



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

## *GO Virginia Region 2*

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### **GO Virginia Region 2 Executive Committee**

January 27, 2022, 1:00 p.m.-3:00 p.m.

Roanoke Higher Education Center, Room 709, 108 N Jefferson St,  
Roanoke, VA 24016.

- Introductions (1:00-1:05)
- Financials Review (1:05-1:15)
- Project Proposals (1:15-2:30)
  - “Gupton Initiative” – Southside Planning District Commission, Lead Region 3
  - “Workforce and Entrepreneurship Initiatives in a Regional Makerspace” – Vector Space
  - “Regional Talent Strategy Implementation” – Western Virginia Workforce Development Board
- Council Business (2:30-3:00)
  - Council Vacancies/Membership
  - Quarterly project reporting
  - Minutes
  - Recent ODU Report on Virginia Economy

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

Public comment is welcome in writing. Please submit to Region 2 staff, John Provo, [jprovo@vt.edu](mailto:jprovo@vt.edu) or Rachel Jones, [rachelcj@vt.edu](mailto:rachelcj@vt.edu) by 1/26 at 1:00p.m.

Region 2 Allocations

Updated 1/24/2022

FY 21/22 Per Capita (Projects)

FY 22 Allocation	\$1,542,945.00
FY 21 Original allocation	\$1,545,403.00
Transfers from FY 20 Per capita	-\$2,357.83
Transfer from FY20 Capacity Building	\$14,700.00
Anticipated return from FY 18 project	\$37,250.52
Biotech Lab Space Development	-\$99,360.00
Beacon of Hope	-\$97,740.00
Regional Health Sciences Talent Pipeline	-\$100,000.00
Altavista site	-\$506,000.00
PICK-TM	-\$100,000.00
Industry 4.0	-\$45,360.00
Project Eagle	-\$599,436.72
Current Balance	\$1,590,043.97

FY 22 Capacity Building (Support)

Original allocation	\$250,000.00
Remaining Balance from FY 21	\$86,550.08
Support Org Services FY22	-\$185,085.00
Transfer to the Central Virginia Training Center Redevelopment Plan	-\$60,000.00
Current Balance	\$91,465.08

Applications Under Consideration (Per Capita)

Regional Talent Strategy	\$315,910.80	
Workforce & Entrepreneurship Initiatives in a Regional Makerspace	\$324,000.00	
Gupton Initiative (Statewide) Region 2 support requested	\$10,000.00	ECB (Planning)
Total:	\$649,910.80	
Balance if All Approved:	\$940,133.17	

FY22 Planning Cap	\$52,260.00
Planning applications	\$10,000.00

Percentage of planning cap	19%
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Project Status Summary									
Project Type & FY	GOVA Funding Approved	GOVA Drawn Down to date	GOVA Funds Remaining	Match Funding	Match Drawn Down	Match Funds Remaining	Admin Fee	Admin Fee Draw Down	Admin Fee Remaining
Per Capita FY18 Projects:	\$1,152,632.55	\$1,086,718.14	\$65,914.41	\$3,252,380.71	\$2,901,110.76	\$353,216.13			
Per Capita FY19 Projects:	\$1,197,486.00	\$975,904.99	\$221,581.01	\$1,732,722.00	\$1,276,606.15	\$469,236.33			
Per Capita FY20 Projects:	\$1,782,567.00	\$751,907.38	\$1,030,659.62	\$1,279,290.00	\$687,705.10	\$608,257.90	\$27,140.00	\$3,422.12	\$23,717.88
ERR FY20 Projects:	\$1,110,700.00	\$982,117.83	\$128,582.17	\$566,610.00	\$569,511.77	\$1,231.80	\$23,599.00	\$14,191.00	\$9,408.00
Per Capita FY21 Projects	\$342,460.00	\$42,228.00	\$300,232.00	\$248,605.00	\$24,547.21	\$224,057.79	\$25,367.00	\$3,128.00	\$22,239.00
Per Capita FY21/22 Projects - not under contract	\$1,205,436.72		\$1,205,436.72						
<b>TOTAL:</b>	<b>\$ 6,791,282.27</b>	<b>\$3,838,876.34</b>	<b>\$2,952,405.93</b>	<b>\$7,079,607.71</b>	<b>\$5,459,480.99</b>	<b>\$1,655,999.95</b>	<b>\$76,106.00</b>	<b>\$20,741.12</b>	<b>\$55,364.88</b>

## **Region 2 GO Virginia Council**

Project Title: Gupton Initiative  
Applicant: Virginia College Fund (and Ferrum College in Region 2)  
Localities covered: Franklin County in Region 2; Multi-region ECB proposal includes GO Virginia Region 1: Town of Bluefield; Region 2: Franklin County; Region 3: Danville Public Schools; Region 4: City of Petersburg; and Region 8: City of Harrisonburg  
Growth & Diversification Plan Strategy Area (s): Workforce  
GOVA Funds Requested: The Region 2 ECB request is \$10,000. The Enhanced Capacity Project is using Region 3 as the “host Region” and being supported by Regions 1, 2, 4 & 8 for a total requested amount of \$100,000 in GO Virginia ECB funding.

Project Description: The goal of the Gupton Initiative is to launch and demonstrate the sustainability of a career pathways partnership with VCU’s College of Engineering to create a pipeline of internship and employment opportunities for students of the Virginia College Fund (VCF) member institutions in the advanced pharmaceutical manufacturing cluster in central Virginia, and to further validate the potential for employment in advanced manufacturing sectors across the Commonwealth, most specifically in the rural regions represented by the VCF member institutions. The specific outcome of the project is a roadmap for ensuring that a first cohort of students from VCF member institutions enrolls in the VCU Medicines for All Institute in the fall of 2022. Over time, the ECB project can create a sustainable rural/urban, public/private higher education pathway for careers in the advanced manufacturing sector, piloting in the pharmaceutical cluster in the Greater Richmond/Petersburg area. The VCF member institutions and VCU have signed a Memorandum of Understanding to launch this project.

