



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

GO Virginia Region 2

GO Virginia Region 2 Executive Committee

April 20, 2023, 1:00 p.m.-3:00 p.m.

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

- Introductions (1:00-1:05)
- Executive Committee nominations (1:05-1:15)
- Financial Report (1:15-1:25)
- Project proposals (1:25-2:05)
 - “Falling Branch Corporate Park Phase II Regional Site Development”- Montgomery County EDA
 - Talent Pathways Initiative
- Council Business (2:05-3:00)
 - Roanoke membership recommendations
 - Quarterly project reporting
 - Minutes

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 or Rachel Jones, rachelcj@vt.edu by 4/19 at 1:00p.m.

Region 2 Allocations

Updated 4/14/2023

FY 22 Per Capita Projects

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

FY 23 Per Capita Projects

FY 23 Allocation	\$1,527,228.00	
Transfer from FY18	\$28,658.12	
Transfer from FY21 Per Capita	\$506,000.00	
Transfer from FY 21/22 Capacity Building	\$106,575.67	
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	
FY23 Remaining Balance	\$961,794.79	

FY 22/23 Capacity Building (Support)

FY23 Allocation	\$250,000.00
FY23 Q1/Q2 Drawdown	-\$82,980.00
Current Balance	\$167,020.00

Applications Under Consideration (Per Capita)

Falling Branch Corporate Park Phase II Regional Site Development	-\$300,000.00
Total:	-\$300,000.00
Balance if All Approved:	\$751,997.79

FY23 Planning Cap

<i>Planning applications</i>	\$250,000.00
<i>Percentage of planning cap</i>	\$99,900.00
	40%

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:	\$1,263,507.00	\$1,086,718.14	\$28,663.89	\$3,252,380.71	\$2,901,110.76	\$353,216.13			
Per Capita FY19 Projects:	\$1,197,486.00	\$1,058,036.14	\$139,449.86	\$1,732,722.00	\$1,503,098.03	\$242,744.45			
Per Capita FY20 Projects:	\$1,782,567.00	\$1,190,213.93	\$592,353.07	\$1,272,290.00	\$943,892.62	\$350,764.16	\$27,140.00	\$16,646.48	\$10,493.52
ERR FY20 Projects:	\$1,110,700.00	\$1,109,141.94	\$1,351.51	\$566,610.00	\$570,743.57	\$0.00	\$23,598.00	\$23,598.00	\$0.00
Per Capita FY21 Projects:	\$844,157.00	\$189,229.06	\$654,927.94	\$695,042.00	\$335,467.50	\$359,574.50	\$25,367.00	\$8,822.35	\$16,544.65
Per Capita FY22 Projects:	\$1,342,843.00	\$235,578.30	\$1,107,264.70	\$798,800.00	\$147,507.25	\$651,293.84	\$99,386.00	\$17,450.22	\$81,935.78
Per Capita FY23 Projects:	\$1,206,667.00	\$0.00	\$1,206,667.00	\$620,966.77	\$0.00	\$620,966.77	\$89,382.00	\$0.00	\$89,382.00
TOTAL:	\$8,747,927.00	\$4,868,917.51	\$3,730,677.97	\$8,938,811.48	\$6,401,819.73	\$1,957,593.08	\$175,491.00	\$66,517.05	\$108,973.95

Project Name	Project Type & FY	Start Date	End Date	GOVA Funding Approved	GOVA Drawn Down to date	GOVA Funds Remaining	Match Funding	Match Reported to Date	Match Funds Remaining	Notes
ELITE	Per Capita (FY20)	10/20/2020	9/30/2023	\$290,000.00	\$143,009.66	\$146,990.34	\$145,000.00	\$71,506.40	\$73,493.60	
Amherst LYH Site Readiness	Per Capita (FY20)	2/1/2021	3/31/2023	\$366,572.00	\$122,033.47	\$244,538.53	\$183,286.00	\$61,099.74	\$122,186.26	<i>Pending Remittance in the amount of \$61,336.54</i>
CVTCC CTE Academy	Per Capita (FY20)	4/1/2021	6/9/2023	\$266,000.00	\$224,948.36	\$41,051.64	\$134,000.00	\$120,060.96	\$13,939.04	
Health Sciences Talent Pipeline	Per Capita (FY21)	10/1/2021	7/31/2023	\$100,000.00	\$10,887.23	\$89,112.77	\$106,355.00	\$46,339.29	\$60,015.71	<i>Pending Remittance in the amount of \$9,103.15</i>
Project Eagle+	Per Capita (FY21)	12/15/2021	12/14/2023	\$599,437.00	\$68,730.89	\$530,706.11	\$503,687.00	\$226,744.45	\$276,942.55	
Regional Talent Strategy Implementation	Per Capita (FY22)	6/1/2022	5/31/2024	\$315,911.00	\$47,474.63	\$268,436.37	\$189,354.00	\$33,127.58	\$156,226.42	
Workforce & Entrepreneurship in a Reg. Makerspace (Vector Space)	Per Capita (FY22)	6/14/2022	6/30/2024	\$324,000.00	\$90,363.68	\$233,636.32	\$162,100.00	\$57,128.58	\$104,971.42	<i>Pending Remittance in the amount of \$58,897.45</i>
CS/ Root	Per Capital (FY22)	10/1/2022	9/30/2024	\$175,000.00		\$175,000.00	\$175,000.00		\$175,000.00	
Airport Commerce Park Regional Development	Per Capita (FY22)			\$190,000.00		\$190,000.00	\$95,000.00		\$95,000.00	<i>Contracting in Progress</i>
Center for Entrepreneurship	Per Capita (FY22)			\$240,192.00		\$240,192.00	\$120,096.00		\$120,096.00	<i>Contracting in Progress</i>
Expanding Welding BTEC	Per Capita (FY23)	12/13/2022	12/12/2024	\$166,667.00		\$166,667.00	\$99,666.77		\$99,666.77	
Industry 4.0 for the ACE Workforce	Per Capita (FY23)	3/1/2023	2/28/2025	\$500,000.00		\$500,000.00	\$251,300.00		\$251,300.00	
Lynchburg Beacon of Hope Career Acceleration Program	Per Capita (FY23)			\$540,000.00		\$540,000.00	\$270,000.00		\$270,000.00	<i>Contracting in Progress</i>

Region 2 GO Virginia Council –

Project Title: Falling Branch Corporate Park Phase II Regional Site Development
Applicant: Montgomery County
Localities covered: This is a locality-initiated project from Montgomery County with a second locality participant in the Town of Christiansburg. The project would serve or benefit localities across the greater New River region.

