry and manufacturers (Volvo; Hollingsworth & Vose)
- “I particularly feel that this will be useful in the manufacturing environment where it seems career pathways are not frequently mapped, which is vital for retention efforts. This could certainly be used in IT companies that accept entry level workers with less emphasis on post-secondary and/or graduate degrees, and it could be useful in developing a k-12 pipeline of future talent.”
- “The impact of having mapped out career lattices that are relevant to a variety of employers within a variety of industries could be widely beneficial to not only the NRV, but throughout multiple regions.”
- “The strength of the project it is designed to focus on high growth industries and sectors that indicate further growth. This is only going to support those efforts and spur additional long-term growth.”
- “The project would support the growth of skilled talent by clarifying the necessary knowledge, skills and abilities of the position and developing viable training plans.”
- “The project would be managed by a regional consortium.”

Weaknesses

- Only support letter from 1 locality.
- “The project doesn’t propose to spur job growth.”
- “Only one letter of support from a regional locality.”
- “The project is not innovative but seeks to increase the awareness of and use of an existing tool.”

Questions/Misc.

- “This will require strong support from partners and a solid commitment from the involved employers to remain engaged.”
- “The career lattices will need to continually be evaluated as technology changes along with employer demands.”
- Unsure about pathway to a next step, applicant writes that after this project, they will pursue a competitive grant to, “refine the tools and expand Job Profiling and Career Lattice development to provide these services to an increased number of businesses.” Growing the # of businesses using the tool would likely not be enough of an ROI for a viable competitive GOVA project.

Region 2 GO Virginia Council

Project Title: Helping Local Employers Prepare the Existing and Future Workforce for Industry 4.0
Applicant: Virginia Tech Grado Department of Industrial and Systems Engineering (ISE) and Virginia Tech Roanoke Center
Localities covered: Counties of Botetourt, Roanoke and the city of Roanoke.
Growth & Diversification Plan Strategy Area (s): Talent and Workforce; Technology

GOVA Funds Requested: \$45,360 in GOVA ECB funds requested, with a match of \$30,000

Project Description:

The proposal seeks to address the need for specifically trained talent in both the current and future Region 2 workforce by creating experiential learning opportunities in specific local technologies and drafting a non-credit curriculum for existing workforce development.

By convening employers and identifying specific Industry 4.0 technologies in use at their facilities, the Virginia Tech Grado Department of Industrial and Systems Engineering (ISE) will acquire the appropriate technology and develop experiential learning opportunities in its Learning Factory for training employees (current workforce) and students (future workforce). Although the Learning Factory is currently well-equipped with Industry 4.0 technologies including mobile and collaborative robots, additive manufacturing processes and connected digital technologies, this project will equip the Learning Factory with technologies specifically in use by local employers. The Virginia Tech Roanoke Center team will facilitate development of targeted educational modules, short courses and workshops associated with those technologies. The Virginia Tech Roanoke Center team will facilitate development of targeted educational modules, short courses and workshops associated with those technologies.

The project seeks to develop a stakeholder network of manufacturers and other organizations in Region 2 who can help identify areas of I4.0 technology-in-use, I4.0 technology and skill gaps among the current and future workforce, and areas of potential I4.0 collaborative projects using the Learning Factory as an initial experiential learning site to bring together students and professional learners. Outreach activities will include partner discovery meetings, industry surveys, and faculty/student design team industry problem-focused experiential learning projects as well as a draft training curriculum for area workforce.

This planning project will be 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 which will strengthen the current and future workforce. This activity will help clarify the local employer views and increase our competitiveness by making future targeted investments in systems, technology and education. A key outcome for the project is identifying I4.0 technologies in use within the region and aligning those with long term local employment and workforce development opportunities to help meet current and future employer needs.

Project Assessment (Region 2 staff reviewer – Scott Tate; GOVA Region 4: Wilson Flohr; External reviewer – Brian Warner (Rolls Royce, CGEP Board Member); External Reviewer – Lorin Sodell, Director of Business Development and Advanced Manufacturing Education Commonwealth Center for Advanced Manufacturing (CCAM); Region 2 Council reviewer – Luke Towles

Strengths

- Strong evidence of support from industry and partners (including the EDOs, localities, community colleges, GenEdge, and companies such as Carter, Moog, and others)

- “Targeted towards manufacturing concerns in our local market industries/technologies vs. macro trends”
- “Potential for broad industry impact.”
- Seeks to leverage a research university asset (ISE Learning Factory with 4.0 technologies) to better support industry growth and workforce training in region.
- Directly focused on advanced manufacturing sector competitiveness.
- Narrow focus may be a strength – seeking to gather information on specific company needs in region.
- Highly relevant topic.
- Appears to have “strong support from educational, municipal and industry leaders”
- “Overall, I think this will answer a need and the manufacturers will have a great opportunity to make some major steps forward.”
- “Project execution appears very strong based on proposed scale.”
- “The results of the project should promote economic growth.”
- “well documented and with an excellent line of sight for a per capita grant upon completion”
- “what is being proposed is a clear need for industry – in region 2 and across the state”

Weaknesses

- “This topic is large and my fear is that few people really understand it. It is a business mentality, not merely an engineering or technology implementation exercise.”
- “I would be concerned at the end of the project we will be sitting back asking ourselves where to go next.”
- It doesn’t have a strong impact and follow through built in for growth and improvement targets.”
- “I struggle to see the road to real impact across a spectrum without commitments across diverse backgrounds of people who really understand the entire topic and who have made choices relative to the topic in their businesses already. If you educate people when there are not businesses which are fully engaged, you will end with unhappy learners or people who will leave the region to practice their skills. Limiting the scope to core skills or areas of Industry 4.0 may be more beneficial then titling this as what seems all encompassing.
- Industry 4.0 terminology “has been around long enough now that I do not see it as innovative per se. If companies choose to embrace portions of Industry 4.0, then they likely are embracing tools or methods that have been prominent already. Some might say Industry 4.0 is an outdated term already.”

Questions/Misc.

- “Could this project potentially identify gaps in the local manufacturing economy (supply chain needs, technologies, other resources)?”
- “May be better to make the project more focused. Is Industry 4.0 too broad?”
- Is this forward thinking enough? Industry 5.0 already being discussed.
- “Could a larger scale project broaden the opportunity for growing higher pay/skill jobs?”
- Why not include Lynchburg, all of Region 2?
- The project mentions equipment purchases but not included in the budget. Would that be a part of a follow-up funding request or will that funding come from other sources?
- The question moving forward will be “how to demonstrate an ROI for the project?”
- “Specifically, can the project demonstrate how employers who’ve written support letters will progress incumbent employees through the developed programs to give them enough of a working knowledge to be able to competently use the tools and extend their application across the businesses.”

- “Also, will the program be able to sustain itself after the first classes, and what is the ongoing model to offer this, since it’s certainly not a “one and done” proposition.”
- “Since the business of CCAM is largely focused on implementation of I4.0 technologies, there might be a collaboration opportunity to explore with respect to VT graduate students, interns, or even connecting up CCAM with some of the Region 2 companies to help them implement I4.0 projects in their facilities.”

Region 2 GO Virginia Council

Project Title: Expansion of ICAP Mentor Network
Applicant: Virginia Small Business Development Center (SBDC)
Localities covered: State-wide
Growth & Diversification Plan Strategy Area (s): Entrepreneurship

GOVA Funds Requested: none from Region 2; \$ \$882,794 in statewide competitive Economic Recovery and Resilience (ERR) funds requested

Project Description:

This GO Virginia Statewide ERR proposal is requesting \$882,794 in funding over two years to expand the capacity of the Innovation Commercialization Assistance Program (ICAP) to support more early-stage technology and innovation-driven startups across Virginia. The applicant describes “an urgent need” to accelerate the commercialization of companies in the technology sector and increased demand for technology-related services, particularly as the COVID-19 pandemic has necessitated quick and scalable technological advancements.

