



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

*GO Virginia Region 2*

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

April 11, 2024, 1:00 p.m.-3:00 p.m.

Roanoke Higher Education Center, Room 701A, 108 N Jefferson St,  
Roanoke, VA, 24016

- Introductions (1:00-1:05)
- Financial Report (1:05-1:10)
- Council Business (1:10-1:25)
  - Council Membership (expirations and nominees)
  - Region 2 MOU/Budget Review
- Project Pipeline and Tableau Review (1:25-1:35)
- Project proposals (1:35-2:05)
  - “Educating Engineers for the Region 2 Workforce”- Randolph College
  - “Project Vital” - VERGE
  - “Broadband Expansion”- Citizens
- Special Updates (2:05-2:50)
  - DHCD update
  - Proposal updates
  - TPI update
  - GO Virginia Region 2 Marketing Video
- Council Business (2:50-3:00)
  - Quarterly project reporting
  - Minutes



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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 4/10 at 1:00p.m.

**Region 2 Allocations**

Updated 4/4/2024

FY 23 Per Capita Projects	
FY 23 Allocation	<b>\$1,527,228.00</b>
Transfer from FY18	<b>\$28,658.12</b>
Transfer from FY21 Per Capita	<b>\$506,000.00</b>
Transfer from FY 21/22 Capacity Building	<b>\$106,575.67</b>
Project Returns	<b>\$125,192.09</b>
Transfer from FY22 Per Capita	<b>\$90,203.00</b>
Industry 4.0 for the ACE Workforce	-\$500,000.00
Expanding Welding Training Capacity & Jobs in the Roanoke Valley	-\$166,667.00
Lynchburg Beacon of Hope Career Acceleration Program	-\$540,000.00
Falling Branch Corporate Park Phase II Regional Site Development	-\$324,000.00
Strengthening Entrepreneur Impact- RAMP	-\$577,800.00
FY23 Remaining Balance Transfer to FY24	-\$275,389.88
<b>FY23 Remaining Balance</b>	<b>\$0.00</b>

FY24 Per Capita Projects	
FY24 Allocation	<b>\$1,520,102.00</b>
FY23 Transfer	<b>\$275,389.88</b>
Project Returns	<b>\$31,391.70</b>
NRV Materials and Machinery Cluster Scale-up	-\$98,859.00
ACA Classical & CTE Academy Welding	-\$565,000.00
<b>FY24 Remaining Balance</b>	<b>\$1,163,024.58</b>

**FY 23/24 Capacity Building (Support)**

FY23 Allocation	\$250,000.00
FY24 Allocation	\$250,000.00
FY23 Drawdown	-\$166,058.00
FY24 Drawdown	-\$83,942.00
<b>Current Balance</b>	<b>\$250,000.00</b>

**Applications Under Consideration (Capacity Building)**

DATA SEED	-\$100,000.00
<b>Capacity Building Funds Balance if Application Approved</b>	<b>\$150,000.00</b>

**Applications Under Consideration (Per Capita)**

Career Pathway Development Initiatives for the Lynchburg Region	-\$37,500.00	<i>Planning</i>
Developing IT & Cybersecurity Certification Pipeline (ITCCP)	-\$202,872.39	
Citizen Fiber Broadband	-\$378,000.00	
Randolph College Engineering	-\$367,200.00	
<b>Total:</b>	<b>-\$985,572.39</b>	
<b>Balance if All Per Capita Applications Approved:</b>	<b>\$177,452.19</b>	

**Applications Under Consideration (Statewide Competitive)**

Project VITAL	-\$4,932,028.98
<b>Per Capita Funds Balance if All Approved</b>	<b>\$113,641.00</b>

<b>FY24 Planning Cap</b>	<b>\$250,000.00</b>
<i>Planning applications</i>	\$136,359.00
<i>Percentage of planning cap</i>	55%
<i>Planning funds remaining</i>	\$113,641.00