Growth & Diversification Plan Strategy Area (s): Sites.

GOVA Funds Requested: \$300,000 in GOVA funds requested, with a locality match of \$4,585,000.

Project Description:

This project seeks to raise Falling Branch Phase II from a Virginia Economic Development Partnership Tier 4 to a Tier 5. Raising Falling Branch Phase II to a Tier 5 would greatly enhance the site's marketability, and help to address the low number of Tier 5 sites across Region 2.

In Falling Branch Corporate Park Phase II, Montgomery County, Town of Christiansburg, the Montgomery Economic Development Authority, in addition to Onward NRV's marketing assistance, will build upon a regional 35-acre site collaboration project to grade one 20-acre graded pad, install water and sewer, install natural gas, stormwater and extend electricity, and construct the Parkway Drive Extension road to the 35 -acre site.

Montgomery County purchased this land for \$2,500,000 in November 2017. In 2019, Montgomery County applied for a Virginia Sites and Building Grant in the amount of \$55,000. In a 1 to 1 grant, VEDP funded the grading plans, utility, and road plans for Falling Branch Phase II, which allowed the site to be raised from a tier 3 to a tier 4. This Falling Branch Phase II site development project (the "project") would allow a company to construct a facility within 12 months.

The total project cost is \$4,885,000. Montgomery County will be providing \$4,285,000. The County and Town partnership is requesting \$300,000 from GO Virginia Region 2. Local funds will come from the County and from the Town of Christiansburg which has provided \$300,000 for the water and sewer extension. The remaining funds will come from a Montgomery County Capital Improvement Project. Montgomery County plans are to grade the 35-acre site with stormwater, extend the road, water and sewer utilities, and electric in 12 months. The Falling Branch Corporate Park Phase II Site is 35 acres and will accommodate up to a 300,000 sq. ft. building.

The County has developed a 300,000 sq. ft. concept drawing, and Onward NRV has developed marketing materials for Falling Branch. The priority targets for this project include advanced manufacturing, transportation and autonomy, life sciences, data centers, and high growth software development companies. In 2022, The Falling Branch Project accommodated two new industries including Federal Express (251,000 sq. ft.) and United Therapeutics (50,000 sq. ft.) biotech hub with a total of over \$40 MM in investment and 220 new jobs. Both of these new industries are Go Virginia Region 2 target industries of Transportation and Life Sciences. The New River Valley Region has a successful track record involving recent attractions of high-wage examples in these industries on sites of a similar size.

Success will be quantified in the short term by the number of projects (active company recruitment files) and prospects (active company visits) generated by the site following the completion of the proposed improvement. Other longer-term metrics will include jobs attracted, capital investment secured, and leveraged investment (that often follow successful attraction of industry to accommodate specific site needs. The applicant projects a 253% 5 year ROI with 220 jobs created.

Project Assessment: (Reviewers included Region 2 staff Quina Weber-Shirk, GO Virginia Council member Kimball Payne, and Matt Johnson, Economic Development Director, York County, Virginia.)

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

Strengths

- The project aims are straightforward, per site development from Tier 4 to Tier 5.
- The documentation seems complete and informative.
- The ROI on state funding is good, and the potential to attract a prospect and meet ROI seems strong.
- The project meets a clear need for Tier 5 sites in the Commonwealth.
- Significant local investment and town/county collaboration with regional EDO engagement.

Weaknesses or Questions

- It is not clear whether Go Virginia Funding is necessary for this project to go forward. Although the Sources & Uses document identifies \$4.285 million in funding from Montgomery County and \$300K from Christiansburg, leaving a \$300K gap for Go Virginia funding, the Match Verification Form says that the County has designated \$5.4 million in its CIP for Phase II development in the Falling Branch Corporate Park. Can we assume that the project will go ahead even if Go Virginia funding is not provided?
- **ANSWER from applicant:** While the County has allocated \$5,415,256 in the CIP, this is the total amount for the entire project. On March 23rd, I met with Atmos Energy in Tennessee to discuss required natural gas upgrades to Falling Branch Phase II Site II. If your site does not have ample Natural Gas, a company will not locate on the site. The Federal Express building and the United Therapeutics buildings used all of the available natural gas to the park. Atmos Energy informed me that Montgomery County will have to pay an additional \$2,000,000 for natural gas upgrades for Phase II Site 2 to have natural gas service. The County discussed this internally for 2 weeks and determined the County does not have a choice but to pay for the natural gas upgrades. The additional \$530,256 will be used to pay for the natural gas upgrades to the park.

Region 2 Talent Pathways Initiative (TPI) Planning Application

1. Which priority industry cluster(s) will be supported by this initiative and how were they selected by the regional council? How do these industry clusters align with those outlined in the most recent regional growth and diversification plan?

The Region 2 Council will focus its TPI planning effort on two of the region's largest and fastest-growing clusters highlighted in the 2021 Growth and diversification plan: (1) Life Sciences & Healthcare and (2) Transportation Manufacturing & Autonomy. From both a market perspective and an assessment of cluster capacity, these clusters are ripe for the sustained transformational growth the state envisions will follow the planning effort.

Region 2 required qualifications for priority industry cluster(s):

1. The **highest growth opportunities in Region 2**, considering both performance and projection metrics used in the Growth and Diversification Plan (2021).
2. The **greatest opportunities for transformation**, considering identified opportunities for significant current and future external funding and investments.
3. **Existing and emerging collaborative efforts** among stakeholders.
4. **Engagement and leadership** from industry leaders, and workforce and education partners.