Launched in January 2018, the ICAP program helps inventors and entrepreneurs take the right first steps in bringing new innovations to market. ICAP delivers high quality innovation-driven startup assistance in Virginia. The program currently manages a pool of 11 hourly ICAP Mentors, and is seeking to expand its capacity in order to meet the needs of a greater number of Virginia-based businesses, particularly early-stage technology companies that are crucial to the growth of the Virginia economy and the creation of high value and high paying jobs.

Requested funds will be used to hire 4 full-time, dedicated ICAP Mentors who will expand the existing team’s capacity; serve as full-time mentors, educational, and resource connectors; successfully stand up early-stage technology companies; and deliver high return on investment of public funds. This structure is built on a successful model that operates in several other states. ICAP mentors will provide well-rounded and personalized support to help technology and innovation-driven companies launch and sustain their businesses. Key activities that will be carried out by ICAP Mentors will include: assisting businesses through the ideation phase; assisting with business model development and validation; supporting minimum viable product development; connecting businesses with funding sources and customers; assisting with business infrastructure development; reviewing financials and recommending sustainable practices; and providing long-term coaching and advising.

Based on information provided by the applicant, ICAP has a track record of success in supporting companies across the Commonwealth. Since 2018, ICAP has assisted 553 companies which have gone on to receive over \$34 million in follow-on funding. This has been accomplished with the program spending roughly \$900,000 – an ROI of more than 30 to 1.

Project Assessment (Region 2 staff reviewer – Scott Tate; External reviewer – Tia Nelson, South Carolina Commerce; Region 2 Council reviewer – John Putney)

Strengths

- Applicant has strong capacity to implement and a track record with managing other large and complex projects.
- Seeks to expand a program with proven track record.

- Focuses on support for high-growth potential firms, a critical economic driver for jobs in the Commonwealth.
- Impressive and extensive list of partners and supporters.
- “The applicant seems to have an exhaustive plan to meet these objectives simultaneously. Maintaining the pipeline should always be the priority for ongoing success.”
- “The referral network already built (Roanoke example) will be an invaluable foundation for the launch of this project.”
- “Having an active VP (Paula Sorrell) in the rollout will be a major asset. She should provide ongoing insight into how Michigan attained financial sustainability for their program.”
- “The collaborative approach to this project is truly impressive.”
- “If they are able to maintain connectivity with commercialization partners and create a university talent pipeline, should be a home run for the ecosystem.”

Weaknesses

- ICAP network is based on a model existing in several other states – seems to use standard practices to bring the state up to speed with competitors. As such, may not be innovative or needle-moving.
- Sustainability plan seems vague and focused on possible increased future state support. Are there ways to diversify funding, better ensure sustainability after GOVA funding period?
- “The applicant could have spent more time discussing potential barriers to implementation beyond funding shortfalls. These projects seem to be highly administrative in nature and usually fail out of lack of state coordination/vision.”

Questions/Misc.

- Project aims to serve state-wide. How will this geographic focus be ensured? What is geographic distribution of mentors, or mix of virtual and face to face assistance?
- How will SBDC sustain this network and added staff after GOVA funding period?
- “The program should consider strategic ways to connect VCs/ keep startups in-state for phase 2 and 3 capital rounds- keep talent local”
- “SBIR/STTR federal grant support will be a linchpin for this program if application advisement is maintained. Strong referrals with tech transfer offices are also important. See www.3phasesc.com as an example of an SC state sponsored program that has been very successful collaborators in the existing ecosystem.”
- “Would recommend the ICAP team develop an exhaustive campaign to learn/map the ecosystem and build a referral network before jumping in with entrepreneurs. Sounds like they already have something like this in place, but it doesn’t hurt to have a reboot prior to launch. We just learned that connectivity the top need/ missing opportunity per our startup survey that was submitted in March.”
- “How does ICAP plan to plug startups into the existing ESO social network (ecosystem) to help build leadership team, advisement board, etc (p. 5). I’ve found this is often the most influential service to our fastest growing startups. Many ESOs do this in tandem with their mentors, but the ESOs play a leadership role in the overall coordination within the existing network.”



VIRGINIA INITIATIVE FOR
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GO Virginia Region 2

GO Virginia Region 2 Council Meeting Minutes

February 5, 2021, 1:00p.m.- 3:00p.m, Zoom Webinar.

Council members in attendance: Eddie Amos, Amy Ankrum, Nathaniel Bishop, John Capps, Janice Crawford, Beverly Dalton, Sandy Davis, William Fralin, Michael Friedlander, Vince Hatcher, Don Halliwill, Victor Iannello, Floyd Merryman, Marty Muscatello, Debbie Petrine, John Putney, Ray Smoot (Chair), Luke Towles.

Council members not in attendance: Ab Boxley (Vice-Chair), Kenneth Craig, John Dooley, Mike Hamlar, Brian Hemphill, Kimball Payne.

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

Public in attendance: Billy Gammel, Brian Hamilton, Caroline Buscaglia, Dean Rodgers, Deborah Flippo, Erin Burcham, Faith McClintic, Jason Ferguson, Jeremy Holmes, Lisa Soltis, Mary Zirkle, Michael Burnette, Mike Abbott, Rob Light, Sean Cuddy, Sharon Scott, Summer Bork, Tamra Lipscomb, Traci Blido.

The meeting convened at 1:03p.m. and adjourned at 2:40p.m.

Report of the Nominating Committee

Beverly Dalton began by providing the council with the report of the nominating committee, consisting of executive committee members Beverly Dalton and Sandy Davis. The nominating committee recommended the re-election of the following council members to serve an additional three-year term: John Capps, Sandy Davis, Michael Friedlander, Marty Muscatello, and John Putney. Beverly Dalton continued with a recommendation to re-elect Chairman Ray Smoot to serve an additional two-year term as Chair, as well as a recommendation to elect Eddie Amos to serve a two-year term as Vice-Chair. Ab Boxley prefers to step down from council due to work related travel. Council member Watt Foster has declined an invitation to serve another term.

Chairman Smoot asked if there were any further discussion. There was none.

All council members agreed to the recommended nominations.

Financial Report

John Provo began by providing the council with a brief financial report. The council has a remaining balance of \$1,663,160 in per-capita funds and a remaining balance of \$202,800 in Economic Resilience and Recovery funds.

Proposal Review

Executive Committee Report



With a fiscal year cap of \$250,000 for Enhanced Capacity Building proposals, the executive committee inquired each applicant team on their ability to table their proposal until the beginning of the FY22 fiscal year. The Carilion team has confirmed they hold a sufficient amount of funds to begin the initiative without the requested GO Virginia Region 2 funds that will be made available on July 1, 2021.

Virginia Tech Corporate Research Center

Scott Tate began by providing a brief overview of the new project proposal, *BioTech Lab Space Development*, submitted by the Virginia Tech Corporate Research Center. The Virginia Tech Corporate Research Center, Inc. (VTCRC), a wholly owned subsidiary of the Virginia Tech Foundation, Inc. (VTF), proposes to lead development of a comprehensive assessment, conceptual design, and associated operational plan to support both Roanoke and Blacksburg's life and health sciences ecosystem with flexible laboratory space. Brett Malone, Virginia Tech CRC, addressed questions raised by the council. Chairman Smoot requested clarification on project scope of work stating the project would be a study focused on the regional need for laboratory space in the life and health sciences sector, however, following the study, private entities would be involved in providing funds to build the lab spaces. Brett stated that is correct and the VTCRC has interested third party developers and real estate investors who would fund the initiative following the needs assessment. Brett continued by providing a brief overview of project deliverables which include an understanding of the market demand, a conceptual design of the type of facilities needed, and an operating plan for the CRC to manage the spaces to be located in Roanoke and Blacksburg. William Fralin inquired on the probability of job creation with this needs assessment, Brett stated the applicant team has a clear path to providing lab space to create as many as 300-400 jobs within the next 5 years as the CRC's available lab space has been 100% occupied for the last 5 years, with a current waiting list of 9 companies. Michael Friedlander commented that there is an immediate need as the Fralin Biomedical Research Center has been in contact with around 6 companies in ongoing discussion requesting lab space. Dr. Friedlander continued by stating the needs assessment would be very informative.