The potential benefits to college students include an affordable on-ramp to graduate degree programs and work-based learning in fields of high-paying jobs in the pharmaceutical manufacturing cluster. The potential benefits to the employers include access to a dependable and educated student population; access to a unique talent pool representative of rural Virginia; and the potential to assist with curriculum development as the talent program evolves. The potential benefit to Virginia is demonstration and success of a deliberate and sustainable rural/urban and public/private higher education partnership that is focused on creating a STEM-based career pathway to a traded sector market that has demonstrated a need for skilled employees. Further, the potential benefit to rural Virginia is a validation of employment opportunities for these students in the advanced manufacturing sectors prominent in rural areas, including in the agricultural and chemical industries. Over time and with success, this public/private career pathway hopes to demonstrate efficient leverage of educational resources that leads to a replicable talent pipeline model for employers in areas of high demand

Project Assessment: (from staff, awaiting additional review comments to be added prior to full Council review)

### **Strengths**

- Focuses on a sector of importance to the state (life sciences - pharmaceutical manufacturing cluster).
- Project focuses on growing the pipeline of highly skilled talent for that sector in Virginia by preparing more under-represented four year college students for higher wage career entry, possibly advancing the retention of highly skilled talent in the state, while also filling critical job openings.
- Includes four-year colleges such as Ferrum College that have not been as actively involved in GO Virginia.

- Engages multiple GOVA regions and the GOVA ask per region is minimal (potentially suggesting a good return on a fairly low investment, depending on quality of final product).
- Strong collaboration among higher education and foundations and potentially industry through VCU partnership. A working group of partners will oversee and drive activities.

#### Weaknesses or Questions

- The working group seems responsible for producing the deliverables. I wonder if there needs to be a clearer “lead” or entity that the working group oversees. In other words, is there any concern per capacity to implement and/or producing a comprehensive and thorough product when the working group members all have a vested interest in seeing the positives here.
- Is there a way to add some non-partners/outsider expertise to the working group?

## Region 2 GO Virginia Council

Project Title: Workforce & Entrepreneurship Initiatives in a Regional Makerspace  
Applicant: Vector Space  
Localities covered: Localities participating in the program include Lynchburg City, Campbell County, and Bedford County.  
Growth & Diversification Plan Strategy Area (s): Workforce and Entrepreneurship/Innovation  
**GOVA Funds Requested:** \$324,000 in GOVA funds requested, with a match of \$162,100

Project Description: Through its project, Workforce & Entrepreneurship Initiatives in a Regional Makerspace, Vector Space is requesting \$324,000 in GO Virginia grant funds to be used towards equipment purchases and programming expansion at the makerspace that will meet workforce development and entrepreneurial development needs in Greater Lynchburg. Grant funding will be used to purchase equipment, pay staff and program instructors, and cover utility costs during the two years of the grant program. These funds will be matched with \$162,100 in committed resources by Vector Space and partners to be used for program licensing, additional equipment purchases, and facilities as part of a broader \$1.6 million capital expansion project. The project includes a focus on both workforce and on entrepreneurship:

**Workforce:** To support workforce development needs in the Materials and Machinery cluster, Vector Space will partner with HireLynchburg and Virginia Career Works to implement a 12-week Women in Machining program for 10 low-income women. Building on two prior pilot programs Vector Space has successfully executed, the grant will support the addition of a new Skills USA curriculum beginning in 2022. Four key aspects differentiate this program from traditional approaches to machinist training: student demographics, relevancy of projects, individual work time, and equitable accommodations for an often-overlooked audience. The students of our program are specifically women from underserved communities. The number of women in manufacturing is extremely low, and within the industry, the number of women employed as artisans or machine operators falls between 1-4%. Racial diversity is likewise extremely low. The students in this program will each receive 6 months of membership at Vector Space, with 24/7 access to an entire makerspace of tools, along with a welcoming community of experts who love to share their knowledge. This project also recognizes the need for equitable accommodations if any real progress is to be made in the manufacturing industry. The project will partner with an area non-profit, Non-traditional Occupations for Women (N.O.W.) . N.O.W. works with women in low income neighborhoods and has experience supporting them in this type of training. In addition, the proposed project includes partners such as Belvac Production Machinery, Wegmann USA, BWX Technologies, and Central Virginia Community College, among others. During the second year of the grant, Vector Space will collaborate with CVCC to explore and plan a Women in Welding program based on the same principles.

**Entrepreneurship** – The project will also focus on entrepreneurial development support through startup training and entrepreneurial thinking programming, access to equipment, and professional support services for prototyping. Co.Starters is a ten-week program that equips aspiring entrepreneurs with the insights, relationships and tools needed to turn business ideas into action. Recruitment will focus on 20-30 micro-manufacturing and technology startups, with encouragement for relevant graduates to continue their business development with the RAMP Regional Accelerator. To encourage entrepreneurial thinking in area college students, Vector Space will offer a series of workshops in partnership with University of Lynchburg, Randolph College, and Sweet Briar College. K-12 STEM educational opportunities will be offered during and after school, as well as summer camp opportunities, for high school students. While these programs vary in topic, there is a mix of engineering, trade skills, and entrepreneurship addressed in each project. The equipment required to

offer workforce and entrepreneurship programming includes a mix of digital tools and infrastructure for teaching trade skills. Sought-after skills in the trades include machining (manual and CNC), welding, metalworking fundamentals, and cutting, grinding, and finishing work. The tools needed for prototyping new products and technologies include precise digital tools, such as CO2 and fiber lasers, high-end 3D printers, and reliable computers set up for programming with microcontrollers. Infrastructure for innovation in traditional arts will also be supported, including printmaking and pottery. The Vector Space staff and instructors are qualified and knowledgeable experts ready to train others in the use of this equipment and provide prototyping support services.

**Project Metrics** - Success of this project will be measured by the number of new members that use the space, increase in student users, number of individuals placed into new and desirable jobs, and number of successful startups launched. With the expansion of the makerspace and related programs, we expect to meet the following metrics during the two year grant period: • Match eight low-income women into manufacturing jobs; • Upskill four members at the makerspace that result in job acquisition within our networks; • Launch four startups in micro-manufacturing or technology fields; • See four new products or apps through the initial prototyping phase; • Recruit 60 new members that utilize the makerspace for tool access and skill acquisition; • House five additional entrepreneurs in private office/studio spaces; and • Increase in youth students served in maker programming by 70% over previous two years.

Project Assessment: (from staff, awaiting additional review comments to be added prior to full Council review)

#### Strengths

- Project focuses on the pipeline for machinists and seeks to prepare under-represented populations (women, racial and ethnically diverse individuals) for higher wage jobs in a GOVA target sector (Materials and Machinery)
- At the same time, the project also focuses on a unique niche in the entrepreneur ecosystem (micro-manufacturer and product design start-ups) and holds promise to increase start-up activity in those areas.
- The Region 2 regional entrepreneur entity (Verge/Valleys Innovation Council) was engaged in and supported the application and the potential to help better connect Lynchburg start-ups to RAMP seems promising.
- Applicant appears to have strong capacity to implement.
- Extensive and close partnerships and matching investments from localities, area entities, and private sector.