Project Name	Project Type & FY	Start Date	End Date	GOVA Funding Approved	GOVA Drawn Down to date	GOVA Funds Remaining	Match Funding	Match Reported to Date	Match Funds Remaining	Notes
Project Eagle+	Per Capita (FY21)	12/15/2021	12/14/2023	\$599,437.00	\$599,437.00	\$0.00	\$503,687.00	\$503,687.00	\$0.00	<i>Fiscal Closeout in process</i>
Regional Talent Strategy Implementation	Per Capita (FY22)	6/1/2022	5/31/2024	\$315,911.00	\$180,795.40	\$135,115.60	\$189,354.00	\$98,216.17	\$91,137.83	
Workforce & Entrepreneurship in a Reg. Makerspace (Vector Space)	Per Capita (FY22)	6/14/2022	6/30/2024	\$324,000.00	\$221,761.08	\$102,238.92	\$162,100.00	\$118,428.58	\$43,671.42	
CS/ Root	Per Capital (FY22)	10/1/2022	9/30/2024	\$175,000.00	\$66,704.92	\$108,295.08	\$175,000.00	\$77,915.27	\$97,084.73	
Airport Commerce Park Regional Development	Per Capita (FY22)	5/1/2023	5/1/2024	\$190,000.00	\$172,955.00	\$17,045.00	\$95,000.00	\$86,500.00	\$8,500.00	
Center for Entrepreneurship	Per Capita (FY22)	3/14/2023	3/14/2025	\$240,192.00	\$22,163.02	\$218,028.98	\$120,096.00	\$16,000.20	\$104,095.80	
Bedford Metal Workforce Training Center	Per Capita (FY22)	8/1/2023	6/30/2025	\$99,900.00	\$0.00	\$99,900.00	\$201,000.00	\$0.00	\$201,000.00	
Expanding Welding BTEC	Per Capita (FY23)	12/13/2022	12/12/2024	\$166,667.00	\$32,879.52	\$133,787.48	\$99,666.77	\$17,880.11	\$81,786.66	
Industry 4.0 for the ACE Workforce	Per Capita (FY23)	3/1/2023	2/28/2025	\$500,000.00	\$78,427.37	\$421,572.63	\$251,300.00	\$80,836.33	\$170,463.67	
Lynchburg Beacon of Hope Career Acceleration Program	Per Capita (FY23)	8/1/2023	8/1/2025	\$540,000.00	\$94,007.89	\$445,992.11	\$270,000.00	\$76,619.50	\$193,380.50	
Falling Branch Corporate Park Regional Site Development	Per Capita (FY23)	7/1/2023	7/1/2025	\$324,000.00	\$0.00	\$324,000.00	\$4,585,000.00	\$0.00	\$4,585,000.00	<i>Remittance in process</i>
Strengthening Entrepreneurs' Impact	Per Capita (FY23)	12/1/2023	12/1/2025	\$577,800.00	\$11,838.37	\$565,961.63	\$288,900.00	\$14,969.00	\$273,931.00	
NRV Materials and Machinery Cluster Scale-up	Per Capita (FY24)	10/19/2023	10/19/2024	\$98,859.00	\$0.00	\$98,859.00	\$102,528.00	\$0.00	\$102,528.00	<i>Contract fully executed 2/21/24</i>
ACA Classical & CTE Academy Welding	Per Capita (FY24)			\$565,000.00	\$0.00	\$565,000.00	\$538,335.85	\$0.00	\$538,335.85	<i>Contracting in process</i>

<b>Project Status Summary</b>									
<b>Project Type &amp; FY</b>	<b>GOVA Funding Approved</b>	<b>GOVA Drawn Down to date</b>	<b>GOVA Funds Remaining</b>	<b>Match Funding</b>	<b>Match Drawn Down</b>	<b>Match Funds Remaining</b>	<b>Admin Fee</b>	<b>Admin Fee Draw Down</b>	<b>Admin Fee Remaining</b>
Per Capita FY18 Projects:	\$1,115,382.03	\$1,086,718.14	\$0.00	\$3,252,380.71	\$2,901,110.76	\$353,216.13			
Per Capita FY19 Projects:	\$1,197,486.00	\$1,058,036.14	\$0.00	\$1,732,722.00	\$1,597,744.44	\$148,098.04			
Per Capita FY20 Projects:	\$1,782,567.00	\$1,622,794.44	\$159,772.56	\$1,272,290.00	\$1,171,367.18	\$141,145.26	\$27,162.00	\$27,162.00	\$0.00
ERR FY20 Projects:	\$1,110,700.00	\$1,109,141.94	\$1,558.06	\$566,610.00	\$570,743.57	\$0.00	\$23,598.00	\$23,598.00	\$0.00
Per Capita FY21 Projects:	\$844,157.00	\$794,295.95	\$49,861.05	\$695,042.00	\$669,979.51	\$25,062.49	\$62,530.00	\$58,836.99	\$3,693.01
Per Capita FY22 Projects:	\$1,442,743.00	\$762,119.41	\$680,623.59	\$1,080,813.00	\$483,111.31	\$597,702.78	\$105,369.00	\$55,596.80	\$49,772.20
Per Capita FY23 Projects:	\$2,108,467.00	\$217,153.15	\$1,891,313.85	\$5,574,066.77	\$190,304.94	\$5,383,761.83	\$156,182.00	\$16,084.89	\$140,097.11
Per Capita FY24 Projects:	\$663,859.00	\$0.00	\$663,859.00	\$640,863.85	\$0.00	\$102,528.00	\$47,323.00	\$0.00	\$47,323.00
<b>TOTAL:</b>	<b>\$10,265,361.03</b>	<b>\$6,650,259.17</b>	<b>\$3,446,988.11</b>	<b>\$14,814,788.33</b>	<b>\$7,584,361.71</b>	<b>\$6,648,986.53</b>	<b>\$422,164.00</b>	<b>\$181,278.68</b>	<b>\$240,885.32</b>

## Introduction

The Virginia Tech Center for Economic and Community Engagement (CECE) and office of Continuing and Professional Education (CPE) are assisting the GO Virginia Region 2 Council. This Council is one of nine bodies organized around the state in response to a program administered by the Virginia Department of Housing and Community Development (DHCD). The Council is charged with advancing economic growth and diversification in the New River Valley, Roanoke-Alleghany, and Lynchburg regions.

