



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

GO Virginia Region 2

GO Virginia Region 2 Council Meeting

July 29, 2021, 3:00p.m.-5:00p.m.

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

Connect from your computer via:

<https://virginiatech.zoom.us/j/84647204388?pwd=YXhxcU9SdDdIS05yOGxsWTRWb0hBdz09Or>

by phone: +1 929 436 2866

Webinar ID: 846 4720 4388

Passcode: 462036

- Introductions (3:00-3:05)
- Financial Report and Budget Overview (3:05-3:20)
- Quarterly Project Reporting (3:20- 3:35)
 - Central Virginia Training Center Redevelopment Extension Request
- Staff Presentations (3:35-4:35)
 - GO Virginia Program Evaluation
 - Growth and Diversification Plan Update: Preliminary Findings and Workplan
- Council Business (4:35-5:00)
 - Minutes
 - COIA Policy

[illegible]

Fixed Budget

Source:

Annual state allocation	\$250,000
-------------------------	------------------

Uses:

Administration

Marketing and outreach	\$ 10,000
------------------------	-----------

Staff time to design and circulate project solicitations. Conduct outreach to potential applicants. Provide minutes and manage Council website with archived program materials for the public.

Meetings and workshops	\$ 10,000
------------------------	-----------

Staff time for support for Council meetings and committees reporting to the Council. This includes staff time for agenda development, meeting facilitation, and assistance to Council in undertaking its required functions.

Materials and supplies	\$ 3,000
------------------------	----------

Materials and supplies for council meetings and solicitations.

Travel	\$ 3,000
--------	----------

Council member and support organization travel expenses to attend Council meetings and meetings with potential applicants and grantee site visits for evaluation.

Other activities	\$ 75,000
------------------	-----------

Staff time for managing the application process. Providing technical assistance to project applicants in developing proposals to council and refining submissions through state review. Support for project monitoring, program evaluation, and developing materials for council on these matters.

<i>Administration Total</i>	\$101,000
------------------------------------	------------------

Planning Services

Growth and Diversification Plan Updates	\$65,000
---	----------

Staff time for research, stakeholder engagement, and planning activities for ongoing updates to the council's Growth and Diversification plan.

<i>Planning Services Total</i>	\$65,000
---------------------------------------	-----------------

Council contingency fund**\$84,000**

Available for special activities at direction of Council, as well as transfer to regular project funding.

Variable Budget**Source:**

Administrative fee to applicants up to 8% of grant amount
contracts to date)

\$59,602 (allocated in current**Administrative Services****\$59,602**

Staff time for grant management support to the subgrantee including: technical assistance processing remittances, quarterly reporting, budget revisions, accounting, and other direct activities related to managing each project grant.

Items provided to council at no costs

Unrecovered contract, fiscal, and accounting services,
including management of pre-fee projects

\$84,000

Audit and legal

\$ 15,000

Rent

\$ 20,000

Website/webinar hosting and licenses

\$ 10,000**Total for items provided at no cost****\$129,000**

GO Virginia Region 2 Quarterly Report Quarter 2, 2021 (April-June 2021)

GO Virginia Region 2 Projects


Total Projects Funded	Total Funds Allocated	Jobs Created to Date	External Investment Generated
35 (14 Projects Completed)	\$6,346,980	276	\$7,374,844


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 Q2 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:	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 Q2 milestones.
Q2 Progress	<ul style="list-style-type: none">• Last quarter, Ignite established 17 positions with 9 employers for Region 2 schools. They were able to place 11 students with 5 different businesses. The following businesses participated: New River Community College, Radford Animal Hospital, Pulaski County Schools, City of Radford, and Radford City Schools.• Four regional educators in industry tours took place across the region at the following businesses: Celanese, Abingdon Police Department, CGI and Radford Animal Hospital. A total of 76 participants engaged at the Radford Animal Hospital and 14 were Region 2 educators. A total of 44 educators from Region 2 participated in all four tours.• Reality Stores for 8th grade students did not continue due to covid-19 restrictions.

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 Q2 milestones other than a delayed summer student bootcamp to be held in August.
Q2 Progress	<ul style="list-style-type: none"> • Blocksburg 2021 took place on April 13, 2021. 170 individuals registered for the event, with 80 attendees. Blocksburg 2021 featured four hours of relevant and stimulating content using a Zoom-based webinar. The conference included some excellent conversations about the history and future of blockchain, as well as current use cases in the federal government and in the health care sector. Topics and speakers included: <ul style="list-style-type: none"> ○ <i>Public Private Partnerships for Blockchain - Cear Tavares (Octo Labs) & Jose Arrieta (former, U.S. Department of Health and Human Services)</i> ○ <i>Blockchain and Healthcare in SWVA - Keel Coleman, Lennox McNeary (ArchiveCore) and Andrew Lindberg (ExelARATION)</i> ○ <i>Decentralized Manufacturing on the Blockchain - Jim Regenor (VeriTX)</i> ○ <i>The Future of Blockchain - Wendy Henry (Deloitte)</i> • The resource portal has been expanded to include additional content from the webinar series, Blocksburg 2021, and several new external resources, completing a Q2 milestone. • The project manager has spent considerable time developing partnerships with local economic development organizations and businesses this quarter, completing another Q2 milestone. They are collaborating with the RBTC, more specifically their RAMP program, to create a future cohort of RAMP's accelerator program be focused around blockchain. Blockchain believes this to be an incredible opportunity to stimulate new business ideas within the industry and region. The project team is also in discussion with several companies about partnering to create new bootcamps, internship programs, and an entrepreneurial challenge, each focused on blockchain. • The project team is in the early stages of developing an entrepreneurial training program for blockchain companies. 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 this grant. This will include resources and consultations to help new and existing companies foster blockchain technologies. • The Blockchain Certificate program has also been a major effort during this quarter. Four adjunct professors were hired to support the development of curriculum and teach the course modules. The adjuncts we hired are specifically interested in the implementation of blockchain and advising companies regarding blockchain technology in their industries.
Q3 Plans	<ul style="list-style-type: none"> • Host fall student boot camps

- Increase industry partnerships and contracts for additional talent/career development work

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 Q2 milestones



Q2 Progress


- Completing a Q2 milestone, summer interns have been placed and fall intern placement has been initiated.
- 8 partner companies hired over 510 positions this quarter; 3 were conversions from GO VA funded interns to full time employees
- 59 businesses served via local companies engaged in the project effort of hiring interns and/or full-time employees.
- Continued work with local employers to help them understand value of internships for talent development, completing the final Q2 milestone.
- Catherine Amelink (grant PI) serves on the SCHEV Region 2 Collaborative Grant steering committee in order to ensure that the Developing a Destination for Talent Program can continue to be leveraged into regional economic development efforts.
- Continued collaboration with Roanoke Regional Partnership has also occurred.
- While restrictions around COVID19 and economic impact for local companies have slowed the overall progress of the effort, employers have noted that the GO Virginia grant funds are helping incentivize company leadership to restart intern programs that were placed on hold due to the pandemic.
- Coordination with VT Career and Professional Development has also helped provide access to Developing a Destination for Talent partners to additional (non-GO Virginia) funding for internships through the pilot Federal Work Study program (i.e., CardIsle, Next Up Solutions, Harmonia Holding) during the challenging economic times.


Q3 Plans

- Ongoing intern placement for fall 2021 semester
- Employer/faculty networking event
- Recruitment event


GO Virginia Region 2 Quarterly Report Quarter 2, 2021 (April-June 2021)


Project Name:	ELITE Internship Program
Project Manager:	Erin Burcham
Project Timeline:	October 20, 2020- October 19, 2022
GOVA Funding	\$23,196 of \$290,000 
Match Funding	\$16,989 of \$145,000
Status:	Did not meet Q2 milestones due to issues locating companies that have projects suitable for interns.
Q2 Progress	<ul style="list-style-type: none">• 3 interns placed this quarter.• Extensive discussions held with PIOs, continuing to build relations with companies for additional intern positions.• Marketing the program through weekly newsletters and direct one on one relationships.
Q3 Plans	<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:	Met Q2 milestones.
Q2 Progress	<ul style="list-style-type: none">• An additional information session was held with Citizens Broadband. Citizens posted two jobs and hired two students: 1 from Montgomery County, 1 from Floyd County.• 10 students signed up for IT jobs• 231 students earned credentials during spring 2021.• 4 businesses served: MCPS, OZMO, ACI Webs, and Citizens Broadband
Q3 Plans	<ul style="list-style-type: none">• Cohort 1 employment cycle ends• Students and businesses complete feedback surveys to ensure continuous improvement by teachers, students, and employers



Project Name:	Central Virginia Community College- CTE Academy
Project Manager:	Jason Ferguson
Project Timeline:	April 1, 2021-March 31, 2023
GOVA Funding	\$0 of \$266,000 
Match Funding	\$0 of \$134,000
Status:	Met Q2 milestones
Q2 Progress	<ul style="list-style-type: none"> • Completing a Q2 milestone, The Coordinator of Business Partnerships started work on April 12th. The Coordinator of CTE Initiatives started work on May 10th. • The dual enrollment schedule was sent to the school divisions and SCED codes were updated in May, completing an additional Q2 milestone. • The fall schedule was approved, and enrollment began in April, completing an additional Q2 milestone. • Development of business outreach strategy for CTE Academy for effective communication and follow-up of potential partnerships. • Development of Employer Survey required to help ascertain regional employer needs. • Business Advisory Board Development <ul style="list-style-type: none"> ○ Terri Ripley, CIO, OrthoVirginia ○ Cheryl Giggetts, CEO, CTA Consultants ○ Jeff Hurley, CEO, Data Privia ○ Dave Kountz, VP, Moore's Electric ○ Josh Frejosky, Director of IT, Liberty University ○ Others coming • Initiated or established partnerships with 25 organizations this quarter: Moore's Electric, VTI, Belvac, CSE, Woolridge, VDOT, LRBA, Bedford Economic Development, T-Mobile (Shentel), Mariners Landing, CTA Consultants, Innovate Lynchburg, National Center for Healthy Veterans, Jubilee Center, Walmart, Best Buy, Google, Amazon, Microsoft, National CyberWatch Center, PTC, Simio, PearsonVUE Test Site, LU Aviation & NASA, American Legion/VFW, to expand existing offerings at CVCC, and to better understand current and future employment opportunities that can be fulfilled through a skilled workforce provided by CVCC. • Additionally, the CTE Academy website has been implemented as part of the marketing campaign. https://cte.centralvirginia.edu
Q3 Plans	<ul style="list-style-type: none"> • Develop marketing material • Steering committee meeting • General stakeholder meeting • Graduate surveys distributed • Build business repository • Develop CPL crosswalk • Regional CTE Academy start date • G3 programs implemented


