

GO Virginia Region 2 Council

May 5, 2022, 3:00 p.m.-5:00 p.m.

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

- Introductions (3:00-3:05)
- Financials Review (3:05-3:15)
- Project Pipeline Review (3:15-3:30)
- Intentional project development discussion (3:30-4:00)
 - Growth and Diversification plan messages
 - Council roles (e.g. Speakers Bureau, Ongoing Cluster Conversations)
- Special Updates (4:00-4:45)
 - Cluster Conversations: Internships (Quina Weber-Shirk, Regional Internship Collaborative)
 - Project Evaluation Highlight: (Catherine Amelink, Destination for Talent Program)
 - Statewide Program Update (Sara Dunnigan, Department of Housing and Community Development)
- Council Business (4:45-5:00)
 - Quarterly project reporting
 - Minutes

The meeting will adjourn at 5:00p.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 5/4 at 3:00p.m.

Region 2 Allocations

Updated 4/22/2022

FY 21/22 Per Capita (Projects)		
FY 22 Allocation	\$1,542,945.00	
FY 21 Original allocation	\$1,545,403.00	
Transfers from FY 20 Per capita	-\$2,357.83	
Transfer from FY20 Capacity Building	\$14,700.00	
Biotech Lab Space Development	-\$99,360.00	
Beacon of Hope	-\$97,740.00	
Regional Health Sciences Talent Pipeline	-\$100,000.00	
Altavista site	-\$506,000.00	
Industry 4.0	-\$45,360.00	
Project Eagle	-\$599,436.72	
Regional Talent Strategy	-\$315,910.80	
Workforce & Entrepreneurship Initiatives in a Regional Makerspace	-\$324,000.00	
Gupton Initiative (Statewide) Region 2 support requested	-\$10,000.00	ECB (Planning)
Current Balance	\$1,002,882.65	

FY 22 Capacity Building (Support)	
Original allocation	\$250,000.00
Remaining Balance from FY 21	\$86,550.08
Support Org Services FY22	-\$185,085.00
Transfer to the Central Virginia Training Center Redevelopment Plan	-\$60,000.00

Applications Under Consideration (Per Capita)

Total:	
Balance if All Approved:	\$1,002,882.65

FY22 Planning Cap	\$52,260.00
Planning applications	\$10,000.00
Percentage of planning cap	19%

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:	\$1,152,632.55	\$1,086,718.14	\$65,914.41	\$3,252,380.71	\$2,901,110.76	\$353,216.13			
Per Capita FY19 Projects:	\$1,197,486.00	\$1,026,233.12	\$171,252.88	\$1,732,722.00	\$1,466,634.76	\$279,207.72			
Per Capita FY20 Projects:	\$1,782,567.00	\$801,263.29	\$981,303.71	\$1,279,290.00	\$725,216.35	\$570,746.65	\$27,140.00	\$5,183.02	\$21,956.98
ERR FY20 Projects:	\$1,110,700.00	\$1,016,426.01	\$94,273.99	\$566,610.00	\$569,511.77	\$1,231.80	\$23,599.00	\$14,191.00	\$9,408.00
Per Capita FY21 Projects	\$342,460.00	\$119,101.68	\$223,358.32	\$248,605.00	\$72,878.39	\$175,726.61	\$25,367.00	\$8,822.35	\$16,544.65
Per Capita FY21/22 Projects - not under contract	\$1,105,436.72		\$1,105,436.72						
TOTAL:	\$ 6,691,282.27	\$4,049,742.24	\$2,641,540.03	\$7,079,607.71	\$5,735,352.03	\$1,380,128.91	\$76,106.00	\$28,196.37	\$47,909.63

GOVA Region 2 Upcoming Applications

Likely for Summer or in process

- Vector Space resubmission per state staff guidance (Region 2 approved)
- Gupton state-wide resubmission
- VT Computer Science – pre-launch entrepreneurship tech assistance (in areas such as cybersecurity, blockchain, cloud, quantum computing, AI, systems design, etc)
- VT, VSU, and GenEdge statewide application (regions 1, 2,,3)– transportation and logistics (automated-connected-electrified, or ACE) sector

Possibilities for Summer or Fall

- Statewide GOTECH (would include Franklin County in region 2)
- Bedford (town/county) – with CVCC - machining training center
- VWCC - ? (pending meeting)
- VA Career Works Central Region- targeted worker training programs



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

Growth & Diversification Plan 2021

GO Virginia seek to grow jobs that pay higher than the regional average wage, primarily through investment that is new to Virginia. This requires a focus on industries with high growth potential, featuring in-demand occupations with higher wages.