Life Sciences & Healthcare

Region 2's Life Sciences & Healthcare cluster is multifaceted. The state-approved Growth and Diversification plan for Region 2 identifies Life Sciences & Healthcare as one cluster, in part because of shared labor pools for high-demand STEM-H occupations. For a talent consortium serving this cluster, the labor pool would be the focus of the investment.

The region's Life Sciences & Healthcare cluster is anchored by medical programs and research institutions that offer training from professional certifications to doctoral degrees, multiple hospital and healthcare networks (including the Veterans Administration), and a patchwork of manufacturers. In 2020, the gross regional product (GRP) for this cluster was \$2.44 billion. In projected employment change in the next 5-year period, this sector is expected to lead the region, with 5.7% employment growth forecasted.

Leaders in this cluster have come together to secure support from GO Virginia, US Economic Development Administration, and the state general fund. These resources led to a series of initiatives accelerating technology companies in this cluster, building appropriate lab spaces for their growth and development, and developing workforce pipelines that could sustain their future. A severe workforce shortage continues for STEM-H occupations that cross over both the traded sector and supporting industries in this cluster.

Transportation Manufacturing & Autonomy

Manufacturing continues to play a leading role in the economy of Region 2, particularly commercial transportation manufacturing. With a nationally significant employment concentration (LQ) and contribution to GRP, cluster strengths include heavy duty truck manufacturing, motor vehicle parts manufacturing, and automation (both land and air). This cluster has long been a focus for workforce development and research efforts. Most recently, educational and training partners, along with researchers, and industry leaders, came together to build a coalition that was one of 60 finalists nationally, for a US Economic Development Administration Challenge grant. With more than 150 institutional or corporate members, the coalition has secured state general fund support and is working toward several federal and state funding opportunities.

Two recent GO Virginia grants in Region 2 focus on supporting the needs of employers to develop skilled workforce for Industry 4.0 technologies for the Transportation Manufacturing & Autonomy sector. An ECB (Enhanced Capacity Building) grant led by the Virginia Tech College of Engineering funded an organized effort to listen to the employers of Region 2, hear about actual applications of Industry 4.0 technologies in their facilities, and develop a long-term plan to strengthen the current and future workforce in the form of an Industry 4.0 curriculum. A recent per capita grant built on this effort to scale up the transportation and autonomous vehicles sector through a coalition of industry and educational partners by providing direct technical assistance and advising, creating a network navigator position, and implementing the industry 4.0 curriculum.

2. The industry coalitions are a central part of the success of the TPI (See Element 1 in TPI Program Guidelines). How will the regional council work to engage business leaders in these priority industry clusters?

Senior industry leadership from both priority industry clusters have been actively engaged in the recent collective efforts mentioned above. Region 2 will build on this engagement by inviting senior industry leaders to serve on a steering committee for TPI planning activities in each cluster. These industry-led steering committees will highlight industry priorities and provide first-hand observations to assess data on talent issues reviewed through their process.

Implementation partners in Region 2 are committed to convening existing employer groups throughout the TPI planning process to introduce the project, act as focus groups, and solicit the engagement of industry leaders on the TPI steering committees. These employer groups include:

- *Blue Ridge Partnership for Health Science Careers and Greater Roanoke Workforce Development Board*: input sessions with Healthcare and STEM-H Employers
- *Lynchburg Regional Business Alliance and Central Virginia Workforce Development Board*: input sessions with Workforce Strategic Planning Process
- *New River/ Mt Rogers Workforce Development Board*: input sessions with employers in the New River Valley
- *Onward NRV*: input sessions with Manufacturing Leaders Roundtable
- *Roanoke-Blacksburg Technology Council/ Verge*: input sessions with biotech and life sciences companies
- *Roanoke Regional Partnership*: input sessions with investor companies

3. Identify the participating localities (a minimum of 2 is required) and describe their role in the project.

Local governments across the region have been strong partners with industry in the cluster efforts discussed above. The Region 2 Council will also engage local leaders in the industry-led steering committees. Their ability to marshal local programs and resources in support of implementation will be critical to building out these efforts. Two successful models the Region 2 TPI planning process will draw from are the ACE PTAC and the Roanoke Innovation Corridor Steering Committee, both of which of have strong levels of local government and industry involvement for strategic regional economic and workforce planning. **Commitments to date include x, y, z.**

Industry-led Transportation Manufacturing & Autonomy Steering Committee:

Representatives from Localities:

- Botetourt County
- **Campbell County**
- Montgomery County
- **Pulaski County**
- Roanoke County

Industry-led Life Sciences & Healthcare Steering Committee:

Representatives from Localities:

- **Lynchburg City**
- Montgomery County
- Roanoke City

4. What process did the regional council utilize to identify and select their industry cluster talent coordinating entity/entities (the coordinating entity will serve as project manager and may engage third parties to complete all or parts of the projects)? The Regional Council must utilize a selection process that is inclusive and encourages competing organizations to apply in order strengthen regional collaboration through this application process.

The Region 2 Council identified Virginia Tech's Center for Economic and Community Engagement (VT-CECE) as best situated to take on the TPI planning grant's project manager role at their November 3, 2022 meeting. This approval comes with a charge from the Council to develop a process for identifying substantial implementation roles in the process for regional and outside experts who will also be supported by the grant. This Council believes this hybrid approach will allow the region to launch this effort quickly, achieve broad engagement across all parts of Region 2, bring new voices to the table, and align with the council's strategic goals.