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

The Virginia Tech Corporate Research Center request totaled \$100,000 in GO Virginia Region 2 Enhanced Capacity Building funds, with a match of \$55,000.

William Fralin motioned to approve the project and Marty Muscatello seconded. All were in favor and none opposed.

Carilion Clinic

Chairman Smoot mentioned to defer this proposal until next fiscal year's Enhanced Capacity Building funds are made available. Chairman Smoot asked if there was anyone present from the applicant team who would like to speak on this proposal. Cynthia Lawrence, Carilion Clinic, thanked the Region 2 Council for considering this proposal and commented that the proposal works in parallel with work that is being done at the state level as the former secretary of health and human resources, Bill Hazel and Delegate Austin are leading a conversation to address the need for a unified approach to health sciences



education in order to address the acute need across the commonwealth in health sciences careers which includes not only providing care but also the entirety of the growing health sciences sector. Ms. Lawrence continued by stating this conversation at a higher level has been ongoing for the last couple of years with regional health professionals collaborating to address an educational and career pathways pipeline. The proposal will better prepare the Blue Ridge Partnership for Health Sciences Careers to begin the initiative in a more formal fashion in order to continue leading the effort around the state. This proposal will be considered at a future council meeting.

Lynchburg Beacon of Hope

Scott Tate continued with a brief overview of the new project proposal, *Futures Centers Expansion*, submitted by Lynchburg Beacon of Hope. For the past 8 years, Lynchburg's Beacon of Hope has partnered with the Lynchburg City Schools to operate high-school based Future Centers. This project aims to scale the Future Center's model outside of the City of Lynchburg. Laura Hamilton, Lynchburg Beacon of Hope, provided a brief overview of project deliverables stating Beacon of Hope has spent the last 9 years working with students in the Lynchburg City schools to assist them with not only a greater awareness and access to both 2 and 4 year higher education, as well as technical certification programs, but also to portable certification through the workforce. The model has proven to be very successful in Lynchburg and other localities in the region has reached out to inquire if this model is a portable model in neighboring counties. Laura continued by stating the funding would be utilized to create a Futures Centers in Amherst County as a high school system, with intentions to also pilot the model to a third locality as the town of Altavista has expressed interest. The intention is to create a portable model that is effective in both urban and rural communities that helps create a network of support to benefit families of first generation to college or certification. In the City of Lynchburg, Beacon of Hope offers the first privately funded scholarship program implemented in the state called Stay Close, Go Far that allows any student who graduates from Lynchburg City schools to attend Central Virginia Community College free of charge. William Fralin requested clarification on local financial and technical support the applicant team is currently receiving from major employers. Laura responded by stating they are not currently receiving funding from local employers, they have received funding from a private investor, however, they now have a small cohort of employers who are working with the team in order to create both transformational and trans actual approaches to student's experiences in the workforce. The team has found that students are both unaware and underprepared in accountability to be successful once entering the workforce, they have been collaborating with Lynchburg's school superintendent as well as the career and technical education partners within the schools to create additional opportunities for soft-skill development. William Fralin inquired on future funding opportunities to ensure the pilot program is successful stating he is under the assumption that Beacon of Hope will reach out to employers located within the new entities to establish ongoing support. Laura responded stating that is their intentions. William Fralin expressed his opinion of this being a great pilot program that he would like to see implemented in other localities in the region. Janice Crawford then commented that her employer, Framatome, who has been a supporter of this program for the last 4 years, has seen great success with employing local individuals as they are more likely to stay in the region. John Capps expressed he has witnessed a transformational effect with the Futures Centers model in Lynchburg



schools and Central Virginia Community College by attracting additional students to attend college. Many of the students participating enroll into the high demand career and technical education courses, which our local employers need.

John Capps recused himself from the vote.

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

The Lynchburg Beacon of Hope request totaled \$95,480 in GO Virginia Region 2 Enhanced Capacity Building funds, with a match of \$138,600.

Floyd Merryman motioned to approve the project and John Putney seconded. All were in favor and none opposed.

The Advancement Foundation

Scott Tate continued with a brief overview of the new project proposal, *Ag/Food Technology and Business Innovation Center*, submitted by The Advancement Foundation. The Advancement Foundation proposes to conduct a needs assessment and feasibility around emerging technology in agriculture, food/beverage processing and business incubation in the Bedford area. Annette Patterson, The Advancement Foundation, provided a brief overview of project deliverables stating through the previously funded GO Virginia Region 2 project, Increasing the Birth Rates of New High Growth Companies, the Innovation Mill has exceeded their metrics and regarding the process of getting involved with new high growth companies, brought the project staff into conversation around hemp and other agriculture interests, as well as emerging technologies that could be adapted from bio technology to agriculture. The Advancement Foundation hosted a conference inviting locality leaders, entrepreneurs, farmers, and economic developers in January 2020 to engage conversation of agriculture and technology opportunities in Region 2, with some deliverables within this proposal being outcomes from that conversation. The Advancement Foundation has spent about 5 months engaging in conversation with a variety of entities including the Virginia Association of Biological Farming, the Virginia Bio-Technology Association, along with a number of farmers, technology companies that increased interest around this initiative. John Putney inquired on a mention of a site located in downtown Bedford being considered in the proposal but may not be definitive. Annette confirmed he is correct and stated the applicant team reviewed a number of sites as follow up to the January conference where potential sites were discussed. Chairman Smoot requested clarification on if the study supported the establishment of the center, what entity would be responsible for the build out of the center. Annette stated The Advancement Foundation would be responsible for the establishment of the center and through additional conversation staff has found a level of interest from investors.

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

The Advancement Foundation request totaled \$85,000 in GO Virginia Region 2 Enhanced Capacity Building funds, with a match of \$42,500.



VIRGINIA INITIATIVE FOR
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IN EACH REGION

GO Virginia Region 2

Victor Iannello recommended to table the motion and request the applicant to return with a revised proposal to address some of the concerns raised during the review process and John Putney seconded. All were in favor and none opposed.

Lynchburg Regional Business Alliance

Scott Tate continued with a brief overview of the new project proposal, *Site-specific Readiness for Amelon Industrial/IT Growth Center*, submitted by the Lynchburg Regional Business Alliance. The Lynchburg Regional Business Alliance is applying for a GO Virginia Region 2 site-specific readiness grant to build an Industrial/IT Growth Center on lot 6 of Amelon Commerce Center in Amherst County. Megan Lucas, Lynchburg Regional Business Alliance, and Victoria Hanson, Amherst Economic Development Administration, provided a brief overview of project deliverables stating the funding would support the site-specific readiness for a 40,000 square foot building to be constructed in the Amelon Industrial Center in Amherst County. Amherst County Economic Development is in the process of applying for a US EDA grant to build the manufacturing flex space. The US EDA grant will not support the final site prep work that is required prior to construction.

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

The Lynchburg Regional Business Alliance request totaled \$297,000 in GO Virginia Region 2 Per-Capita funds, with a match of \$526,105.

John Putney recused himself from the vote.

Sandy Davis motioned to approve the project and Marty Muscatello seconded. All were in favor and none opposed.

Council Business

Minutes

The council reviewed minutes from the Region 2 Council meeting held on October 28, 2020. Chairman Smoot asked if there were any questions or corrections regarding the minutes; there were none.