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:	Did not meet Q2 milestones due to a delayed release of a draft sub-regional resourcing plan. Continued delays with summit planning due to covid-19 uncertainties. The project manager spent most of quarter 2 on maternity leave.
Q2 Progress	<ul style="list-style-type: none"> • The Founders & Funders webinar series concluded with 138 unique individuals in attendance over the course of the series with 21 presenters. • Coordinating events planning for Regional Entrepreneurship Summit in August 2021 as part of VTCRC's GameChangers event that will include entrepreneur-resource matchmaking among other events. • Ongoing development of regional database which identifies companies based on their registered NAICS codes to better understand the industrial niches and strengths of the region. Updates made to Valleys Innovation dashboard for STEM-H student demographics and NSF R&D funding. • The I+E Newsletter was sent out in June 2021 to more than 200 recipients. • Working with partners to identify resourcing opportunities for prioritized projects identified in the Region 2 Strategic Investment Plan. • Working on a Truist Foundation grant proposal to support PitchPlus program expansion. Working with CIT on Community Navigators grant proposal. Either grant, if awarded, could be used as matching funds for future GOVA grant proposals that strengthen the entrepreneurial ecosystem supporting innovation-driven entrepreneurship across region 2 and beyond.
Q3 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 draft cross-sectional resourcing plans • Update ecosystem assets mapping and gap identification • Release final sub-regional resourcing plans


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 Q2 milestones.
Q2 Progress	<ul style="list-style-type: none">• Completing a Q2 milestone, an online pitch & polish clinic was held on 4/27/21 – three companies pitched to 5 mentors.• Online Exit RAMP program was held on 6/15 “Access to Capital”, completing a Q2 milestone.• The focus this quarter was the Life and Health Science Cohort. Our first cohort with this specific focus. The curriculum was presented online with additional work and mentoring conducted online.• This was the first cohort to use Accelerator App as the foundation for the curriculum.• Demo Day was successfully held on June 29th with 120 individuals registered and 93 attendees.• RAMP participated with other accelerators from across the commonwealth to begin working together in a more formalized manner.• Our alumni continue to do well and grow. Four have reached 1M in sales, and our companies employ over 200 people in Virginia. One patent has been awarded and 6 have been filed.• Our mentor engagement and community support continue to grow.• Ten new businesses were served this quarter. Four began the RAMP in residence program and three completed. Four new companies were identified through Pitch’n Polish Clinics and two additional companies were referred to RAMP for support.• A program for new mentors was held on 5/11. Additionally, we will be holding a large community mentor event this summer.

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 Q2 milestones. Initiated a no-cost extension in order to fully execute every aspect of their commitment to workforce development.
<i>Q2 Progress</i>	<ul style="list-style-type: none"> • We continue to design and produce equipment and learn processes for advanced manufacturing based on our relationship with industry. This has proven valuable for training individuals for higher paying wages. • 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. • We are also supporting brand new curriculum for a degree in Civil Engineering and hired new faculty. We will have another 20+ attending in August 2021
<i>Q3 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:	Did not meet Q2 milestones. Project is still behind schedule; staff is intervening to initiate a no-cost extension.
Q2 Progress	<ul style="list-style-type: none"> Advanced the linework of the overall master plan in CAD as refinement of the hand drawings from the workshop continued. Began master plan rendering in Photoshop to create an illustrative image of the overall site plan. Developed detailed plan concepts for the primary public open spaces within the overall plan Created a draft outline for the Summary Document Developed the InDesign graphic template for the Summary Document


Project Name:	Amherst Site Readiness
Project Manager:	Megan Lucas
Project Timeline:	February 1, 2021 – January 31, 2022
GOVA Funding	\$29,120 of \$366,572 
Match Funding	\$14,560 of \$183,286
Status:	Did not meet Q2 milestones due to a delay in finalizing contract and paperwork from contractor at Amelon.
Q2 Progress	<ul style="list-style-type: none"> Geotechnical Investigation is complete. Boundary survey is complete. Topo survey is complete. Cultural resources review is complete. Plans have been submitted to DEQ and we are waiting on their review/feedback. Engineering is meeting with VDOT to go through their review. We are also working on coordinating front end and bidding documents with Amherst EDA so that we can get an RFP written up for advertisement within the next month.
Q3 Plans	<ul style="list-style-type: none"> Get under contract and paperwork (bonding, insurance, ect.) from contractor at Amelon Begin grading at Amelon Complete Preliminary Waters Determination, Threatened and Endangered Species Review and Mass Grading Construction Documents at Brockman


Project Name:	Region 2- Flexible Laboratory Space Assessment
Project Manager:	Brett Malone
Project Timeline:	February 5, 2021 – February 4, 2022
GOVA Funding	\$0 of \$99,360 
Match Funding	\$0 of \$55,000
Status:	Met Q2 milestones other than a delay in completion of interviews to assess projected demand for lab space. The projected completion date for this report is July 30, 2021.
Q2 Progress	<ul style="list-style-type: none"> • Completing a Q2 milestone, initial kickoff meeting held April 3, 2021, to include VTCRC and partners (EDC, SMBW, Facility Logix, Roanoke Regional Partnership). • VTCRC and partners (Facility Logix and Roanoke Regional Partnership) have been in communication with Virginia Bio Connect both before and during this project. We are continuing to work with John Newby. • Facility Logix has conducted 30 stakeholder interviews with plans to interview an additional 15 stakeholders. Interviews to be completed by July 15, 2021. The market analysis is scheduled to be completed by July 30, 2021. • VTCRC and partners have prepared a schematic design for lab space as part of our co-working community. As the market analysis is completed, it will be used to finalize the lab design.
Q3 Plans	<ul style="list-style-type: none"> • Report with assessment of projected demand for lab space • Consolidated input matrix from regional stakeholders • Design concept for co-working space • Presentation materials designed for use by regional stakeholders.

COVID RESPONSE

Project Name:	VT Workforce Training & Regional Capacity for Covid-19 Testing
Project Manager:	Sarah Whitt
Project Timeline:	June 23, 2020- December 22, 2021 (Phase II)
GOVA Funding	\$0 of \$500,000 
Match Funding	\$0 of \$250,000
Status:	Staff has not yet received a Q2 report for this project, will update progress reported once submitted. Staff checking on remittance status.
Q2 Progress	
Q3 Plans	

Project Name:	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)
Project Manager:	John Hull
Project Timeline:	August 1, 2020 – September 15, 2021
GOVA Funding	\$12,000 of \$100,000 
Match Funding	\$6,387 of \$57,000
Status:	Met Q2 milestones.
Q2 Progress	<ul style="list-style-type: none"> • Continues to meet with the coalition to discuss regional challenges and best practices, meeting a Q2 milestone. • The Roanoke Regional Partnership hosted a second round of roundtables, meeting another Q2 milestone. • One-on-one coaching sessions with regional businesses were held this quarter. • Business outreach has expanded through coaching and roundtables.
Q3 Plans	<ul style="list-style-type: none"> • Follow up with businesses involved in coaching sessions • Work with coalition to create long-term strategies • Hire a crisis recovery expert to advise on long-term strategies and assist with the final report

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 Q2 milestones
Q2 Progress	<ul style="list-style-type: none"> • Completing a Q2 milestone- continued to obtain feedback from PHRE consortium members and anonymous respondents primarily through the App store version of the PHRE mobile app. • The PHRE mobile app officially launched via the Apple app store; seven initial anonymous responses have been recorded between May 7, 2021 and June 18, 2021. Based on respondent data, these seven organizations were from the following categories: <ul style="list-style-type: none"> ○ Restaurant and beverage services ○ fitness and exercise facilities ○ other • Respondents represent more than 200 employees and indicate that 0 to 25% of employees (as many as 50 employees) are at risk of being impacted by COVID-19-related disruptions. The average PHRE score is 79%. Notable trends indicate that 100% of respondents: 1) have facilities that allow for social distancing, 2) know how to protect themselves and others, 3) know how to recognize COVID-19 symptoms, 4) are aware of COVID-19 exposure risks in their community, and 5) are tracking COVID-19 guidance specific for their business. • Conversely, fewer than half of the respondents are: 1) sanitizing high-touch surfaces daily or 2) having members of their workforce complete hazard assessments. • 7 businesses have been served. • Estimated 50 jobs have been retained- This is the minimum number of jobs retained based on survey data in June 2021. The number of employees represented, and jobs retained may be under-reported based on the design of the responses selected by app users. This is not necessarily a barrier, but it does make estimates highly conservative.
Q3 Plans	<ul style="list-style-type: none"> • Obtain feedback from PHRE consortium.

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 Q2 milestones. Staff checking on remittance status.
Q2 Progress	<ul style="list-style-type: none"> • This quarter, The BCT offered 85 services to 61 businesses. Of the 61 businesses served, 9 were located in Radford City, 38 located in Montgomery County, 8 located in Pulaski County, 7 located in Giles County, and 5 located in Floyd County. • The mass vaccination clinics ended in May, however there are small ones still being scheduled and assisted by the BCT. • The most significant outcome achieved this quarter is number of jobs that were directly impacted by the work of the BCT: 20,610. • The work of the Public Health School Liaison has ensured that proper protocol for schools is taking place, and in the second quarter she made 72 connections with school personnel from all 5 districts in the area. • Vaccination clinic volunteers ramped up and technology enhancements allowed for faster check in and flow to accommodate 3,000+ people at two of our largest scale clinics this spring. • On May 13, the CDC approved the use of the Pfizer vaccines with youth 12+ and on-site school clinics were scheduled on May 13, 14, 17, 18, 19 and 21 in public and private school facilities to target 12+ age students interested in receiving the vaccine. Hundreds of students were provided their 1st dose of the Pfizer vaccine on these dates and individuals 16+ received their 2nd doses. • In June, VDH provided guidance and resources to public school partners about Back to School protocols with particular focus on surveillance, screening, and diagnostic testing. Collaboration and guidance with the superintendents are underway to determine the best course of action for each school system regarding this layering of mitigation for the fall. • This quarter, there were six onsite vaccination events with businesses.
Q3 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	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	6/30/2020	Received and submitted to DHCD
Lynchburg Due Diligence	6/30/2020	Received and submitted to DHCD
Roanoke SBDC	6/30/2020	Received and submitted to DHCD
CTE Study	8/31/2020	Received and submitted to DHCD
Stopping the Brain Drain	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
Region 2 Talent Collaborative	3/31/2021	Received and submitted to DHCD
Increasing the Birth Rates of New High Growth Companies Phase II	4/16/2021	In process

PROJECTS IN THE PROCESS OF CONTRACTING:

Future Centers Expansion- Lynchburg Beacon of Hope

Building a Regional Health & Life Sciences Talent Pipeline

Altavista Gas LYH Region

VT Industry 4.0

PICKS TM

MEMO

To: John Provo, Dir. Offices of Economic Development
GoVA Region 2 Administrator

Fr: Megan Lucas, CEO & Chief Economic Development Officer

Date: July 21, 2021

Re: CVTC Redevelopment Plan

The Lynchburg Regional Business Alliance is close to completing the CVTC Master Redevelopment plan; however, due to several hurdles we remain behind our completion timeline. I respectfully request an additional six-month extension to bring the project across the finish line.