This plan is a roadmap for utilizing GO Virginia funding for projects

- ▶ Documents regional demographics and growth data
- ▶ Analyzes regional economic drivers and industry clusters
- ▶ Identifies core strategies to grow economic opportunity

4 Target Industry Clusters

These four interrelated clusters offer the greatest potential for sustainable, scalable, future growth in the region.

32 high-wage occupations, **3,716** annual openings (projected 2021-2026)

► Transportation & Autonomy

- Heavy Duty Truck manufacturing
- Motor Vehicle Parts manufacturing
- Automation

► Materials & Machinery Manufacturing

- Plastics & Rubber manufacturing
- Metalworking & Machining

► Life Sciences & Healthcare

- Biopharmaceuticals & Medical Devices manufacturing
- Residential Care
- Diagnostic Support Services

► IT & Emerging Tech

- Cyber Security & Information Technology
- Computer & Electrical manufacturing
- Engineering Services

Core Strategies to Grow Economic Opportunity:

1) Innovation Cluster Scale-Up

- ▶ Improve information and networks
- ▶ Focus on talent development
- ▶ Support infrastructure and placemaking
- ▶ Enhance research and commercialization
- ▶ Improve capital access

2) Entrepreneurship & Business Development

- ▶ Build a diverse portfolio of funding sources, with a preference for non-dilutive sources, available to support early-stage companies
- ▶ Expand and coordinate mentorship, training and other entrepreneurial resources to increase the supply and flow of investible ventures
- ▶ Improve awareness of and relationships with entrepreneurial resources, particularly among BIPOC ventures and more rural, “spoke” counties hubs

Core Strategies to Grow Economic Opportunity (continued):

3) Talent Development, Attraction and Retention

- ▶ Strengthen the pipeline from K-12 to higher education to career for each target sector
- ▶ Increase number of degree completions and instances of skillset development applicable to target industry clusters
- ▶ Improve knowledge and promotion of complementary workforce and training programs
- ▶ 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

4) Collaborative Sites and Infrastructure Development

- ▶ Improve information about site and building characteristics and market demand for sites and buildings
- ▶ Incentivize collaboration at all stages of joint site/building development or redevelopment
- ▶ Develop and implement real estate strategies to leverage special assets
- ▶ Expand and improve downstream infrastructure capacity to better position sites for targeted investments
- ▶ Cultivate sector strengthening assets that are prime motivators for advancing target industries
- ▶ Partner to advance and support broadband initiatives and implementation throughout the region



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

IT and Emerging Tech: Spotlight on Talent

GOVA Region 2, April 28th & May 5th, 2022

Elli Travis – GOVA Evaluator

Quina Weber-Shirk – Project Coordinator, Regional Internship Collaborative

Internship Capacity Building

Regional Internship Collaborative



Give students deep roots in our business
community prior to graduation

so they choose to live and work here

Work-Based Learning: Benefits to Employers

At both the **one-year** and **five-year marks**, hires who have interned with the employer (**internal interns**) are **more likely to be retained** than hires who interned with other organizations (external interns) and hires with no internship experience.

At one year:

- **16% more likely to be retained than external interns**
- **32% more likely to be retained than new hires who lack internship experience**

Source: NACE, Internship & Co-op Survey Report, 2021

Link, Leverage & Scale

Increase awareness
and access to work-
based learning
experiences



Improve
connections and
internship placements



Increase the
placement or
retention of
students in full-
time jobs



Cluster Conversations on Talent

Collaboration with GOVA Clusters

IT & Emerging Tech

- ▶ **Growing talent:** career paths and entry points for prospective employees
 - ▶ High school students
 - ▶ College students
 - ▶ Career changers
 - ▶ Non-IT backgrounds
- ▶ Project-based internships
- ▶ Mentors and feedback
- ▶ **Challenge:** engaging remote interns in company culture

Regional Internship Collaborative

IT & Emerging Tech Employer Roundtable: Internships & Talent Development

Guest Speakers:



Sierra Powell
Senior Recruiting Manager



Dana Pittman
Senior Vice President,
Talent Strategy



Lea Hamblin
Employee Development
Manager



March 16th, 1-2 pm
Zoom meeting

For businesses in the New River Valley, Roanoke River Valley,
and greater Lynchburg region of Virginia

Machinery & Materials Manufacturing

- ▶ What are the **benefits** of an internship program to your company?
 - ▶ Manage projects
 - ▶ Give back & grow new leaders
 - ▶ Source for new ideas & trends
 - ▶ Promote company culture
- ▶ What are the **challenges** to offering internships?
 - ▶ Time to set up & manage an internship program
 - ▶ Time to mentor and manage interns

Regional Internship Collaborative

Advanced Manufacturing Employer Roundtable: Internships & Talent Development

Guest Speakers:



Ashley Coble
Human Resources Manager




Travis Griffin
University Relations Program Lead


March 2nd, 9-10 am
Zoom meeting

For businesses in the New River Valley, Roanoke River Valley,
and greater Lynchburg region of Virginia

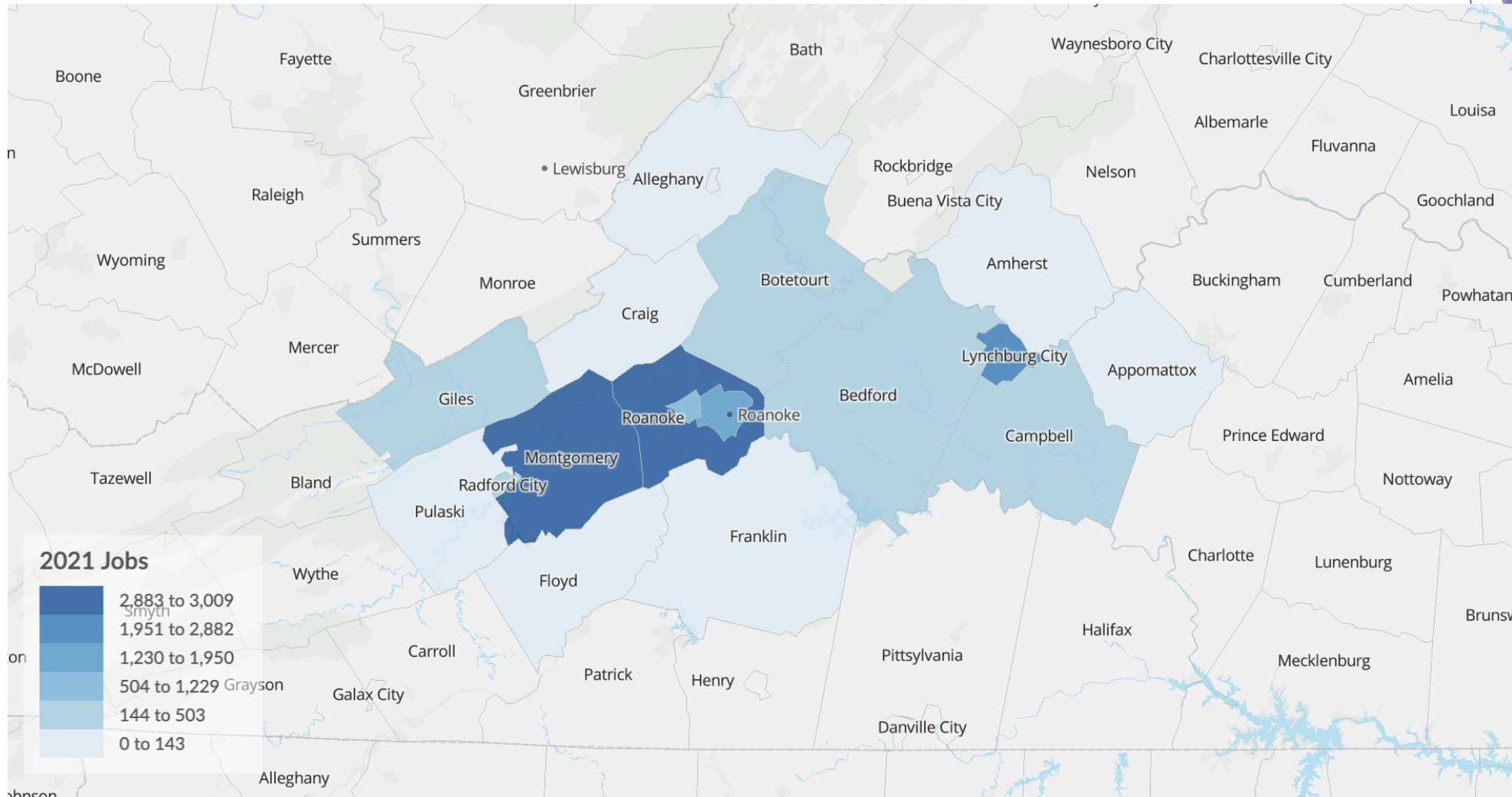
IT and Emerging Technology in Region 2

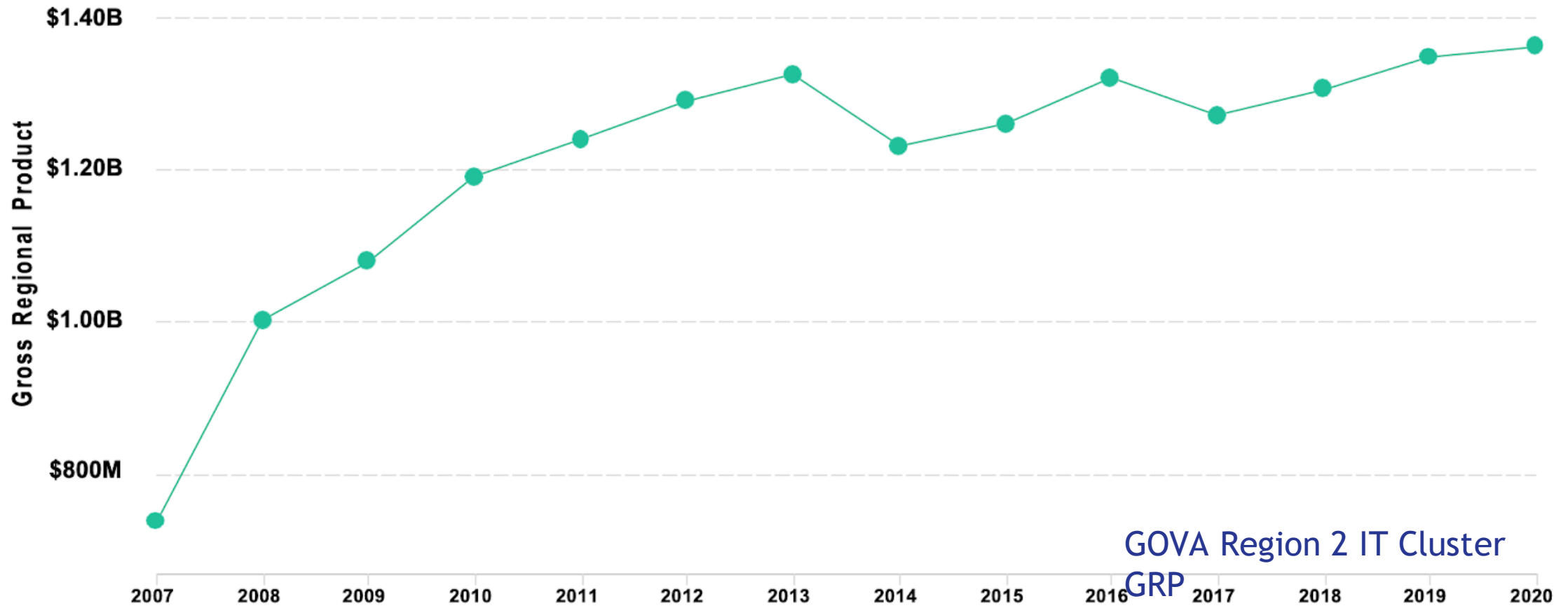


Connecting to IT & Emerging Tech

IT and Emerging Tech inRegion 2: Employment	IT and Emerging Tech inRegion 2: Earnings	IT and Emerging Tech inRegion 2: Growth inEmployment
-Greater than 11,000 totaljobs	\$93,000 Earnings per job	-2% from 2016-2021
-3,300 unemployed in industry in region, as ofNovember 2021.	\$1.1B total earnings	+2% from 2021-2026
-Concentrated inMontgomery County,Roanoke County, and the City of Lynchburg	\$1.3B GRP	-Two-year pandemic growth rate of 11.8%(2020 to end of 2021)
Other notes: <ul style="list-style-type: none">-Region 2's IT is a 'support cluster'.-Hiring from both IT- and Non-IT firms: 1901 Group and Ozmo vs. Kollmorgen and Nomad Health, for instance.		

Connecting to IT & Emerging Tech





GOVA Region 2 IT Cluster
GRP

Major Issue 1: Access to Investments

- ▶ 1/3 to 1/5 of our competition's venture capital.
- ▶ 1/3 to 1/11 of our competitions' angel investing.
- ▶ Region attracts more grant funding than peers (SBIR and STTR), but funding has been marked by periods of decline in recent years .
- ▶ Weak C-level networks in Region 2.

Major Issue 2: Finding, attracting and retaining talent

- ▶ Region may not have the appeal of bigger cities.
- ▶ Affordability may be overstated: 1% lower cost of living than national average, though IT salaries tend to lag the \$90k average by \$17K.
 - ▶ Early career and highly skilled professionals may care more about salary than amenities.
- ▶ Issues with finding talent may be a case of 'shifting goalposts': firms may expect applicants to have training that would have otherwise been provided in the past.

Spotlight on Talent



How do “Talent” projects have an impact?

