GO Virginia Region 2 Council

July 24, 2023, 2:00 p.m.-4:00 p.m.

- Introductions (2:00-2:05)

- Financial Report and KPI (2:05-2:15)

- Project proposals (2:15-3:00)
    - "Strengthening Entrepreneurs' Impact" - VERGE Alliance
    - "ACA Classical & CTE Institute" – Appomattox Christian Academy in partnership with Appomattox County and CVCC

- Special Updates
    - Preliminary report of G&D updates (3:00-3:20)
    - Project spotlight: Lynchburg Beacon of Hope (3:20-3:35)

- State updates, Cody Anderson, Virginia Department of Housing and Community Development (3:35-3:40)
    - Matching fund requirements

- Council Business (3:40-4:00)
    - Outline for celebrate success event
    - Quarterly project reporting
    - Minutes
- Packet information item
    - Electronic meeting authorization

The meeting will adjourn at 4:00p.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 7/21 at 2:00p.m.

Region 2 Allocations   Updated 7/18/2023

FY 22 Per Capita Projects

FY 22 Allocation	**$1,542,946.00**
Lynchburg Beacon of Hope	-$97,740.00
Regional Talent Strategy	-$315,911.00
Workforce & Entrepreneurship Initiatives in a Regional Makerspace	-$324,000.00
Gupton Initiative (Statewide) Region 2 support requested	-$10,000.00
CS/root	-$175,000.00
Airport Commerce Park Regional Development	-$190,000.00
Center for Entrepreneurship	-$240,192.00
Bedford Metal Workforce Training Center	-$99,900.00
Transfers to FY 23 Per Capita	-$90,203.00
FY22 Remaining Balance	**$0.00**

FY 23 Per Capita Projects

FY 23 Allocation	**$1,527,228.00**
Transfer from FY18	**$28,658.12**
Transfer from FY21 Per Capita	**$506,000.00**
Transfer from FY 21/22 Capacity Building	**$106,575.67**
Transfer from FY22 Per Capita	**$90,203.00**
Industry 4.0 for the ACE Workforce	-$500,000.00
Expanding Welding Training Capacity & Jobs in the Roanoke Valley	-$166,667.00
Lynchburg Beacon of Hope Career Acceleration Program	-$540,000.00
Falling Branch Corporate Park Phase II Regional Site Development	-$324,000.00
FY23 Remaining Balance	**$727,997.79**

FY24 Per Capita Projects

FY24 Allocation	$1,520,102.00
FY24 Remaining Balance	**$1,520,102.00**
Total Remaining Balance FY23/FY24	**$2,248,099.79**

FY 23/24 Capacity Building (Support)

FY23 Allocation	$250,000.00
FY24 Allocation	$250,000.00
FY23 Q1/Q2/Q3 Drawdown	-$124,836.00
Current Balance	**$375,164.00**

Applications Under Consideration (Per Capita)

Strengthening Entrepreneur Impact- RAMP	-$577,800.00
ACA Classical & CTE Academy Welding	-$674,690.04
Total:	**-$1,252,490.04**
Balance if All Approved:	**$995,609.75**

|	
FY23 Planning Cap	$250,000.00
Planning applications	$99,900.00
Percentage of planning cap	40%

Project Name	Project Type & FY	Start Date	End Date	GOVA Funding Approved	GOVA Drawn Down to date	GOVA Funds Remaining	Match Funding	Match Reported to Date	Match Funds Remaining	Notes
ELITE	Per Capita (FY20)	10/20/2020	9/30/2023	$290,000.00	$143,009.66	$146,990.34	$145,000.00	$71,506.40	$73,493.60	
Amherst LYH Site Readiness	Per Capita (FY20)	2/1/2021	7/31/2023	$366,572.00	$189,250.01	$177,321.99	$183,286.00	$94,625.01	$88,660.99	
CVTCC CTE Academy	Per Capita (FY20)	4/1/2021	6/9/2023	$266,000.00	$266,000.00	$0.00	$134,000.00	$134,000.00	$0.00	
Health Sciences Talent Pipeline	Per Capita (FY21)	10/1/2021	7/31/2023	$100,000.00	$21,827.41	$78,172.59	$106,355.00	$46,339.29	$60,015.71	
Project Eagle+	Per Capita (FY21)	12/15/2021	12/14/2023	$599,437.00	$258,210.76	$341,226.24	$503,687.00	$355,744.00	$147,943.00	
Regional Talent Strategy Implementation	Per Capita (FY22)	6/1/2022	5/31/2024	$315,911.00	$64,053.76	$251,857.24	$189,354.00	$37,044.24	$152,309.76	
Workforce & Entrepreneurship in a Reg. Makerspace (Vector Space)	Per Capita (FY22)	6/14/2022	6/30/2024	$324,000.00	$149,261.13	$174,738.87	$162,100.00	$118,428.58	$43,671.42	
CS/ Root	Per Capital (FY22)	10/1/2022	9/30/2024	$175,000.00		$175,000.00	$175,000.00		$175,000.00	
Airport Commerce Park Regional Development	Per Capita (FY22)	5/1/2023	5/1/2024	$190,000.00		$190,000.00	$95,000.00		$95,000.00	Contract Executed 6/14/2023
Center for Entrepreneurship	Per Capita (FY22)	3/14/2023	3/14/2025	$240,192.00		$240,192.00	$120,096.00		$120,096.00	Contract Executed 6/8/2023
Bedford Metal Workforce Training Center	Per Capita (FY22)	8/1/2023	8/1/2024	$99,900.00		$99,900.00	$201,000.00		$201,000.00	Contracting in Progress
Expanding Welding BTEC	Per Capita (FY23)	12/13/2022	12/12/2024	$166,667.00		$166,667.00	$99,666.77		$99,666.77	
Industry 4.0 for the ACE Workforce	Per Capita (FY23)	3/1/2023	2/28/2025	$500,000.00		$500,000.00	$251,300.00		$251,300.00	
Lynchburg Beacon of Hope Career Acceleration Program	Per Capita (FY23)	8/1/2023	8/1/2025	$540,000.00		$540,000.00	$270,000.00		$270,000.00	Contracting in Progress
Falling Branch Corporate Park Regional Site Development	Per Capita (FY23)	7/1/2023	7/1/2025	$324,000.00		$324,000.00	$4,585,000.00		$4,585,000.00	Contracting in Progress