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

Staff Updates

Project Reporting and Evaluation

John Provo provided a brief overview of the quarter 4 project evaluation and reporting, noting a highlight of the Central Virginia Training Center Redevelopment Plan is notably behind on project deliverables. Staff has intervened and begun the process of a no-cost extension. Eddie Amos and William Fralin suggested to include clarification on a course of action the council can take to assist a sub-grantee who is behind in future project reporting.



VIRGINIA INITIATIVE FOR
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IN EACH REGION

GO Virginia Region 2

John Provo asked if there were any additional questions or comments. There were none.

Other Announcements

John Provo announced the GO Virginia state staff has released guidance for mandated updates to the regional Growth & Diversification Plan, with a deadline to finalize by October 2021. John continued by stating Region 2 staff will provide council with a plan of action to update regional council funding priorities at a future meeting.

Other announcements include an inquiry from the state level regarding higher education. State staff has elected to put aside funds for innovative pilot programs related to internships in the region. Intentions include the scale up and better institutionalization of these efforts to ensure the highest level of broad engagement with regional employers possible. The requirements for this effort are underway. Region 2 staff has created a focus group including regional applicants and will extend this effort to all previous applicants once staff receives official guidance from the state level. Eddie Amos commented the CIT has been doing good work building on the GO Virginia framework, stating he believes they will move forward with a final proposal in March and it may be of interest to request an individual to come before the council to explain how those continuing funds fit into the GO Virginia framework.

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

Adjournment occurred at 2:40p.m.

Support Organization Budget Review

GO Virginia Executive Committee

April 22, 2021

Context

- Two-year contract and budget, approved May 2020
 - Planning and administrative services
 - Master contract with DHCD and awards to individual project applicants
- Budget, reviewed annually
 - Fixed budget, annual state allocation
 - Variable budget, administrative fee to applicants, adopted for FY 21
 - State deadline for adopted budgets by May 31

Budget areas

Administration

- Council meetings
- Contracts administration
- Individual reporting and evaluation
- Marketing and outreach
- Technical assistance to applicants

Planning services

- Strategic project pipeline development
- Program impact evaluation
- Growth and Diversification Planning

Other Expenses

- Travel
- Materials and supply

Reserve fund

Recent budgets

FY 20

- Administration (\$134,000)
- Planning (\$90,000)
- Other expenses (\$6,000)
- Reserves (\$20,000)

State allocation (\$250,000)

FY 21

- Administration
 - (\$50,000 fixed)
 - (\$80,000-\$120,000 variable)*
- Planning (\$118,000)
- Other expenses (\$2,000)
- Reserves (\$80,000)

State allocation (\$250,000)

Administrative fee (\$56,000 to date)

FY 22 (Proposed)

- Administration
 - (\$50,000 fixed)
 - (\$80,000-\$120,000 variable)*
- Planning (\$118,000)
- Other expenses (\$2,000)
- Reserves (\$80,000)

State allocation (\$250,000)

Administrative fee (variable)

*Assumes placing 67% to 100% of state allocation under contract at 8% ceiling

Unrecovered costs (preliminary estimates)

- Contracts Administration and Reporting
 - FY 21 Additional \$1 million in ERR projects and continued management of pre-fee projects (\$43,000)
 - FY 22 Forecast with proposed budget (\$84,000)
- Annual organizational audit (\$10,000-\$15,000)
- Web hosting and webinar licensing (TBD)
- Staff time on marketing and outreach, TA to applicants, strategic pipeline development (TBD)

Comparisons: FY 21 Adopted fixed budgets

Region	Administration	Planning
1*	\$239,705	\$10,295
2*	\$130,000	\$120,000
3*	\$2444,900	\$5,100
4*	\$250,000	\$0
5***	\$200,000	\$50,000
6*	\$175,000	\$75,000
7**	\$195,500	\$54,500
8*	\$240,650	\$9,350
9*	\$206,000	\$44,000

*Using or moving to administrative fee

** Supplemented by carryover balances

***Supplemented by private donations

Comparisons: Current project loads

Region	Total Awards		Project Count
1	\$	6,085,698	19
2	\$	5,453,620	29
3	\$	7,341,268	9
4	\$	9,002,666	21
5	\$	8,397,869	25
6	\$	5,658,228	17
7	\$	9,141,509	16
8	\$	2,758,796	13
9	\$	3,274,257	16

Region 2 Project load by year

Year	Total Awards	Project Count
2021	\$ 5,453,620	29
2020	\$ 4,160,193	24
2019	\$2,502,993	16
2018	\$1,263,507	8

Staff proposal

- Adopt a budget before May 31
- Ongoing staff reporting on budget, fixed and variable, unrecovered costs



Virginia Tech Center for Economic and Community Engagement

Region 2 Progress To-Date

(April 2021)



Growth and Diversification Plan

Where were
the gaps in
2018?

- About half of Region 2 projects specifically focused on 1-2 industry clusters. Only two specified food and beverage processing in their proposals.
- Region 2's project portfolio addressed strategies in all four strategic focus areas to an extent. Certain strategies in Sites & Buildings and Tech Development were not addressed by the portfolio at the time.
- Many funded projects were region-wide, allowing for each county to be served by at least 4 projects. However, only 5 of the 9 funded projects cited specific locality contributions, and substantive locality partnerships seemed vague in many projects.



Growth and Diversification Plan

Target Industry Clusters

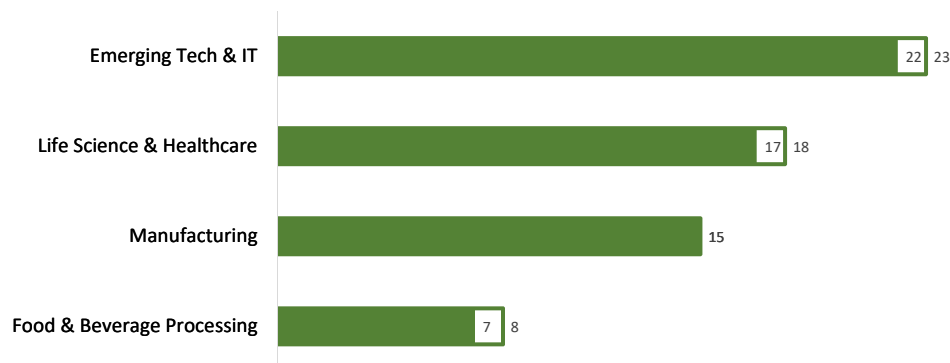
- Emerging Technology & IT
- Life Sciences & Healthcare
- Manufacturing
- Food & Beverage Processing

Strategic Focus Areas

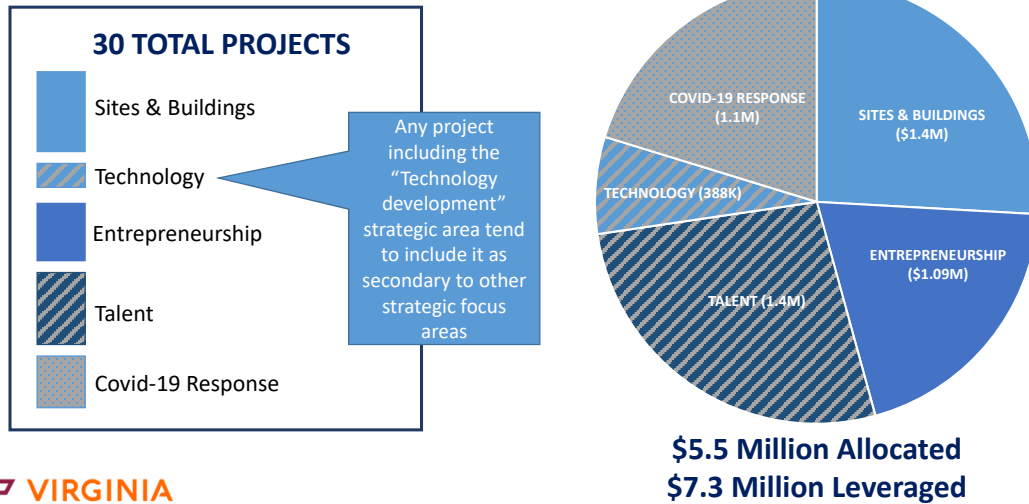
- Talent attraction & retention
- Collaborative development of sites & buildings
- Entrepreneurship and business development
- Technology development