#### Weaknesses or Questions

- The number of women in the workforce program is relatively small. Could that be increased (perhaps 2 classes or cohorts instead of one)?
- The prototyping assistance and support for entrepreneurs and start-ups seems significant, could that be made more widely available across region 2?

## GO Virginia Region 2 Quarterly Report, Quarter 4, 2021 (October-December 2021)

### GO Virginia Region 2 Projects

Total Projects Funded	Total Funds Allocated	Jobs Created to Date	External Investment Generated
36 (16 Projects Completed)	\$6,944,157	486	\$7,484,844

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 Q4 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

#### GO Virginia Region 2 Project Reporting Summary Table

Projects Listed as "Green"	Projects Listed as "Yellow"	Projects Listed as "Red"
<ul style="list-style-type: none"><li>• Blockchain Ecosystem Catalyst</li><li>• Developing a Destination for Talent</li><li>• Classrooms to Careers</li><li>• Central Virginia Community College- CTE Academy</li><li>• Future Workforce for Industry 4.0</li><li>• Lynchburg Beacon of Hope</li><li>• VIC Region 2 Entrepreneurship Initiative</li><li>• CERE AMP Labs</li><li>• Central Virginia Training Center Redevelopment Plan</li><li>• VT Covid-19 Response</li><li>• Roanoke Regional Recovery</li><li>• NRV Business Continuity Team</li><li>• Region 2 Flexible Laboratory Space Assessment</li></ul>	<ul style="list-style-type: none"><li>• Amherst Site Readiness</li></ul>	<ul style="list-style-type: none"><li>• ELITE Internship Program</li></ul>




OUTREACH & INTERNATIONAL AFFAIRS  
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<ul style="list-style-type: none"> <li>Building a Regional Health Sciences Talent Pipeline</li> </ul>		
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## TALENT


<b>Project Name:</b>	<b>Blockchain Ecosystem Catalyst</b>
<b>Project Manager:</b>	Kirk Cameron
<b>Project Timeline:</b>	September 10, 2019 – July 29, 2022
<b>GOVA Funding</b>	\$88,252 of \$246,800 
<b>Match Funding</b>	\$81,495 of \$250,000
<b>Status:</b>	Met Q4 milestones.
<b>Q4 Progress</b>	<ul style="list-style-type: none"> <li>The Blockchain Certificate program has been a major effort during this quarter. Three adjunct professors continued to develop the Blockchain Certificate's curriculum and organize the certificate's infrastructure. The adjuncts hired are specifically interested in the implementation of blockchain and advising companies regarding blockchain technology in their industries. Adjunct professors each come from leading national blockchain corporations (Capital One, NFT42) and a law firm.</li> <li>The November Blockchain that Serves webinar had 63 registrants with 23 in-person attendees.</li> <li>Consultations were held with several businesses about integration of blockchain into their operations.</li> <li>The project manager has spent considerable time developing partnerships with local economic development organizations and business. Several are worthy of note. We have been in touch with CipherTrace and Audius to develop short courses on their work in the blockchain ecosystem. CipherTrace is a cryptocurrency security company and Audius is about using blockchain to support musicians. These interactions will start as webinars and helpfully spark some excitement for Region 2 companies.</li> <li>The webinar series Blockchain that Serves is being transitioned into a podcast series. We are also in discussions with several companies about partnering to create new bootcamps, internship programs, and an entrepreneurial challenge each focused on blockchain.</li> </ul>
<b>Q1 Plans</b>	<ul style="list-style-type: none"> <li>Organize and hold the Blockchain Certificate Program</li> <li>Organize and hold the Blocksburg 2022 Conference</li> <li>Conduct monthly webinars</li> <li>Completion of a scalability study to bring BEC to the commonwealth.</li> </ul>


<b>Project Name:</b>	<b>Developing a Destination for Talent</b>
<b>Project Manager:</b>	Catherine Amelink
<b>Project Timeline:</b>	December 9, 2019 – February 28, 2022
<b>GOVA Funding</b>	\$251,224 of \$300,000 
<b>Match Funding</b>	\$251,224 of \$473,000
<b>Status:</b>	Met Q4 milestones.
<b>Q4 Progress</b>	<ul style="list-style-type: none"> <li>• 65 local employers posted positions in 4 targeted economic sectors; 17 employers are engaged as partners hiring interns with GO Virginia funds. 1 new employer involved with project-based work, with the addition of James Hardie of Pulaski working with the Industrial Systems Engineering department.</li> <li>• 113 internships and job opportunities posted for VT students with local employers; 21 GO Virginia funded interns were hired this quarter; 39 non-GO Virginia funded interns were hired by our partners.</li> <li>• Interns that are funded by GO Virginia continue to be hired in full-time positions with GO Virginia partners. 1901 hired an intern into a full-time position with their organization this quarter.</li> <li>• Employers were asked how engagement with the Developing a Destination for Talent effort has helped address their talent needs. Employers responded noting that from the project-based work perspective it has helped moved projects forward that might not have otherwise been completed. In addition, employers explained that the effort allowed them to build relationships with faculty that led to submissions of other grants to support economic development and research efforts. This included submissions by MELD and M4 for SBIR grants with the Aerospace and Ocean Engineering Department.</li> <li>• Roanoke County involvement in project-based work allowed them to receive a contract with Appalachian Electric Power for net metering which will allow them to move forward with attaining a leadership role in renewable energy use in the local area.</li> <li>• This project has led to two other outgrowths related to talent development and retention: the pilot Federal Work Study project that is allowing VT students to do federal work study assignments with local employers and the SCHEV Regional Workforce Development Collaborative grant that is expanding the model developed by this project to other institutions in Region 2.</li> </ul>
<b>Q1 Plans</b>	<ul style="list-style-type: none"> <li>• Intern placement for Spring 2022 semester</li> </ul>