Project Pipeline: Q2 Snapshot

47 Event Participants
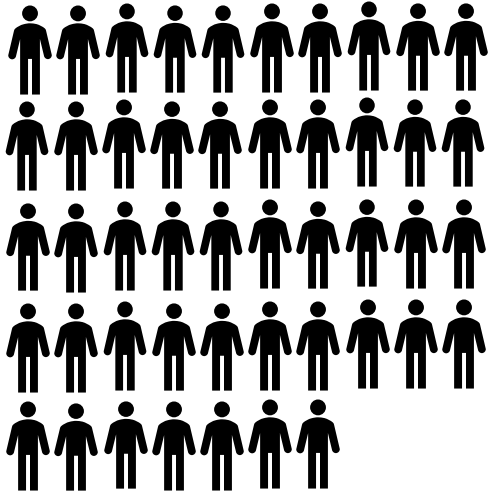
11 Interest Meetings
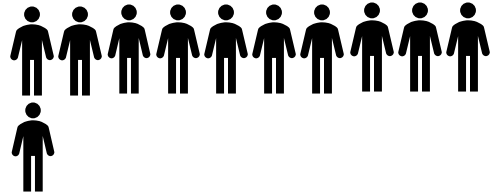
3 Letters of Interest

2 Applications

GO Virginia Region 2 by the numbers:

44 projects funded

29 projects completed

$9,171,827 total GO Virginia funds approved

$13,523,811.48 total match committed
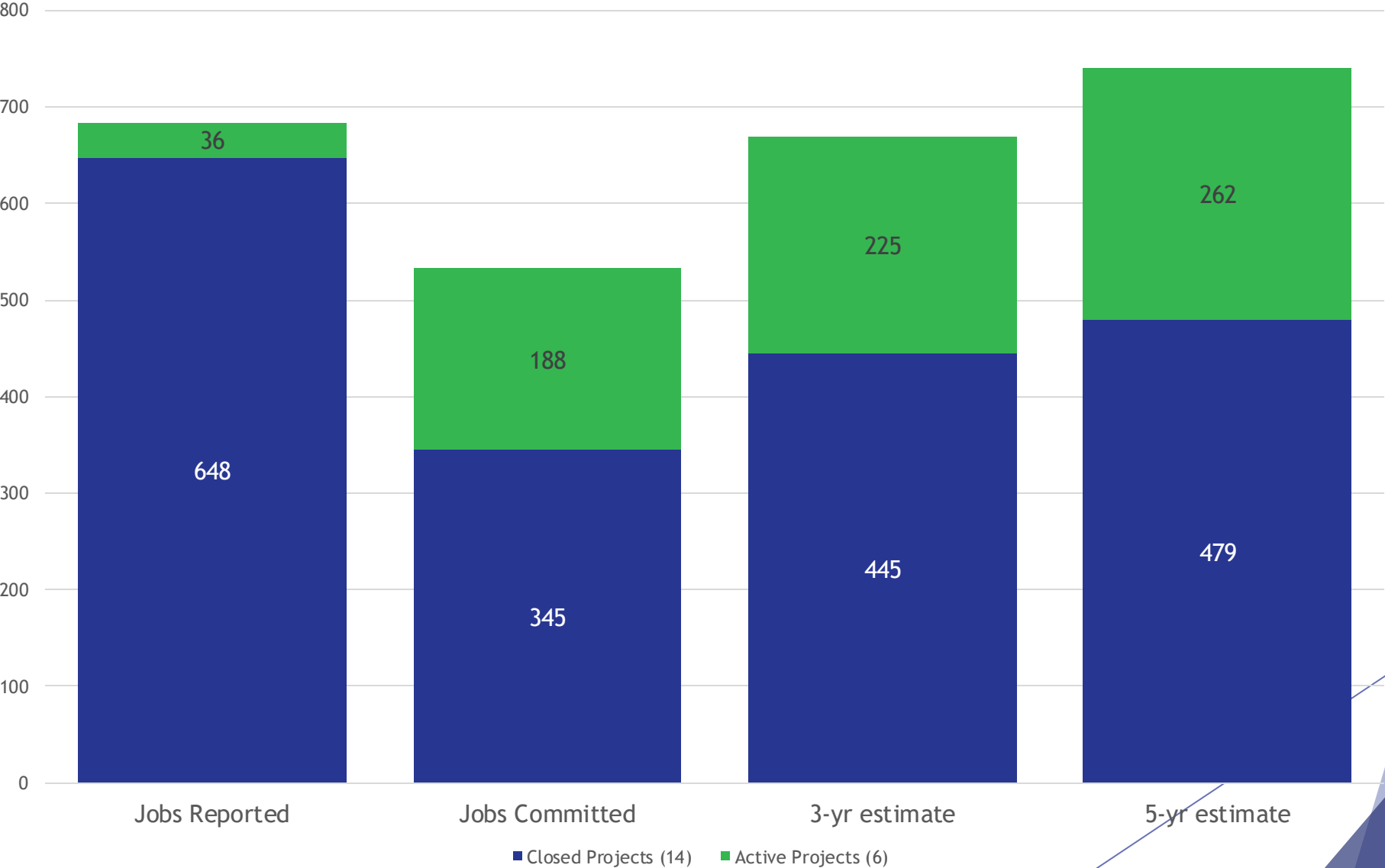
2643 5-year job estimate

1719 businesses served

725 jobs created/filled

832 credentials awarded

398 internships created

110 industrial acres improved

GO Virginia Region 2 Data as of 7/11/2023

Projects Reporting Jobs Created/ Filled During the Grant

■ Closed Projects (14) ■ Active Projects (6)

Project Title: Strengthening Entrepreneurs' Impact
Applicant: Verge
Localities covered: This project will focus on the Verge primary service area (greater Roanoke-
                                       Alleghany region and NRV region).
Growth & Diversification Plan Strategy Area (s): Entrepreneurship, Cluster Scale-Up
Region 2 Industry Sector: IT & Emerging Technology; Lifesciences & Healthcare
GOVA Funds Requested: $577,800 in GO Virginia funds requested, with a match of $288,900 (including $157,500 in locality contribution).

Project Description:

This project seeks to support the evolving needs of early-stage entrepreneurs and ultimately strengthen the technology and biotech industry ecosystem that supports the New River Valley and Roanoke Region. The Verge Alliance is the only organization in the state that marries together a technology and biotech accelerator and a technology council to look at the needs of the region's innovation economy from small startups to larger corporations. RAMP specifically focuses on accelerating and supporting Region 2 technology and biotech companies. Currently RAMP has served companies from nine localities in Region 2, including Lynchburg.

Through its success in the past two years, RAMP is seeing more applications at an earlier stage that need additional support that isn't covered in their current model. With this project Verge seeks to launch OnRAMP (programming and support for early-stage entrepreneurs); enhance Exit RAMP (expanded support for the network of cohort companies post-accelerator); and elevate the strategies in the Region 2: Innovation Ecosystem Report.