Region 2 required qualifications for TPI coordinating entity:

1. Existing relationships among leaders in priority industry cluster(s)
2. Prior experience and capacity during the 1-year period to:
 - a. develop and engage a coalition in this effort
 - b. complete substantial data-gathering and analysis
 - c. lead situational analyses and gap analyses of workforce needs
 - d. identify the skills and training needed for jobs by industry clusters
 - e. create asset maps and evaluate regional capacity

The required qualifications were included as a discussion item at the publicly advertised meeting of the Region 2 executive council. The executive council's recommendation, in a memo shared with state staff, was included in the publicly distributed meeting packet for the full Region 2 council meeting.

Region 2 implementation partners include:

- ACE Cluster Coalition: VT (Virginia Tech) College of Engineering
- Blue Ridge Partnership for Health Science Careers
- Central Virginia Workforce Development Board
- Greater Roanoke Workforce Development Board
- Lynchburg Regional Business Alliance
- New River/ Mount Rogers Workforce Development Board
- Onward NRV (New River Valley)
- Roanoke-Blacksburg Technology Council (or Verge?)
- Roanoke Regional Partnership

Region 2 Key Education Partners Include:

- Central Virginia Community College
- Liberty University
- Mountain Gateway Community College
- New River Community College
- Radford University
- Virginia Western Community College
- Virginia Tech

5. What experience does the industry cluster talent coordinating entity have in talent pathways development and/or workforce system planning efforts?

Coordinating Entity:

VT-CECE, an engagement center of Virginia Tech, has broad experience building coalitions and partnerships throughout the three sub-regions of GO Virginia Region 2 and across the state. As the support organization for GO Virginia Region 2, VT-CECE has established working relationships with grantees and is well positioned to explore strategic alignment with adjoining GO Virginia Regions in Southwest and Southside Virginia. VT-CECE has experience with talent pathways development and workforce systems planning projects; summaries are available on VT-CECE's website (<https://cece.vt.edu/projects.html>). This includes providing on-call data analysis and strategic planning services for multiple workforce investment boards and non-profits, as well as labor market and industry cluster analysis for economic development organizations. As a U.S. Economic Development Administration (EDA) University Center, VT-CECE offers free and reduced cost assistance to some Virginia localities for economic recovery planning and strategy, including specialized technical assistance and research. As the regional grantee for the Virginia Talent + Opportunity Partnership, VT-CECE convenes the Region 2 Internship Collaborative to connect businesses to students and strengthen pathways to professions through work-based learning.

VT-CECE will serve as the project manager in this year-long planning process. It will engage third parties to complete substantial parts of the project. In service to a transformative planning process, VT-CECE will assemble an inclusive and non-duplicative effort with workforce and education partners, working with industry across the region. VT-CECE will identify and coordinate implementation partners to undertake the 6 required planning

activities for both priority industry clusters. The state intends on fostering new high-level engagement, directly with senior industry leaders in the region, while building their buy-in for efforts at all levels.

Implementation Partners:

The **Automated-Connected-Electrified (ACE) Coalition** includes a team of education, community partners, and industry leaders. They are building on a regional coalition of more than 150 public, private, and nonprofit organizations that was one of 60 finalists for the U.S. Economic Development Administration's \$1 billion Build Back Better Regional Challenge. Recent recipients of a Region 2 GO Virginia grant, they will curate a network of university, college, and industry assets providing customized education and technical assistance services to firms in the Transportation Manufacturing/Autonomy Cluster.

Formed in 2019 as a direct response to the region's urgent need for more healthcare and health science workers, the **Blue Ridge Partnership for Health Science Careers** is a collaboration of educators, employers, and economic development professionals in the Roanoke and New River Valleys, the Alleghany Highlands, and the greater Lynchburg region that make up GO Virginia Region 2. The Blue Ridge Partnership for Health Science Careers aims to solidify the Roanoke and New River Valleys, the Alleghany Highlands, and the greater Lynchburg region as a health sciences leader with the help of three hospital systems, seventeen school districts, four community colleges, five 4-year universities, and three post-graduate institutions.

The **Central Virginia Workforce Development Board (WDB)** is the designated regional convener and administrative entity that coordinates workforce training and career services through federal funding from the Workforce Innovation and Opportunity Act (WIOA). We are charged with overseeing and implementing workforce development initiatives and activities throughout the **Virginia Career Works – Central Region**. The WDB collaborates with contracted program operators and workforce system partners to assist employers with applicant screening, writing job descriptions, and training new employees. The WDB also ensures that classes and career services are effectively delivered for Virginia Career Works – Central Region youth and adult residents as well as businesses.

The **Greater Roanoke Workforce Development Board (GRWDB)** is a public-private partnership implemented through the Workforce Innovation and Opportunity Act (WIOA) of 2014. This legislation charges the WDWDB with the oversight and administration of the federal workforce programs authorized under Title I of the WIOA including the Adult, Dislocated Worker, and Youth programs. The Commonwealth of Virginia has gone further, to authorize the WDWDB as the regional convener for workforce development activities in the region, and as a 501(c)(3), the WDWDB serves in this role through collaboration and partnership.

Since 1883, the **Lynchburg Regional Business Alliance**, formerly the Lynchburg Regional Chamber of Commerce, has worked to promote regional economic growth and enhance the quality of life for all citizens of the Lynchburg region. The Alliance focuses on promoting entrepreneurial start-ups, business expansion and retention, and new job creation; advocacy; workforce development; connecting people and businesses; community, minority, and small business development; and the cultivation of local and regional leadership.

The **New River/Mount Rogers Workforce Development Board (WDB)** is made up of representatives from regional employers (minimum of 51%), education, organized labor, community-based organizations, economic development and federally required One-Stop Partners. All WDB members are appointed by the Consortium Board. The WDB oversees the programs and initiatives as specified in the Workforce Investment Act of 1998 (which include programs for Adults, Youth, Dislocated Workers and other special grants and programs as available). The WDB also acts as a coordinator/convener for the region's workforce system to interface with economic development and the business community.

Onward NRV, formerly known as the New River Valley Economic Development Alliance, is a public/private, regional economic development organization whose mission is to attract and retain world class jobs, investment,

and talent in Virginia's New River Valley. It is a movement where leaders from business, government, and higher education work together to promote the economic vitality of the region.

