

Agenda

GO Virginia Region 2 Council Meeting

June 29, 2017
3:00 p.m. – 5:00 p.m.

Location
New River Valley Regional Commission
6580 Valley Center Dr.
Radford, VA

Schedule

3:00 – 3:05 p.m.	Introductions
3:05 – 4:05 p.m.	New River Valley Regional presentation
4:05 – 4:10 p.m.	Update on Region 2 work groups and planning process
4:10 – 4:30 p.m.	Council budget: discussion and approval
4:30 – 4:35 p.m.	Other state, administrative, and council updates
4:35 – 4:45 p.m.	Council discussion
4:45 – 5:00 p.m.	Public comment

Future Meetings

GO Virginia Region 2

Council Meeting

July 25

10am-12pm

Location:

Roanoke Higher Education Center, Room 715

108 North Jefferson Street

Roanoke, VA 24016

Council Meeting

August 21

2pm-4pm

Location:

Blacksburg, TBD

Working Group Meetings

(All taking place towards the end of July)

Grow skilled talent at all levels: TBD

Technology innovations for targeted industry clusters: TBD

Development of unique sites and buildings: TBD

Capital access and business mentorship: TBD

GO Virginia Line Item Budget March 2017 - June 2018

Personnel Costs:

OED Faculty	Dollar Amount	Total Hours @ \$100/hour
Contracts Administration	1,000	10
Council meetings & work group session facilitation	12,200	122
Marketing & Outreach	1,000	10
Growth & Diversification Plan Development	54,000	540
Technical Assistance to applicants	14,100	141
Growth & Diversification Plan Impact Evaluation	14,600	146
Total	96,900	969

		Total hours @ \$50/hour
OED Staff		
Council meetings & work group sessions support	4,000	80
Program administrative support	8,250	165
Growth & Diversification Plan Development	10,250	205
Growth & Diversification Plan Impact Evaluation	4,900	98
Total	27,400	548

		Total Hours @ \$100/hour
CPE Faculty		
	Contracts Financial Management	250
	Technical Assistance to applicants	130
	Individual project reporting & evaluation	270
	65,000	650
	TOTAL PERSONNEL COSTS	2,167

Other Costs

Materials, Supplies	3,650
Total	3,650
Travel (non-council)	2,000
Total	2,000

TOTAL OTHER COSTS	5,650
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Council Expenses

Council Member Travel Reimbursements	5,000	
Council Contingencies**	10,000	as needed/tbd
Strategic Reserves	190,000	use tbd

TOTAL COUNCIL EXPENSES	205,000
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TOTAL BUDGET	400,000
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Assume 16 RC/EC meetings, 2 Working Group sessions, tbd # state meetings

*Material & Supplies: meeting locations & supplies, database utilization, document production

****Council contingencies: Legal counsel, outside audit**

Contracts Administration: (CPE Faculty)

Serve as the fiscal agent for all funds. Establish and ensure all financial management procedures are in accordance with state regulations. Facilitate legal review of all contracts and agreements, as well as negotiations with applicants.

Council meetings and work group sessions: (OED Faculty and Staff)

Support council meetings and topical work groups reporting to the council over the performance period. This includes staff time for agenda development, meeting facilitation, and any assistance to council in undertaking its required functions, including council engagement in decision-making on selection of projects for submission to the state for funding. This also includes logistics and travel, materials and supplies required for these activities.

Marketing and outreach: (OED Faculty and Staff)

Solicit participation in and provide notice on council meetings, solicit work group nominees, and provide notice on work group sessions. Provide minutes and manage council website with archived program materials. Design and circulate project solicitations. Respond to information requests.

Growth and Diversification Plan development: (OED Faculty and Staff)

In line with the state Growth and Diversification plan guidelines, conduct original research on economic development, collecting data from primary and secondary sources. Develop plan goals and objectives along with appropriate project and regional metrics for reporting and evaluation. Synthesize data and input from other plans, work groups, and council members. Write and edit final plan submitted to state.

This includes substantial staff work completed since the inception of the council, collecting base line data, producing external benchmarking, and completing a gap analysis of existing plans. These were presented to the Council at their first meeting, and have provided the basis for follow up council meetings that are ongoing in each of the three metro areas that make up the council footprint. Leadership in each of those areas is briefing the council on an empirically based assessment of their conditions and contributions to Region 2. In parallel, topically-based work groups consisting of council members and civic leaders with specific topical expertise and interests are forming. They will work with staff to refine a rigorous understanding of the plan elements that will be delivered to the full council for consideration in their Growth and Diversification plan.