Outcomes of this proposed project are a formalized OnRAMP cohort program and an Ecosystem Navigator Program. For Exit Ramp, scaled programming outcomes would include continuing education to RAMP alumni companies and founders, capital and funding opportunities for early-stage companies, better alignment with specific human capital needs and greater mentorship development & retention. Finally, by using upgraded digital tools, such as Crunchbase to gather data, Region 2: Innovation Ecosystem Report will be enhanced with early stage startups information.

This project aligns with all three Entrepreneurship and Business Development strategies of the Region 2 Growth and Diversification Plan. By scaling OnRAMP and Exit RAMP programming GOVA funds would encourage resource collaboration among capital, mentoring and other business resource providers. This project aligns with strategy 1, increasing presence of and access to capital investors in the GOVA Growth and Diversification Plan. RAMP outlines activities: to encourage development of pre-seed and early-stage seed funding, that connect regional companies to investors outside the region, that help formalize and professionally sustain regional network(s), and train entrepreneurs in acquiring funding. OnRAMP programming aligns with strategy 2, expanding and coordinating mentorship and training resources to increase the supply and flow of investible ventures. RAMP outlines: activities to start mentorship programs for OnRAMP and activities that would encourage resource collaboration among capital, mentoring and other business resource providers. Finally this project will improve awareness of existing capital, mentorship & training resources, strategy three.

Return on Investment was calculated for a three-year and five-year timeline. Based on real time data that was collected from RAMP over the past two years it was determined that ROI % at three years would be 75.45% (105 jobs) and at five years, 351.16% (185 jobs).

Project Assessment: (Reviewers included Susan Baker, Managing Director, GO NorthernVA; GO Virginia Council member Luke Towles; and Paul Nolde, 757 Collab, Managing Director.)

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

Key Strengths

- Proven track record with grant execution; applicant capacity to implement is strong.
- Strong entrepreneurial network, particularly in the Roanoke-NRV part of the region.
- Project builds on an existing infrastructure and flows from previous and current work.
- Strong and impressive locality support and match.
- The project would provide enhanced support to early-stage entrepreneurs as well as to RAMP alumni companies and founders, including assistance with opportunities for capital and funding resources outside Region 2.
- Clear alignment with Region 2 G&D plan and Region 2: Innovation Ecosystem Report
- Strong partnerships and evidence of collaborative approach and engaged stakeholders from private sector to localities.
- Mentor structure is excellent.
- Strong and significant ROI.
- Leveraging activities completed under two previous rounds of funding, the overall jobs metrics are reasonable, given they are working with existing companies.
- Great descriptions of how partnerships with other programs are utilized throughout the Commonwealth.
- The metrics look good (number of jobs, businesses expanded, businesses served, entrepreneurs engaged, mentors engaged).

Weaknesses or Questions
- While having multiple successful grant completions is a good thing, is there a point at which RAMP's operations achieve sustainable growth that is less reliant upon state/federal grants?
- The ROI seems ambitious. Can the applicant elaborate more on how the ROI was calculated? How many companies each year will they need to run through the funnel to get to the outcomes they are projecting? Does this need revising to reflect more conservative estimates?
- OnRamp program could be more concisely and clearly defined, especially how the components exist beyond networking and referral. The distinction between the Ecosystem Navigator Program and OnRamp is less clear. Are these two separate programs, or is the taskforce the means, and the Navigator Program the end?
- The applicant cites OnRAMP programming as a new element, responding to observed needs. What specific ecosystem gaps have been observed that have led Verge to develop this project?
- This is less an issue with the applicant, than a query about the ecosystem - Is there a system or partner map that illustrates the paths for entrepreneurs and the various resources and providers for each stage (in region and outside region)? There are many players and programs here, and it can be confusing to discern where the gaps and overlaps might exist and how programs and players fit together.
- Consider adding the $ amount of funds invested from private or out-of-state sources as an additional metric (not just the number of fund investments).

Project Title: ACA Classical & CTE Institute
Applicant: Appomattox County
Localities covered: This project will focus on the county of Appomattox but will serve students and
                        employers in the Greater Lynchburg, CVCC service area.
Growth & Diversification Plan Strategy Area (s): Workforce Development
Region 2 Industry Sector: Materials & Machinery Manufacturing
GOVA Funds Requested: $565,000 in GOVA funds requested, with a match of $429,969 (and $889,378
in additional leverage).

Project Description:
This project is a partnership between the County of Appomattox, Central Virginia Community College
(CVCC), and the Appomattox Christian Academy (ACA). ACA is developing the ACA Classical & CTE
Institute to offer workforce training for youth and adults in welding and machining. CVCC will operate
the welding program at the Institute and already offers degree-track classes on-site. The GOVA request
would add welding facilities at the Institute to add capacity to existing programs and increase fabrication
space available to students throughout the service area.

The ACA Classical and CTE Institute seeks to train welders to meet critical needs in advanced
manufacturing industry sectors. The number of graduates from CVCC's welding programs tripled from
2021 to 2023. The programs are at capacity for lack of physical space. The applicant cites a report for
CVCC from a private consultant that finds the number of welders, cutters, solderers, and brazers
working in Central Virginia is 686 with an average wage of $53,800. The annual demand for
replacements is 74. The report also identified MIG welding and welding as the foremost programs with
skills gaps at CVCC. The report cites 42 openings for MIG welders and no candidates from CVCC. For
other welders, 24 candidates from CVCC would satisfy 37% of the 65 openings.

ACA plans 20 new welding booths and new fabrication space. These facilities would add capacity for 35
more welding students annually throughout the Central Virginia Planning District and enhance the
educational experience of every CVCC welding student (current enrollment: 143) by introducing the first
dedicated fabrication shop for welders-in-training in the region. Every CVCC welding student would have
access to the shop, where they would learn related tasks like prep, measuring, and bending along with
welding. The Institute will enable CVCC to expand its welding program to include NCCER curricula for
welding (Phase I) and implement pipefitting (Phase II).

The applicant cites an ROI including 118 direct jobs created and a 41.02% five-year ROI to the state.

Project Assessment: (Reviewers included Region 2 staff Quina Weber-Shirk and Elli Travis, GO Virginia Council member Justin Yalung, and Rhonda Hodges, Vice President, Workforce, Economic, and Community Development, Patrick & Henry Community College.
(In lieu of detailed review comments, we have synthesized feedback into a concise synopsis of strengths, along with any remaining areas of question or weakness not already addressed by the applicant.)