Target Industry Clusters (Pre-/Post-Award)

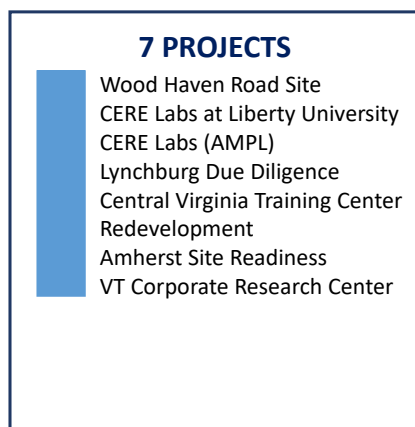
Number of projects citing industry cluster in proposals (solid green) and project reports (green outline)



Where was the funding allocated?



Sites & Buildings Projects (\$1.4M)



Strategy 1: Improve Information on best practices and market demand (4)*

Strategy 2: Incentivize collaborative investment at all stages of joint site/building development (7)

Strategy 3: Develop and implement real estate strategies to leverage special assets (7)

*Fewer than five projects (out of 30) addressed this strategy.



Technology Development Projects (\$388K)

9 PROJECTS

CERE Labs at Liberty University
ELITE Internship Program
Pivot & RAMP Up
Blockchain Ecosystem Catalyst
Classrooms to Careers
Stopping the Brain Drain
Talent Collaborative
Highlands Drone Zone
VA Bio-Connect*

Strategy 1: Increase investments and support for emerging and critical industries and technologies (3)*

Strategy 2: Expand and enhance technology transfer and research commercialization to spur regional company growth and venture creation (2)*

Strategy 3: Support and enhance regional talent attraction efforts (4)*

Strategy 4: Grow the number of individuals entering and completing training and education programs for higher-wage, in-demand occupations (4)*

*Fewer than five projects (out of 30) addressed this strategy.



Entrepreneurship Projects (\$1.1M)

8 PROJECTS

Increasing the Birth Rates of New High Growth Companies Phase I & II
Blockchain Ecosystem Catalyst
VIC Region 2 Entrepreneurship Initiative
VIC Capital Ecosystem
RAMP Expansion
Pivot & RAMP Up
SBDC Expansion

Strategy 1: Increase presence of and access to capital investors (4)*

Strategy 2: Expand and coordinate mentorship and training resources to increase the supply and flow of investible ventures (6)


Strategy 3: Improve awareness of existing capital, mentorship & training resources (8)

*Fewer than five projects (out of 30) addressed this strategy.



Talent Projects (\$1.4M)

11 PROJECTS



- Developing a Destination for Talent
- Classrooms to Careers
- ELITE Internship Program
- CVCC CTE Academy
- Blockchain Ecosystem Catalyst
- Regional Career & Technical Education Study Ignite
- Additive Manufacturing Partnership Labs
- Stopping the Brain Drain
- Talent Collaborative
- Highlands Drone Zone

Strategy 1: Strengthen the pipeline from K-12 to higher education to career for each priority sector (11)

Strategy 2: Increase completions of degrees applicable to priority industry sectors (4)*

Strategy 3: Improve knowledge and promotion of complementary workforce and training services (9)


Strategy 4: Enhance employer engagement activities (8)

*Fewer than five projects (out of 30) addressed this strategy.



Covid-19 Response Projects (\$1.1M)

6 PROJECTS



- VT Covid-19 Testing Phase I & II
- Roanoke Regional Recovery
- NRV Business Continuity Team Phase I & II
- PHRE Mobile App

Strategy 1: Expand workplace health and sanitation to ensure continuity of operations and worker safety (4)

Strategy 2: Expand regional capacity to coordinate and deliver business support services such as access to financing, including crowd-sourcing platforms (4)

Strategy 3: Provide assistance to retain and/or support impacted employees (5)

Strategy 4: Identify and connect critical suppliers of goods and services to reduce service and production disruptions (3)



Locality Contributions by Strategic Focus Area

Localities that have contributed to projects through cash or in-kind match

Locality	
Sites & Buildings	Lynchburg MSA, Montgomery, Roanoke County, Cities of Roanoke and Salem
Technology	All
Entrepreneurship	All
Talent	All

Greatest concentration of work in terms of number and breadth of projects: Montgomery County, Roanoke County, City of Roanoke, Bedford County, and City of Lynchburg



Growth and Diversification Plan

Where are the gaps now?

- Twelve Region 2 projects specifically focused on 1-2 industry clusters. The food and beverage processing target industry cluster is the least addressed of all sectors.
- Region 2's project portfolio addresses strategies in all four strategic focus areas. Our existing portfolio does not address the Tech Development strategic area as well as the other areas.
- All counties and cities in Region 2 have contributed and been served by projects. Projects and contributions are more concentrated along Montgomery, Roanoke, Bedford, and Lynchburg. The only strategic area that is not regionwide is sites and buildings.



GO Virginia Region 2 Quarterly Report Quarter 1, 2021 (January-March 2021)

GO Virginia Region 2 Projects


Total Projects Funded	Total Funds Allocated	Jobs Created to Date	External Investment Generated
30 (11 Projects Completed)	\$5,495,620	250	\$7,274,844


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


A green bubble indicates the project has met recent milestones. The yellow bubble indicates the project has not met Q1 milestones and staff is monitoring. A red bubble indicates that the project has not met several quarters of milestones and staff is intervening.


Ongoing Projects

TALENT


Project Name:	Region 2 Talent Collaborative
Project Manager:	Ben Bowman
Project Timeline:	August 1, 2018 – March 31, 2021
GOVA Funding	\$81,184 of \$300,000 
Match Funding	\$151,784 of \$630,072
Status:	Met Q1 milestones.
Q1 Progress	<ul style="list-style-type: none"> Work on the career exploration platform, known as the <i>Virginia Career Works – Central Region App</i>, was substantially completed on March 31, 2021. The mobile application was submitted to all major app stores, including Apple and Google Play, for consideration and approval on March 31, 2021. The app is now available for download. Content of the app is also accessible through the <i>Virginia Career Works – Central Region Website</i> at https://www.vcwcentralregion.com/career-exploration-home/ Further customization of the app, to include additional content focused on local businesses, will take place during the spring and summer of 2021. Staff of the Central Virginia Workforce Development Board will advertise the app widely to job seekers, with a special focus on Career and Technical Education (CTE) students in K-12 public schools, beginning in the late summer/fall of 2021. With completion of the career exploration platform and the upskilling of 75 workers through <i>Existing Worker Training</i> programs, the grant is complete as of March 31, 2021.