Technical assistance to applicants: (CPE Faculty, OED Faculty)

Support project applicants in developing appropriate responses to council solicitations, as narrowly defined in the Growth and Diversification Plan. Launch and manage an application process. Assist applicants in identifying opportunities and developing appropriate responses for state multi-regional competitive funds.

Individual project reporting and evaluation: (CPE faculty)

Monitor project progress, ensure accurate and complete reporting of outcomes and financial data from projects to the council. Provide evaluation of outcomes data analyzing return on investment from projects. Complete all required state reporting on project activities.

Growth and Diversification Plan impact evaluation: (OED Faculty and Staff)

Compile data from project reporting and collect data required to assess regional metrics. Develop and produce an impact evaluation report for the state assessing performance of the region, impact of the projects, and progress on goals and objectives articulated in the Growth and Diversification Plan.

Project reserves:

Available to the council for investment in strategic opportunities supporting goals of the Growth and Diversification Plan.

The Office of Economic Development (OED) will provide planning, research, marketing and other staff services to the Council. OED has a breadth of planning, research, and evaluation expertise across the state, serving as a contractor to many federal, state, and local agencies and a partner for the private sector. Recent experience highly relevant to GO Virginia includes labor market demand and sk

ills mapping projects, targeted industry studies, facilitation of the commercialization of university technology, and coordination of access to university technical expertise. **OED 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.**

Continuing and Professional Education (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.



GO VA EXPENSE REPORT

Virginia Tech - Continuing and Professional Education
702 University City Blvd. (0364)
Blacksburg, VA 24061

NAME	ADDRESS	PURPOSE OF TRAVEL	MILEAGE RATE	\$0.535/mile
ORGANIZATION	CITY, STATE	DEPARTURE DATE	<i>Personal Vehicle Reimbursement Rates:</i> <i>\$0.42/mile if the round trip is 200 miles or more</i> <i>\$0.535/mile if the round trip is less than 200 miles</i>	
EMAIL	ZIP CODE	RETURN DATE		
PHONE		PREPARED BY		
		PREPARER'S EMAIL		

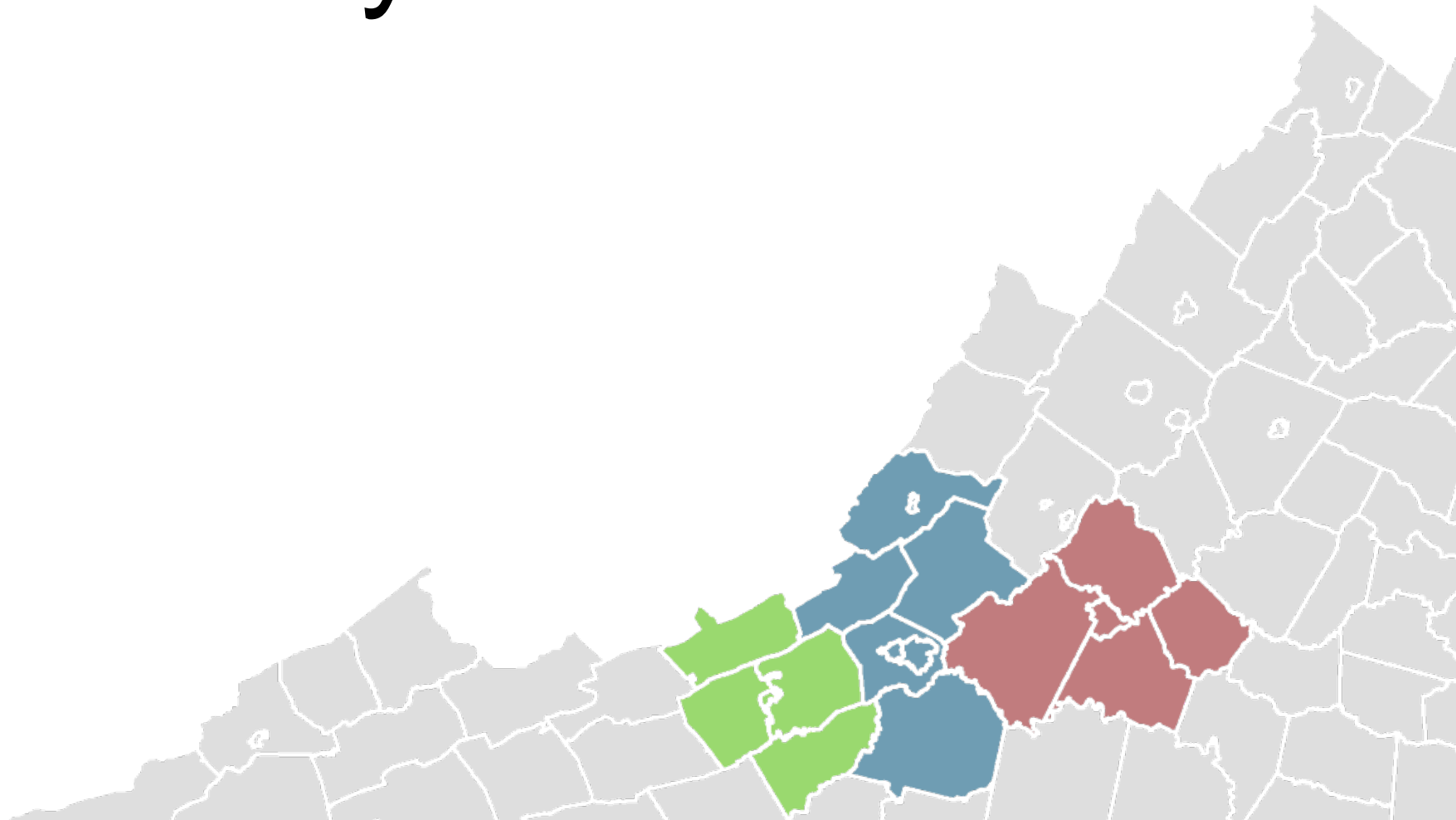
DATE	DESCRIPTION	HOTEL	MEALS	TRANSPORTATION	MISC.	MISC DESC	ODOMETER START	ODOMETER END	MILEAGE TOTAL	TOTAL
7/19/2017	Roundtrip mileage to/from Blacksburg, VA to Roanoke,				\$12.00	Parking	11,378.5 mi.	11,466.2 mi.	\$46.92	\$58.92
8/18/2017	Convention	\$445.00	\$225.00	\$20.00	\$5.00	Parking	11,500.0 mi.	11,560.0 mi.	\$32.10	\$727.10
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TOTALS		\$ 445.00	\$ 225.00	\$ 20.00	\$ 17.00					\$786.02
TOTAL										\$786.02