<b>Project Name:</b>	<b>ELITE Internship Program</b>
<b>Project Manager:</b>	Erin Burcham
<b>Project Timeline:</b>	October 20, 2020- October 19, 2022
<b>GOVA Funding</b>	\$44,831 of \$290,000 
<b>Match Funding</b>	\$29,491 of \$145,000
<b>Status:</b>	Did not meet Q4 milestones due to issues locating companies that have projects suitable for interns. Staff intervening.
<b>Q4 Progress</b>	<ul style="list-style-type: none"><li>• RBTC and ExelARATION successfully launched a marketing campaign to promote and inform regional technology companies about connecting undergraduate software engineers with local employers. An article promoting the opportunity was included on a two-page spread in the Valley Business Front. The marketing campaign was also promoted through social media and the RBTC news blog.</li><li>• Project Manager, Erin Burcham (RBTC Executive Director) and Steve Cooper (CEO of ExelARATION), continue to meet bi-monthly to discuss tasks, metrics, and next steps to advance the project.</li><li>• Project Manager has held 11 meetings with regional companies to share information about the ELITE grant opportunity, including meetings with interested executives from Carilion Clinic, Delta Dental, Novozymes, Radford University, Genedge, and several startup companies located at Virginia Tech Corporate Research Center's COGRO community (Cowden Technologies, Corvus Labs, and ThermaSENSE), which offers coworking and collaboration space.</li><li>• Multiple meetings have taken place with technology development leader, Clarkston Technology Solutions, which will continue into Q1 2022, with the high probability of bringing them on as a company to support and offer projects to interns.</li><li>• To date, there have been 10 interns and 3 businesses/clients served that have participated in the program through Elite grant funding. Interns have been placed on projects at BEAM Diagnostics, ArchiveCore (both RAMP cohort alumni companies), and KlariVis. Four out of the 10 interns have graduated and placed at full time positions.</li><li>• RBTC quarterly forums, including Agile Meetup Group and Cybersecurity forums, met in November and December with about 25 individuals present at each, who were informed about the Elite apprentice opportunity. The program was also promoted to 10 business leaders at the Rainmaker networking event.</li></ul>
<b>Q1 Plans</b>	<ul style="list-style-type: none"><li>• Support 8 new ELITE experience participants</li><li>• Support 10 new ELITE experience participants</li></ul>

<b>Project Name:</b>	<b>Classrooms to Careers</b>
<b>Project Manager:</b>	Mark Husband
<b>Project Timeline:</b>	January 1, 2021 – December 31, 2022
<b>GOVA Funding</b>	\$25,207 of \$180,000 
<b>Match Funding</b>	\$41,142 of \$180,000
<b>Status:</b>	Met Q4 milestones other than a delay in completion of feedback surveys by participating students and businesses.
<b>Q4 Progress</b>	<ul style="list-style-type: none"><li>• To date, 69 students have completed IT courses and 129 students earned certifications.</li><li>• Completing a Q4 milestone, Cohort 2 recruitment has begun, OZMO held in-person and virtual information sessions to recruit high school students for up to four jobs.</li><li>• Ten students in total have been hired for employment.</li><li>• The grant has made significant progress considering the obstacles presented by the COVID-19 pandemic. We are on track with many measurables including students trained, credentials earned, businesses served, and students in dual enrollment. We are behind in the largest measurable - employed students. This is primarily due to IT companies in the New River Valley working remotely which makes hiring teenage employees significantly more difficult.</li></ul>
<b>Q1 Plans</b>	<ul style="list-style-type: none"><li>• Cohort 2 application, hiring, and placement completed</li><li>• Cohort 2 employment cycle begins (part-time employment)</li><li>• Cohort 2 recruitment continues: classroom presentations, field trips, and job shadowing experiences scheduled, students receive instruction and support on the employment-seeking process</li><li>• Cohort 2 application, hiring, and placement completed (summer employment)</li></ul>

<b>Project Name:</b>	<b>Central Virginia Community College- CTE Academy</b>
<b>Project Manager:</b>	Jason Ferguson
<b>Project Timeline:</b>	April 1, 2021-March 31, 2023
<b>GOVA Funding</b>	\$10,143 of \$266,000 
<b>Match Funding</b>	\$9,752 of \$134,000
<b>Status:</b>	Met Q4 milestones.
<b>Q4 Progress</b>	<ul style="list-style-type: none"> <li>• Completing a Q4 milestone, The Business/Workforce and Education committees met this quarter to discuss progress and area needs. The CTE Academy Steering Committee met as well for an update. Future meetings have been scheduled for all three groups.</li> <li>• Completing an additional Q4 milestone, Spring meetings are scheduled for planning the Welding Wars competition, to be held in April. The state representative for SkillsUSA is now housed at CVCC. She is working with CVCC to establish chapters and competition processes.</li> <li>• 36 academic and industry credentials were awarded this quarter.</li> <li>• Met with prospective students about the Machine Tool program to schedule tours</li> <li>• Met with Rivermont School to discuss the possibility of offering a credentialing class</li> <li>• Established Support Services process for CVCC CTEA students including, MALL Math Lab and Writing Center in Bedford Hall, TRIO, Community Connections, and the Great Expectations Program for foster care students.</li> <li>• Met with Old Dominion Job Corp admin team (4 people) to discuss a partnership with their training facility and plan talking points for dual recruitment for the ODJC and CTEA programs.</li> <li>• Presented at ACHS with STEM Academy and Appomattox Career Coaches</li> <li>• 2021 Virtual Career Fair was held in October <ul style="list-style-type: none"> <li>○ 156 enrolled</li> <li>○ 67 participated</li> </ul> </li> <li>• Presented to Jefferson Forest High School Career Coach program, to all 10th and 11th-grade students via Zoom.</li> <li>• Hosted and directed a CVCC campus tour of 38 students from Amherst High School</li> <li>• Presented the CTEA update to the Campbell County Education Foundation to strengthen the alliance with the Foundation</li> </ul>
<b>Q1 Plans</b>	<ul style="list-style-type: none"> <li>• Compare 2020/2021 enrollment</li> <li>• Conduct employee survey</li> <li>• Assess attrition and completion for Fall 2021</li> <li>• Steering committee meeting</li> </ul>