Key Strengths

- Partnership with community college to increase seat capacity for in-demand program (welding), to benefit both Appomattox county and the larger service area.
- The Institute will introduce the first dedicated fabrication shop for welders-in-training in the region.
- CVCC plans to offer students opportunities to receive portable credentials via curricula for welding (Phase I) and pipefitting (Phase II) certified by The National Center for Construction Education and Research.
- Clearly defined and documented demand for welders and machinists within the region, with strong connection to employers
- Collaborative nature of the application between ACA, CVCC, employers, and the localities
- Innovative renovation and re-use of a historic facility to expand access to education and training opportunities within the region
- Expansion of CVCC's CTE Academy, a growing program already funded in part by a GO Virginia grant
- Strong private-sector partner in Virginia MetalFab (VMF) who is investing in the region and creating new jobs
- Good range of support letters; proposed advisory council roster is a broadly representative group.

Weaknesses or Questions
- Supports industry talent training but does not directly create new jobs.
- The size of the GOVA request is significant (nearly ½ of our typical annual available amount)[…]. Could the requested GOVA funding be better used?
- By year 5, all or most of their graduates should be in higher wage employment. If the facilities will add capacity for 30 more welding graduates annually, that's 150 people trained for a significant amount of local job openings. Why will only 1/3 of their trainees get employment regionally?
- The GOVA request appears solely for welding equipment, not costs to deliver programming. Is GOVA the best source of funding for this project?
- How will students be connected to jobs? There is not as much detail provided on how students will be identified, recruited, supported, and connected to employers.
- The average welder pay listed by applicant ($53,800) appears slightly lower than median wage in Region 2, but this is likely a data difference as median wages for welders and machinists fall within our target sector for region 2, and are occupations supported in other projects.
- Can the applicant provide a more detailed description of the welding program classes? How many classes will be offered each semester? What are the number of anticipated students each semester? How many will be traditional (youth) students, and how many will be adults?
- Consider adding the following metrics: Number of students served, Number of businesses served/employers engaged, Number of enrollments (potential for dual enrollment too?), Number of credentials awarded, Number of jobs fulfilled/created/retained.

- Other milestone metrics that were useful for the CERE program who did something similar with equipment and training: lab facility equipment installed, guide developed, in use by students, in use by faculty, in use by industry, revenue from lab usage.

Growth &Diversification Plan 2023 Update

GOVA Region 2, 7/17/23 Executive Committee Meeting
Sarah Lyon-Hill, Associate Director for Research Development

Overview

- Goals of 2023 Plan
- Regional Highlights
- Skills Gap Analysis
- Next Steps to Finalize 2023 Plan Update

Goals of 2023 Plan

Simplify plan content and make key data more accessible using DHCD template

- Priority industry clusters (1-2 pages)
- Where we are: State of the regional economy (3-5 pages)
- Skills gap analysis and talent pathways (2-5 pages)
- Goals, strategies, and how to achieve them (2-3 pages)
- Project development (1-3 pages)
- Future planning (1-2 pages)

Identify any regional changes from last update

- Secondary data analysis
- Regional stakeholder engagement

Highlight skills gap analysis

Align all strategies with industry cluster needs

Regional Highlights: Average Wage*

Cluster	Entire Region	Urban	Rural
All Industries	**$24.81****	**$25.58**	**$22.66**
Materials Machinery	$34.00	$34.64	$28.21
Transportation Autonomy	$33.01	$35.95	$32.46
Health and Life Sciences	$31.02	$32.65	$21.62
IT and Emerging Tech	$42.00	$42.06	$41.51

*Note that the previous average was $27/hr. Prior calculations were inclusive of benefits and other compensation. Current calculations show only wages/salaries.
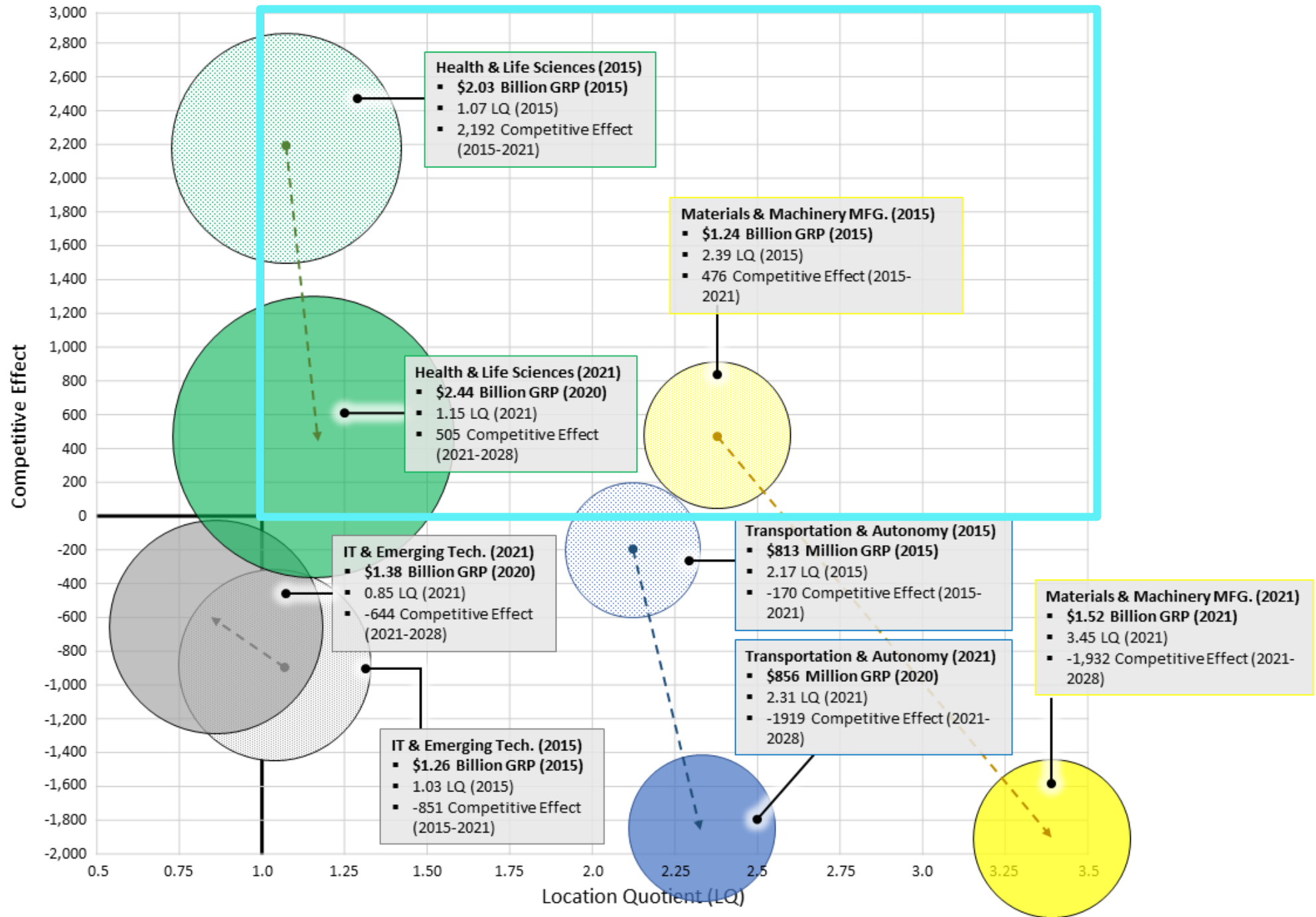
**$24.81/hr = $51,605 annual salary