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

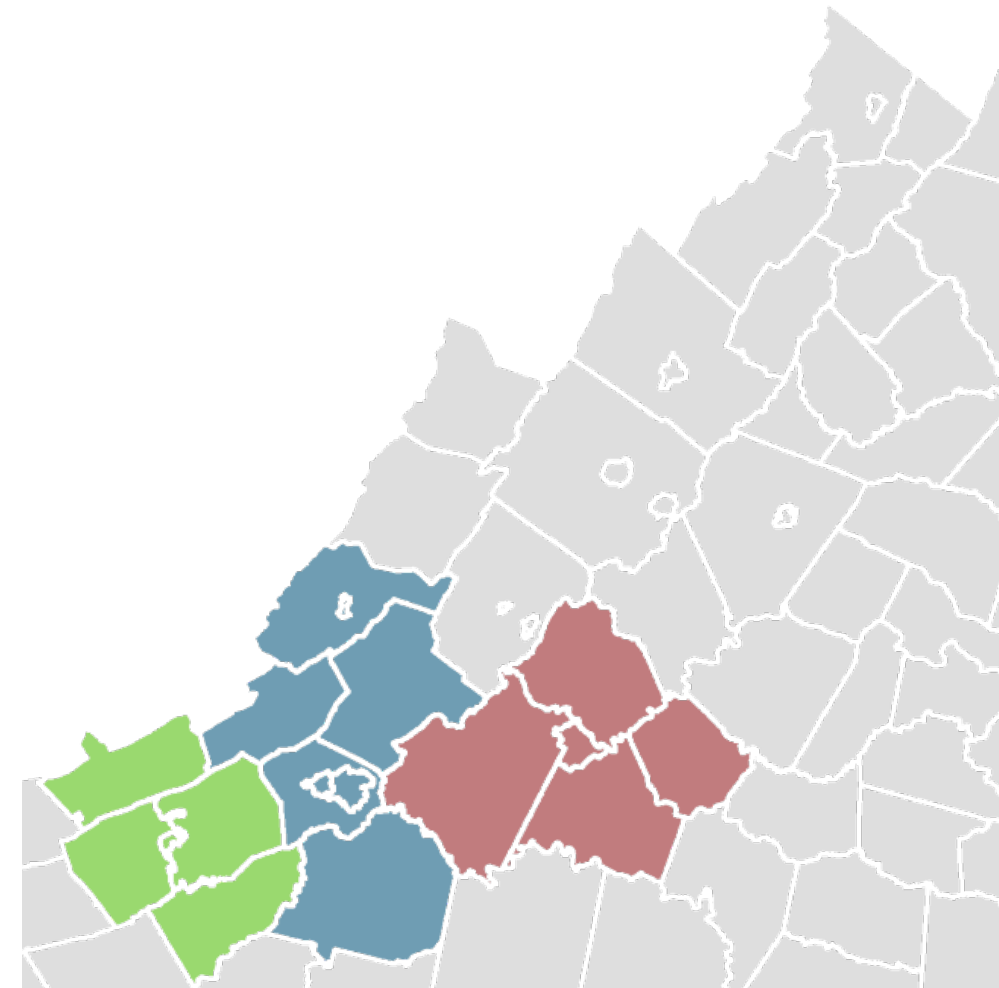