<b>Project Name:</b>	<b>Future Workforce for Industry 4.0</b>
<b>Project Manager:</b>	Matt Earnest
<b>Project Timeline:</b>	August 1, 2021-June 30, 2022
<b>GOVA Funding</b>	\$0 of \$45,360 
<b>Match Funding</b>	\$0 of \$30,000
<b>Status:</b>	Met Q4 milestones.
<b>Q4 Progress</b>	<ul style="list-style-type: none"> <li>• Completing a Q4 milestone, the second of two planned meetings, the Regional I4.0 Workforce Education Meeting, was held on October 28, 2021, at the Hotel Roanoke and Conference Center. Presentations included a discussion of the outcomes from the first meeting and survey results of I4.0 technical needs, an overview of manufacturing workforce activity in Region 2, and a series of perspectives on developing talent to the needs of Region 2 manufacturers from K-12/CTE, Community College, University, and Professional Learning representatives.</li> <li>• Group discussions among employers, economic development leaders, and educators focused on identifying the needed skills for the I4.0 workforce in Region 2, the most appropriate ways to build those skills (degree programs, certificate programs, workforce training programs, etc.) and potential learning formats for developing those skills. 38 attendees participated in the meeting with the following organizations represented: <ul style="list-style-type: none"> <li>○ Employers: InMotion, CCAM, Flex-Metrics, Eldor, Moog, Renaissance Lighting and Metal Furniture, Kollmorgen, Mack Trucks, Novozymes Biologicals, Metalsa, Genedge, Nexight Group.</li> <li>○ Economic Development: Roanoke Regional Partnership, Roanoke County, City of Roanoke, Botetourt County, Virginia Career Works – Blue Ridge, Onward New River Valley, Roanoke Regional Chamber of Commerce.</li> <li>○ Educators: Virginia Tech, Virginia Western Community College, Roanoke City Schools, Roanoke County Schools, (NRCC was invited but had schedule conflicts)</li> </ul> </li> <li>• As for the Student Experiential Learning Projects, significant progress has been made during the fall semester by the project teams. Current project teams are led by the following businesses, Spectrum Brands, InMotion, Moog Blacksburg, and Moog Radford.</li> <li>• An initial version of the Industry 4.0 draft curriculum has been written and revisions are currently in process. This version incorporates an education and skills inventory created during the working sessions of the Regional I4.0 Workforce Education Meeting.</li> </ul>
<b>Q1 Plans</b>	<ul style="list-style-type: none"> <li>• Industry 4.0 Draft Curriculum</li> <li>• Student Experiential Learning Projects</li> </ul>

<b>Project Name:</b>	<b>Lynchburg Beacon of Hope</b>
<b>Project Manager:</b>	Laura Hamilton
<b>Project Timeline:</b>	September 1, 2021-August 30, 2022
<b>GOVA Funding</b>	\$0 of \$97,740 
<b>Match Funding</b>	\$0 of \$57,250
<b>Status:</b>	Met Q4 milestones.
<b>Q4 Progress</b>	<ul style="list-style-type: none"> <li>Both Future Centers were fully open and staffed by October 1, 2021.</li> <li>Virginia College Application Week (VCAW) was held at all Future Center sites, including Heritage HS and EC Glass HS in Lynchburg, ACHS and AHS.</li> <li>805 applications were submitted to 4-year colleges and universities during VCAW from LCS Students, an eligible senior class of 315 students. 51 applications were also submitted to CVCC for trades programs, certificate and G3 programming during this time.</li> <li>On Nov 17, 2021, Beacon of Hope LCS Future Centers hosted a first-time event in partnership with the Virginia Tech College Access Collaborative and VT Admissions. This event targeted first generation LCS students pursuing early admission to VT and was an informational and celebratory event at which students/families received their admissions decisions long before any other families in the Commonwealth.</li> <li>In November of 2021, Beacon of Hope launched the Lynchburg Common Scholarship Application. This initiative helps more students more equitably reach scholarship opportunities as we hope to see an uptick of students in need applying for and accessing scholarships. We look to expand this to other high schools in the years to come.</li> <li>In December 2021, Beacon of Hope partnered with GO Virginia Region 2 support staff Elli Travis to hold an all-day program evaluation workshop. Members of our team from LCS Future Centers, ACHS and AHS attended and we worked through the foundations of data analysis and our Playbook. We intend to meet for a second round of learning in Q1 2022.</li> <li>A number of FAFSA Completion nights were hosted at LCS and Expansion sites during Q4. ACHS hosted a drive through FAFSA event (October) that assisted more than 30 families/students. LCS Future Centers has hosted 6 separate FAFSA completion events and our ongoing FAFSA completion percentages are 20% higher than this time last year. Altavista hosted a FAFSA night in December 2021. The event was well attended and informative.</li> </ul>
<b>Q1 Plans</b>	<ul style="list-style-type: none"> <li>Early evaluation of first semester student data</li> <li>Early assessment of multiple funding and staff models: What is working?</li> </ul>


<b>Project Name:</b>	<b>Building a Regional Health Sciences Talent Pipeline</b>
<b>Project Manager:</b>	Cynthia Lawrence
<b>Project Timeline:</b>	October 1, 2021 – September 30, 2022
<b>GOVA Funding</b>	\$0 of \$100,000 
<b>Match Funding</b>	\$0 of \$106,355
<b>Status:</b>	Met Q4 milestones other than a delay in establishment of website and information repository and the hiring of Career Pathways Coordinator. Website draft has been completed. Job description has been finalized. Expected completion of both milestones by Q1.
<b>Q4 Progress</b>	<ul style="list-style-type: none"> <li>• Completing a Q4 milestone, the Blue Ridge Partnership for Health Science Careers, a business led consortium of stakeholders, was formed this quarter.</li> <li>• The Talent Pathways Task Force met for the first time this quarter and formed two working groups to address survey development and career maps.</li> <li>• Executive committee has met twice and will reconvene In March 2022. All task forces have met and reported to executive committee. Task Forces will meet monthly between January and March leading up to their next executive committee report.</li> <li>• The agency Access has been contracted to support website and information repository. Website draft has been completed.</li> <li>• Job description for Career Pathways Coordinator is in the process of being finalized.</li> <li>• Completing an additional Q4 milestone, an inventory of existing courses has been completed.</li> </ul>
<b>Q1 Plans</b>	<ul style="list-style-type: none"> <li>• Establishment of website and information repository</li> <li>• Hire Career Pathways Coordinator</li> <li>• Begin storing body of work produced by Task Forces</li> <li>• Begin situational analysis</li> <li>• Identify data that will be collected from stakeholders to evaluate progress</li> <li>• Establish data reporting protocols</li> <li>• Hire Project Manager</li> <li>• Task Forces to prioritize deliverables by focus area</li> </ul>