GOVA Industry Clusters
(Average Wage = $25/hour or $52K annually)

Transportation and Autonomy ($33/hr)	Materials and Machinery Manufacturing ($34/hr)	Life Sciences and Healthcare ($31/hr)	IT and Emerging Tech ($42/hr)
• Heavy Duty Trucks • Motor Vehicle Parts • Automation (Sensors, Controls, Displays)	• Plastics and Rubber • Metalworking and Machinery	• Biopharma & Medical Devices • Residential Care • Medical Diagnostics & Support Services	• IT & Cybersecurity • Computer and Electrical Component Manufacturing • Engineering Services

Regional Highlights: Industry Clusters

Health & Life Sciences (2015)
- $2.03 Billion GRP (2015)
- 1.07 LQ (2015)
- 2,192 Competitive Effect (2015-2021)

Materials & Machinery MFG. (2015)
- $1.24 Billion GRP (2015)
- 2.39 LQ (2015)
- 476 Competitive Effect (2015-2021)

Health & Life Sciences (2021)
- $2.44 Billion GRP (2020)
- 1.15 LQ (2021)
- 505 Competitive Effect (2021-2028)

IT & Emerging Tech. (2021)
- $1.38 Billion GRP (2020)
- 0.85 LQ (2021)
- -644 Competitive Effect (2021-2028)

Transportation & Autonomy (2015)
- $813 Million GRP (2015)
- 2.17 LQ (2015)
- -170 Competitive Effect (2015-2021)

Materials & Machinery MFG. (2021)
- $1.52 Billion GRP (2021)
- 3.45 LQ (2021)
- -1,932 Competitive Effect (2021-2028)

Transportation & Autonomy (2021)
- $856 Million GRP (2020)
- 2.31 LQ (2021)
- -1919 Competitive Effect (2021-2028)

IT & Emerging Tech. (2015)
- $1.26 Billion GRP (2015)
- 1.03 LQ (2015)
- -851 Competitive Effect (2015-2021)

Competitive Effect

Location Quotient (LQ)

Clusters	Regions	% Jobs Change (2021-2028)	2021 LQ	Competitive Effect (2021-2028)	% GRP Change (2015-2021)
Transportation and Autonomy	GOVA 2 *(344,066)*	-23%	2.31	-1919	19%
	Greenville-Anderson, SC *(419,883)*	-35%	1.98	-2,283	-6%
	Champaign-Urbana, IL *(101,948)*	-1%	1.11	-66	64%
Materials and Machinery	GOVA 2	-7%	3.45	-1932	23%
	Greenville-Anderson, SC	21%	2.67	1,320	25%
	Chattanooga TN-GA MSA *(260,772)*	-7%	1.49	-1098	13%
IT and Emerging	GOVA 2	9%	0.85	-644	9%
	State College, PA *(72,597)*	-1%	0.74	-384	11%
	Chattanooga TN-GA MSA	11%	0.68	-1061	46%
Health and Life Science	GOVA 2	9%	1.15	505	31%
	Champaign-Urbana, IL	33%	1.11	2,105	99%
	Birmingham-Hoover, AL MSA *(510,854)*	-3%	0.84	-3105	18%

Compared to Benchmark Regions

Regional Highlights: Shared Occupations

Description	2021 Jobs	2021 - 2028 % Change	Avg. Annual Openings	2022 Turnover Rate
Registered Nurses	7,946	**9%**	**619**	27%
General and Operations Managers	5,567	**14%**	**633**	**46%**
First-Line Supervisors of Office and Administrative Support Workers	3,818	(0%)	**428**	**56%**
Accountants and Auditors	2,754	5%	272	41%
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	2,559	**15%**	**335**	38%
First-Line Supervisors of Production and Operating Workers	2,262	**12%**	**290**	44%
Industrial Machinery Mechanics	1,904	9%	210	32%
Electricians	1,830	8%	243	**52%**
First-Line Supervisors of Mechanics, Installers, and Repairers	1,605	5%	168	44%
Human Resources Specialists	1,577	9%	179	**68%**
Software Developers	1,564	**27%**	182	30%
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	1,500	13%	202	**64%**
Computer User Support Specialists	1,478	7%	138	42%
Machinists	1,399	8%	187	42%

Skills Gap Analysis: Transportation and Autonomy & Materials and Machinery

In-Demand Occupations without enough annual program completions
Logistician, Production/Planning/Expediting Clerk, Machinery Maintenance Worker, Millwright, Foundry Mold and Coremaker, Tool and Die Maker, Welder, First-Line Supervisors of Transportation and Material Moving Workers

Top Knowledge	Top Skills	Top Abilities
• Math • Design • Engineering & Technology • Mechanical • Admin & Management	• Critical Thinking • Reading Comprehension • Active Listening • Monitoring • Judgement & Decision Making	• Oral Comprehension • Oral Expression • Deductive Reasoning • Written Comprehension • Near Vision

Top Certificates or Credentials

- AutoCAD
- SAP Manufacturing
- Program Language (Java, C+, SQL)
- CDL License
- Certified Welding Inspector
- FE Exam
- Fork Lift Cert.