Although initially our progress was significantly impacted by COVID, we have made headway toward the completion of the master redevelopment plan. Nevertheless, there is a delay because of a financial shortfall to complete the plan. We have applied and been denied for federal grants equaling a \$100,000 shortfall. In light of Virginia's budget surplus, we are working with our state elected leaders about the possibility of receiving state funds to close the gap. We continue to apply for grants, and in the meantime a private sector fundraising campaign has begun.

The HDR team continues to make progress on the plan, but as the funds are depleted, the work will be put on hold.

As our grant communicated the Training Center Redevelopment Plan will define the future of this important site and be a catalyst for development connecting the twin communities of Amherst County, Madison Heights and Lynchburg. One of the region's largest hurdles is a lack of large developable sites. There is wonderful opportunity with CVTC due to the existing utility infrastructure, including natural gas access. Overlooking the James River and downtown Lynchburg, the redeveloped site will be a premier location that attracts talent and investment and enhances the area's quality of life.

The goals of this redevelopment plan are to:

- Attract talent by creating a community that offers a variety of housing possibilities, commercial business options, and easy access to the outdoors including direct connectivity to downtown Lynchburg.
- Create a twin communities' concept for future markets, sales opportunities, and increased options for new or expanding businesses.
- Mitigate the risk of blight, increased crime, and the loss of an \$87 million economic impact by providing a plan for the highest and best use while honoring the former CVTC residents.

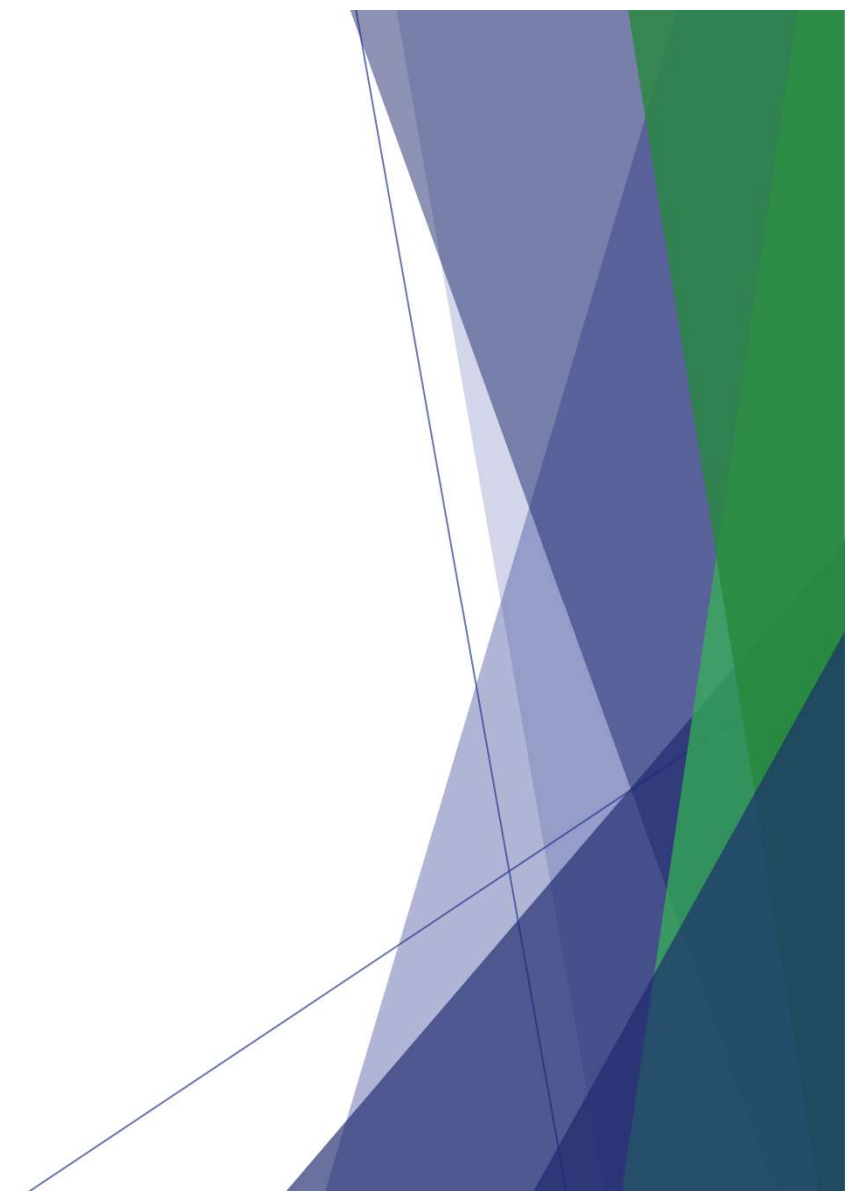


GO VIRGINIA 2021 GROWTH AND DIVERSIFICATION PLAN

Preliminary Data for Consideration

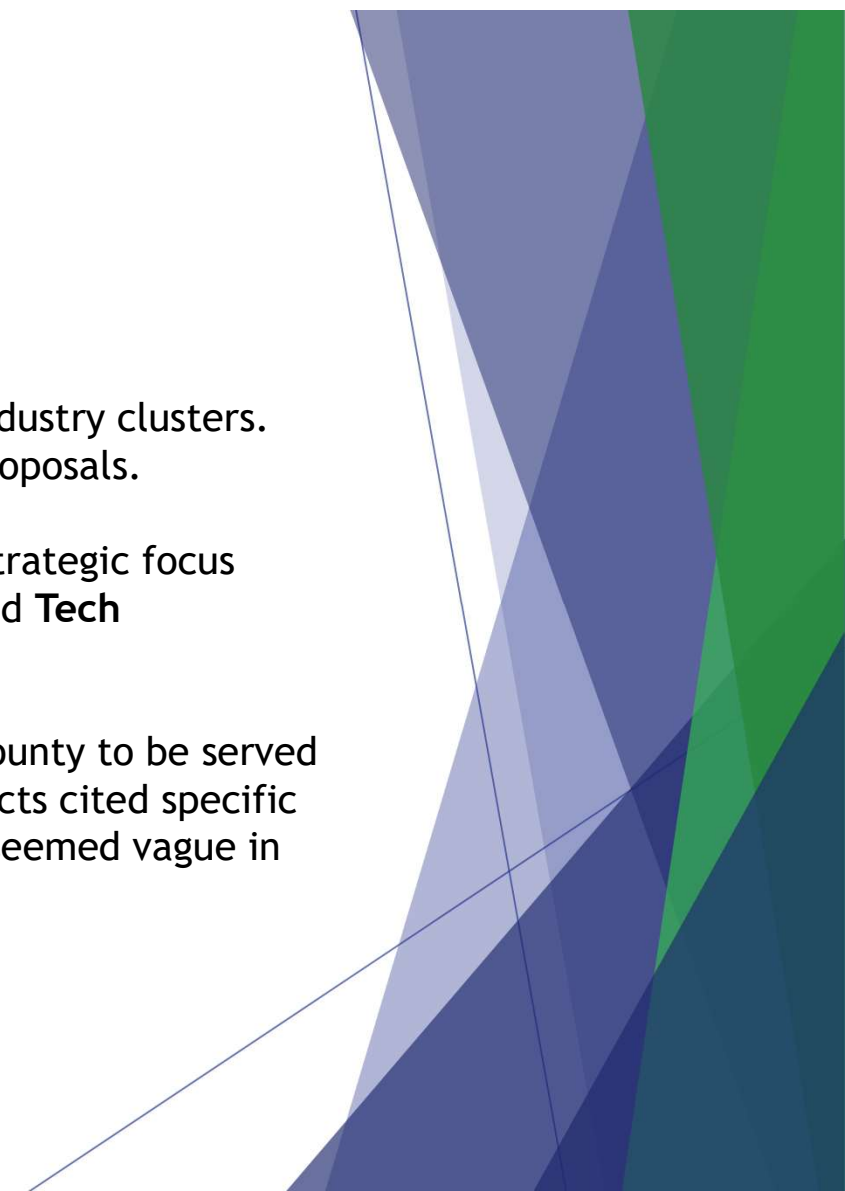
GOVA Region 2 Recap

What have we done since GOVA began in 2017?



Region 2 Gap Analysis

- 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 only mildly addressed.
- 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.



Regional Overview

What's happened since the beginning of the GOVA program?



2015-2020 POPULATION CHANGE



REGION II

(+10,302) 1% Increase
Total Population (2020)=748,626

NEW RIVER VALLEY

(+3,091) 2% Increase



LYNCHBURG

(+ 6,328) 2% Increase



ROANOKE VALLEY

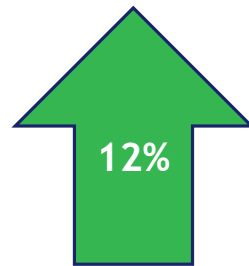
(+883) 0.28% Increase



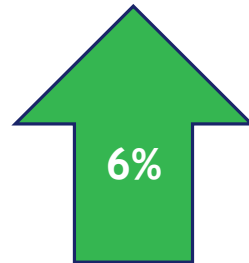
AGE TRENDS (2015-2020)