The **Roanoke-Blacksburg Technology Council (RBTC)**, an affiliate of the Verge technology alliance, is an extensive network of technology professionals, businesses, and organizations in the Roanoke-Blacksburg area of Southwest Virginia. RBTC's mission is to create a nationally recognized innovative and diverse ecosystem for the technology and biotechnology sectors to thrive through high-quality programming, membership, and ecosystem partnerships. Current efforts include serving as information brokers to the tech and biotech industries. RBTC convenes a regional technology talent coalition quarterly that works to strengthen the tech and biotech sectors.

The **Roanoke Regional Partnership** serves as the point of contact for businesses looking to relocate and expand. We are connectors who match your needs and questions with resources and answers. We are a one-stop-shop for learning, evaluating, and connecting with the Alleghany, Botetourt, Franklin, and Roanoke counties, cities of Covington, Roanoke, and Salem, and the town of Vinton. The Roanoke Regional Partnership's **Get2KnowNoke** was developed to be a guide. When you are searching for employment, you often are also considering a new home or lifestyle. In the modern era, when most people can choose to work anywhere, factors like bike-ability, quality of life, outdoor amenities, commute times, schools and daycare, and cost of living are so important.

6. Briefly describe how the industry cluster talent coordinating entity will address, in its plan, each of the following six required elements in the program guidelines.

- a. Development of industry coalitions directed by industry leaders and engaging workforce system partners to guide and advise on the planning elements
 - b. Completion of a quantitative and qualitative situational analysis of the workforce needs for one or more high-impact industry clusters prioritized by each region,
 - c. Completion of a gap analysis related to the jobs needed to help such clusters grow,
 - d. Identification of the skills and training needed for people to fill such jobs, including those provided through high school career and technical education, credentials, certifications, apprenticeships, internships, and other degree and non-degree programs, including a gap analysis of where such programs fall short in meeting identified needs,
 - e. Development of an asset map that evaluates the region's capacity (institutions, programs) to support the identified unmet workforce needs,
 - f. Identify strategies and supporting highest-impact pathway projects for future implementation.
-
- a. VT-CECE will ground the TPI planning process in several ways. First, by aligning with the workforce plans articulated by the three workforce development boards in our region; and second, by bringing in experts from the Lynchburg, Roanoke, and New River Valley subregions as consultants and sub-awardees. Together, these experts will develop industry coalitions directed by industry leaders, complete situational and gap analyses, identify skills and training needed, evaluate the region's capacity and assets, and identify strategies and high-impact projects for future implementation. VT-CECE may also engage outside expertise as key advisors to help think anew about opportunities in each cluster. VT-CECE will regularly convene implementation partners to guide and advise on the planning elements. Implementation partners will present the TPI planning opportunity at their meetings to solicit high-level engagement from industry leaders. Industry leaders and participating localities will meet as industry-led steering committees for each priority cluster. Deliverables from this activity will be a defined *Implementation Partner Roles and Responsibilities*, a *Steering committee list (industry leaders and participating localities)*,

an *Inventory of regional Life Science & Healthcare employers*, and an *Inventory of regional Transportation Manufacturing & Autonomy employers*.

- b. Implementation partners (listed in response to questions 2 and 5) will convene leaders in their employer networks to reflect on the situational analysis of workforce needs. In preparation, VT-CECE will align the workforce plans articulated by the three workforce development boards in Region 2: [New River/ Mt Rogers Workforce Development Board Workforce Plan](#) (2020-2024), [Greater Roanoke Workforce Development Board Workforce Plan](#) (2020 – 2024), and [Central Virginia Workforce Development Board Workforce Plan](#) (2020 – 2024). VT-CECE will aggregate the data, recent workforce surveys, and economic development priorities identified by regional economic development partners. Implementation partners will use their data resources, promotional power, and employer networks to engage with the TPI planning process. Deliverables from this activity will be an *Analysis of Life Science & Healthcare workforce needs* and an *Analysis of Transportation Manufacturing & Autonomy workforce needs*.
- c. Implementation partners (listed in response to questions 2 and 5) will convene leaders in their employer networks to reflect on the gap analysis of job needs. In preparation, VT-CECE will gather quantitative data for a gap analysis of the jobs needed to grow the clusters. Local sources include data gathered from the ACE Industry 4.0 enhanced capacity building grant funded by GO Virginia, the Blue Ridge Partnership for Health Science Careers enhanced capacity building grant funded by GO Virginia, and local workforce plans like the *Lynchburg Regional Workforce Roadmap* (expected Spring 2023) developed by the LRBA and the CVWDB.
- d. Implementation partners (listed in response to questions 2 and 5) will convene leaders in their employer networks to reflect on the gap analysis of skill and training needs. In preparation, VT-CECE will identify needed skills and training to fill identified jobs, using data from the [VOEE Graduate Supply & Demand Occupation Dashboard \(release scheduled for March 2023\)](#) and Lightcast.
- e. VT-CECE and implementation partners will create an asset map by defining what regional talent partners are currently doing to address the gaps identified in activities C and D, and how partners need to modify what they are doing to improve their processes to serve the talent needs in the priority industries. Implementation partners will share regional data to inform the asset map. Deliverables from this activity will be an *Asset map of regional Life Sciences & Healthcare training providers and capacity* and an *Asset map of regional Transportation Manufacturing & Autonomy training providers and capacity*.
- f. VT-CECE and implementation partners will work collaboratively with the industry coalitions to identify strategies and high-impact projects that take guidance from the situational analysis and asset map and include meaningful targets and tactics that will inform talent pathway projects region wide. The final products will be a *Life Science & Healthcare Talent Pipeline Development Plan* and a *Transportation Manufacturing & Autonomy Talent Pipeline Development Plan* that will be widely shared.

7. How did your region's most recent growth and diversification plan inform the proposed TPI approach and how will the larger strategies and goals from the most recent G&D plan be achieved through this planning process?