Skills Gap Analysis: IT and Emerging Tech

In-Demand Occupations without enough annual program completions			Top Certificates or Credentials
Machinist			• AutoCAD • CompTIA Cert. • Programming Languages (C+, Java, SQ, Python) • FE and PE Exams • Cisco Network Professional Cert. • Project Management Professional (PMP) Certification

Top Knowledge	Top Skills	Top Abilities	
• Computers & Electronics • Engineering & Technology • Math • Design • Customer and Personal Service	• Reading Comprehension • Critical Thinking • Active Listening • Complex Problem Solving • Math	• Oral Comprehension • Oral Expression • Written Comprehension • Deductive Reasoning • Inductive Reasoning, Near Vision, Written Expression	

Skills Gap Analysis: Health and Life Sciences

STEM-H
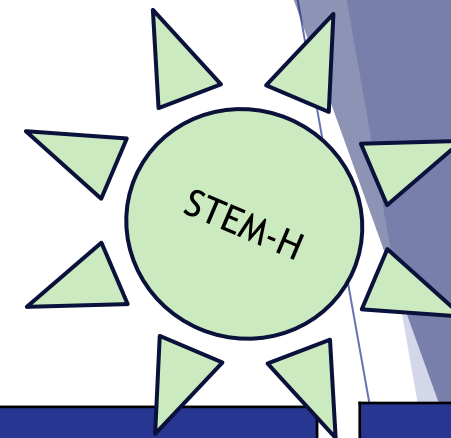
In-Demand Occupations without enough annual program completions
Licensed Practical/Vocational Nurses, Chemical Equipment Operators, Physical Therapist Assistants, Pharmacists, Dental Laboratory Technicians

Top Knowledge	Top Skills	Top Abilities
• Customer and Personal Service • English • Psychology • Medicine and Dentistry • Education and Training	• Active Listening • Reading Comprehension • Critical Thinking • Speaking • Monitoring	• Oral Comprehension • Oral Expression • Problem Sensitivity • Written Comprehension • Inductive Reasoning

Top Certificates or Credentials

- Nursing: Nurse Aid, LPN, RN
- Counseling: Professional Counselor or Social Worker License
- Doctor: Resident, Medical Doctor/Physician License
- Physical Therapist License
- Pharmacist License

Skills Gap Analysis: Takeaways

▶ There are many occupations and skills that overlap across industries.

▶ The skills gap analysis highlighted top skills needed by GOVA 2's four industry clusters. VT will highlight additional skills gaps through stakeholder engagement in August and September.

▶ Many of the hard and soft skills highlighted are already taught by education programs across the region. Indeed, one of the greatest regional exports are talented workers.

▶ While it is important for our educational institutions to teach state-of-the-art technology skills, one of the region's largest challenges is retaining graduates from programs.

▶ Other key challenges beyond worker skills gaps are childcare, housing, transportation for workers

▶ With the tight labor market, other worker populations to target and draw back into the labor force are those who are in recovery and who were formerly incarcerated.

Next Steps…

- July-September:
  - Finalize write-up of first half of G&D draft
  - Regional stakeholder engagement
- September-October:
  - Write and revise full G&D plan
- October 19: Present plan to GOVA Region 2 Board
- October 31: Submit Plan

Requesting Volunteers for Industry Stakeholder Sessions in September!

About 2 GOVA Council Members per Session

Council Members will help moderate sessions and identify stakeholders to invite

Region 2: Celebrate Success

Goals:

1. Share impact stories from 5 years of GO Virginia projects in Region 2
2. Focus on opportunities for business-led economic development
3. Increase awareness of GO Virginia within Region 2
4. Increase media awareness (TV time)

Region 2 Audience:

- Region 2 council members
- Sub-grantees and partners
- local businesses
- community and elected leaders
- Entrepreneurs
- Educators

2 Options for Event Format

One Big Event

▶ Large (~150), after work event

▶ Bringing together community across the region

▶ Celebrate Region 2 identify and impact

3 Smaller Events

▶ One smaller event (50-75) in each MSA

▶ Higher participation from NRV and Lynchburg regions

▶ Engagement with new or future applicants

GO Virginia Region 2 Quarterly Report

Period: April-June 2023

Total Projects Funded	Total Funds Allocated	Jobs Created to Date	External Investment Generated
44 (29 Projects Completed)	$9,171,827	725	$7,816,844

Area One: Talent development, attraction, and retention

	Talent: Aggregated Metrics (from beginning of project – present)							
Status	**Project Title** (grey indicates closed project)	**Metrics**						
		Internships completed	**Businesses served**	**New jobs created**	**Jobs retained**	**Students trained**	**Upskilled employees**	**Credentials awarded**	**Dual enrollment**
	ELITE Internship Program	43	14	15	-	-	-	-	-
	Project Eagle + - also see entrepreneurship metrics	N/A	10	-	-	N/A	-	N/A	N/A
	Regional Talent Strategy Implementation	N/A	114	29	-	29	33	-	N/A
	Workforce & Entrepreneurship Initiatives in a Regional Makerspace – also see	N/A	62	7	-	85	-	N/A	N/A

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entrepreneurship metrics								
Expanding Welding Training Capacity & Jobs in the Roanoke Valley	N/A	-	-	-	-	-	-	N/A
Industry 4.0 for the Automated-Connected-Electrified (ACE) Workforce	N/A	-	-	-	-	N/A	N/A	N/A
CVCC-CTE Academy	-	123	-	-	2,655	-	466	587
Classrooms to Careers	10	4	-	-	168	-	129	130
Blockchain Ecosystem Catalyst	-	85	4	-	365	-	46	-
AMPL (also in sites)	-	34	75	-	500	-	-	-
Developing a Destination for Talent	217	52	150	-	217	-	-	-

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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	**289**	**631**	**365.5**		**4,031**	**172**	**641**	**734**

ECB Progress Notes:

- **BRPHSC- Carilion:** On track to complete regional situational assessment and analysis by project end date of July 31, 2023. Four workgroups have been established in Region 2 sub-regions to plan and execute student engagement opportunities. Added Delta Dental Foundation, VERGE, and VTCRC representation to the BRPHSC. Work has begun on a second annual Health Sciences Career Advisory Conference scheduled for October 19, 2023. Met with VCCS Transfer VA staff to present draft core curriculum. Established a Diversity Committee as part of the BRPHSC, currently identifying members. Completed a custom story book for K-5 grade levels featuring health careers. Multiple meetings held with GMU Center for Health Workforce to draft progress report. Participated in VHWDA state-wide roundtable for Health Workforce Study.

Implementation Progress Notes:

- **Project Eagle +:** A detailed site plan was completed and reviewed by stakeholders this quarter. Regulatory training was shifted to the Quick Fire Challenge promotion. J&J provided a detailed presentation and hosted a discussion in Roanoke on May 17, 2023. Dr. Sally Allain from J&J discussed the Quick Fire Challenge to promote oncology startups. The formal ribbon-cutting ceremony for the Blacksburg lab space will be held in September to coincide with Game Changer Week. JLABS continues to support/mentor the three existing cohorts; with 19 applications for the Blacksburg COgro labs pending review.