Growing Cohorts

- ▶ Retirees (60+ yrs)
*196,113 people

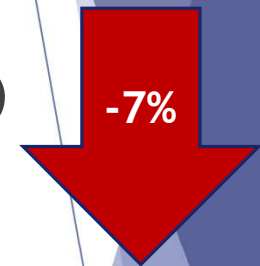


- ▶ Early/Mid-career and families (25-40 yrs)
*135,442 people

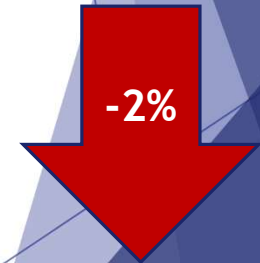


Declining Cohorts

- ▶ Late Career (40-59 yrs)
*179,348 people



- ▶ Youth (0-24 yrs)
*237,723 people

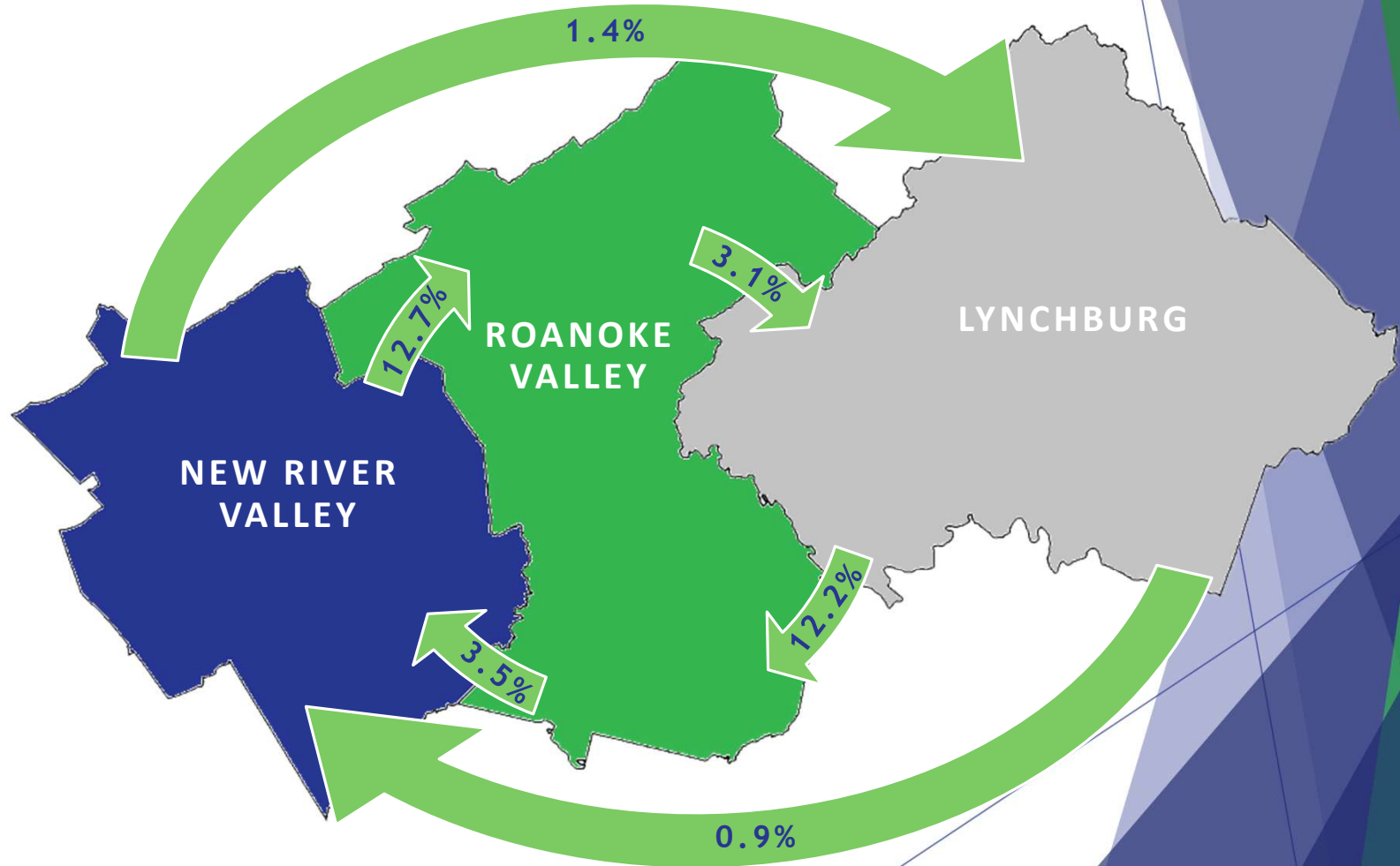


COMMUTING PATTERNS

109,026
WORKERS
TRAVELING
INTO
REGION 2

219,925
LIVING AND
WORKING IN
REGION 2

91,465
WORKERS
TRAVELING
OUT OF
REGION 2



Source: On-the-map (2018) <https://onthemap.ces.census.gov/>

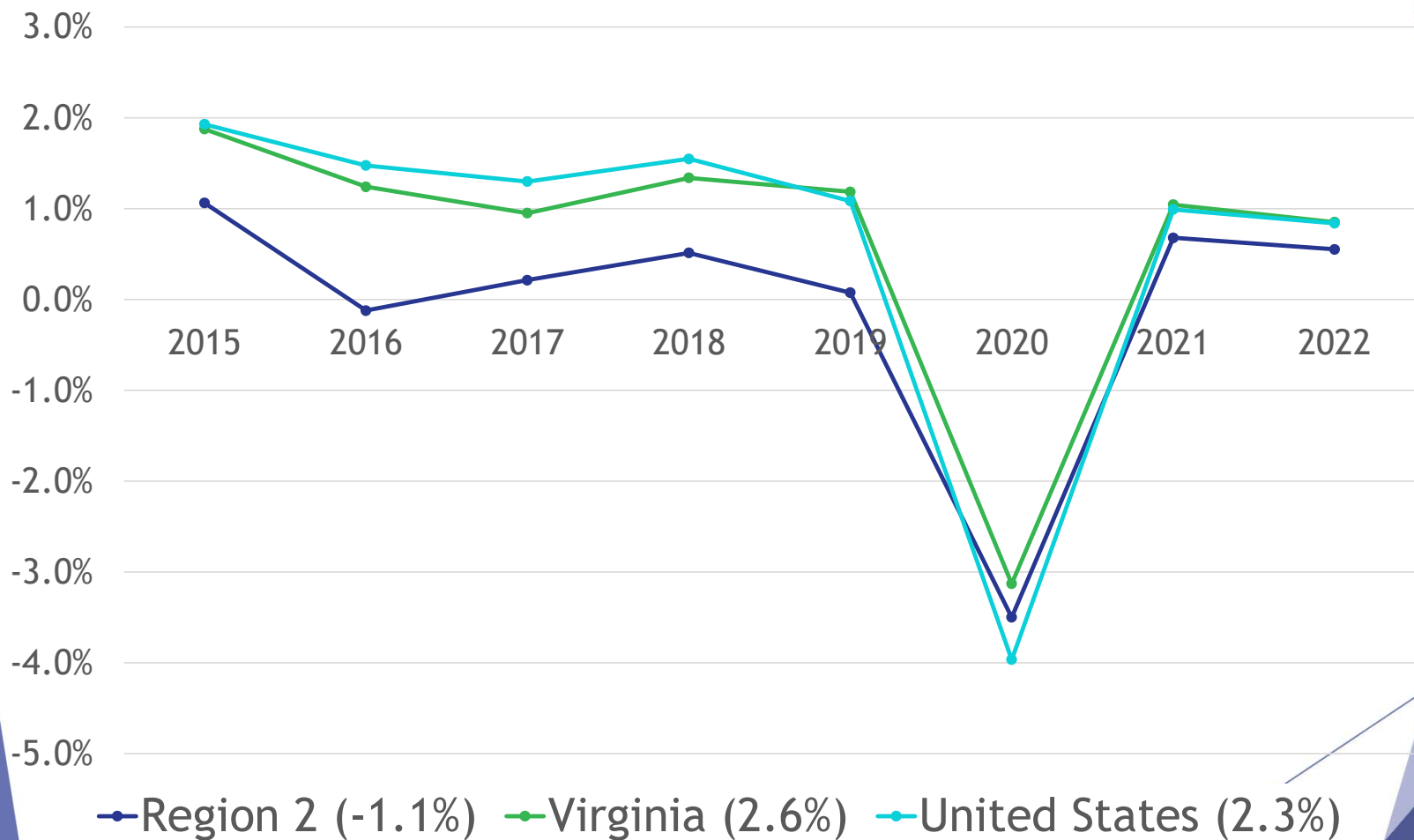
HOUSING COST BURDEN

Households Paying More Than 30% for Housing

	Virginia		Blacksburg MSA		Lynchburg MSA		Roanoke MSA	
	Owners	Renters	Owners	Renters	Owners	Renters	Owners	Renters
All Incomes	412,739 (19.6%)	463,333 (42.9%)	4,926 (13.7%)	10,631 (40.6%)	10,596 (14.5%)	11,805 (39.6%)	12,694 (14.5%)	18,002 (46.3%)
Median Monthly Cost	\$1,799	\$1,254	\$1,499	\$915	\$1,167	\$857	\$1,364	\$956

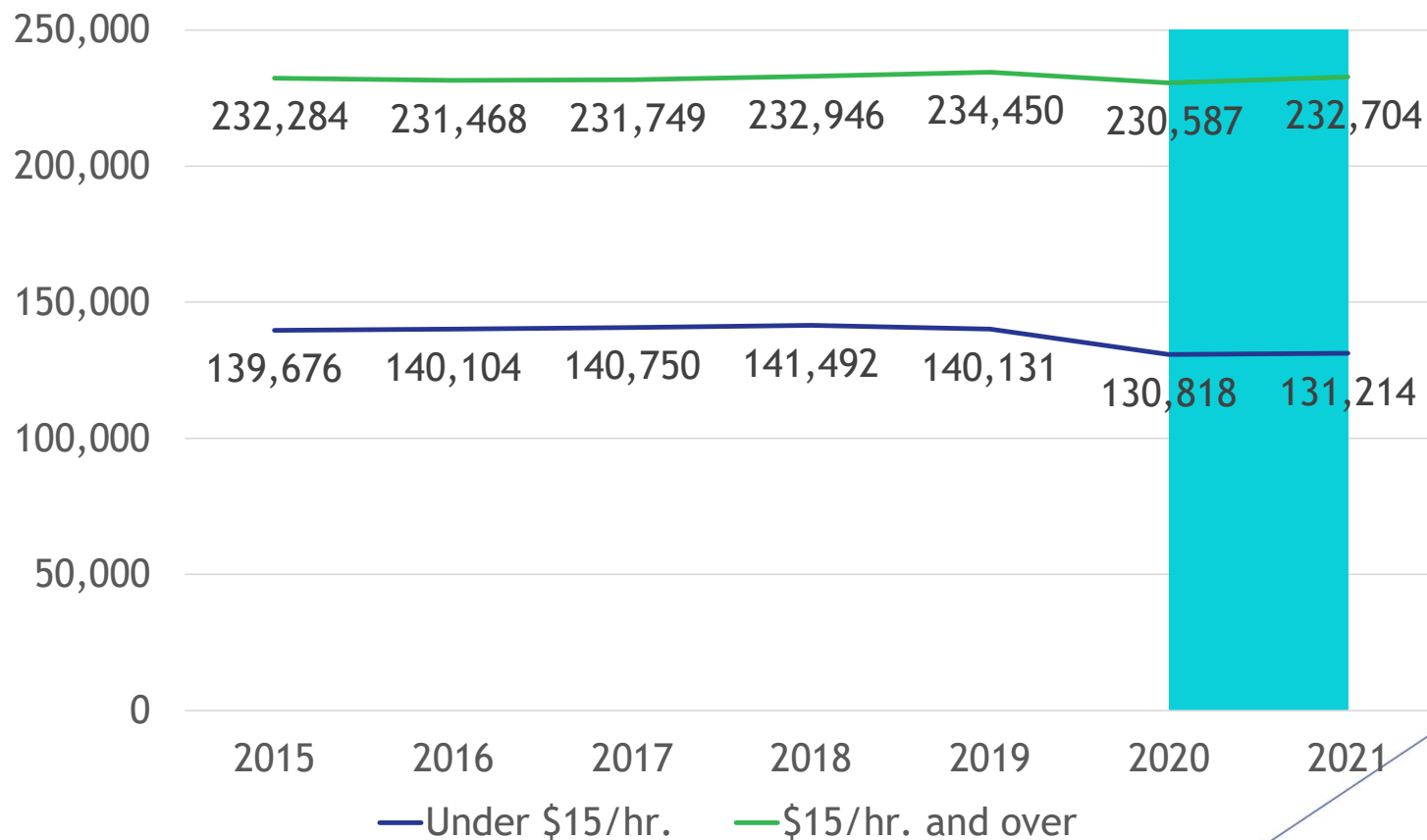
Source: Housing Forward Virginia. <https://housingforwardva.org/> and US Census Bureau