Project Name:	Ignite Internship Program
Project Manager:	Melinda Leland
Project Timeline:	July 1, 2019 – June 30, 2021
GOVA Funding	\$54,088 of \$99,406 
Match Funding	\$77,204 of \$102,886
Status:	Met Q1 milestones.
Q1 Progress	<ul style="list-style-type: none">• 9 employers and 17 positions have been established, completing the Q1 milestone of establishing 6 sites for internships.• Students are now in the process of applying for the positions. Students can apply until May 1. Following the application process, employers will begin hiring students and initiate orientation for the mentor and interns.• Completed 3 regional educators in industry tours, the final industry tour will take place during Q2 at Radford Animal Hospital.
Q2 Plans	<ul style="list-style-type: none">• Place 12 interns.• Completion of career assessments by all 7th graders• Conduct 1 industry tour in the New River Valley• Analyze Major Clarity reports for trends in students' career interests


Project Name:	Blockchain Ecosystem Catalyst
Project Manager:	Kirk Cameron
Project Timeline:	September 10, 2019 – September 9, 2021
GOVA Funding	\$34,372 of \$246,800 
Match Funding	\$53,556 of \$250,000
Status:	Met Q1 milestones.
Q1 Progress	<ul style="list-style-type: none"> During quarter 1, the grant's project manager has focused on organizing the Blocksburg 2021 conference. This has included organizing the conference's infrastructure; organizing speaker topics and Q&A; developing and executing the conference's marketing and promotion; and integration of the conference in the certificate program. Held Blocksburg 2021 on 4/13/21, completing the only Q1 milestone. In collaboration with the recently hired blockchain adjuncts, the project manager has begun to develop the Certificate Program curriculum. With anticipation of the Certificate Program to begin enrollment and course delivery in Q2-2021. We are also in the early stages of developing an entrepreneurial training program for blockchain companies. We are partnering with a local economic development organization to create an incubator (new companies) and/or accelerator (existing companies that might use blockchain) program to increase the industry outputs of our grant. This will include resources and consultations to help new and existing companies foster blockchain technologies. Students participated in webinars focused on the legal challenges of blockchain, training 25 students this quarter. 8 businesses served through consultations regarding integration of blockchain into their operations. The grant manager met with several economic development organizations about how we can extend our reach and meet more companies needs with partnerships. A webinar short course was completed this quarter focused on the ways that non-profit organizations can incorporate cryptocurrencies.
Q2 Plans	<ul style="list-style-type: none"> Expand Resource Portal with updated content Partner with industry for additional talent/ career development work Host summer student boot camps


Project Name:	Developing a Destination for Talent
Project Manager:	Catherine Amelink
Project Timeline:	December 9, 2019 – December 8, 2021
GOVA Funding	\$112,183 of \$300,000 
Match Funding	\$112,183 of \$473,000
Status:	Met Q1 milestones
Q1 Progress	<ul style="list-style-type: none"> • Completing a Q1 milestone this quarter, employer partnerships continue to be developed. Recent efforts this quarter have focused on working with OnwardNRV for their recruitment event to ensure local employers will have interns this summer take advantage of the NRV Summer Experience that will expose young talent to highlights in the local region and provide professional development. • Partnered with Roanoke Regional Partnership to facilitate intern participation in the virtual professional development session that also offered exposure to regional career opportunities; expanding internships through partnership with VT CPD on Federal Work Study Program, completing a Q1 milestone. • Continue to hold small group discussions between employers and faculty to discuss project-based work, completing the final Q1 milestone. • 8 students ended their internship experience with GO VA partners due to graduation or other time demands; responses indicate that 50% of the interns learned more about the region and would like to secure long term employment, 20% did not respond to this question, 20% indicated that lack of 'more things to do' were preventing them from staying in the region. • 57 Internships with local employers have been made available to students at VT this quarter. • 2 new employers using GO VA funds – Meld and Torc; 2 new employers finalizing details for commitment- InMotion and Voyant Beauty • 2 new awards with Civil and Environmental Engineering and work in Pulaski with life sciences; additional award with Industrial Design and Trova • The program was highlighted by the State Council for Higher Education in Virginia (SCHEV) as they looked to do a targeted call for proposals to develop regional efforts for talent development. Destination for Talent is working with other regional partners to put together a proposal for SCHEV consideration for funding. This effort aligns with project goals to create a model for other universities and regions to consider as they look to create pathways for talent development in the region. • 49 businesses served this quarter; 16 with general job postings; 24 connected with GO VA funds; 9 employers working on projects. • Virginia Tech is excited to expand local internships through becoming a Federal Work Student Experiment institution. This program allows the distribution of federal work study funds to help support low-income student wages in off-campus internships related to their academic majors and/or career interests. Currently Career and Professional Development, in partnership with the Scholarships and Financial Aid team, is soliciting interest among local companies to participate in the pilot program in 2021-2022 for 50 students.
Q2 Plans	<ul style="list-style-type: none"> • Interns placement for summer and fall semesters 2021 • Ongoing internship development

<i>Project Name:</i>	ELITE Internship Program
<i>Project Manager:</i>	John Phillips
<i>Project Timeline:</i>	October 20, 2020- October 19, 2022
<i>GOVA Funding</i>	\$150,000 of \$290,000 
<i>Match Funding</i>	\$147,516 of \$162,000
<i>Status:</i>	Met Q1 milestones
<i>Q1 Progress</i>	<ul style="list-style-type: none">• Vendors selected through negotiated agreement: Maxx Potential, LLC and Next Up Solutions, LLC• Extensive discussions held with PIOs and Hollins University. Plans are in place to recruit Hollins students for future internships.• Presentations made to more than 6 companies individually to solicit projects.• 4 interns working directly on projects through Next Up Solutions.• We are marketing the program with our weekly newsletter and direct one on one relationships. We will be seeking different ways to more actively market the program next quarter.
<i>Q2 Plans</i>	<ul style="list-style-type: none">• Support 8 new ELITE experience participants

Project Name:	Classrooms to Careers
Project Manager:	Mark Husband
Project Timeline:	January 1, 2021 – December 31, 2022
GOVA Funding	\$0 of \$180,000 
Match Funding	\$0 of \$180,000
Status:	Did not meet Q1 milestones due to a delay in hiring of cohort 1. Project manager listed the largest barrier is that many IT firms are still working remotely. Subsequently, job shadowing and training underage students is difficult.
Q1 Progress	<ul style="list-style-type: none">• Two information sessions have been completed: OZMO & MCPS IT Department. Both companies posted jobs and students applied and held interviews.• Meeting a Q1 milestone, students received instruction on workplace readiness skills within IT courses.• MCPS IT Department has hired 5 student IT workers, who will begin working in April.• 69 students enrolled in IT courses during Q1, 32 students earned certifications.• 3 businesses served this quarter: MCPS, OZMO, ACI Webs.• We hope to have students employed at OZMO, ACI Webs, and Citizens by the end of May.
Q2 Plans	<ul style="list-style-type: none">• Cohort 1 application, hiring, and placement completed (part-time employment)• Cohort 1 employment cycle begins (part-time employment)• Cohort 1 recruitment continues: classroom presentations, field trips, and job shadowing experiences scheduled, students receive instruction and support on the employment-seeking process.

ENTREPRENEURSHIP

Project Name:	VIC Region 2 Entrepreneurship Initiative
Project Manager:	Meredith Hundley
Project Timeline:	January 1, 2020 – December 31, 2021
GOVA Funding	\$136,808 of \$299,995 
Match Funding	\$68,465 of \$150,004
Status:	Met Q1 milestones
Q1 Progress	<ul style="list-style-type: none"> Completed draft strategic investment plan reflecting priorities identified and prioritized through meetings with coalition groups across the region, surveys distributed and followed up with one-on-one meetings with stakeholders. Completed 2020 Ecosystem in Review report Established 3 sub-regional coalitions and one cross regional coalition group and held a total of 10 group meetings during the first year of the project. Producing Region 2 I+E newsletters and distribution has nearly doubled to 270 recipients. In response to demand for more education and technical assistance around new venture financing and the types of capital sources available, launched 7-part Founders and Funders series and have held 4 monthly public virtual workshops since December 2020. Each workshop has involved a panel of experts and practitioners who have dealt with the following subjects this far: overview of new venture capital sources by stage of company development, non-dilutive grants and proof of concept funding, angel capital, and seed stage investing from institutional sources.
Q2 Plans	<ul style="list-style-type: none"> Update capital ecosystem study Release draft sub-regional resourcing plans developed with stakeholders Assist with organizing and supporting a Regional Entrepreneurship Summit Release cross-regional I+E investment plan