## ENTREPRENEURSHIP


<b>Project Name:</b>	<b>VIC Region 2 Entrepreneurship Initiative</b>
<b>Project Manager:</b>	Meredith Hundley
<b>Project Timeline:</b>	January 1, 2020 – March 30, 2022
<b>GOVA Funding</b>	\$246,359 of \$299,995
<b>Match Funding</b>	\$123,483 of \$150,004 
<b>Status:</b>	Met Q4 milestones. Project received a no-cost extension through March 30 to complete remaining deliverables.
<b>Q4 Progress</b>	<ul style="list-style-type: none"> <li>VIC led a coalition of 13 members to submit a Roanoke Innovates Build Back Better grant proposal in October to develop the health and life sciences sector in Roanoke. While the proposal was not selected by the US EDA for funding, the efforts did bring several new partners into closer collaboration to move forward on identified priority projects.</li> <li>VIC has been working on and supporting a GOVA proposal with Vector Space, in Lynchburg, a makerspace and community workshop that fosters innovation and creativity that will include funding for both workforce development and entrepreneurship.</li> <li>To date, VIC staff have worked on 7 submitted GO Virginia proposals that promote innovation and entrepreneurship in the region (5 regional and 1 statewide). 6 proposals have been funded with an additional proposal in progress for January 2022 submission. This has supported \$2.26 million in GOVA grant dollars towards innovation and entrepreneurship. Planning work is beginning for a GOVA grant proposal in support of PitchPlus, the top identified priority project for the region, which will bring the total number of entrepreneurship-related proposals to 9.</li> <li>VIC was awarded a federal EDA 3-year grant (10/1/20-9/30/23) to fund an industry specific accelerator program, Exit RAMP program, PitchPlus, and pre-accelerator support services, in the amount of \$982,443.</li> <li>In October 2021, VIC was awarded a \$200,000 grant from Truist Foundation to offer new educational programming and support structures through its PitchPlus program.</li> <li>While the REI project was intended to conclude at the end of its two-year grant period (1/1/20-12/31/21), VIC requested a 1-quarter extension through March 30, 2022, to complete its milestones including work with community partners on new resourcing opportunities for priority projects.</li> <li>Working on the final Innovation Ecosystem in Review report with updated data.</li> </ul>
<b>Q1 Plans</b>	<ul style="list-style-type: none"> <li>Release draft sub-regional resourcing plans developed with stakeholders</li> <li>Release draft cross-sectional resourcing plans</li> <li>Update ecosystem assets mapping and gap identification</li> <li>Release final sub-regional resourcing plans</li> <li>Year 2 I+E Ecosystem in Review Report</li> <li>Release final cross-regional resourcing plans for identified regional priorities</li> <li>Launch Entrepreneur Resource Platform</li> <li>Continue working with regional partners on resourcing priority projects</li> </ul>

## SITES & BUILDINGS


<b>Project Name:</b>	<b>CERE Additive Manufacturing Partnership Lab (AMPL)</b>
<b>Project Manager:</b>	Rich Diddams
<b>Project Timeline:</b>	February 1, 2019 – August 1, 2022
<b>GOVA Funding</b>	\$274,980 of \$274,980 
<b>Match Funding</b>	\$563,000 of \$630,000
<b>Status:</b>	Met Q4 milestones.
<b>Q4 Progress</b>	<ul style="list-style-type: none"> <li>• We continue to design and produce equipment and learn processes for Advanced Manufacturing based on our relationship with industry. A recent project includes Advanced Manufacturing of Drone parts for Research. This work has proven valuable for training individuals for higher paying wages.</li> <li>• 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.</li> <li>• CERE has become a graduate student hub and several new Masters and PhD courses are now offered.</li> <li>• 22 new jobs were created this quarter following AMPL equipment training to students, which is preparing them for opportunities with industry.</li> <li>• Continued development of advanced manufacturing products for automotive teams, medical, and design processes for BWXT</li> <li>• \$50,000 secured in revenue from lab usage</li> <li>• 4 site visits this quarter from the following businesses: BWXT, CCCxA, Hendricks, CAS Severn</li> </ul>
<b>Q1 Plans</b>	<ul style="list-style-type: none"> <li>• Consultations with Lynchburg Regional Business Alliance</li> <li>• Industry mixers</li> <li>• Site consultant services</li> <li>• Industry partners and entrepreneur site visits</li> </ul>



<b>Project Name:</b>	<b>Central Virginia Training Center Redevelopment Plan</b>
<b>Project Manager:</b>	Megan Lucas
<b>Project Timeline:</b>	February 1, 2020 – December 31, 2021
<b>GOVA Funding</b>	\$91,861 of \$100,000 
<b>Match Funding</b>	\$203,683 of \$250,000
<b>Status:</b>	Met Q4 milestones. Project completion expected by Q1. Project is in process of extension.
<b>Q4 Progress</b>	<ul style="list-style-type: none"> <li>Advanced architectural design and graphics for various building typology including office, mixed use (commercial/residential) attached square, missing middle residential, neighborhood retail. The refined graphics will be incorporated into the final summary document of the master plan.</li> <li>Subconsultant provided the following services related to the overall market assessment: Revisions to the briefing book implementation strategy development and draft briefing book</li> <li>Coordination with HDR on the strategy and master plan</li> <li>Thanks to additional funds raised and the continued support from GOVA Region 2 the final financial barrier has been removed and we are on course to have a completed master redevelopment plant at the end of Q1-2022.</li> </ul>
<b>Q1 Plans</b>	<ul style="list-style-type: none"> <li>Master Redevelopment Plan</li> <li>Overlay Zoning District Proposal</li> </ul>



<b>Project Name:</b>	<b>Amherst Site Readiness</b>
<b>Project Manager:</b>	Megan Lucas
<b>Project Timeline:</b>	February 1, 2021 – January 31, 2022
<b>GOVA Funding</b>	\$100,970 of \$366,572 
<b>Match Funding</b>	\$52,985 of \$183,286
<b>Status:</b>	Did not meet Q4 milestones due to a delay in finalizing contract and paperwork from contractor at Amelon.
<b>Q4 Progress</b>	<ul style="list-style-type: none"> <li>Plans have been submitted to DEQ and we are waiting on their review/approval.</li> <li>Received USACOE approved delineation, preparing RFP for bidding.</li> <li>Waters Determination is complete</li> <li>Threatened and Endangered Species Review is complete</li> <li>Mass grading construction documents are 50% complete.</li> <li>Provided concept plans for Lots 13/15 and related order of magnitude estimates of probable project cost.</li> <li>Preliminary jurisdictional determination letter for L. Barnes Brockman, Sr. Business and Industrial Park from the US Army Corps of Engineers (USACE) sent September 15, 2021.</li> </ul>
<b>Q1 Plans</b>	<ul style="list-style-type: none"> <li>Begin grading at Amelon</li> <li>Complete Mass Grading Construction Documents at Brockman</li> <li>Grading complete at Amelon</li> </ul>

<b>Project Name:</b>	<b>Region 2- Flexible Laboratory Space Assessment</b>
<b>Project Manager:</b>	Brett Malone
<b>Project Timeline:</b>	February 5, 2021 – February 4, 2022
<b>GOVA Funding</b>	\$42,228 of \$99,360 
<b>Match Funding</b>	\$24,547 of \$55,000
<b>Status:</b>	Met Q4 milestones.
<b>Q4 Progress</b>	<ul style="list-style-type: none"><li>• Completing a Q4 milestone, a list of initial tenant prospects and recruiting plan has been developed.</li><li>• Facility Logix has prepared a draft Project Eagle Summary Report that includes organizational model, operating budget, potential equipment, and proposed programs and services to offer. The report is being refined to update the financials.</li><li>• Contracted with LeadPoint Digital to develop marketing plan.</li></ul>
<b>Q1 Plans</b>	<ul style="list-style-type: none"><li>• 5-year operating financial projection</li><li>• Business Plan with membership model and proposed fee structure</li><li>• Plan with membership model and proposed fee structure</li><li>• Share results with Virginia Bio Connect Association via John Newby</li><li>• Project Completion</li></ul>