Activities

- Develop regional partnerships (particularly between workforce/education system and industry)
- Increase **interest** of in-demand occupations, **skills** of workers, and **retain** regional area graduates

Short Term Outcomes

- Stronger stakeholder network
- Improved understanding of job market for graduating talent
- Improved understanding of the workforce
- Improved knowledge and promotion of workforce and training resources
- Strengthened pipeline to priority industry clusters
- Increased completions of degrees or certifications in target industry sectors
- Enhanced employer engagement in education and workforce activities

Long Term Outcomes/Impacts

- More skilled labor in target industry clusters
- Increased skills of existing workers
- Reduced brain drain
- Increased attraction of skilled talent to the region

Talent: By the numbers

- ▶ 13 projects, 50-50 ECB-Implementation Projects
- ▶ GOVA Funds awarded: \$2.1 million
- ▶ Matching funds committed: \$2.4 million

ECB Projects

- ▶ Stopping the Brain Drain*
- ▶ Enhancing the Region through New Technology for Unmanned Systems*
- ▶ Building a Regional Health & Life Sciences Talent Pipeline
- ▶ Ignite Internship Expansion*
- ▶ Future Center Expansion - Beacon of Hope
- ▶ Regional Career and Technical Education Study*
- ▶ Future Workforce for Industry 4.0

- ▶ * indicates project is closed

Implementation Projects

- ▶ Region 2 Talent Collaborative*
- ▶ Classrooms to Careers
- ▶ Blockchain Ecosystem Catalyst
- ▶ Central Virginia Community College CTE Academy
- ▶ Experiential Learning in Tech Employment (ELITE) Internship Program
- ▶ Developing a Destination for Talent*
- ▶ Center for Energy Research and Education/ Additive Manufacturing Partnership
Labs: Sites project with heavy talent metrics

- ▶ * indicates project is closed

Talent Metrics

- ▶ Students trained:1234
- ▶ Businesses served: 417
- ▶ Students dual enrolled: 227
- ▶ Internships completed: 217
- ▶ Credentials awarded:289
- ▶ Upskilled employees:141
- ▶ Direct jobs filled/created during the program period: 325
- ▶ Existing jobs retained: (tracked for COVID, not other talent projects)

The Internship-focused Projects

- ▶ Developing a Destination for Talent
- ▶ Classrooms to Careers
- ▶ Experiential Learning in Tech Employment (ELITE) Internship Program
- ▶ Ignite Internship Expansion (ECB)*

Destination for Talent: Goals

- ▶ The goal of this project was to advance talent retention and talent development in the local region by facilitating internships in local companies for students and advancing project-based work opportunities that would bring real-world challenges into the classroom and allow for increased engagement between faculty, students, and local employers.
- ▶ This project also provided exposure to live, work, and play opportunities in the local region for student interns in order to help increase talent retention.
- ▶ While this project focused on building talent pathways from Virginia Tech (VT) to local employers, the project outcomes allowed for development of a model on how higher education institutions in Region 2 and more generally can partner with local companies in a way that encourages a talent pipeline of recent graduates who remain in the region.

Destination for Talent: Achievements

- ▶ Program provided over 217 internships, connected directly with 52 local employers with 22 heavily engaged employers over two-year timeframe. In addition to the 217 internships facilitated through GO Virginia funds, an additional 102 interns were funded using employer funding exclusively.
- ▶ 52 new local employers posted jobs for VT students that had not previously engaged with VT in the past.
- ▶ Over the course of the project, interns had the opportunity to apply for 150 new jobs that were created. Eight of the employers were able to hire interns into full-time positions that were advertised.
- ▶ 15 projects were funded that allowed for employer, faculty, student engagement on real world problems affecting employers in the local region.
- ▶ Model used to secure additional funding through State Council for Higher Education and Strada Education Network

Destination for Talent: Highlights

- ▶ Session on value of internships for talent development and how to develop meaningful internship experiences
- ▶ Job fairs for local employers coupled with networking sessions with faculty to develop project based work opportunities
- ▶ Developed broad (Handshake software) and targeted (faculty to student) distribution channels for local internship and job opportunities on campus
- ▶ Collaborated with Onward NRV and Roanoke Regional Partnership to leverage existing summer intern leadership programs by working with local employers to help them understand how the programs were working together for talent development and retention
- ▶ Engaging online professional development and networking sessions were used to continue to expose student interns to live, work, play opportunities in the region. Presenters included representatives from the tourism offices in local governments, Chamber of Commerce, members of regional young professional organizations (i.e., Blacksburg Young Professionals), and other individuals that graduated and started careers in the local region