Project Name:	Increasing the Birth Rates of New High Growth Companies Phase 2
Project Manager:	Annette Patterson
Project Timeline:	April 17, 2020 – April 16, 2021
GOVA Funding	\$134,468 of \$180,000 
Match Funding	\$132,540 of \$180,000
Status:	Met Q1 milestones other than the engagement of 3 mentors with new high growth companies, engaged 1.
Q1 Progress	<ul style="list-style-type: none"> • Innovation Mill staff and select alumni participated in an Entrepreneurial Ecosystem Building workshop with participants from the Virginia Tech Legacy International Professional Fellow's Program. During the workshop, Innovation Mill alumni presented their business products and services to program participants from Egypt, Tunisia, and Morocco who provided feedback from an international perspective on customer discovery, marketing and branding, as well as technical issues and innovation. This is the second year that the Innovation Mill has participated in this program that provides international exposure to local entrepreneurs. • 13 Companies filled out a need's assessment, meeting a Q1 milestone. • 5 Companies were recruited for IM program, meeting a Q1 milestone. • Assigned 5 Bid Teams, meeting a Q1 milestone. • Completed 5 360-degree evaluations, meeting a Q1 milestone. • Engaged 1 mentor with new high growth companies, goal of 3. • Engaged 1 institution of higher education, meeting the final Q1 milestone. • Coordinated engagement of 13 students (Exceeded Goal by 11). • Completed metric of 8 high growth companies/pre-companies that progressed to successful proof of concept and referred to next level accelerators such as RAMP or other entrepreneurial resources within the region.
Q2 Plans	<ul style="list-style-type: none"> • 4 start-up companies assessed. • 1 new and early-stage company participating in the Innovation Mill • 1 assigned BID Team • Complete 1 360- degree evaluation

Project Name: Pivot & RAMP Up
Project Manager: Mary Miller
Project Timeline: May 6, 2020 – May 5, 2021
GOVA Funding \$83,389 of \$97,200
Match Funding \$43,616 of \$49,000
Status: Met Q1 milestones


Q1 Progress

- The Pitch clinics scheduled on 2/23/21; 3/23/21 were canceled due to no companies signing up. Clinics are scheduled for 4/27/21 (completing a Q1 milestone) and we are advertising for companies to register now.
- Held one online mentor event on 1/22/21, Training for Accelerator App for Mentors, meeting a Q1 milestone. We will hold an additional training in Q2 to add more mentors to the Accelerator App.
- Held 3 online EXIT RAMP programs for RAMP Alumni. We focused this quarter on a very important topic for the alumni, ‘access to Capital’. Completing the final Q1 milestone, the following online workshops were held:
 - Jan 21, Nondilutive Funding – What it means and Opportunities
 - Feb 18, Angel Funding
 - March 18, Seed Funding
- Eight new to RAMP businesses have been served this quarter. RAMP selected 4 new companies for the cohort; 3 new startups pitched at the Pitch and Polish clinic and have been supported with resources and one of the companies that applied to RAMP is receiving ongoing help with their company to move them to next steps.
- One of the major tasks this quarter was the marketing, selecting and starting, of RAMP’s first Health and Life Science Cohort. A committee of 8 regional professionals worked to review the 20 applications for the cohort. Eight companies were invited for interviews, and four were selected. Activities began on March 15th with the 10-week curriculum beginning on April 5th. Twelve lunch and learns, focusing on specific business topics, have been scheduled. Demo Day for our spring cohort has been scheduled for June 15th. We have been able to attract three companies to our Health and Life Science’s cohort from outside the region, with one company indicating they wish to move to our region.
- The director of RAMP has been meeting on a regular basis with the directors of Lighthouse Labs, 757 Accelerate, and UVA’s Catalyst Accelerate program. The four directors involved, along with Sean Mallon, the vice-president for VIPA’s entrepreneurial ecosystems division have been sharing ideas, resources, and addressing our desire to form the Virginia Accelerator Network as a way of multiplying our regional efforts to a more coordinated statewide initiative. The work has been very beneficial to RAMP.


Q2 Plans

- One online pitch and polish regional clinic
- Online mentor program
- Online Exit RAMP program for RAMP alumni


SITES & BUILDINGS



<i>Project Name:</i>	CERE Additive Manufacturing Partnership Lab (AMPL)
<i>Project Manager:</i>	Rich Diddams
<i>Project Timeline:</i>	February 1, 2019 – February 2, 2021
<i>GOVA Funding</i>	\$274,980 of \$274,980 
<i>Match Funding</i>	\$475,017 of \$630,000
<i>Status:</i>	Met Q1 milestones. Initiated a no-cost extension in order to fully execute every aspect of their commitment to workforce development.
<i>Q1 Progress</i>	<ul style="list-style-type: none"> • We continue development of advanced manufacturing products for automotive teams, medical, and design processes for BWXT. • Each Saturday, we continue to average well over 50 students, faculty, and personnel from in town who gather to train, build, and collaborate on projects. The meetings allow for training on various AMP equipment and opportunities to develop certifications useful in the job market. • We are continuing to expand and grow our master's and PhD programs as we see a record level of new engineering students register for classes. • 2 new jobs were created during quarter 1. • AMPL continues to see more and more industry interested in the center. • 1 R&D contract was secured with Dr. Hector Medina, focused on energy storage. • Secured \$100,000 in leveraged private investment from BWXT, as well as an additional \$5,000 in revenue from lab usage.
<i>Q2 Plans</i>	<ul style="list-style-type: none"> • Consultations with Lynchburg Regional Business Alliance • Industry mixers • Site consultant services • Industry partners and entrepreneur site visits


Project Name:	Central Virginia Training Center Redevelopment Plan
Project Manager:	Megan Lucas
Project Timeline:	February 1, 2020 – July 1, 2021
GOVA Funding	\$73,951 of \$100,000 
Match Funding	\$182,078 of \$250,000
Status:	Q1 milestones delayed due to the project continuing to not be fully funded at the \$500k level, on-going efforts continue to complete the final funding component. A no-cost extension has been executed, extending the grant through July 1, 2021.
Q1 Progress	<ul style="list-style-type: none">• Leadership Met to review and approve Branding Proposal and Web designs.• Target Advisory Group meeting to present Branding and Web Designs.• Completed site tree inventory – thanks to Molly O’Liddy, VA Dept of Forestry.• Filmed site drone video and images for website.• Launched http://trainingcentermasterplan.com/• Met monthly with working group of State Departments: DBHD, DGS, VDOT, Lynchburg Regional Business Alliance.• Hosted five-day charette process which is all available to review on website.• Surveys completed and tallied for inclusion in the charrette process.
Q2 Plans	<ul style="list-style-type: none">• Conceptual Redevelopment Master Plan Preparation


<i>Project Name:</i>	Amherst Site Readiness
<i>Project Manager:</i>	Megan Lucas
<i>Project Timeline:</i>	February 1, 2021 – January 31, 2022
<i>GOVA Funding</i>	\$0 of \$366,572 
<i>Match Funding</i>	\$0 of \$183,286
<i>Status:</i>	Q1 milestones delayed due to start of grant mid-quarter and delay in government processes.
<i>Q1 Progress</i>	<ul style="list-style-type: none">• Q1 Activities have begun on both Brockman and Amelon sites to include: Preliminary Geotechnical Investigation. The field work has been completed for assessment of streams & wetland delineation. We have preliminary locations and have begun to look at the grading. Our field crews will be out soon to map everything officially for the Corps of Engineers/DEQ JPA wetland confirmation.• The RFP will not be advertised until the Amelon site has been mapped, the grading plan designed and DEQ has signed off. These activities are in process but not completed.• The process for implementation has begun.• Weather and governmental processes are the only barriers. They are related for the speed at which the work must be reviewed before it can begin.
<i>Q2 Plans</i>	<ul style="list-style-type: none">• Begin the following: Preliminary Geotechnical Investigation, Boundary Survey, Topo Survey, Waters Determination, Cultural Review, Threatened and Endangered Species Review, Mass Grading Construction Documents at Brockman• Advertise RFP for grading at Amelon