JOB GROWTH (2015-2021)



Source: EMSI 2020 data set on occupation. www.a.economicmodeling.com

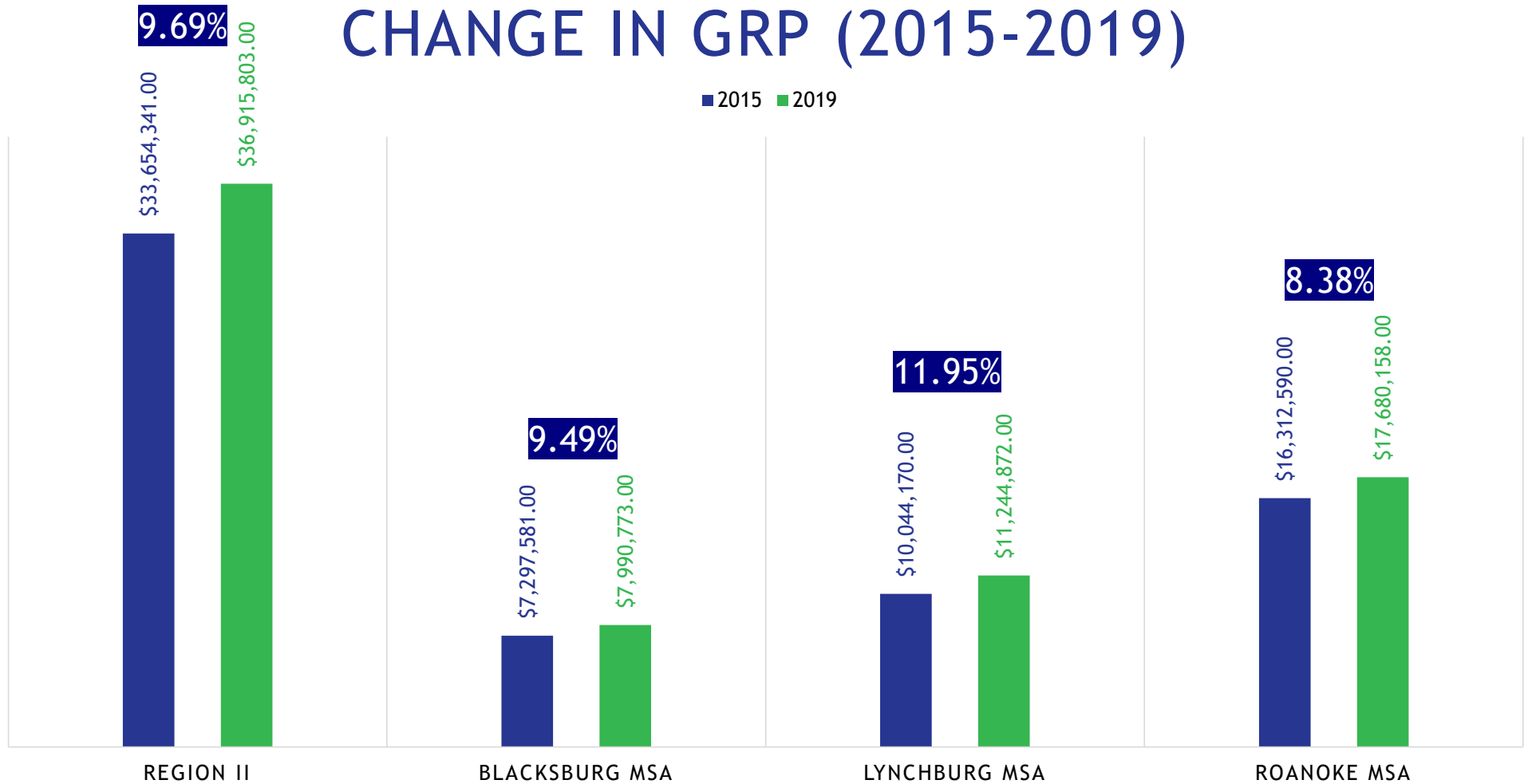
EMPLOYMENT CHANGE BY HOURLY WAGE (2015-2021)



Source: EMSI 2020 data set on occupation. www.a.economicmodeling.com

CHANGE IN GRP (2015-2019)

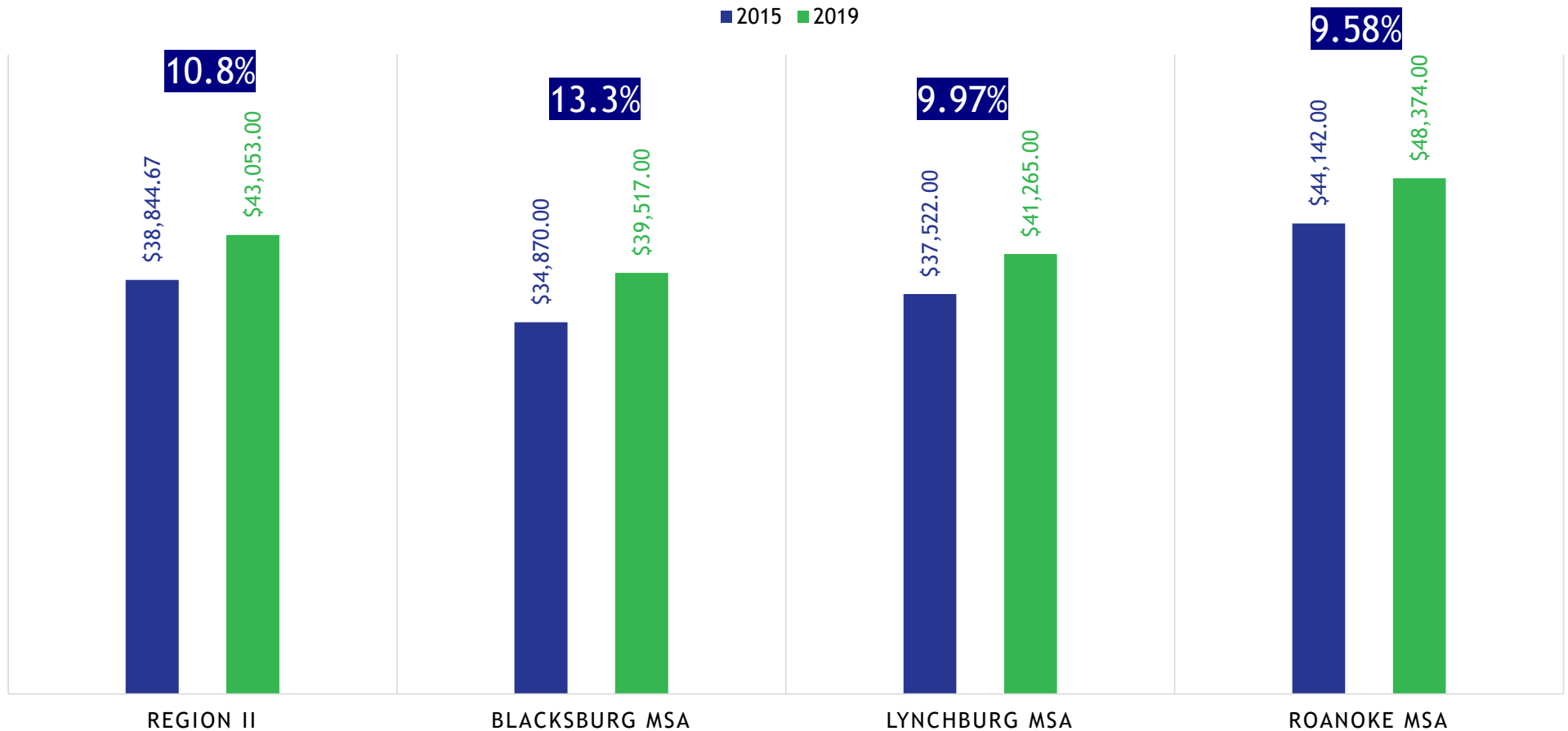
■ 2015 ■ 2019



Source: BEA Gross Domestic Product Nation, by State, by Region/MSA

CHANGE IN PER CAPITA INCOME (2015-2019)

■ 2015 ■ 2019



Source: BEA Personal Income Summary: Personal Income, Population, Per Capita Personal Income

Target Industry Clusters

What's happened to our target clusters since GOVA began?



TARGET INDUSTRY CLUSTERS

Manufacturing Cluster

- 17,845 Jobs in 2021
- 2.7% Employment Growth since 2017
- 0.4% Growth Expected to 2026
- \$3 Billion GRP in 2020

Life Sciences and Health Care Cluster

- 44,920 Jobs in 2021
- 5.1% Employment Growth since 2017
- 6.7% Growth Expected to 2026
- \$3.64 Billion GRP in 2020

Food and Beverage Cluster

- 10,518 Jobs in 2021
- 3.7% Employment Growth since 2017
- 4.8% Growth Expected to 2026
- \$1.20 Billion GRP in 2020

Emerging Technology and IT Cluster

- 63,679 Jobs in 2021
- 0.1% Employment Growth since 2017
- 3.3% Growth Expected to 2026
- \$4.7 Billion GRP in 2020



Manufacturing Cluster

Subcluster	2017 Jobs	2021 Jobs	Jobs Change (2017-2021)	% Jobs Change (2017-2021)	Competitive Effect
Automotive	5,617	5,764	147	3%	(56)
Metalworking Tech	4,078	4,063	(15)	(0.4%)	(83)
Lighting & Electrical Equipment	3,188	3,069	(121)	(4%)	(129)
Paper & Packaging	2,304	2,111	(194)	(8%)	(244)
Downstream Chemicals	2,198	2,843	645	29%	679



Life Sciences and Health Care Cluster

Subcluster	2017 Jobs	2021 Jobs	Jobs Change (2017-2021)	% Jobs Change (2017-2021)	Competitive Effect
Inpatient Care	17,844	18,840	636	4%	196
Outpatient Care	11,716	12,927	1,211	10%	594
Eldercare	10,711	11,008	296	3%	122
Biopharmaceuticals & Medical Devices (Except R&D)	1,244	1,235	(9)	(1%)	(75)
Medical Diagnostic & Support Services	975	702	(273)	(28%)	(344)



Food and Beverage Cluster

Subcluster	2017 Jobs	2021 Jobs	Jobs Change (2017-2021)	% Jobs Change (2017-2021)	Competitive Effect
Agricultural Inputs & Services	3,554	3,142	(412)	(12%)	(451)
Food Processing & Manufacturing	2,422	2,639	218	9%	157
Food and Beverage Packaging	2,080	2,514	434	21%	430
Wholesale & Distribution	2,097	2,224	126	6%	48



Emerging Tech and IT Cluster

Subcluster	2017 Jobs	2021 Jobs	Jobs Change (2017-2021)	% Jobs Change (2017-2021)	Competitive Effect
Knowledge Creation	51,387	51,347	(40)	(0%)	65
IT & Cybersecurity	11,279	11,151	(128)	(1%)	(957)
Autonomous Systems	951	1,182	231	24%	208

Common Priorities Across Regional Organizations

What goals do different entities have today?