[Region 2's 2021 Growth and Diversification Plan](#) (G&D plan) is the framing for its proposed TPI planning approach. The two TPI priority industry clusters were selected using economic data presented in the G&D plan. Region 2 views TPI as an opportunity to leverage broad strategies and specific objectives that were identified in the G&D plan for Innovation Cluster Scale-Up and Talent (more details in Table 21 and 22 of the G&D plan).

Innovation Cluster Scale-Up Strategies:

1. Improve Information and Networks: Build a sustainable, industry-driven, cluster organization to facilitate communication and collaboration, leading to growth and investment.
2. Focus Talent Development: Deliver customized, hands-on training (credit and not-for credit), curricula development, etc. aligned with current and anticipated needs across the industry cluster.

Talent Development, Attraction and Retention Strategies:

1. Strengthen the pipeline from K-12 to higher education to career for each target industry cluster.
2. Increase number of degree completions and instances of skillset development applicable to target industry clusters.
3. Improve knowledge and promotion of complementary workforce and training programs.
4. Enhance employer engagement activities that will encourage more aligned skill development, create opportunities for regional employment post-graduation, and promote the hiring of in-demand occupations.

The TPI planning process itself will be a platform for improving information and networks within the two priority industry clusters and identifying customized, focused talent development pathways for each cluster. Successful outcomes and deliverables from the TPI planning process will align with talent development strategies named in the most recent G&D plan and will provide incentive and timelines to holistically address these strategies.

8. Identify any anticipated challenges to the development of the TPI and how will the industry cluster talent coordinating entity address these challenges.

In Region 2, there are many existing initiatives working in support of workforce development and talent. VT-CECE is engaging workforce leaders as TPI planning process implementation partners to make the process inclusive and align efforts across Region 2 geography. The TPI process must include internal planning among workforce partners to link and leverage individual strengths and specific roles, so that we avoid duplicating efforts.

The success of the TPI program depends on high-level engagement from industry leadership. In both TPI industry clusters targeted by Region 2, opportunities for new funding have already drawn broad support from senior industry leadership. VT-CECE will build cluster leadership councils by inviting members from these ongoing regional efforts.

The clearest path toward sustained industry engagement is to accelerate consistent funding for industry-validated talent priorities. VT-CECE will structure the planning process around clear directives and specific products for the talent pathways, so that Region 2 has actionable outcomes and priorities for future implementation funding.

9. Outline the method that the regional council will use to oversee the talent pathways planning initiative throughout the grant cycle or grant period.

The GO Virginia Region 2 Council has taken a deep interest in talent issues, especially in the two clusters targeted for TPI. Co-chairs of the council’s current “Cluster Conversations” will be asked to serve as Ex-officio members of the TPI cluster leadership councils. This substantial direct connection back to the Region 2 Council will enhance oversight and alignment of the effort.

The Region 2 Council and its Executive Committee receive regular quarterly reports on project progress and management. Similar briefings will be provided for TPI. Given the involvement of the Council’s support organization in the TPI project, the quarterly TPI briefings will be developed by a third-party evaluator secured specifically for this program.

10. How will the regional council actively support this initiative and use the insight and recommendations to develop potential talent pathways projects for future funding?

The Region 2 Council will actively support the talent planning initiative by engaging in program updates at future council and executive committee meetings. The Region 2 Council will share TPI findings with the public and GO Virginia sub-grantees at a new region wide “All Hands” meeting planned for 2023.

In addition, the TPI process aligns with and opens future funding opportunities for several ongoing workforce development initiatives in Region 2 that support the priority industries, including the Blue Ridge Partnership for Health Science Careers, the ACE Cluster Coalition, and all three regional Workforce Development Boards. Insight and recommendations from the TPI planning process will strengthen talent attraction and retention initiatives through the Lynchburg Regional Business Alliance, Onward NRV, the Roanoke-Blacksburg Technology Council/Verge, and the Roanoke Regional Partnership.

Attachments

- Attachment A: Project Deliverables**
- Attachment B: Project Timeline with Milestones**
- Attachment C: Project Budget**

Attachment A: TPI PLANNING PROJECT DELIVERABLES

Region 2 – Talent Pathways Initiative Planning

VT-CECE will identify and coordinate implementation partners to undertake the 6 required planning activities for each of the priority industry clusters: Life Sciences & Healthcare and Transportation Manufacturing & Autonomy.

Region 2 Deliverables:

1. Implementation partner roles and responsibilities

Life Science & Healthcare

2. Steering committee list (industry leaders and participating localities)
3. Inventory of regional Life Science & Healthcare employers
4. Analysis of workforce needs (now and projected in the next 5 years for entry- mid- and senior-level positions)
5. Asset map of regional training providers and capacity (now and projected in the next 5 years)
6. Talent Pipeline Development Plan: identified strategies for highest-impact pathway projects

Transportation Manufacturing & Autonomy

7. Steering committee list (industry leaders and participating localities)
8. Inventory of regional Transportation Manufacturing & Autonomy employers
9. Analysis of workforce needs (now and projected in the next 5 years for entry- mid- and senior-level positions)
10. Asset map of regional training providers and capacity (now and projected in the next 5 years)
11. Talent Pipeline Development Plan: identified strategies for highest-impact pathway projects

Attachment B: TPI PLANNING PROJECT TIMELINE AND MILESTONES

Region 2 – Talent Pathways Initiative Planning

From Project Launch (TBD):