CECE will provide planning, research, marketing, outreach, and other administrative staff services to the Council as described in this document. CECE will report key performance indicators and fund spending back to the Council each quarter. The center, which has provided these services since the council's creation, has a breadth of planning, research, and evaluation expertise, serving as a contractor to many federal, state, and local agencies and as a partner for the private sector. Experience highly relevant to GO Virginia includes labor market demand and skills mapping projects, targeted industry studies, and coordination of access to university technical expertise. CECE will provide a designated project lead and support staff, while also drawing on a team of specialists with expertise in regional planning, economic development research, and program evaluation.

CPE will serve as the fiscal agent for all funds. CPE manages a multi-million-dollar portfolio of contracts for federal, state, and local agencies, as well as the private sector. CPE will provide a designated project manager and accountant to provide services that attend to the specialized needs for the funds received by Virginia Tech. This will include logistical support, contractual services, technical assistance, and financial services. A full-cost accounting summary will be provided as needed along with all other reporting required by the state.

## Staffing plan

Dedicated staff, CECE and CPE:

- John Provo, Executive Director (Program director)
- Quina Weber-Shirk, Program Manager (Program management, council support, and outreach)
- Rachel Jones, Program Coordinator (General administration and planning, council support)
- TBN, Program Coordinator (Outreach, technical assistance)
- Julia Kell, Communications Specialist (Communications, marketing, and website)
- Alyssa McKenney, Contracts Program Specialist (Contracts management)
- Tracie Smith, Fiscal Specialist (Accounting)

Specialized staff, CECE:

- Scott Tate, Associate Director (Applicant technical assistance)
- Elli Travis, Economic Development Specialist (Project and program evaluation)
- Sarah Lyon-Hill, Associate Director for Research Development (Planning and research)

## Budgets

Year One - FY25

	Region 2 Capacity Building Budget	Variable Budget	Items Provided to Council at No Cost (est.)
<i>Source</i>	<i>250,000.00</i>	<i>8% of grant amount</i>	<i>Provided by support organization</i>
Admin (General)			
Audit			\$500.00
Contract Services	\$6,950.00		\$2,200.00
Fiscal/ Accounting Services		\$140,000.00	\$11,500.00
Legal Expenses			\$3,000.00
Marketing, Outreach, and Websites			\$10,000.00
Meetings and Workshops			
Rent			\$12,000.00
Salaries (Fringe if applicable)	\$232,895.00		\$49,088.00
Supplies & Equipment	\$6,155.00		\$725.00
Taxes and Insurance			
Travel	\$4,000.00		
<b>Program Support Total</b>	<b>\$250,000.00</b>	<b>\$140,000.00</b>	<b>\$89,013.00</b>
Contract Services			
Technical Assistance			\$3,000.00
Growth and Diversification Plan Development			
Planning Grants/ Council Contingency Fund			
<b>Planning Total</b>	<b>\$-</b>	<b>\$-</b>	<b>\$3,000.00</b>
<b>Total:</b>	<b>\$250,000.00</b>	<b>\$140,000.00</b>	<b>\$92,013.00</b>

*Year Two – FY26*

	<b>Region 2 Capacity Building Budget</b>	<b>Variable Budget</b>	<b>Items Provided to Council at No Cost (est.)</b>
<b>Source</b>	<b>250,000.00</b>	<b>8% of grant amount</b>	<b>Provided by support organization</b>
Admin (General)			
Audit			\$500.00
Contract Services	\$6,950.00		\$2,200.00
Fiscal/ Accounting Services		\$140,000.00	\$11,500.00
Legal Expenses			\$3,000.00
Marketing, Outreach, and Websites			\$10,000.00
Meetings and Workshops			
Rent			\$12,000.00
Salaries (Fringe if applicable)	\$232,895.00		\$49,088.00
Supplies & Equipment	\$6,155.00		\$725.00
Taxes and Insurance			
Travel	\$4,000.00		
<b>Program Support Total</b>	<b>\$250,000.00</b>	<b>\$140,000.00</b>	<b>\$89,013.00</b>
Contract Services			
Technical Assistance			\$3,000.00
Growth and Diversification Plan Development			
Planning Grants/ Council Contingency Fund			
<b>Planning Total</b>	<b>\$-</b>	<b>\$-</b>	<b>\$3,000.00</b>
<b>Total:</b>	<b>\$250,000.00</b>	<b>\$140,000.00</b>	<b>\$92,013.00</b>

**Narrative Budget FY25 and FY26**

*Fixed Budget*

Administration

**1. Contract Services**

*Professional printing* of GO Virginia Region 2 Annual Report, GO Virginia Region 2 Growth & Diversification Plan, and posters for focus groups.

*Catering* for GO Virginia Celebrate Success events, to be held annually in each of the 3 MSA’s in Region 2.

*Professional photography/videography* to provide updated marketing and outreach content to share the story of projects in GO Virginia Region 2 and document outreach events.

## **2. Salaries (and Fringe)**

Dedicated staff include two full-time project coordinators and five part-time staff.