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● **Expanding Welding Training Capacity & Jobs in the Roanoke Valley:** The masonry work has been completed. Some equipment has been received and awaiting installation. An electrical contractor has been procured and Botetourt County Public Schools is completing the transformer order and easement for electrical distribution to the welding lab. Ventilation bids are being collected, per BCPS procurement, and should be received during July 2023. While not a specific milestone, the Botetourt Education Foundation has made a funding request of Maag Gala to support the welding lab expansion.

● **Industry 4.0 for the Automated- Connected- Electrified (ACE) Workforce:** Identified potential participants for the Project Technical Advisory Committee (PTAC) and reserved meeting space for the first meeting on August 25th. Began the creation of the online resource portal and requested feedback from partners. Will refine it with the PTAC. The Network Navigator position started work this quarter and has begun meeting with partners and learning project activities. Our team is planning the pre-college STEM outreach event for the week of July 17 with confirmed attendance of 60 middle school-aged participants. Our team has scheduled Module 1 to be held on October 18-20 and we are working on the modules. We scheduled a plant tour with MACK trucks, which is part of Module 1.

● **Regional Talent Strategy Implementation:** Project did not meet Q2 milestones due to a delay in holding the following contracted events in summer 2023: 1 Annual Experience Conference, the first Talent Retreat, as well as the second convening of the Talent Advisory Council. Staff is monitoring and in process of scheduling a meeting with both the Greater Roanoke Workforce Development Board and the Roanoke Regional Partnership.

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Area Two: Collaborative Sites and infrastructure

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

Implementation Progress Notes:

🟢 **Amherst Site Readiness:** Final DEQ approval has been received for both the Amelon and Brockman sites. A contractor was selected, with an executed contract secured through Counts and Dobyns. Work has begun; mobilization, stakeout, E & S and earthwork. Site work is 95% completed, with project completion expected by the extended closeout date of July 31st.

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Area Three: Entrepreneurship and Business Development

Status	Entrepreneurship: Aggregated Metrics from Implementation Projects						
	Project Name	Metrics					
		Jobs created	Existing businesses expanded	New businesses created	Businesses served	Entrepreneurs engaged	Mentors engaged
🟩	Workforce & Entrepreneurship Initiatives in a Regional Makerspace – also see talent metrics	7	N/A	4	62	N/A	N/A
🟩	Project Eagle +	-	-	N/A	10	N/A	N/A
🟩	CS/root	-	-	1	-	325	15
	VIC-REI	-	-	-	-	-	-
	TAF – Increasing the Birth Rate of High Growth Companies 2	19	-	-	50	22	30
	TAF – Increasing the Birth Rate of High Growth Companies	-	17	-	51	51	29
	RAMP	210	13	2	45	36	93
	Roanoke SBDC	66	-	27	-	-	-
	Pivot and RAMP Up	-	TBD	TBD	24	11	72
	Project Totals	**302**	**30**	**34**	**232**	**445**	**239**

Progress Notes:

None.

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Projects in Process of Contracting:

Airport Commerce Park Regional Development

Center of Entrepreneurship

Promise Pathways

Bedford Metal Workforce Retention Center

Falling Branch Corporate Park Phase II Regional Site Development

GO Virginia Region 2 Council Meeting Minutes

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

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

Council members in attendance: Eddie Amos (Chair), Michelle Austin, Nathaniel Bishop, John Capps, Kenneth Craig, Janice Crawford, Whitney Czelusniak, Sandy Davis, Greg Feldmann, Fourd Kemper, Marty Muscatello, Kim Payne, Ray Smoot, Cathy Underwood, Richmond Vincent, Jacob Wright, Justin Yalung.

Council members participating remotely: Vince Hatcher, Debbie Petrine, John Putney, Amy Sebring.

Council members not in attendance: Beverley Dalton (Vice-chair), Paul Denham, Michael Friedlander, Don Halliwill, Mike Hamlar, Pat Huber, Luke Towles.

Staff in attendance: John Provo, Quina Weber-Shirk, Rachel Jones, Alyssa McKenney, Julia Kell.

Public in attendance: Alec Brebner, Andrea Devening, Cody Anderson, Sara Dunnigan, Ellen Miller, Matt Busse, Mikel Griffin, Steve Critchfield, Joseph Dennie, Dwayne Yancey, Brian Hamilton.

The meeting convened at 1:03p.m. and adjourned at 2:57p.m.

Financials Review

Alyssa McKenney reviewed the financial reports included in the board packet. Council has a remaining balance of $1,051,997 in per-capita funds. If the proposal before council is approved, there will be a remaining balance of $727,997.

Executive Committee Report: Nominations

New Members Nominations

The Executive Committee recommends the appointments of Mr. Jacob Wright, member of the Alleghany Highlands School Board, and owner of Merry Go Round Farms, Ms. Cathy Underwood, President of Branch Builds, Ms. Whitney Czelusniak, with American Electric Power (AEP), Mr. Richmond Vincent, President and CEO of Goodwill of the Valleys, Mr. Greg Feldmann, President of Skyline Capital, and Mr. Bif Johnson, President and CEO of Hurt & Proffitt.

Justin Yalung motioned to appoint Jacob Wright, Cathy Underwood, Whitney Czelusniak, Richmond Vincent, Greg Feldmann, and Bif Johnson. Nathaniel Bishop seconded. All were in favor and none opposed.

Executive Committee Nominations

Chairman Amos then recommended Beverley Dalton assume the roll of Vice-chair, as well as the appointments of Michelle Austin and Paul Denham to join the Executive Committee.

Marty Muscatello motioned to approve the nominations of the Executive Committee. John Capps seconded. All were in favor and none opposed.

Project Proposals

Falling Branch Corporate Park Phase II Regional Site Development

John Provo offered a brief overview of the new project proposal, *"Falling Branch Corporate Park Phase II Regional Site Development",* submitted by the Montgomery County Economic Development Authority. Brian Hamilton, Montgomery County Economic Development Authority, shared project deliverables and answered questions from the council.

Montgomery County EDA's request totaled $324,000 in Region 2 per-capita funds, with a local match of $4,585,359.

Sandy Davis motioned to approve this proposal, and Marty Muscatello seconded. All were in favor and none opposed.

Talent Pathways Initiative

John Provo provided a brief overview of the Region 2 proposal, *Talent Pathways Initiative*, submitted by Virginia Tech's Center for Economic and Community Engagement. The Talent Pathways Initiative (TPI) is a new planning grant to help GO Virginia regions build better buyin from industry leaders and strengthen alignment with workforce and education in one or two priority industry clusters. One $250,000 TPI planning grant is available for each GO Virginia region. Quina Weber-Shirk answered questions from the council and advised on next steps.