COMMON PRIORITIES ACROSS REGIONS

- Entrepreneurship
- Talent Attraction and Retention
- Quality of Life
- Broadband
- Site Development

Entrepreneurship



- Retaining and expanding Region 2's existing business community has been pivotal in its economic resilience and success over the past five years.
- The three sub-regions have placed supporting entrepreneurial and small business development at the forefront of their goals to encourage regional economic vitality and increased diversity.
 - Providing resources that help entrepreneurs and small business owners reach their potential including, the creation of a collaborative, regional BRE program, providing relevant market intelligence, business-to-business introductions, and site availability insights.
 - Recruiting, retaining, expanding, and promoting high-wage industry clusters (i.e. technology).
 - Continuing to develop an environment that lowers the barrier for entry and satisfies onboarding needs.
 - Brainstorming ways to create a revolving loan programs at both the local level and regional level to assist with business development and expansion.



Talent Attraction and Retention

- Talent attraction and retention remained a high priority for Region 2, especially with current and future trends projecting an aging workforce.
- Targeted economic development marketing strategies continue to be developed to help recruit a young, diverse, and skilled workforce.
- Other strategies included:
 - Leveraging partnerships and established regional assets to guide and implement a program/campaign promoting the region's livability and career opportunities.
 - Enhancing collaboration and cooperation with education and workforce development partners to improve K-12 education quality, and align college talent to business needs and marketing.
 - Placing diversity at the forefront, fostering opportunities for a diverse workforce and leadership.



Quality of Life

- A large factor that regions use to compete for talent, population and young professions is the availability of amenities, including social, cultural, and recreational asserts, not to mention compensation relative to cost of living.
- Region 2 has placed importance on building and supporting these elements to develop sustainable growth opportunities and funding avenues.
 - Investing in natural and outdoor amenities to effectively promote what differentiates and characterizes the region to current and prospective residents, workers, and employers.
 - Expanding arts and culture districts throughout the region to encourage projects that improve the aesthetic, artistic, and cultural appeal of the region.
 - Recognizing that housing plays a critical role in economic opportunity and vitality of the region and taking the necessary steps toward building a diverse and affordable housing stock.

Broadband



- Region 2 has understood the importance of improving and maintaining key infrastructure in its communities, most specifically, broadband.
- Pursuing the development of “quality of life” infrastructure and ensuring its in place to facilitate the growth of higher wage industry clusters and to ensure national and global connectivity.
 - Expanding information technology infrastructure and telecommunications systems through deployment of local and regional broadband infrastructure to business and residential sectors and use of Federal and state funding sources such as VATI.
 - Serving as a thought leader on issues and infrastructure affecting economic competitiveness including, providing data and information to shed light on needs in such areas.

Site Development



- Region 2 is consistently challenged with a lack of available flat land and topography when identifying potential sites for development.
- Strategies continue to be developed to reuse existing underutilized commercial, institutional, and industrial properties and target them for redevelopment .
 - Refining Tier 4/5 sites in Region 2's sub-regions that are ripe for business attraction and infrastructure development.
 - Expand and strengthen the role of regional industrial authorities as the authoritative resource on real estate supply, trends, needs, and potential.
 - Highlighting rural areas when incorporating agriculture and forestry resiliency.
 - Initiating development of a regional pot of funding to be used for economic development projects and matching funds for grants

Moving Forward

What is coming up for the GOVA Growth and Diversification Plan?



PROPOSED STRATEGIC AREAS

► Sites and Infrastructure

- Leads: John Dooley and Beverley Dalton (council), Ashley Posthumus (staff)

► Cluster Scale Up

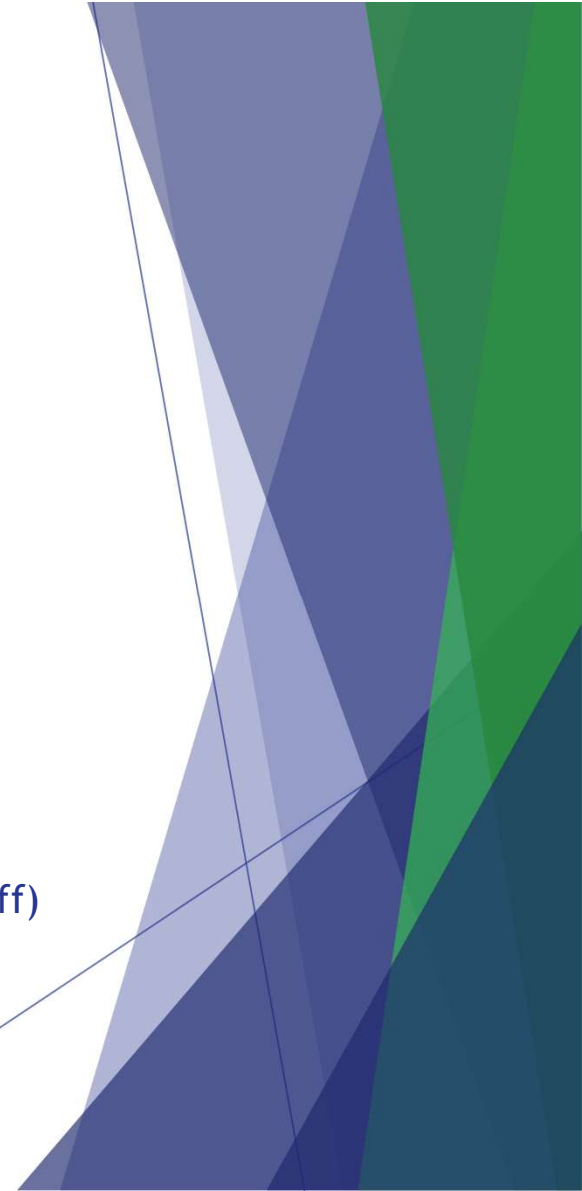
- Leads: Eddie Amos and Janice Crawford (council), John Provo (staff)

► Talent

- Leads: Pat Huber and Nathaniel Bishop (council), Zach Jackson (staff)

► Entrepreneurship

- Leads: Marty Muscatello and Luke Towles (council), Sarah Lyon-Hill (staff)



G&D WORK PLAN

- ▶ August 18th: Kick off meeting with breakout strategy workshops
 - ▶ Develop initial strategies for each of the four strategic areas
- ▶ End of August: Virtual strategy workshops
 - ▶ Refine strategies
- ▶ September: Regional meetings
 - ▶ Present strategies and receive public feedback
- ▶ September Council Meeting: Review G&D plan
 - ▶ Edits to the G&D Plan draft
- ▶ October 30th: Submit G&D plan to state





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

GO Virginia Region 2

GO Virginia Region 2 Executive Committee Meeting Minutes

April 22, 2021, 1:00p.m.- 3:00p.m, Zoom Webinar.

Executive Committee members in attendance: Eddie Amos (Vice-chair), Beverly Dalton, Ray Smoot (Chair).

Executive Committee members not in attendance: Sandy Davis.

Council members in attendance: Don Halliwill.

Staff in attendance: John Provo, Scott Tate, Sarah Lyon-Hill, Rachel Jones.

Public in attendance: Aisha Johnson, Beth Simms, Billy Gammel, Dean Rodgers, Deborah Flippo, Jason Ferguson, Jill Loope, John Coggsdale, Kathy Hodges, Luke Campbell, Mary Zirkle, Nina Rezai, Megan Lucas, Cynthia Lawrence, Marty Holliday, Scott Weimer, Jody Keenan, Josh Green, Sean Mallon, Caroline King.

The meeting convened at 1:05p.m. and adjourned at 3:03p.m.

Financial Report

John Provo began by providing the executive committee with a brief financial report. The council has a remaining balance of \$1,468,320 in per-capita funds and a remaining balance of \$202,800 in Economic Resilience and Recovery funds.

Proposal Review

Dearing Ford Industrial Park

Scott Tate began by providing a brief overview of the new project proposal, *Dearing Ford Industrial Park*, submitted by the Lynchburg Regional Business Alliance. The Lynchburg Regional Business Alliance is applying for a GO Virginia Region 2 site readiness grant to assist with the extension of a gas line to 49.9 acres of land in Dearing Ford Industrial Park, located in Altavista, Virginia. Megan Lucas, Lynchburg Regional Business Alliance, addressed concerns raised by the committee regarding Columbia Gas' participation in the proposal stating most companies will not provide utilities to an industrial site unless there is an end user involved. Megan Lucas continued by stating the site does have a prospective end user, however, Columbia Gas has labeled the end user as speculative, therefore, they will not move forward with the gas extension. Chairman Smoot requested clarification on the local matching funds provided, Ms. Lucas responded by stating the full match has been committed from the town of Altavista. Beverly Dalton commented that it seems as though the county's tax structure better enables the county to weigh in on the incentive issues; and the financial strength of the community of Altavista enables the town to support the project financially. Chairman Smoot then inquired on Columbia Gas' financial participation in the extension of the gas line, stating he supports this proposal; however, he would like to see Columbia Gas commit funds to the project. Chairman Smoot requested support staff to follow up



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

GO Virginia Region 2

with state staff concerning the use of GO Virginia funds to enhance a private company's ability to profit from the sale of gas when said company has not committed financial participation into an asset in which they are going to own upon completion of the project.

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

The Lynchburg Regional Business Alliance request totaled \$800,000 in GO Virginia Region 2 Per-Capita funds, with a local match of \$400,000.

Health and Life Science Workforce Initiative

Scott Tate began by providing a brief overview of the new project proposal, *Health and Life Science Workforce Initiative*, submitted by Carilion Clinic and the Blue Ridge Partnership for Health Science. Over the course of one year, this proposal aims to 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. Cynthia Lawrence, Carilion Clinic, began with the announcement that CentraHealth has accepted an invitation to join the initiative. Cynthia Lawrence then explained the General Assembly request of \$1,000,000, submitted by Delegate Austin, has been confirmed as a recurring funding source. These funds will be available for this initiative to cover dual enrollment costs for credit courses at the community colleges involved for both years of the biennium budget. Ms. Lawrence continued by highlighting work that has been completed thus far including the formation and engagement of the task forces, as well as the creation of the working groups. Ms. Lawrence continued by addressing concerns raised in the review process regarding how this proposal will engage the health and life sciences sector on a broader level, stating through the creation of a talent pathways task force, chaired by Morgan Romeo, the board will identify companies within the health and life sciences sector who are seeking to recruit talent and work to connect their needs with the region's workforce development efforts.