*General Administration:* Manage the application process with clients. Onboard approved projects. Monitor project progress, ensure accurate and complete reporting of outcomes to the Council. Complete all contractual project reporting obligations in accordance with state guidelines. Support for project applicants with completion of responses to council solicitations and paperwork required for submissions to the state. Analysis of project reporting data to provide ongoing evaluation of project and program impacts to the Council. Support to the Council, including onboarding of new council members and regular meetings with regional stakeholders for recommendations of future Council members.

*Marketing & Outreach:* Design and circulate project solicitations, hold regular applicant Q&A's sessions. Respond to information requests and conduct outreach to potential applicants. Develop website content, content for newsletters, and other outreach materials. Maintain a publicly accessible dashboard of Region 2 Project KPI metrics. Coordinate with professional photography and videography to create new marketing collateral. Plan three outreach events each year to celebrate the success and impact of the GO Virginia program in Region 2.

*Meetings & Workshops:* Support Council and Executive Committee meetings. This includes agenda development and meeting facilitation. Solicit participation in and provide notice on Council and committee meetings. Coordinate and monitor remote meeting accommodations for members of the council and public attendees. Organize and implement other activities to help the Council fulfil its duties (e.g., speakers bureau, cluster conversations).

Provide *pre-award technical assistance* for potential grantees or stakeholders with concept development for projects, and matching efforts to strategic priorities of the Council. Offer *post-award technical assistance* for grantees with modifying project plans to meet target metrics.

Additional staff support includes team of three part-time specialists to provide expertise to the program in regional planning, economic development research, and program evaluation.

### *Growth and Diversification Plan Development:*

Produce, in line with state guidelines, annual updates to the Region 2 Growth and Diversification plan guidelines. This involves conducting original research on economic development practices, collecting data on economic conditions and engaging with experts and regional stakeholders to inform the process.

### *Program Evaluation, and Related Research:*

Develop and produce evaluation reports assessing the program's impact and progress on medium to long term goals and objectives articulated in the Growth and Diversification Plan and

the Region 2 logic models of project outcomes and impacts. Conduct analysis of gaps between Growth and Diversification Plan goals versus the impact of projects funded.

### **3. Supplies & Equipment**

Materials and supplies for meetings, workshops, and marketing or outreach activities. Lightcast license for labor market data analysis for Growth & Diversification Plan update, as well as on-demand labor market data for Region 2 applicants and sub-grantees. Tableau license to develop and maintain a public-facing data dashboard for Region 2 KPIs.

### **4. Travel**

Expenses for travel to and from Council and Executive Committee meetings, state program activities, Region 2 meetings and workshops, meetings with current grantees and potential applicants, and other stakeholders.

## *Variable Budget*

### **1. Fiscal/ Accounting Services**

VT CPE serves as the contract manager and fiscal agent for all funds. Establish and ensure all fiscal management procedures are in accordance with state regulations. Compile quarterly financial data and facilitate council review of Region 2 allocations and project drawdown by subgrantees. Fulfill financial reporting requested by the Council or required by the state. Facilitate legal review of all contracts, agreements, and remittances for applicants (sub-grantees).

## *Items Provided to Council at No Cost*

### **1. Audit**

Yearly audit services for GO Virginia Region 2 are provided at no cost by support organization.

### **2. Contract services**

Meeting venue fees for eight (8) meetings per year for the Region 2 Council and Executive Committee provided at no cost to the support organization.

### **3. Unrecovered fiscal and accounting services**

Unrecovered fiscal and accounting services from VT CPE for the Region 2 Capacity Building funds. Budget preparation and presentation for eight (8) meetings per year for the Region 2 Council and Executive Committee. Fulfill additional financial reporting requested by the Council.

### **4. Legal Services**

Facilitate legal review of all contracts and agreements, as well as remittances for applicants.  
Audit and legal expenses are provided at no cost by support organization.

**5. Website/ webinar hosting and licenses**

Web presence and related services provided at no cost by support organization.

**6. Rent**

Rent provided at no cost by support organization.

**7. Salaries**

John Provo's time provided at no cost by support organization.

**8. Unrecovered Supplies and Equipment**

Meeting printing and facilitation supplies provided for all executive committee and full council meetings at no cost by support organization.

**9. Technical Assistance**

Management and support of pre-fee projects.

## Memorandum

The budget included in this memo was approved by the Region 2 Council at its meeting on April 23, 2024. This new budget operates as a part of a two-year contract approved by the council on April 23, 2024. Per administrative rules of the GO Virginia program, Virginia Tech will be appended this document to a support contract between the University and the Virginia Department of Housing and Community Development in order to receive funds to implement the scope of work described above during a performance period extending from July 2024-June 2026.