GO Virginia Region 2 Quarterly Report

Period: January – March, 2022

Total Projects Funded	Total Funds Allocated	Jobs Created to Date	External Investment Generated
37 (18 Projects Completed)	\$7,484,068	671	\$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
	Developing a Destination for Talent	217	52	150	-	217	-	-	-
	Blockchain Ecosystem Catalyst	-	84	2	-	265	-	0	-
	ELITE	14	10	5	-	-	-	-	-
	Classrooms to Careers	5	4	-	-	73	-	129	69
	CVCC-CTE Academy	-	100	-	-	160	-	160	141
	AMPL (also in sites)	-	34	68	-	500	-	-	-
	Project Eagle +	N/A	-	-	-	N/A	-	N/A	N/A
	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	255	417	325.5	-	1234	141	289	227

GO Virginia Region 2 Quarterly Report

Period: January – March, 2022

ECB Progress Notes:

Status	Project Name	Notes
	BRPHSC - Carilion	Talent Pathways task force meetings held; Task Forces prioritized deliverables by focus area. Establishment of website and information repository, situational analysis complete.
	Future Centers Expansion	Continued outreach to students, regularly meeting with partner sites. More than 200 students have been served through field trips to local businesses (US Pipe, CB Fleet, CVCC, Longwood University, Randolph College, Liberty University, and the University of Lynchburg). Scholarship programming is underway in Lynchburg City Schools. 80 students applied for BoH's Commonwealth Scholarships (\$5000/student) and 20 were selected to receive.

Implementation Progress Notes:



Project Eagle +: Collaboration Agreement between JLABS and the Virginia Tech Corporate Research Center has been fully executed. Established a joint steering/selection committee.

Staff Action:

ELITE Program: barrier to employers is the complicated nature of working with the program. RCTC tasked with devising revised workplan and different budget categorizations, to increase the number of companies and students who can participate. Plan on submitting a 6-month extension request. Staff intervening to review revised workplan and budget amendment by mid-May.




GO Virginia Region 2 Quarterly Report

Period: January – March, 2022

Area Two: Collaborative Sites and infrastructure

Collaborative Sites and Infrastructure Implementation Projects: Aggregated Metrics							
Status	Project	Metrics					
		Acres advanced	Increased locality engagement	Prospects	Businesses attracted	Linear feet of sewer/water/gas	Acres developed
	AMPL – see talent metrics	N/A	Yes	Yes	4	N/A	N/A
	Amherst Site Readiness	TBD	-	TBD	TBD	TBD	TBD
	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+

ECB Progress Notes:

-  **Central Virginia Training Center Redevelopment:** Redevelopment Plan is complete and shared with stakeholders. Amherst Co. Board of Supervisors accepted the plan and directed staff to amend Amherst County's comprehensive plan to include the CVTC redevelopment plan.
-  **Industry 4.0:** Draft curriculum will be shared with stakeholders for further feedback. Data will be used as part of a final in-person writing session with a select group of partners to help produce the final deliverable in Q2. Significant progress on student experiential learning projects, students will present work to date as part of the 2022 ISE Senior Design and Undergraduate Research Symposium on April 26, 2022.
-  **VT CRC Flex Lab Space:** The floor plan design for co-working lab space has been finalized. The Assessment Report was completed. The Marketing Plan and Project Eagle Summary Report is complete. Multi-Tenant Lab Facility (MTLF) Feasibility Study – Consolidated Executive Summary, Phase I Report, and Phase II Reports are complete.

GO Virginia Region 2 Quarterly Report

Period: January – March, 2022

Area Three: Entrepreneurship and Business Development

Entrepreneurship: Aggregated Metrics from Implementation Projects							
Status	Project Name	Metrics					
		Jobs created	Existing businesses expanded	New businesses created	Businesses served	Entrepreneurs engaged	Mentors engaged
	VIC-REI	-	-	-	-	-	-
	TAF – Increasing the Birth Rate of High Growth Companies 2	19	-	-	50	22	30
	TAF – Increasing the Birth Rate of High Growth Companies	-	17	-	51	51	29
	RAMP	210	13	2	45	36	93
	Roanoke SBDC	66	-	27	-	-	-
	Pivot and RAMP Up	TBD	TBD	TBD	24	11	72
	Project Totals	295	30	29	170	120	224

Progress Notes:

- **VIC Regional Entrepreneurship Initiative:** 3 sub-regional and 1 cross-regional I+E Investment Plans completed. 2 Ecosystem in Review Reports and entrepreneur resource matching platform completed.

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 at this time.

GO Virginia Region 2 Quarterly Report

Period: January – March, 2022

Projects in Process of Contracting:

Regional Talent Strategy Implementation

Workforce and Entrepreneurship Initiatives in a Regional Makerspace



GO Virginia Region 2 Council Meeting Minutes

February 4, 2022, 1:00p.m.- 3:00p.m.