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

The Blue Ridge Partnership for Health Science Careers request totaled \$100,000 in GO Virginia Region 2 Enhanced Capacity Building funds, with a match of \$106,355.

Beverly Dalton motioned to recommend the proposal for review by the Region 2 Council, and Eddie Amos seconded. All were in favor and none opposed.

PICKS TM (Profiles that Increase the Competencies, Knowledge, and Skills That Matter)

Scott Tate began by providing a brief overview of the new project proposal, *PICKS TM*, submitted by the New River/Mount Rogers Workforce Consortium Board. Profiles that Increase the Competencies, Knowledge, and Skills That Matter (PICKS TM) proposes to expand our regional capacity for meeting the talent needs of businesses by building a foundational system to better understand and communicate knowledge, skills and abilities required to effectively perform specific in-demand jobs of high-growth businesses in targeted industries of GO Virginia Region 2. Marty Holliday, New River/Mount Rogers



Workforce Consortium Board, began by elaborating on project deliverables, stating there is often a disconnect between the skills needed in the local workforce and college graduates seeking employment; this proposal would develop a tool to assist businesses more efficiently with meeting their staffing needs and ultimately increase their return on investment through lower turnover rates. Utilizing the American College Testing (ACT) Job Profiling system, the team will consult with subject-matter experts located at companies within the region to analyze the skills, skill levels, and skill frequency candidates need to be successful in specific job positions. Businesses will gain a detailed analysis of skills and abilities required to be productive in the workplace. Using ACT's structure, detailed internal reports will enable efficient job matching to applicant work history, applicant training completions, and employee skill mastery.

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

The New River/Mount Rogers Workforce Consortium Board request totaled \$100,000 in GO Virginia Region 2 Enhanced Capacity Building funds, with a match of \$101,840.

Beverly Dalton motioned to recommend the proposal for review by the Region 2 Council, and Eddie Amos seconded. All were in favor and none opposed.

Industry 4.0 Manufacturing Workforce Program

Scott Tate continued with a brief overview of the new project proposal, *Industry 4.0 Manufacturing Workforce Program*, submitted by Virginia Tech Industrial and Systems Engineering. This proposal will 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. Scott Weimer, Roanoke Regional Initiatives at Virginia Tech, began with a brief overview of project deliverables, stating this proposal is centered around the new experiential learning factory at Virginia Tech. The learning factory is currently being outfitted with industry 4.0 technologies in areas of robotics, advanced manufacturing, and digital manufacturing. The project team believes there are challenges that have not been addressed both within the lab space as well as with regional manufacturers, including the current workforce receiving limited exposure to what is considered as typical industry 4.0 technologies, educational programs often lacking experiential learning opportunities where students can acquire the technical skills being used by local employers, and engineering students generally lacking awareness of viable long term local employment. This planning proposal includes multiple events that will bring together a broad group of stakeholders representing municipalities from across the region including Roanoke County, Roanoke City, New River Valley, Botetourt County, Lynchburg, Covington, and Clifton Forge. This is a planning effort to determine where the skills gaps are related to industry 4.0 technologies, what are the technology gaps themselves, and how does this align with efforts conducted within the learning factory program as well as ongoing efforts within educational institution partners' programs. Vice-chair Eddie Amos voiced his support for this proposal, stating this is applied science and practice to benefit the commonwealth in general, as he believes the initiative should be replicated across Virginia's community colleges. Eddie Amos then inquired about intentions to engage other manufacturing companies in Lynchburg into this effort. Scott Weimer responded by stating they have received one letter of support from Innerspec, located in Bedford County, and the Lynchburg region will certainly be involved through the group of stakeholders,



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

GO Virginia Region 2

as well as potential projects to come out of this planning grant once the team moves forward with curriculum development.

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

The Virginia Tech Industrial and Systems Engineering request totaled \$45,360 in GO Virginia Region 2 Enhanced Capacity Building funds, with a match of \$30,000.

Eddie Amos motioned to recommend the proposal for review by the Region 2 Council, and Beverly Dalton seconded. All were in favor and none opposed.

Expansion of ICAP Mentor Network

Scott Tate continued with a brief overview of the new project proposal, *Expansion of ICAP Mentor Network*, submitted by the Virginia Small Business Development Center (SBDC). Launched in January 2018, the Innovation Commercialization Assistance Program (ICAP) helps inventors and entrepreneurs take the right first steps in bringing new technologies and innovations to market. This GO Virginia Statewide ERR proposal is requesting \$882,794 in funding over two years to expand the capacity of the ICAP program to support more early-stage technology and innovation-driven startups across Virginia. Jody Keenan and Josh Green, Virginia SBDC Network, addressed concerns raised in the review process regarding long-term financial sustainability, stating they are receiving CIT funds for this effort, with an expectation to receive these funds on an annual basis, contingent upon an application process. Jody Keenan continued by stating they are pursuing additional federal funding for this project as well, then building on strong program results, they expect to incorporate this ongoing funding into George Mason University's strategic priorities for study and continuous state investment. Other state programs around the country that provide this type of technology business assistance are similarly financed, as they started with seed funding through a state program similar to GO Virginia and were able to be incorporated into a more steady stream of state investment after positive results. To ensure the program's efforts reach state-wide, they will hire new mentors in the general regions of western Virginia, Roanoke-Blacksburg, Charlottesville/Richmond, the coastal area, Hampton Roads, and Northern Virginia.

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

The Virginia Small Business Development Center's request totaled \$882,794 in GO Virginia Statewide Economic Resilience and Recovery funds, with a match of \$442,497.

Eddie Amos motioned to recommend the proposal for review by the Region 2 Council, and Beverly Dalton seconded. All were in favor and none opposed.

Council Business

Council Vacancies



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

GO Virginia Region 2

Vice-chair Eddie Amos put forth two names for review of the executive committee to fill existing vacancies in the Roanoke/Alleghany region: Michelle Austin, Senior Vice President and CFO of the Bank of Botetourt, and Fourd Kemper, Attorney with Woods Rogers Attorneys at Law.

The committee has recommended Michelle Austin and Fourd Kemper for appointment by the Region 2 Council.

Beverly Dalton then put forth one name for review of the committee to fill an existing vacancy in the Lynchburg region: Paul Denham, President of Southern Air, Inc.

The committee has recommended Paul Denham for appointment by the Region 2 Council.

Minutes

The executive committee reviewed meeting minutes from the Region 2 Executive Committee meeting held on January 21, 2021. Chairman Smoot asked if there were any questions or corrections regarding the minutes; there were none.

Beverly Dalton motioned to approve the minutes and Eddie Amos seconded. All were in favor and none opposed.

Special Updates

Virginia Innovation Partnership Update

Sean Mallon, Vice President of Entrepreneurial Ecosystems, Center for Innovative Technology, provided the committee with an overview of the Virginia Innovation Partnership Authority (VIPA). Created in the previous legislative cycle, VIPA is a state authority and sits overtop of Center for Innovative Technology (CIT), a non-profit. CIT has four divisions: Entrepreneurial Ecosystems, Commercialization, Investments, and Strategic Initiatives. The Entrepreneurial Ecosystems division serves as a support and connection for entrepreneurial ecosystems and stakeholders around Virginia, including startup incubators and accelerators. The Commercialization division provides grant funding in support of tech-based research, development, and commercialization to drive economic growth in Virginia. The Investments division provides seed and early-stage funding for Virginia-based companies with high potential for rapid growth and significant economic returns. While the Strategic Initiatives division provides leadership for strategic initiatives that explore and shape programs designed to attract and grow innovation and new industries. CIT's Regional Innovation Fund offers up to \$200,000 to one grantee per region, per year. CIT targets this funding to recipients of GO Virginia "start-up ecosystem" grants, with an REI organization preferred. Vice-chair Eddie Amos thanked Sean Mallon for the ongoing work while integrating with the local ecosystem and is very pleased to see that this effort will be an addition to work completed thus far in GO Virginia Region 2 and will build the continuity this region is trying to build.

Adjournment occurred at 3:03p.m.



GO Virginia Region 2 Council Meeting Minutes

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

Council members in attendance: Eddie Amos (Vice-chair), Amy Ankrum, Nathaniel Bishop, John Capps, Kenneth Craig, Janice Crawford, Beverly Dalton, Sandy Davis, John Dooley, William Fralin, Michael Friedlander, Don Halliwill, Vince Hatcher, Brian Hemphill, Patricia Huber, Marty Muscatello, Kim Payne, Debbie Petrine, John Putney, Ray Smoot (Chair), Luke Towles.

Council members not in attendance: Mike Hamlar, Victor Iannello, Floyd Merryman.

Staff in attendance: John Provo, Scott Tate, Sarah Lyon-Hill, Rachel Jones.

Public in attendance: Aisha Johnson, Billy Gammel, Afroze Mohammed, Caroline Buscaglia, Dean Rodgers, Deborah Flippo, Jamie Glass, Jason Ferguson, Luke Campbell, Nina Rezai, Wayne Strickland, Megan Lucas, Cynthia Lawrence, Marty Holliday, Scott Weimer, Matt Earnest, Jody Keenan, Josh Green, Caroline King.

The meeting convened at 1:01p.m. and adjourned at 3:01p.m.

Financial Report

John Provo began by providing the council with a brief financial report. The council has a remaining balance of \$1,468,320 in per-capita funds and a remaining balance of \$202,800 in Economic Resilience and Recovery funds.

Proposal Review

Dearing Ford Industrial Park

Scott Tate began by providing a brief overview of the new project proposal, *Dearing Ford Industrial Park*, submitted by the Lynchburg Regional Business Alliance. The Lynchburg Regional Business Alliance is applying for a GO Virginia Region 2 site readiness grant to assist with the extension of a gas line to 49.9 acres of land in Dearing Ford Industrial Park, located in Altavista, Virginia. Megan Lucas, Lynchburg Regional Business Alliance, elaborated on project deliverables, the project team has engaged a prospect that is interested in Dearing Ford Industrial Park; however, they require gas. The gas line would not only serve the industrial park but will also allow additional opportunities for future industrial development. This project is focused on Region 2's target industry cluster of advanced manufacturing and will provide wages of \$20 to \$25 per hour, with an estimated return on investment of 36% over 5 years. John Dooley inquired if the town of Hurt and Campbell County have committed financial participation to this proposal, Megan Lucas responded by stating the town of Hurt is not currently positioned to financially support a project; however, Campbell County and Altavista have a strong relationship and mutually agreed that Campbell County would bring incentives to the table for the advancement of Dearing Ford Industrial Park, whereas Altavista provides the funds for the local match. John Dooley then inquired on what the impact would be to provide \$400,000 in regional GO Virginia funds to match the local



governments commitment of \$400,000 and requiring Columbia Gas to provide \$400,000 towards the project. Megan Lucas responded by stating Columbia Gas will not financially commit to speculative development, meaning they will not contribute if there is no specific end user. Although the applicant team has an end user for the site and Columbia Gas has given them an estimate to extend the main line, they will not move forward until the end user has signed an agreement, furthermore, the end user involved will not sign an agreement until gas is accessible to the site. Kim Payne requested clarification on the possibility of a decrease in the total cost of this extension to be less than \$1.2M, and if so, would it be appropriate to include language stating the GO Virginia request may fluctuate. Megan Lucas responded that is possible and she does not anticipate the total cost to exceed \$1.2M. Any GO Virginia funds not utilized in this project will be returned to the region's per-capita funds. William Fralin then mentioned a possible contingency upon council approval of the tenant signing an official agreement prior to the funds being drawn down.