Project Management												
<i>Month of Project</i>	1	2	3	4	5	6	7	8	9	10	11	12
Implementation Team Meetings (monthly)	█	█	█	█	█	█	█	█	█	█	█	█
Implementation partner roles and responsibilities	█											
Project Steering Committee (quarterly)		█			█			█			█	
GO Virginia Region 2 Council Meetings (quarterly)			█			█			█			█
VT-CECE Data Gathering & Analysis												
<i>Month of Project</i>	1	2	3	4	5	6	7	8	9	10	11	12
LS&H Situational analysis: workforce needs	█	█										
LS&H Gap analysis: Job needs	█	█										
LS&H Gap analysis: Skills & training needs	█	█										
TM&A Situational analysis: workforce needs						█	█					
TM&A Gap analysis: Skills & training needs						█	█					
TM&A Gap analysis: Job needs						█	█					
Life Science & Healthcare Industry Focus												
<i>Month of Project</i>	1	2	3	4	5	6	7	8	9	10	11	12
Inventory of regional employers	█											
Develop Industry Coalition , list of members	█	█										
Coalition meets to provide guidance on situational & gap analyses			█									
Coalition meets to develop asset map of capacity to support unmet needs					█							
Implementation partners ID strategies for highest-impact pathway projects for industry						█						
Coalition reviews to approve draft planning activity deliverables							█					
Transportation Manufacturing & Autonomy Industry Focus												
<i>Month of Project</i>	1	2	3	4	5	6	7	8	9	10	11	12
Inventory of regional employers	█											
Develop Industry Coalition , list of members						█	█					
Industry coalition meets to provide guidance on situational & gap analyses								█				
Industry coalition meets to develop asset map of capacity to support unmet needs									█			
Implementation partners ID strategies for highest-impact pathway projects for industry										█		
Industry coalition reviews to approve draft planning activity deliverables											█	

Attachment C: PROJECT BUDGET

Budget Category	Amount (\$)	Description
Salaries	\$50,000	TPI Program Coordinator Salary (1 FTE, 100% at \$50,000 annual salary)
Fringe Benefits	\$28,350	TPI Program Coordinator Fringe Benefits (1 FTE)
Salaries	\$17,500	VT-CECE Graduate Assistants (200 hours) and Economic Development Specialist (100 hours)
Contract Services	\$125,000	Consultants/ implementation partner sub-awardees (TBD - staff buy-out as needed)
Training/Workshops/Meetings	\$3,000	Meetings and focus groups with implementation partners, stakeholders, industry coalitions
Travel	\$2,400	Anticipate 12 trips locally within Region 2
Planning/Assessment	\$5,232	VT-CECE materials and supplies, database access to Lightcast and Implan
Administration (Support Org Grant Management up to 8%)	\$18,518	VT CPE Grant Administration
\$250,000.00 Total GO Virginia Request		

Budget Category	Description of Uses of Matching Funds	Amount (\$)	Type of Match	Source of Match
Salaries	In-Kind: RBTC Staff Time	\$15,000		Roanoke Blacksburg Technology Council
Salaries	In-Kind: LRBA Staff Time (20 hours)			Lynchburg Regional Business Alliance
Salaries	In-Kind: CVWDB Staff Time (20 hours)			Central Virginia Workforce Development Board
Salaries	In-Kind: NRCC Staff Time	\$10,000.00		New River Valley Community College
		\$25,000.00	Total Matching Funds	

GO Virginia Region 2 Quarterly Report

Period: January-March 2023

Total Projects Funded	Total Funds Allocated	Jobs Created to Date	External Investment Generated
43 (29 Projects Completed)	\$8,889,827	712	\$7,816,844

Area One: Talent development, attraction, and retention


Talent: Aggregated Metrics (from beginning of project – present)									
Status	Project Title (grey indicates closed project)	Metrics							
		Internships completed	Business es served	New jobs created	Jobs retained	Students trained	Upskilled employees	Credentials awarded	Dual enrollment
	ELITE Internship Program	26	8	15	-	-	-	-	-
	CVCC-CTE Academy	-	123	-	-	2,655	-	466	587
	Project Eagle +	N/A	7	-	-	N/A	-	N/A	N/A
	Regional Talent Strategy Implementation	N/A	112	14	-	22	31	-	N/A
	Workforce & Entrepreneurship Initiatives in a Regional Makerspace – also see entrepreneurship metrics	N/A	61	7	-	80	-	N/A	N/A
	Expanding Welding Training Capacity & Jobs in the Roanoke Valley	N/A	-	-	-	-	-	-	N/A
	Classrooms to Careers	10	4	-	-	168	-	129	130

GO Virginia Region 2 Quarterly Report

Period: January-March 2023

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	-	-	-
Drone Zone	7	4	2.5	0	7	0	0	17
Talent Collaborative	-	45	-	-	-	141	-	-
CERE	N/A	78	98	-	-	-	-	-
Current Project Totals	272	619	365.5		4,026	172	641	734


ECB Progress Notes:


	<p>BRPHSC - Carilion</p>	<p>The BRPHSC is established as a 501c4 organization as of February 2023. The c4 designation allows the organization to lobby. Grant received no-cost extension through July 31, 2023, authorizing the use of funds to pay George Mason Center for Health Workforce to write a progress/impact report on behalf of the BRPHSC. Work has begun with the GMU Center to gather data and outline the report content. Additionally, project work has begun between GMU Center for Health Workforce and Carilion Clinic to identify ways to track the transition from students to employees and their advancement within the organization; particularly solving for non-clinical employees who do not possess a National Provider Identification number. The question this work will address is “Are employers getting more and better qualified applicants as a result of the BRPHSC efforts?”</p> <p>Work has begun on a second annual Health Sciences Career Advisory Conference scheduled for October 19, 2023. Workgroups in the subregions have been established to develop and coordinate student engagement opportunities to showcase health science careers.</p>
---	---------------------------------	---


GO Virginia Region 2 Quarterly Report

Period: January-March 2023

Implementation Progress Notes:

- 
ELITE: Project did not meet the Q1 milestone of supporting 10 new internships. The project team advanced 7 new interns, with the goal of supporting 3 additional internships during Q2.