Council members abstaining from the vote include Debbie Petrine.

John Capps motioned to approve the TPI initiative, and Janice Crawford seconded. All were in favor and none opposed.

Council Business

Quarterly Project Reporting

Rachel Jones reviewed active project status, noting there is one current project listed in yellow, meaning they did not meet one or more quarter 1 milestones and staff is monitoring. All other active projects are listed in green, meaning they have met quarterly milestones and are on track with their current deliverables.

KPI Draft

Quina Weber-Shirk reviewed a draft slide featuring proposed metrics for council review, with the goal of selecting featured metrics to highlight quarterly updates at each regional meeting.

Marketing & Outreach Opportunities

Quina Weber-Shirk then reviewed ongoing marketing opportunities including upcoming Speaker's Bureau presentations, upcoming council meetings in Regions 1 and 3, and a Small and Rural Convening for Region 2 (a forum to explore proposal ideas that multiple localities may be interested in pursuing). Weber-Shirk then shared upcoming engagement opportunities for regional council members including a GO Virginia Region 3 All-Hands Meeting, speaking engagements with local elected officials, and a "Celebrate Success in Region 2" (a public event to celebrate the impact of more than 43 GO Virginia projects in Region 2, and collaborate for the future).

Minutes

Council reviewed minutes from the Region 2 Council Meeting held on January 27, 2023. Chairman Amos asked if there were any corrections, additions, or questions regarding the minutes; there were none.

Fourd Kemper motioned to approve the minutes, with Michelle Austin seconding. All were in favor and none opposed.

The meeting adjourned at 2:57p.m.

GO Virginia Region 2 Remote Participation Policy

All Virtual Public Meetings:

GO Virginia Region 2 is subject to the provisions of §2.2-3708.3 (Meetings held through electronic communication means; situations other than declared states of emergency) of the Code of Virginia, as amended. All virtual public meetings are limited by law to two meetings per calendar year or 25 percent of the meetings held per calendar year rounded up to the next whole number, whichever is greater. Additionally, an all-virtual public meeting may not be held consecutively with another all-virtual public meeting.

Requirements to Conduct an All-Virtual Public Meeting:

a) An indication of whether the meeting will be an in-person or all-virtual public meeting must be included in the required meeting notice along with a statement notifying the public that the method by which the Board chooses to meet shall not be changed unless the Board provides a new meeting notice in accordance with the provisions of §2.2-3707.

b) Public access to the all-virtual public meeting must be provided via electronic communication means.

c) The electronic communication means used must allow the public to hear all members of the public body participating in the all-virtual public meeting and, when audio-visual technology is available, to see the members of the Board as well.

d) A phone number or other live contact information must be provided to alert the Board if the audio or video transmission of the meeting provided by the Board fails, staff must monitor such designated means of communication during the meeting, and the Board must recess until public access is restored if the transmission fails for the public.

e) A copy of the proposed agenda and all agenda packets and, unless exempt, all materials furnished to members of the Board for a meeting must be made available to the public in electronic format at the same time as such materials are provided to members of the Board.

f) No more than two members of the Board are together in any one remote location unless that remote location is open to the public to physically access it.

g) If a closed session is held during an all-virtual public meeting, transmission of the meeting to the public must resume before the public body votes to certify the closed meeting as required by subsection D of §2.2-3712.

h) The Board shall not convene an all-virtual public meeting (i) more than two times per calendar year or 25 percent of the meetings held per calendar year rounded up to the next whole number, whichever is greater, or (ii) consecutively with another all-virtual public meeting.

i) Minutes of all-virtual public meetings held by electronic communication means are taken as required by §2.2-3707 and include the fact that the meeting was held by electronic communication means and the type of electronic communication means by which the meeting was held. If a member's participation from a remote location pursuant to this subsection is disapproved because such participation would violate the policy adopted pursuant to subsection D, such disapproval shall be recorded in the minutes with specificity.

<u>Individual Requests for Remote Participation:</u>

GO Virginia Region 2 is subject to the provisions of §2.2-3708.3 (Meetings held through electronic communication means; situations other than declared states of emergency) of the Code of Virginia, as amended. This policy shall apply to the entire membership and without regard to the identity of the member requesting remote participation or the matters that will be considered or voted on at the meeting.

Whenever an individual member wishes to participate from a remote location, the law requires a quorum of the Board to be physically assembled at the primary or central meeting location.

A. Public bodies are encouraged to (i) provide public access, both in person and through electronic communication means, to public meetings and (ii) provide avenues for public comment at public meetings when public comment is customarily received, which may include public comments made in person or by electronic communication means or other methods.

B. Individual members of a public body may use remote participation instead of attending a public meeting in person if, in advance of the public meeting, the public body has adopted a policy and the member notifies the public body chair of their intent to join a meeting remotely and under which circumstances as stated below.

Requests for remote participation by a member of the Board shall be conveyed to the Chair of the Board.

Requesting remote participation due to personal matters:

a) The member is unable to attend the meeting due to a personal matter and identifies with specificity the nature of the personal matter. However, the member may not use remote participation due to personal matters more than two meetings per calendar year or 25 percent of the meetings held per calendar year rounded up to the next whole number, whichever is greater.

Requesting remote participation due to non-personal matters:

b) The member has a temporary or permanent disability or other medical condition that prevents the member's physical attendance;
c) A medical condition of a member of the member's family requires the member to provide care that prevents the member's physical attendance;
d) The member's principal residence is more than 60 miles from the meeting location identified in the required notice for such meeting. The limitation to two meetings per calendar year or 25 percent of the meetings held per calendar year does not apply to non-personal matters as stated above and only applies when the member participates remotely due to a personal matter.

If an individual member remotely participates in a meeting, a general description of the remote location must be included in the minutes. The remote location does not need to be open to the public. If a member of the public body requires remote participation due to a (i) temporary or permanent disability or other medical condition that prevented the member's physical attendance or (ii) family member's medical condition that required the member to provide care for such family member, thereby preventing the member's physical attendance, that fact

must be included in the minutes. While the fact that a disability or medical condition prevents the member's physical attendance must be recorded in the minutes, it is not required to identify the specific disability or medical condition. Minutes shall include the fact that the member participated through electronic communication means due to the distance between the member's principal residence and the meeting location. If remote participation is approved on the consensus of a personal matter, the public body shall also include in its minutes the specific nature of the personal matter cited by the member.