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

Council members in attendance: Eddie Amos (Vice-chair), Nathaniel Bishop, John Capps, Paul Denham, John Dooley, William Fralin, Don Halliwill, Kim Payne, John Putney, Justin Yalung.

Council members participating remotely: Michelle Austin, Kenneth Craig, Janice Crawford, Sandy Davis, Vince Hatcher, Pat Huber, Victor Iannello, Foud Kemper, Floyd Merryman.

Council members not in attendance: Beverley Dalton, Michael Friedlander, Mike Hamlar, Marty Muscatello, Debbie Petrine, Luke Towles, Ray Smoot (Chair).

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

Public in attendance: Robert McNabb, Toni Clark, Liz Povar, Elise Spontarelli, Morgan Romeo, John Hull, Aisha Johnson, Bob Bailey, Daniel Pinard, Deborah Flippo, Mary Zirkle, Megan Lucas, Quina Weber-Shirk, Tim Saunders, Traci Blido.

The meeting convened at 1:05p.m. and adjourned at 2:58p.m.

Financials Review

John Provo reviewed the financial reports included in the board packet. Council has a remaining balance of \$1,590,043 in per-capita funds. If the 2 proposals reviewed today receive council approval, there will be a remaining balance of \$940,133. Alyssa McKenney then reviewed drawdown status of all active Region 2 projects, as well as support org staff drawdown for administrative purposes.

Council Business

Nominating Committee

Vice-chair Eddie Amos provided council with the report of the nominating committee, consisting of executive committee members Beverley Dalton and Eddie Amos. The nominating committee recommended the reappointment of the following council members to serve an additional three-year term: Beverley Dalton, Nathaniel Bishop, Kenny Craig, and Mike Hamlar. Council member William Fralin has declined an invitation to serve another term. Vice-chair Eddie Amos then offered the council the name of Justin Yalung, Chief Operating Officer, Inorganic Ventures, to fill an existing NRV vacancy.

Vice-chair Eddie Amos asked if there were any further discussion. There was none.

John Dooley motioned to appoint Justin Yalung, and reappointments of Nathaniel Bishop, Beverley Dalton, Kenny Craig, and Mike Hamlar. John Putney seconded. All were in favor and none opposed.



ODU Report on Virginia Economy

Robert McNabb, Professor of Economics, Director, Department of Economics, Old Dominion University (ODU), joined virtually to share highlights of the recent ODU report on the current state of Virginia's economy. Specifically, Robert McNabb presented data on Region 2 evolution of Gross Domestic Product and population. Addressing questions from the council, he reviewed economic changes in the Lynchburg MSA, stating using data from the Bureau of Economic Analysis, who generates annual estimates of Gross Domestic Product (GDP), to determine what a region produces. After eliminating inflation rates, you can see the GDP in 2007 was approximately 9.3 billion dollars, then increased in nominal terms and in real terms in 2019, prior to the covid-19 pandemic. Through 2007-2019, that growth is relatively small in the Lynchburg MSA. Comparing statewide and national growth in real GDP, you can see that the United States is approximately 21.8% larger than in 2007, Virginia is around 15% larger, and the Lynchburg MSA is approximately 2.4% larger. Robert McNabb continued by reviewing data on the increase of real per-capita personal income and population in the Lynchburg MSA, stating personal income has increased from \$38.8 thousand per year to \$43 thousand, and from 2010-2020, population has increased from 253,000 residents to 264,400 residents. Robert McNabb then reviewed unemployment data and nonfarm payroll data. William Fralin asked on what level does the data in northern Virginia sway the rest of the state's results. Robert McNabb responded by stating in retrospect, the large, more dense, urban areas are generating significant amounts of economic growth and value over time, but that does not mean we should discount what is happening outside of those areas. If you took northern Virginia out of the data, Virginia would be a much different state in terms of economic activity, per-capita personal income, and job growth over time. We have seen a trend in the United States over the last three decades of population and economic activity moving to higher population and metro areas.