- 
Project Eagle +: Project hired a lab manager during Q1. Final inspection report received on 3/23/23 from the Town of Blacksburg for the laboratory space. Soft Opening held on 03/30/23 and included media coverage. Formal ribbon cutting to include Chamber of Commerce and dignitaries delayed for soft opening to occur. Plans for formal ribbon cutting to be held during Q2 2023. Roanoke Design/Engineering – Preliminary on-site review is complete, with the formal report forthcoming. Three applicants have been accepted into the Accelerator Virtual Residency Program: The Tiny Cargo Company, Qentoros, and Acomhal Research. Press announcement was made on 03/28/23. J&J was on site on 03/29/23 and 03/30/23 to provide mentoring to potential applicants in Blacksburg and in Roanoke.

- 
BTEC- Expanding Welding Training Capacity & Jobs in the Roanoke Valley: Project has finalized specifications and the procurement process for welding booth equipment and mechanical systems installation. The masonry work has been procured and BTEC reports it will be completed by April 17, 2023. Steel rebar has been added to the masonry work, which has caused a slight delay in continuing with procurement and installation of electrical and ventilation systems. BTEC reports that the Perkins and American Welding Society grant funds (total ~\$55,000) have been expended to purchase welding booth equipment. Additional equipment will be procured.

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
	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

GO Virginia Region 2 Quarterly Report

Period: January-March 2023

	CERE – see talent metrics						
	Woodhaven	110	Yes	20	0	1150/375/0	110
	Lynchburg Due Diligence	6 sites	Yes				
	Totals	Unknown	Yes	20+	4	Unknown	110+

Implementation Progress Notes:



Amherst Site Readiness: Final DEQ approval has been received for both the Amelon and Brockman sites. A contractor was selected, with an executed contract secured through Counts and Dobyns. Work has begun; mobilization, stakeout, E & S and earthwork.

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	7	N/A	4	61	N/A	N/A
	CS/root	-	-	-	-	225	12
	VIC-REI	-	-	-	-	-	-
	TAF – Increasing the Birth Rate of High Growth Companies 2	19	-	-	50	22	30
	TAF – Increasing the Birth Rate of High Growth Companies	-	17	-	51	51	29
	RAMP	210	13	2	45	36	93
	Roanoke SBDC	66	-	27	-	-	-
	Pivot and RAMP Up	-	TBD	TBD	24	11	72
	Project Totals	302	30	33	231	345	236

GO Virginia Region 2 Quarterly Report

Period: January-March 2023

Progress Notes:

None.

Area Four: COVID Response

COVID (ERR) Response: Aggregated Metrics					
Status	Project Name	Metrics			
		Businesses engaged	Businesses served	Jobs retained	Jobs created
	Roanoke Regional Recovery (ECB)	44	-	-	-
	NRV BCT 2	3606	618	52283	
	VT Covid-19 Response	-	1000+	-	51
	NRV BCT 1	39	182	-	-
	PHRE Mobile App	-	10	70	-
	Current Totals	3689	1810	52353	51

Progress Notes:

None.

Projects in Process of Contracting:

Airport Commerce Park Regional Development

Industry 4.0 for the Automated-Connected- Electrified (ACE) Workforce

Center of Entrepreneurship

Promise Pathways

Bedford Metal Workforce Retention Center



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

GO Virginia Region 2

GO Virginia Region 2 Executive Committee Meeting Minutes

December 20, 2022, 2:00p.m.- 3:00p.m.

New River Valley Conference Room, Suite 2150, 2020 Kraft Drive, Blacksburg, Virginia, 24060.

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

Executive Committee members attending remotely: Beverley Dalton, Sandy Davis.

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

Public in attendance: Billy Gammel.

The meeting convened at 2:04p.m. and adjourned at 2:58p.m.

Staff Updates

Improving public awareness of GO Virginia in Region 2

John Provo began by informing the committee of previous marketing work completed by regional staff, with mention of the January 2020 “Celebrate Success” event, which included a high-end marketing piece, with attendance by regional stakeholders, news outlets, and state staff, among council members and sub-grantees. Regional staff indicated they would like to replicate this event in the fall of 2023. Eddie Amos mentioned highlighting the importance of advertising the work of GO Virginia within the region, stating it would be greatly beneficial to provide quarterly updates to local news outlets such as Cardinal News. Sandy Davis agreed, stating it seems as though articles released by this outlet is reviewed by many. Eddie Amos then suggested releasing stories to the university’s public radio system. Chairman Smoot considered the likeliness of receiving more proposals with better outreach tactics such as those mentioned. Quina Weber-Shirk mentioned some grantees have been proficient with media features, such as the Central Virginia Community College CTE Academy and the Vector Space grants both being featured in a Virginia Economic Review article. John Provo stated program evaluation tactics and communication activities are key to improving public awareness from the regional staff side. Eddie Amos mentioned the upcoming Speaker’s Bureau engagements are exceptional opportunities to share program highlights with regional stakeholders. Beverley Dalton mentioned the possibility of beyond local municipalities, should Region 2 also approach the EDA? Provo agreed that in addition to outreach to any convening bodies, on a local level and sub-regional approach, would be greatly beneficial.

Joint projects with other regions

John Provo began by sharing his interest in convening with regions 1 and 3 to gauge their interest in a multi-regional proposal. Eddie Amos agreed stating if we are able to identify a path forward, it should be a continuous and meaningful approach. Chairman Smoot stated he has seen more activity from Region 3 in regards to a multi-regional proposal. John Provo discussed how one recently funded Region 2



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

GO Virginia Region 2

proposal initially started as a federal EDA submission including multiple GO Virginia regions. John Provo continued stating staff anticipates a similar staged approach from the project team advancing the region's transportation and autonomous vehicle sector through the GO Virginia award. As advised by state staff in Richmond, before a multi-regional initiative can move forward, there must first be a pilot phase to collect data and lessons learned in order to provide a proof of concept for a larger effort. Eddie Amos mentioned there are a lot of common elements between regions 1, 2, and 3, for example, the committee discussed transportation and autonomy, while the Institute for Advanced Technology exists in Region 1, potentially setting the tone for a collaborative grant in the future. Eddie Amos suggested staff meet with the Region 3 support org to explore future multi-regional possibilities.

The meeting adjourned at 2:58p.m.

DRAFT