## COVID RESPONSE

<b>Project Name:</b>	<b>VT Workforce Training &amp; Regional Capacity for Covid-19 Testing</b>
<b>Project Manager:</b>	Sherri Cook
<b>Project Timeline:</b>	June 23, 2020- December 22, 2021 (Phase II)
<b>GOVA Funding</b>	\$500,000 of \$500,000
<b>Match Funding</b>	\$0 of \$250,000 
<b>Status:</b>	Met Q4 milestones.
<b>Q4 Progress</b>	<ul style="list-style-type: none"> <li>• In the final quarter of this COVID-19 testing and workforce development project, the VTMDL team and FBRI leadership continued to provide support to the Commonwealth and local communities as daily positivity rates continued to increase moving into the winter months.</li> <li>• The VTMDL analyzed 25,647 tests during Q4. Of which, 9,485 were for regional health districts, businesses, and local institutions.</li> <li>• The team also formalized the discussions around sequencing and surveillance of COVID-19 samples in the region- signing two contracts with the state to begin whole genome sequencing and rapid mutational analysis on all incoming positive samples in the region.</li> <li>• This innovation and expansion of the lab's work allowed public health officials to track virus variant results within 24-48 hours when the Omicron variant arrived in the region. This allowed officials to provide guidance and update public officials on expected peaks, hospital capacity and readiness, and our testing teams to prepare for an increase in cases as well as provided actionable information for personalized treatment plans depending on which variant a patient had.</li> <li>• In response to these new contracts being awarded by the state, we have hired an additional 3 full-time personnel (2 research technicians and 1 research associate). These individuals will be trained in these new techniques, equipment, and specialized skills. The average annual salary for these new hires is \$42,000.</li> <li>• We have continued to provide the Commonwealth, regional health districts, local businesses and Virginia Tech with a consistent weekly testing capacity in excess of 5,000 samples. The lab currently processes approximately 2,000 samples per week, but if asked, they are able to do many more.</li> <li>• The VTMDL has also secured external funding through state contracts that will allow us to continue operations through this next year. While that was not a stated outcome of this project, we are excited to continue providing workforce development opportunities beyond the funding period of this GO VA project.</li> </ul>

<b>Project Name:</b>	<b>Roanoke Regional Recovery</b> (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)
<b>Project Manager:</b>	John Hull
<b>Project Timeline:</b>	August 1, 2020 – March 15, 2022
<b>GOVA Funding</b>	\$52,533 of \$100,000 
<b>Match Funding</b>	\$30,493 of \$57,000 
<b>Status:</b>	Met Q4 milestones. Project received no-cost extension through March 2022 in order to complete final outcome.
<b>Q4 Progress</b>	<ul style="list-style-type: none"> <li>• Collaborated with local government partners and recovery expert to develop talent and BR&amp;E strategies.</li> <li>• Final report of long-term recovery strategy drafted and under review.</li> </ul>
<b>Q1 Plans</b>	<ul style="list-style-type: none"> <li>• Complete final report of long-term recovery strategy.</li> </ul>

<b>Project Name:</b>	<b>New River Valley Business Continuity Team</b>
<b>Project Manager:</b>	Kevin Byrd
<b>Project Timeline:</b>	October 21, 2020 – April 20, 2022 (Phase II)
<b>GOVA Funding</b>	\$122,975 of \$250,000 
<b>Match Funding</b>	\$123,768 of \$125,000 
<b>Status:</b>	Met Q4 milestones.
<b>Q4 Progress</b>	<ul style="list-style-type: none"> <li>• 48 businesses sought out services from the BCT, directly impacting 7,000 jobs.</li> <li>• During the last quarter of 2021, the BCT continued its efforts in helping businesses with vaccinating their employees.</li> <li>• Members of the BCT assisted in setting up 16 vaccine clinics at various businesses throughout the quarter.</li> <li>• The BCT continues to assist businesses with COVID related questions daily. Topics related to COVID include business continuity, vaccine clinic setup, consultations, procurement/coordination, policy reviews, and vaccine questions.</li> <li>• Once children were eligible to receive the vaccine, the BCT began setting up clinics at a school and a local recreation department.</li> <li>• The BCT was awarded the National Association of Development Organizations 2021 Impact Award for the work done in covid response and recovery initiatives.</li> </ul>
<b>Q1 Plans</b>	<ul style="list-style-type: none"> <li>• Additional businesses served</li> </ul>

**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.

<b>Project Name</b>	<b>Close Date</b>	<b>Financial Report Status</b>
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 1.0	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
Increasing the Birth Rates of New High Growth Companies Phase II	4/16/2021	Received and submitted to DHCD
Pivot & RAMP Up	6/30/2021	Received and submitted to DHCD
Ignite Internship Program	9/30/2021	Received and submitted to DHCD
PHRE Mobile App	10/12/2021	Received and submitted to DHCD

**PROJECTS IN THE PROCESS OF CONTRACTING:**

Altavista Gas LYH Region

PICKS TM

Project Eagle +



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GO Virginia Region 2

## GO Virginia Region 2 Executive Committee Meeting Minutes

October 21, 2021, 1:00p.m.- 3:00p.m,

**Roanoke Higher Education Center, Room 709, 108 N Jefferson St, Roanoke Virginia, 24016.**

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

Executive Committee members participating remotely: Sandy Davis.

Staff in attendance: John Provo, Scott Tate, Sarah Lyon-Hill, Rachel Jones, Zach Jackson, Quina Weber-Shirk, Alyssa McKenney.

Public in attendance: Morgan Romeo, Brett Malone, Dawn Myers, Dean Rodgers, Deborah Flippo, Meredith Hundley, Aisha Johnson, Megan Lucas, Catherine Potter.

The meeting convened at 1:04p.m. and adjourned at 2:50p.m.