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Dr. William Amos, Chair

GO Virginia Region 2 Council

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Beverley Dalton, Vice Chair

GO Virginia Region 2 Council



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# Project Pipeline

# Region 2 Project Pipeline:

Proposal Title/ Focus	Applicant Organization	Grant Type	G&D Strategy	Industry Cluster
<b>Goodwill Adult High School &amp; Credentialing</b>	Goodwill of the Valleys	Implementation	Talent	Multiple
<b>Makerspace in Roanoke</b>	MAKERoanoke	implementation	Entrepreneurship/ Talent	IT & Emerging Tech, Manufacturing
<b>Salem Manufacturing Site</b>	City of Salem Economic Development	implementation	Sites	Materials & Machinery Manufacturing
<b>Legacy Education Center</b>	Legacy Education Center	Implementation	Talent	Multiple

# Project Proposals

# Educating Engineers for the Region 2 Workforce

*Type of Project: Per-capita implementation*

*Applicant: Randolph College*

*Localities covered: Town of Amherst, Town of Appomattox, Amherst County, Bedford County, Campbell County, and the City of Lynchburg*

**Target Industry Cluster(s): IT & Emerging Tech**

**Investment Strategy: Talent Development**

**Goal:** Support a new community-centered robotics and mechatronics engineering program designed for the Region 2 workforce.

## **Outcomes:**

- Engineering program implementation
- 40 students trained
- 40 new internships created
- Create a talent pipeline between students and Region 2 employers.

Total GOVA  
Request:  
\$367,200

Total Match:  
\$692,584  
Local Match:  
\$12,584

Total  
Budget:  
\$1,059,784

# Project Vital

*Type of Project: Statewide Competitive (implementation)*

*Applicant: VERGE*

*Localities covered: ALL localities in GO Virginia Regions 2,4, and 9*

**Target Industry Cluster(s): Life Sciences and Biotechnology, IT & Emerging Tech**

**Investment Strategy: Talent Development, Entrepreneurship**

**Goal:** Verge aims to boost commercialization and company formation in collaboration with Regions 4 and 9, fostering a robust biotech and life science ecosystem in Virginia. Key focuses include expanding capital networks, enhancing talent access, and addressing startup barriers. Verge seeks \$4 million over three years from GO Virginia to implement comprehensive programs supporting IP development, capital access, and industry collaboration across key biotech clusters.

## **Outcomes:**

- 1,315 jobs created over 5 years
- 500 researchers/entrepreneurs/students introduced to emerging technologies
- 100 businesses engaged
- 200 entrepreneurs served
- 12 out of state prospective businesses in the pipeline
- Lead to total economic impact of \$40.8M

Total GOVA  
Request:  
\$4,932,028

Total Match:  
\$2,516,443  
Local Match:  
\$518,750

Total  
Budget:  
\$7,448,471

# Citizens Broadband Expansion

*Type of Project: Per capita implementation*

*Applicant: Citizens*

*Localities covered: Montgomery County and Pulaski County*

**Target Industry Cluster(s): IT & Emerging Tech**

**Investment Strategy: Sites & Buildings**

**Goal:** Expand their successful open-access fiber network to reach businesses in the town of Dublin (ShaeDawn Industrial Park and Dublin Industrial Park), and Blacksburg (vicinity of the Industrial Park, the Corporate Research Center, and the Virginia Tech quarry).

**Outcomes:**

- **Broadband expansion:** Investing in the expansion of Citizens regional open-access fiber network creates growth opportunities and encourages economic advancement for existing businesses. The network infrastructure availability would also attract prospective new businesses that would bring new jobs and capital investment into the region.

**Total GOVA  
Request:  
\$378,000**

**Total Match:  
\$350,000  
Local Match:  
\$0**

**Total  
Budget:  
\$728,000**

# *Talent Pathways Initiative*

Quarter 1 Milestones & Quarter 2 Goals



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# Q1 2024 Milestones

- **Situational Analysis of Life Science and Biotechnology completed**
  - Presented to Implementation Partners for review
  - Utilized in asset map creation and employer focus groups
- **Working closely with the BRHPSC Talent Pathways task force to create a sustainable Life Science & Biotech. employer coalition**
  - Employer focus groups planned – 4/10, 4/12, 4/15
  - Nature of collaborating with busy partners delayed focus groups to April
  - Gap analysis will be complete in Q2
- **Inventory of Region 2 Transportation and Autonomous Manufacturer employers is completed**
  - Establishing connections to on-going efforts and collaboratives in the region  
focus on manufacturing to tap into employer network

## Q2 2024 Goals

- **Gap analysis of jobs, skills, and trainings needed by Life Science & Biotech. employers complete via focus groups and surveys**
  - Review focus group findings and surveys
  - Identify highest-impact strategies for pathway development within/to industry
- **Situational Analysis of Transportation & Autonomous Manufacturing complete**
  - Present to Implementation Partners for review
  - Utilize in asset map creation and employer focus groups
- **Continue supporting the development of a sustainable Life Science & Biotech. employer coalition with the BRHPSC Talent Pathways task force**
- **Hold talent-needs discussions with Transportation & Autonomous Manufacturing employers throughout Q2 to collect primary data**

# GO Virginia Region 2 Quarterly Report

Period: January-March 2024

Total Projects Funded	Total Funds Allocated	Jobs Created to Date	Matching Funds Allocated
47 (34 Projects Completed)	\$10,265,361	767	\$14,814,788