COVID RESPONSE

Project Name:	VT Workforce Training & Regional Capacity for Covid-19 Testing
Project Manager:	Sherri Cook
Project Timeline:	June 23, 2020- December 22, 2021 (Phase II)
GOVA Funding	\$0 of \$500,000 
Match Funding	\$0 of \$250,000
Status:	Met Q1 milestones.
Q1 Progress	<ul style="list-style-type: none"> • In mid-March, we reworked our recruitment strategy and training goals for the 4 cohorts expected to be recruited for this study. Previously, we relied on traditional HR recruitment and job advertising to solicit interested trainees, with minimal interest. • Dr. Finkielstein, the Scientific Director of the VTMDL, developed a 5-week intensive summer internship for individuals that are interested in gaining experience in molecular diagnostic tools related to SARS-CoV-2- detection and diagnostics. Accepted interns will work in a BSL-2 environment and gain experience on collecting clinical specimens, process samples, data logging, viral RNA purification, RT-qPCR, data collection, analysis and reporting. Didactic training and hands-on equipment training will be provided. • As of 3/31, 78 applications have been received from interested applicants. We are in the process of choosing the top 20 applicants to enroll in two cohorts, each a 5-week long internship. These internships will run from May 24th – June 25th and from June 28th – July 30th. We anticipate accepting the 20 students in the early part of Q2. • A full-time on-site trainer has been hired as of 3/31. She will be responsible for setup of the training environment, delivering training modules, assessment of the trainees, and post-training survey and assessment tools.
Q2 Plans	<ul style="list-style-type: none"> • Phase 4 cohort recruitment

<i>Project Name:</i>	Roanoke Regional Recovery (note: this project was not funded using COVID response funding, however for the purposes of reporting, we are including it in this category as it is crosscutting of other issues and related to COVID-influenced recovery)
<i>Project Manager:</i>	Erin Burcham
<i>Project Timeline:</i>	August 1, 2020 – September 15, 2021
<i>GOVA Funding</i>	\$0 of \$100,000 
<i>Match Funding</i>	\$0 of \$57,000 
<i>Status:</i>	Met Q1 milestones.
<i>Q1 Progress</i>	<ul style="list-style-type: none">• Hosted two crisis business retention and expansion (BR&E) training sessions for the coalition and regional partners, completing a Q1 milestone.• Continues to meet with the coalition to discuss regional challenges and best practices, meeting a Q1 milestone.• The Roanoke Regional Partnership hosted 5 one-on-one meetings with regional companies during Q1, meeting a milestone.• Hosted a talent event with Botetourt County and our regional Workforce Development Board for Eldor (advanced manufacturing) as part of their talent rebranding initiative.• Hosted an educational tour with Eldor at Virginia Western Community College
<i>Q2 Plans</i>	<ul style="list-style-type: none">• Host a second round of roundtables.• Continue coaching sessions and coalition meetings.

Project Name:	Public Health Readiness Evaluation Tool (PHRE) Mobile Application
Project Manager:	Matthew Hull
Project Timeline:	October 13, 2020- October 12, 2021
GOVA Funding	\$9,802 of \$63,500 
Match Funding	\$5,427 of \$42,610
Status:	Met Q1 milestones other than a delay in releasement of final version of app to the Apple store due to Apple being highly restrictive with COVID-19 apps, as they are drawing additional scrutiny. Test-flight version of app has been successfully launched.
Q1 Progress	<ul style="list-style-type: none"> • Completing a Q1 milestone- obtained initial feedback from consortium members via TestFlight; will continue to collect feedback throughout Q2. • Completing a Q1 milestone, the app has been updated numerous times based on consortium member feedback. • Recruited new partners this quarter – SERVPRO and Dublin United Methodist Church. • Launched app via TestFlight for evaluation by PHRE consortium members. The app has been distributed to nearly 30 partners. The app is available at the following link for anyone who wishes to beta test it: https://testflight.apple.com/join/n9kw7OTf. • Following launch of the app, we have begun to receive feedback from our beta testers. • Partnered with the Pulaski County Chamber of Commerce and SERVPRO to share the app with the local business community. The release was covered by WDBJ7 and the VT Corporate Research Center. • Exploring requirements for launch through official VT app store; alternatives may be needed for expedience. • 7 businesses have been served.
Q2 Plans	<ul style="list-style-type: none"> • Obtain feedback from PHRE consortium. • Release app store version of PHRE

Project Name:	New River Valley Business Continuity Team
Project Manager:	Kevin Byrd
Project Timeline:	October 21, 2020 – April 20, 2022 (Phase II)
GOVA Funding	\$0 of \$250,000 
Match Funding	\$0 of \$125,000
Status:	Met Q1 milestones
Q1 Progress	<ul style="list-style-type: none">• This quarter the BCT consulted with 83 new businesses, 49 regarding COVID protocol and vaccination information. Those actions directly impacted 4,709 jobs.• The BCT assisted 3 businesses in Giles County for 100% financial assistance for cleaning services due to COVID positive cases.• The BCT was largely focused on reaching out to businesses to ensure that their business and employees were registered to get their vaccinations during Q1. The BCT successfully registered employers, and 6,845 employees in various industries who received their vaccine.• 2,000 individuals received information about the BCT via direct mailer, 215 received consultations.• 1 firm received a certification for completing the Infection Control Plan.• The BCT also assisted the faculty and staff in Floyd, Giles, Montgomery and Pulaski Counties, and Radford City Schools to receive their vaccine.• The addition of the Anna Champion as the Call Center/Volunteer Coordinator was established in Q1. A vaccine scheduling call center was opened to assist in scheduling individuals in the NRV to receive their vaccine. This position helps with managing the call center, scheduling volunteers for the call center and vaccine clinic sites and assists the Public Health Director with contacting businesses to ensure they have registered their employees to receive the vaccine.• The call center has scheduled an estimated 15,000 residents of the New River Valley to receive their vaccine since January 2021
Q2 Plans	<ul style="list-style-type: none">• Additional businesses served

CLOSING PROJECTS:

Following is a list of projects that have closed or are in the process of closing in 2020/2021. Staff has conducted an evaluation meeting with each project team and is in the process of requesting and reviewing narrative closeout reports and final project metrics. Projects have up to one year to submit their narrative report to account for lagging outcome metrics. Full details of individual and aggregated project outcomes will be included in upcoming council packets as they are received, reviewed, and finalized. A report is also being compiled that aggregates outcomes across entrepreneurship, sites and buildings, and talent according to the goals of the Growth & Diversification plan.

Project Name	Close Date	Financial Report Status
Capital Ecosystem (ECB)	4/23/2020	Received and submitted to DHCD
Increasing the Birth Rates of New High Growth Companies	3/11/2020	Received and submitted to DHCD
Drone Zone	6/3/2020	Received and submitted to DHCD
WoodHaven	6/30/2020	Received and submitted to DHCD
RAMP 1.0	6/30/2020	Received and submitted to DHCD
Lynchburg Due Diligence	6/30/2020	Received and submitted to DHCD
CTE Study	8/31/2020	Received and submitted to DHCD
Stopping the Brain Drain (ECB)	9/30/2020	Received and submitted to DHCD
Virginia Tech Covid-19 Testing Phase I	12/22/2020	Received and submitted to DHCD
Center for Energy Research and Education (CERE)	12/31/2020	Received and submitted to DHCD
New River Valley Business Continuity Team Phase I	1/31/2021	Received and submitted to DHCD

PROJECTS IN THE PROCESS OF CONTRACTING:

Virginia Tech Corporate Research Center
Central Virginia Community College CTE Academy