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

Chairman Smoot stated that funding this proposal up to \$800,000, if approved, would provide for the return of any unutilized or unneeded funds to the Region 2 Per-capita allocation.

The Lynchburg Regional Business Alliance request totaled \$800,000 in GO Virginia Region 2 Per-Capita funds, with a local match of \$400,000.

Beverly Dalton motioned to approve the project, and Kim Payne seconded. John Dooley voted against the project, while Don Halliwill voted in favor expressing a desire that the tenant sign an agreement prior to the funds being drawn down. Sign an ing

Health and Life Science Workforce Initiative

Scott Tate began by providing a brief overview of the new project proposal, *Health and Life Science Workforce Initiative*, submitted by Carilion Clinic and the Blue Ridge Partnership for Health Science. Over the course of one year, this proposal aims to 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. Cynthia Lawrence, Carilion Clinic, announced the General Assembly appropriated a recurring allocation of \$1M to the community colleges that are supporting this proposal, to help cover dual enrollment costs for students that are enrolled in the Health Sciences and Technology sectors. Cynthia Lawrence then shared that the project team has secured CentraHealth as a stakeholder employer, in succession, Central Virginia Community College will commit to join the initiative as an additional stakeholder educational institution as of July 1st. Megan Healy, Chief Workforce Development Advisor to the Governor of Virginia, has pledged a representative from the Division of Labor to become involved in this effort as well.

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

The Blue Ridge Partnership for Health Science Careers request totaled \$100,000 in GO Virginia Region 2 Enhanced Capacity Building funds, with a match of \$106,355.



Council members abstaining from the vote include Don Halliwill, Nathaniel Bishop, John Capps, Patricia Huber, Debbie Petrine and William Fralin.

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

PICKS TM (Profiles that Increase the Competencies, Knowledge, and Skills That Matter)

Scott Tate began by providing a brief overview of the new project proposal, *PICKS TM*, submitted by the New River/Mount Rogers Workforce Consortium Board. Profiles that Increase the Competencies, Knowledge, and Skills That Matter (PICKS TM) proposes to expand our regional capacity for meeting the talent needs of businesses by building a foundational system to better understand and communicate knowledge, skills and abilities required to effectively perform specific in-demand jobs of high-growth businesses in targeted industries of GO Virginia Region 2. Marty Holliday, New River/Mount Rogers Workforce Consortium Board, discussed project deliverables, stating this project is the further development and refinement of their career lattice system, as they have begun this process through an America's Pathways grant, awarded by the Department of Labor. Through consultations with subject-matter experts, the team will analyze the skills, skill levels, and skill frequency candidates need to be successful in certain job positions. Additionally, the team will provide businesses with a detailed analysis of required skills for each position.

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

The New River/Mount Rogers Workforce Consortium Board request totaled \$100,000 in GO Virginia Region 2 Enhanced Capacity Building funds, with a match of \$101,840.

Vince Hatcher motioned to approve the project, and Debbie Petrine seconded. All were in favor and none opposed.

Industry 4.0 Manufacturing Workforce Program

Scott Tate continued with a brief overview of the new project proposal, *Industry 4.0 Manufacturing Workforce Program*, submitted by Virginia Tech Industrial and Systems Engineering. This proposal will 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. Scott Weimer, Roanoke Regional Initiatives at Virginia Tech, and Matt Earnest, Virginia Tech's Center for High Performance Manufacturing, discussed project deliverables stating this initiative is centered around a new resource on the Virginia Tech campus; the Learning Factory within the Industrial and Systems Engineering program. The experiential learning space brings together different types of technology around Industry 4.0. Current educational programs often lack experiential learning opportunities where students can acquire the skills needed for technology that is currently in use by local employers. Many regional employers find it difficult to locate engineers trained in technologies to operate specific facilities. This planning grant will bring together a broad



group of stakeholders representing municipalities from across the region including Roanoke County, Roanoke City, New River Valley, Botetourt County, Lynchburg, Covington, and Clifton Forge. Project deliverables include the distribution of a survey, action plan, two student experiential learning projects that will initiate collaboration among employers to address skills gaps, and finally, a draft curriculum that will allow the team to create a program that will teach the fundamentals of Industry 4.0. Marty Muscatello inquired if the training curriculum would be shared with community colleges and educational institutions within the region. Scott Weimer responded yes, the curriculum will be piloted at Virginia Tech's Learning Factory, with a future proposal to include a much broader effort to create educational offerings that would leverage different technologies that are in use with manufacturers throughout the region.

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

The Virginia Tech Industrial and Systems Engineering request totaled \$45,360 in GO Virginia Region 2 Enhanced Capacity Building funds, with a match of \$30,000.

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

Expansion of ICAP Mentor Network

Scott Tate continued with a brief overview of the new project proposal, *Expansion of ICAP Mentor Network*, submitted by the Virginia Small Business Development Center (SBDC). Launched in January 2018, the Innovation Commercialization Assistance Program (ICAP) helps inventors and entrepreneurs take the right first steps in bringing new technologies and innovations to market. This GO Virginia Statewide ERR proposal is requesting \$882,794 in funding over two years to expand the capacity of the ICAP program to support more early-stage technology and innovation-driven startups across Virginia. Jody Keenan and Josh Green, Virginia SBDC Network, addressed concerns raised in the review process, stating in regard to long-term sustainability, the team is currently applying to additional funding sources at the federal level through the US Economic Development Administration, as well as considering other options with their long-term partners at the Small Business Administration. This effort is envisioned as a pilot program utilizing state resources and much like other state SBDCs around the country, the team will incorporate this into their support organization; George Mason university's funding priorities in 2 years to seek the General Assembly's support for this initiative statewide. The applicant team is layering this effort on normal operations of the SBDC Network that already has 26 offices and serves every city and county in Virginia. In order to expand this initiative, they will hire new mentors in each region to emphasize talent from across the state.

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

The Virginia Small Business Development Center's request totaled \$882,794 in GO Virginia Statewide Economic Resilience and Recovery funds, with a match of \$442,497.

Kenneth Craig motioned to endorse the proposal to the GO Virginia State Board, and John Capps seconded. All were in favor and none opposed.



Council Business

Council Vacancies

Beverly Dalton put forth one name for review of the council to fill an existing vacancy in the Lynchburg region: Paul Denham, President of Southern Air, Inc.

William Fralin then put forth two names for review of the council to fill existing vacancies in the Roanoke/Alleghany region: Michelle Austin, Senior Vice President and CFO of the Bank of Botetourt, and Fourd Kemper, Attorney with Woods Rogers Attorneys at Law.

Following a unanimous vote, Michelle Austin, Fourd Kemper, and Paul Denham have been appointed to join the GO Virginia Region 2 Council.

Minutes

The council reviewed meeting minutes from the Region 2 Council meeting held on February 5, 2021. Chairman Smoot asked if there were any questions or corrections regarding the minutes; there were none.

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

Staff Updates

Support Organization Budget Review

John Provo began by providing the council with a presentation to adopt an annual administrative budget. Administrative budget categories include the following: council meetings, contracts administration, individual project reporting and evaluation, marketing and outreach, technical assistance to applicants, strategic project pipeline development, program impact evaluation, and Growth and Diversification planning. The proposed fiscal year 2022 budget includes a fixed administrative allocation of \$50,000, with a variable amount of \$80,000-\$120,000. Additionally, the proposed budget allocates \$118,000 for planning purposes, \$80,000 in reserves, \$2,000 in what is classified as other expenses, and a state allocation of \$250,000 for regional enhanced capacity building funds. Support staff will continue reporting on budget, fixed and variable, and unrecovered costs as an ongoing agenda item. John Provo addressed questions raised by the council regarding the format of budget reporting. Chairman Smoot suggested the formation of a workgroup to study budgeting of the council support organization and report back at the next council meeting. Council members Kim Payne and John Dooley agreed to serve on this workgroup.

Kim Payne motioned to approve the proposed budget for FY 21-22 and Marty Muscatello seconded. All were in favor and none opposed.

Adjournment occurred at 3:01p.m.



Virginia Growth and Opportunity Fund (GO Virginia)

Regional Councils Conflict of Interest Act (COIA) Guidance

Section I: PURPOSE

This guidance is being revised due to changes to the online training modules created by the COIA Council. While the GO Virginia Regional Councils are not required by Statute (2.2.31.30) to complete COIA online training, it is highly encouraged that Councils adopt policy that indeed requires all Council members to complete the COIA online training that is required of the GO Virginia Board (see Online Trainings below).

A prime goal of the Regional Councils is to encourage collaboration among localities, the education sector, and the private sector. With projects being brought forth at the regional level, along with Council representation at the regional level, there may be times when individuals may need to abstain from reviewing or voting on a project to be submitted to the GO Virginia Board. Individuals should consult with Regional Council leadership and if necessary, legal counsel if there are questions or concerns regarding a possible conflict.

Section II: FINANCIAL DISCLOSURE STATEMENT

Since it is not required by the COIA Council for Regional Council members to file the Financial Disclosure Statement, the Department of Housing and Community Development (DHCD) does not advise that the Regions create their own statement. However, if a Regional Council does create disclosure forms, they may wish to review those provided by the Ethics Council and furthermore, it may be advisable to see legal counsel.

Section III: ONLINE TRAININGS

Due to changes in the COIA online training modules, the new training modules only have those entities that are required to complete training as selectable options. It is highly encouraged that all members of the regional councils take an approved COIA training at least one every two consecutive years they serve on the regional council. The first training should be within two months of their appointment to the regional council.

Online training modules offered by the State Ethics Council can be found online here:

<http://ethics.dls.virginia.gov/> by clicking on "GO Virginia Board." Support organizations should advise Regional Council members to input **"Region # Council Member"** in the Title Field to ensure clear records that are easily identifiable by GO Virginia Region.

Support organizations are responsible for ensuring that their regional council members stay in compliance with COIA trainings. DHCD will present an accounting of Council Member COIA compliance to the Regional Councils at least once per year and as part of the Regional Council Annual Certification process.