## Area One: Talent development, attraction, and retention

Talent: Aggregated Metrics (from beginning of project – present)									
Status	Project Title (grey indicates closed project)	Metrics							
		Internships completed	Businesses served	New jobs created	Jobs retained	Students trained	Upskilled employees	Credentials awarded	Dual enrollment
	Regional Talent Strategy Implementation	N/A	19	52	-	60	92	-	N/A
	Workforce & Entrepreneurship Initiatives in a Regional Makerspace – also see entrepreneurship metrics	N/A	62	12	-	209	-	N/A	N/A
	Expanding Welding Training Capacity & Jobs in the Roanoke Valley	N/A	-	-	-	-	-	-	N/A

# GO Virginia Region 2 Quarterly Report

Period: January-March 2024

Industry 4.0 for the Automated-Connected-Electrified (ACE) Workforce	N/A	9	-	-	18	N/A	N/A	N/A
Lynchburg Career Accelerator	103	40	6	-	-	-	6	N/A
Project Eagle + - also see entrepreneurship metrics	N/A	6	5	-	N/A	-	N/A	N/A
ELITE Internship Program	62	17	17	-	-	-	-	-
CVCC-CTE Academy	-	123	-	-	2,655	-	466	587
Classrooms to Careers	10	4	-	-	168	-	129	130
Blockchain Ecosystem Catalyst	-	85	4	-	365	-	46	-
AMPL (also in sites)	-	34	75	-	500	-	-	-
Developing a Destination for Talent	217	52	150	-	217	-	-	-
Ignite Internship Expansion (ECB)	12	6	-	-	12	-	-	-

# GO Virginia Region 2 Quarterly Report

Period: January-March 2024

	Drone Zone	7	4	2.5	0	7	0	0	17
	Talent Collaborative	-	45	-	-	-	141	-	-
	CERE	N/A	78	98	-	-	-	-	-
	<b>Current Project Totals</b>	<b>411</b>	<b>584</b>	<b>421.5</b>		<b>4,211</b>	<b>233</b>	<b>647</b>	<b>734</b>

## ECB Progress Notes:

- 

**Bedford Metal Workforce Retention Center:** Completed draft RFP framework for future procurement process. Project did not meet Q1 milestones due to a delay in closing on the Winoa property. Project activity has paused until the town closes on the property. Anticipating a revised closing date of May 1. The seller is still clearing the deed of trust with an international financial institution. Project received no-cost extension through June 30, 2025. Staff is monitoring.
- 

**Region 2 Talent Pathways Initiative:** Project did not meet Q1 milestones due to a delay in the completion of a gap analysis, expected completion by Q2. Inventory of Transportation Manufacturing & Autonomy companies is completed. Situational industry analysis has been completed, with specific occupations targeted based on labor market data. The analysis has been reviewed by our implementation partners. An asset map of regional businesses in the Life Science and biotech industries has been completed. An asset map of regional non-profit education institutions has been completed. List of key Life Science and Biotech employers has been refined for invitation to the employer coalition. Project Coordinator met with all Implementation Partners to review the purpose of the planning project and the role the partners will play. Project Coordinator facilitated the development of the employer focus groups in Lynchburg, Roanoke, and Blacksburg. This included taking charge of registration, planning details, collaborative meetings with cohosts, creating marketing material, developing data-collecting activities, and fine-tuning focus points for the sessions. Developed survey questions for employers that will be implemented Q2.

# GO Virginia Region 2 Quarterly Report

Period: January-March 2024

**NRV Materials and Machinery Cluster Scale-Up:** We've begun adding to our list of coalition members, have done some one-on-one outreach, particularly with businesses, facilitated a kick-off meeting, and are starting working groups. We are holding another coalition meeting on April 25<sup>th</sup>. We've begun mapping entrepreneurial and business development assets, pulling from existing asset maps such as from VERGE. We're also creating a workforce asset map and asset map for tech transfer and commercialization of IP.

## Implementation Progress Notes:

**Expanding Welding Training Capacity & Jobs in the Roanoke Valley:** Most equipment, including 10 welding booths have been installed and ready for use. Interior electrical, ventilation, gas lines, and exterior transformer are installed. Some remaining welding booth equipment may need to be procured and installed. High school welding enrollment will be on an annual, not semester, basis. Fall 2024 enrollment is currently up to 104 students before enrollment of Craig County students. Projection is 120 students registered for welding classes in the 2024-25 school year, which should represent a net increase of 20-30 students.

**Lynchburg Career Accelerator:** Project did not meet Q1 milestones due to a delay in the establishment of a core training program for career acceleration coaches, and the creation of the final brand and communications plan. Our team is working diligently to push this project forward. We made positive movement on all of our milestones for this quarter. We have created a solid foundation for appropriate data collection, working on the backend of the tool, deploying our services, and beginning social media outreach. Concerning data, we met with our partners at STRATA9 to discuss and begin a comprehensive plan for data collection. We created a form for data collection that is currently under review to strengthen its validity. In addition to data, we discussed our next steps with training our coaches and deploying their services. Furthermore, we have started research with local business to determine their key skills and obtain their most up-to-date job descriptions. Lastly, our team created social media content and have set a launch date for the week of April 8, 2024 to begin to recruit program participants. Staff is monitoring.