### ***Growth & Diversification Plan Updates***

Sarah Lyon-Hill began with an overview of proposed updates to the 2021 GO Virginia Region 2 Growth & Diversification Plan. Plan updates began with reviewing regional data and strategic plans, as well as assessment of Region 2 priorities through conducting interviews with local organizations. The process continued through a series of workgroup sessions involving public input. The four proposed regional strategy areas are as follows; Innovation Cluster Scale Up, Entrepreneurship and Business Development, Talent Development, Attraction, and Retention, and Collaborative Sites and Infrastructure Development. Revised industry clusters include Transportation and Autonomy, Materials and Machinery Manufacturing, Life Sciences and Healthcare, and IT and Emerging Tech. Zach Jackson reviewed changes in regional data, noting the 2015-2021 trends in the Transportation and Autonomy cluster observed a steeply negative competitive effect of 3,024, largely due to underperformance in the region's logistics and distribution cluster. Therefore, support staff are recommending removing logistics and distribution from the plan. Following lack of success in the Food and Beverage Processing industry cluster, Sarah suggested removing it from the plan as well. The committee then discussed changes in median wages with support staff. Vice-chair Eddie Amos suggested separating IT from Emerging Tech.

### ***Project Proposals***

#### ***Project Eagle +***

Scott Tate began by providing a brief overview of the new project proposal, *Project Eagle+*, submitted by the Virginia Tech Corporate Research Center. Brett Malone, Virginia Tech Corporate Research Center, began by discussing Region 2's unmet need within the Life Sciences Sector. This project will build on the





findings of a previous GO Virginia Region 2 awarded project, which concluded the following: early-stage companies have a need for wet and dry lab spaces which are not accessible to start up businesses in the region, our region would benefit from a deeper network of life-science specific investment capital and access to industry experts to provide adequate mentoring. Partnering with Johnson & Johnson, this project will launch Johnson & Johnson (JLABS) as the premier life science accelerator program in Region 2. The accelerator program will be launched through a build out of a shared lab facility in the VT Corporate Research Center, and by conducting site design for an existing building in Roanoke to create an integrated wet-lab and co-working site to support health & life sciences activity in the region. Additionally, the project will construct a small prototype lab in the Corporate Research Center as the initial home of JLABS and to showcase the “shared lab” model concept. Over the course of their program, J&J has invested 75 billion in over 780 Life Sciences companies. In 2020, J&J has invested over 500 million into startup companies, specializing in drug devices and diagnostics companies. J&J will align a start up company with a designated J&J advisor that would mentor that company, with an agreed upon selection committee, representing businesses in Region 2 but also J&J. Eddie Amos requested clarification as to whether or not this is an extended research park for J&J. Brett Malone responded by stating J&J has an official Children’s National JLABS facility in Washington DC, which would be the anchor for this initiative in Region 2. This grant would result in a facility for J&J to extend their program into the region.

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

The Virginia Tech Corporate Research Center request totaled \$599,437 in GO Virginia Region 2 per-capita funds, with a total match of \$503,687.

### ***Regional Talent Strategy Implementation***

Scott Tate began with a brief overview of the new project proposal, *Regional Talent Strategy Implementation*, submitted by the Western Virginia Workforce Development Board (WVWDB). Morgan Romeo, WVWDB, began by elaborating on project deliverables. This project will implement a regional talent strategy in the Roanoke Valley and Alleghany Highlands. The proposed talent strategy will focus on four goals pertaining to career awareness and career pathways, talent development, talent attraction and retention and collaboration and leadership. The first goal focuses on career awareness, to ensure career opportunities are well-known and accessible for students and residents across all skill levels. The second goal focuses on talent development, to ensure there are adequate educational programs to train workers for available jobs that align with Region 2’s targeted industry sectors. The third goal relates to talent attraction, capitalizing on the Roanoke Regional Partnership’s efforts, to retain and develop the current Region 2 workforce. The fourth goal relates to regional collaboration; the project will engage a variety of partners in workforce development, economic development, and business and industry. Through talent attraction efforts, they have discovered the most efficient way to attract individuals who are “out-of-market” is to pair them with someone who already lives and works within Region 2; through the talent ambassador volunteer program. Eddie Amos inquired on the measurable outcomes of this proposal. Morgan Romeo responded by stating they will measure success by purchasing a customer relationship management system to track out of market touches the partnership has to individuals



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looking to move to our region. They will document the number of people they are interacting with outside of the region, as well as tracking how many of those individuals actually move here. The applicants will also track those who are placed in work-based learning or internships that are likely to advance to a permanent job position, as well as middle/high school visits with local businesses and how many students are involved in those efforts.

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

The Western Virginia Workforce Development Board request totaled \$315,910.80 in GO Virginia Region 2 per-capita funds, with a total match of \$189,354.

### ***Special Discussion Items***

#### ***CVTC Update***

Megan Lucas shared an update pertaining to her project, the Central Virginia Training Center Redevelopment Plan. The project is moving forward, however, there is a \$100,000 funding gap required to complete the project. Megan has raised \$20,000 to date, with 4 outstanding requests. Megan then stated that Amherst County has brought forth an additional contribution. Beverley Dalton requested more information and likelihood of the outstanding requests for additional funding. Megan Lucas responded by stating 2 of the funding requests are likely to be approved, with an estimated 50/50 chance of the other 2 receiving approval. Beverley Dalton suggested council fund the remaining gap based on Lynchburg's prioritization of this property. Chairman Smoot deferred the decision of funding the remaining gap to the meeting of the full council, to be held on October 27, 2021.

#### ***Regional Collaboration on Large Federal Opportunities***

John Provo began by sharing there has been ongoing discussion regarding how to plan for collaboration on large federal opportunities amongst announcements of new federal funding sources. This isn't a traditional GO Virginia project, however, through contingency funds, council does have the ability to support initiatives that are outside of council's usual funding priorities. Chairman Smoot then stated very little is known of regulations as the legislation has yet to be passed. Once we know more, regional entities will likely engage to advance the program. Chairman Smoot expressed interest in collaborative efforts to align local government, economic development officials, and higher education institutes to create competitive proposals as to where the region, as a whole, will benefit. Vice-chair Eddie Amos suggested council create a timeline for Region 2 to address these opportunities.

### ***Council Business***

#### ***Financials and Budget Review***

Alyssa McKenney provided the committee with a brief financial report, council has a remaining balance of \$2,189,480 in per-capita funds. Alyssa McKenney continued with an overview of allocations, stating if the 2 proposals reviewed today receive council approval, there will be a remaining balance of



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\$1,274,133. Alyssa McKenney then reviewed drawdown status of all active Region 2 projects, as well as support org staff drawdown for administrative purposes. Chairman Smoot requested the drawdown of matching funds to be reviewed as well during future financial reporting.

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

### ***Quarterly Project Reporting***

John Provo reviewed projects listed as “yellow” in the quarterly report, meaning staff is monitoring progress made by sub-grantees who experienced barriers to completing all quarter 3 milestones.

The meeting adjourned at 2:50p.m.