Proposal Review

Workforce and Entrepreneurship Initiatives in a Regional Makerspace

Scott Tate began with a brief overview of the new project proposal, *Workforce and Entrepreneurship Initiatives in a Regional Makerspace*, submitted by Vector Space. Elise Spontarelli (Vector Space) explained Vector Space's history and mission, as well as plans to grow the facility and current initiatives. Vector Space is requesting \$324,000 in GO Virginia grant funds to be used towards equipment purchases and programming expansion at the makerspace that will meet workforce development and entrepreneurial development needs in Greater Lynchburg. Vector Space will partner with HireLynchburg and Virginia Career Works to implement a 12-week Women in Machining program for 10 low-income women. Grant funding will be used to purchase equipment, pay staff and program instructors, and cover utility costs during the two years of the grant program. Vice-chair Eddie Amos requested Elise to explain what a makerspace is. Elise Spontarelli listed examples of work completed to date in the community makerspace and mentioned this is a great space for entrepreneurs and small businesses to utilize the machinery for their business needs. The space is also used for training and class workshops. John Dooley requested more information on the relationship between Vector Space and Central Virginia Community College, as well as how closely related are the initiatives offered between the two. John Capps



responded by stating the the initiatives offered by Central Virginia Community College do not overlap with the initiatives offered by Vector Space, as he views their program to be more of a prerequisite to more advanced programs that are offered at the college. John Capps continued stating they have worked with Vector Space to articulate a pathway for their students to enter the college's machining programs. He expects to continue working with them through the grant activity and beyond. Paul Denham commended the program's outcomes, stating this is serving a community who otherwise may not be able to achieve the same success without this kind of initiative.

Vice-chair Eddie Amos asked if there were any additional questions. There were none.

Vector Space's request totaled \$324,000 in Region 2 per-capita funds, with a match of \$162,100.

Council members abstaining from the vote include John Capps, John Putney, and Floyd Merryman.

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

Gupton Initiative

Scott Tate began with a brief overview of the new project proposal, *Gupton Initiative*, submitted by the Virginia College Fund (VCF). Liz Povar (Vice President, Virginia College Fund) elaborated on program deliverables stating the goal of the Gupton Initiative is to launch and demonstrate the sustainability of a career pathways partnership with VCU's College of Engineering to create a pipeline of internship and employment opportunities for students of the Virginia College Fund (VCF) member institutions in the advanced pharmaceutical manufacturing cluster in central Virginia, and to further validate the potential for employment in advanced manufacturing sectors across the Commonwealth, most specifically in the rural regions represented by the VCF member institutions. The specific outcome of the project is a roadmap for ensuring that a first cohort of students from VCF member institutions enrolls in the VCU Medicines for All Institute in the fall of 2022. Pat Huber inquired on the metric of student participation. Liz Povar responded stating they are initially targeting 2-4 students per university; one outcome of the grant is to identify the best strategies to engage the students. William Fralin mentioned this is a planning proposal and inquired on long-term sustainability of the program. Liz Povar responded by stating this initiative is meant to craft the roadmap to ensure all 5 institutions are in agreement as to how matriculation of the students will occur. As of now, they are operating under a single MOU between Virginia Commonwealth University and all 4 institutions involved. Through the current part-time staff, this initiative could be implemented over the course of 3 years, however, through GO Virginia funding, the roadmap could be in place in 6 months, which would allow the first cohort to launch in the Fall of 2022.

Vice-chair Eddie Amos asked if there were any additional questions. There were none.

The Virginia College Fund's request totaled \$100,000 in GO Virginia Statewide Enhanced Capacity Building funds, with a match of \$59,000, and a Region 2 request of \$10,000 in Region 2 Enhanced Capacity Building funds.



John Capps motioned to approve this proposal, and Foudr Kemper seconded. All were in favor and none opposed.

Regional Talent Strategy Implementation

Scott Tate continued with an overview of updates to the project previously approved by the Region 2 Council, Regional Talent Strategy Implementation, submitted by the Western Virginia Workforce Development Board (WVWDB). This project was not approved by the GO Virginia State Board. The applicants have revised committed outcomes and have returned for the review of the state board. The main concerns voiced at the state level was that the project was not as inclusive to target sector industries and occupations, and the project should clearly articulate the partnership of the private sector companies in Region 2. The applicant has updated the proposal to address these concerns and the application will come before the GO Virginia State Board at their next meeting in March.

Council Business

Quarterly Project Reporting

Elli Travis reviewed quarter 4 project progress reporting, noting the only projects who are not listed as “green” this quarter are ELITE and Amherst Site Readiness. The ELITE Internship Program is a few quarters behind on the metric of internships completed due to issues locating companies who have current projects suitable for interns. Amherst Site Readiness has fallen behind while awaiting finalization of contract and paperwork during the review phase by the contractor at the Amelon site. The project manager expects to receive the final contract to begin the grading work at Amelon during the upcoming quarter. Council requested support staff return with a revised quarterly reporting template that shows a breakdown of metrics both committed and achieved, return on investment, and external investment/matching funds committed.

Minutes

Council reviewed meeting minutes from the GO Virginia Region 2 Council Meeting, held on October 27, 2021. Vice-chair Eddie Amos asked if there were any corrections, additions, or questions regarding the minutes; there were none.

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

The meeting adjourned at 2:58p.m.