# GO Virginia Region 2 Quarterly Report

Period: January-March 2024

**Industry 4.0 for the Automated- Connected- Electrified (ACE) Workforce:** This quarter the project team met on a weekly basis. Met with Project Technical Advisory Committee (PTAC) Chair weekly. The next quarterly PTAC meeting is scheduled for April 2. This quarter we planned to host Module 1 (also called Workshop 1) three times throughout the region but was only successful with two. January 17-19, 2024: Module 1 Train-the-Trainer workshop was held at Roanoke Higher Education Center. Had 9 participants from 7 regional companies representing manufacturing, education, and workforce organizations from 2 cities and 3 counties in the region. As part of the training, we toured MACK trucks to connect the classroom principles to a real-world factory. February 21-23, 2024: Module 1 Train-the-Trainer workshop was planned for Central Virginia Community College but had to be cancelled due to low enrollment. We have partnered with the Central Virginia Workforce Board, Onward NRV, and the Greater Roanoke Workforce Board/Virginia Career works to reach a broader audience and plan to host this region in the Summer. March 11-13, 2024: Module 1 Train-the-Trainer workshop was held at New River Community College. Had 9 participants from 2 regional companies representing manufacturing from 2 counties in the region. As part of the training, we toured MELD Manufacturing/Aeroprobe to connect the classroom principles to a real-world manufacturer.

**Regional Talent Strategy Implementation:** Project has not submitted a Q1 report. Will update once received.

# GO Virginia Region 2 Quarterly Report

Period: January-March 2024

## Area Two: Collaborative Sites and infrastructure

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

# GO Virginia Region 2 Quarterly Report

Period: January-March 2024

## Implementation Progress Notes:

-  **Airport Commerce Park:** Phase I environmental site assessment, cultural resources review, and review of threatened and endangered species are all complete. Preliminary geotechnical exploration and report completed. Waters of the US delineation and determination completed. Boundary and topographic survey completed. Traffic impact analysis and preliminary engineering report have been completed in Q1. Project has entered closeout phase.
-  **Falling Branch Corporate Park:** Site Plan approved on 01/31/2024, and project bids received on March 7<sup>th</sup>. County has approved \$2.8M Construction Cost. Contractor should start construction in April 2024.

# GO Virginia Region 2 Quarterly Report

Period: January-March 2024

## Area Three: Entrepreneurship and Business Development

Entrepreneurship: Aggregated Metrics from Implementation Projects							
Status	Project Name	Metrics					
		Jobs created	Existing businesses expanded	New businesses created	Businesses served	Entrepreneurs engaged	Mentors engaged
	Workforce & Entrepreneurship Initiatives in a Regional Makerspace – also see talent metrics	12	N/A	5	62	N/A	N/A
	CS/root	-	-	3	-	525	15
	Center for Entrepreneurship	-	-	-	-	N/A	N/A
	Strengthening Entrepreneurs' Impact	3	8	-	3	3	13
	Project Eagle + - also see talent metrics	5			6		
	VIC-REI	-	-	-	-	-	-
	TAF – Increasing the Birth Rate of High Growth Companies 2	19	-	-	50	22	30
	TAF – Increasing the Birth Rate of High Growth Companies	-	17	-	51	51	29
	RAMP	210	13	2	45	36	93
	Roanoke SBDC	66	-	27	-	-	-
	Pivot and RAMP Up	-	-	-	24	11	72
	<b>Project Totals</b>	<b>315</b>	<b>38</b>	<b>37</b>	<b>241</b>	<b>637</b>	<b>252</b>

# GO Virginia Region 2 Quarterly Report

Period: January-March 2024

## Implementation Progress Notes:

 **Center for Entrepreneurship:** Project did not meet Q1 milestones due to a delay in the opening of the LRBA facility space. Project team is coordinating plans for capital improvements to the physical space, expected completion in Q2. Launched Ventur magazine: [Issue #1](#), magazine was received by more than 2700 people. We have received extremely positive feedback. The magazine is designed to be more than a “newsletter” but to feature curated articles and events from across the region and state. Held an ecosystem mapping workshop for the Board of Advisors and stakeholders across the region. This has resulted in connectivity with resources and a small group is working on the “ecosystem map” which could result in the launch of a new website for entrepreneurs. Staff is monitoring.

 **Strengthening Entrepreneurs’ Impact:** The RAMP team internally met to analyze and update both new and current ESO-related organizations. A formal, targeted list was created in Q1, with invitations and “asks” to be made in Q2 to all identified ESOs, as we progress towards Q3 program launch. The building blocks of creating a taskforce are underway. FBRI and Carilion Clinic Innovation will be a part of this taskforce and are committed. The taskforce will not only help support building the entrepreneur pipeline to On RAMP but will also be an instrumental part of connecting entrepreneurs to appropriate ESOs through referrals. There were 7 part-time, and 3 full-time hires reported on by RAMP alumni in Q1 2024. These companies that created new jobs included schedulerHUB, Kenkashi Microbes, and Code One Training Solutions. RAMP launched an Exit RAMP Investment Pitch Series in Q1 of 2024, which provided one-on-one mentoring and continuing education on fundraising strategies and private investment to RAMP alumni, serving Oak Bioinformatics, Performance Medical Technologies, and Qentoros. This Investment Pitch Series provided to alumni companies, fulfills one of our Exit RAMP workshop milestones too.

## Projects in Process of Contracting:

ACA Classical and CTE Institute



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

GO Virginia Region 2

## GO Virginia Region 2 Executive Committee Meeting Minutes

January 12, 2024, 1:00p.m.- 3:00p.m.

Roanoke Higher Education Center, Room 701A, 108 N Jefferson Street, Roanoke, VA, 24016.

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

Executive Committee members attending remotely: Paul Denham.

Staff in attendance: John Provo, Scott Tate, Quina Weber-Shirk, Rachel Jones, Alyssa McKenney, Emmalee Wagner.

The meeting convened at 1:01p.m. and adjourned at 2:34p.m.

### **Financials Review**

Alyssa McKenney reviewed the financial reports included in the information packet. Council has a remaining balance of \$1,163,024 in per-capita funds. If the three proposals before council is approved, there will be a remaining balance of \$819,653.

### **Region 2 Data and Project Pipeline**

Quina Weber-Shirk reviewed current outcomes for projects existing within the talent, entrepreneurship, and site development strategies. Executive Committee members inquired on the availability of comparable data regarding committed vs. realized project outcomes. Weber-Shirk responded that data is available and can be provided at the upcoming council meeting in April. Weber-Shirk continued with a review of the 9 possible proposals within the project pipeline.

### **Project Proposals**

#### ***Career Pathway Development Initiatives for the Lynchburg Region***

Scott Tate offered a brief overview of the new project proposal, "*Career Pathway Development Initiatives for the Lynchburg Region*", submitted by the Lynchburg Regional Business Alliance. Chairman Amos inquired on the final deliverables of the project. Weber-Shirk responded this planning proposal is based off of a roadmap the applicants have previously completed, project work will advance the identified recommendations.

Executive Committee members recusing from the vote include Paul Denham.

Lynchburg Regional Business Alliance's request totaled \$37,500 in Region 2 per-capita funds, with a total match of \$37,500.



Michelle Austin motioned to advance this proposal to the council, and Ray Smoot seconded. All were in favor and none opposed.

### ***Data Analyst Training and Software Engineers Experience from Locality Data (DATA SEED)***

Scott Tate offered a brief overview of the new project proposal, “*Data Analyst Training and Software Engineers Experience from Locality Data (DATA SEED)*”, submitted by the Virginia Tech Department of Business Information Technology. Ray Smoot inquired if the students participating in this training initiative are from Virginia Tech, and if the internships are paid. Tate responded they are Virginia Tech students participating in paid internships.

Virginia Tech Department of Business Information Technology’s request totaled \$99,998 in Region 2 per-capita funds, with a total match of \$100,000.

Beverley Dalton motioned to advance this proposal to the council, and Michelle Austin seconded. All were in favor and none opposed.

### ***Special Updates***

#### ***JLARC Report and Recommendations***

John Provo reviewed highlights from the JLARC report with policy recommendations on the reporting of outcomes, eligibility revisions, and proposed flexibilities for accessing funds.

#### ***TPI Update***

Quina Weber-Shirk shared a brief update on the first quarterly report for the Region 2 Talent Pathways Initiative.

#### ***Celebrate Success Events: Debrief and Marketing Update***

Quina Weber-Shirk shared photos and highlights from the 3 celebrate success events held in the NRV, Roanoke, and Lynchburg sub-regions throughout December and January.

### ***Council Business***

#### ***Council Membership***

Chairman Amos recommended the reappointment of the following council members to serve an additional three-year term: John Capps, Michael Friedlander, and Pat Huber. Sandy Davis declined an invitation to serve an additional term.

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



Rachel Jones reviewed active project status, noting there are two current projects listed in yellow, meaning they did not meet one or more quarter 4 milestones and staff is monitoring. Expanding Welding Training Capacity and Jobs in the Roanoke Valley did not meet Q4 milestones due to continued delayed installation of equipment, however, all remaining equipment is scheduled for installation over Spring Break during the last week of March 2024. Center for Entrepreneurship did not meet Q4 milestones due to a delayed opening of their physical space within the Lynchburg Regional Business Alliance. Project team expects the completion of all capital improvements to the space by the end of Q1. All other active projects are listed in green, meaning they have met quarterly milestones and are on track with their current deliverables.

### ***Minutes***

Executive Committee members reviewed minutes from the Region 2 Executive Committee Meeting held on October 12, 2023. Chairman Amos asked if there were any corrections, additions, or questions regarding the minutes; there were none.

Beverly Dalton motioned to approve the minutes, with Ray Smoot seconding. All were in favor and none opposed.

The meeting adjourned at 2:34p.m.

DRAFT