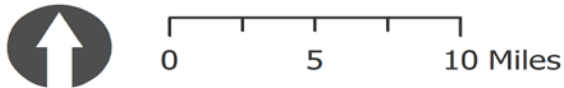
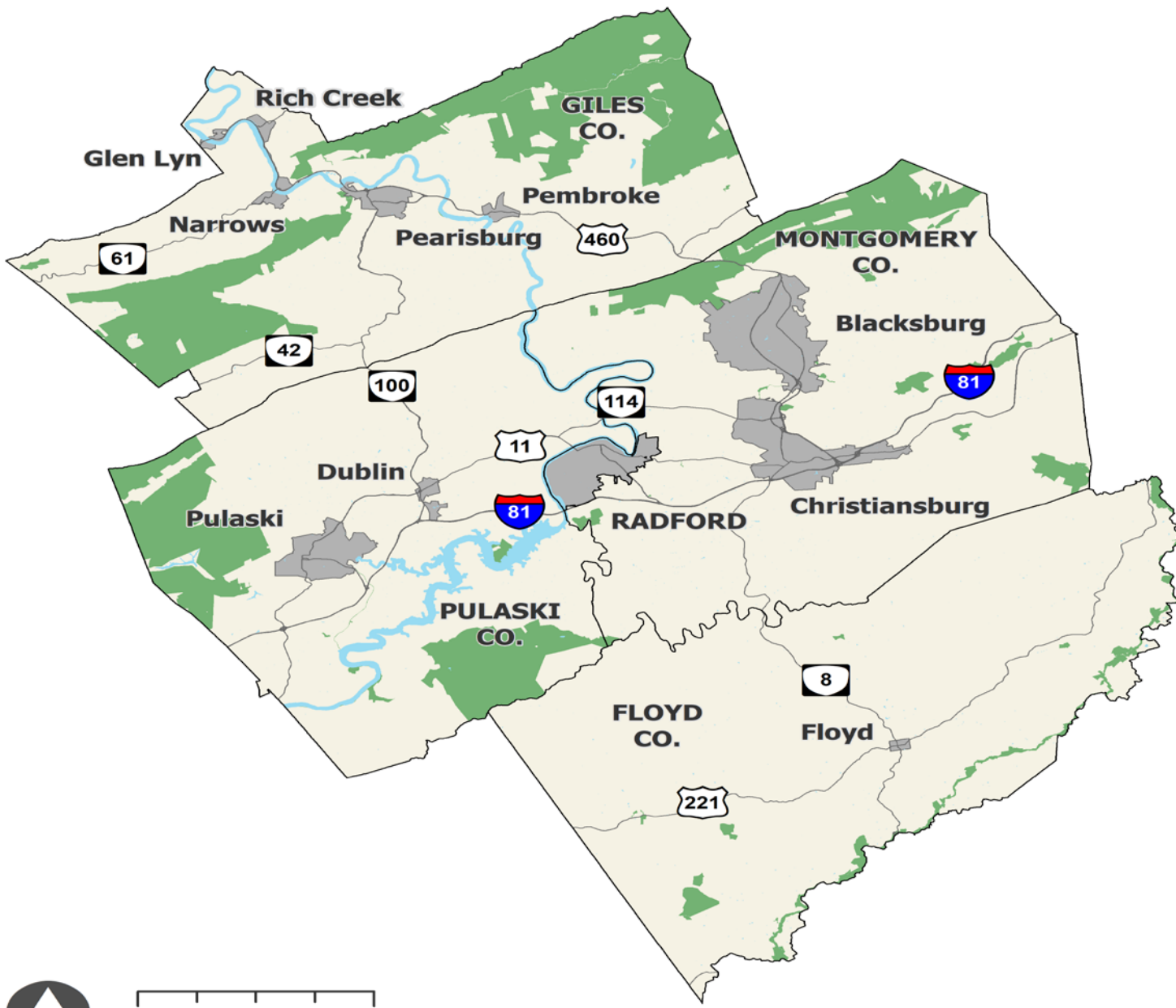
New River Valley Overview

June 29, 2017



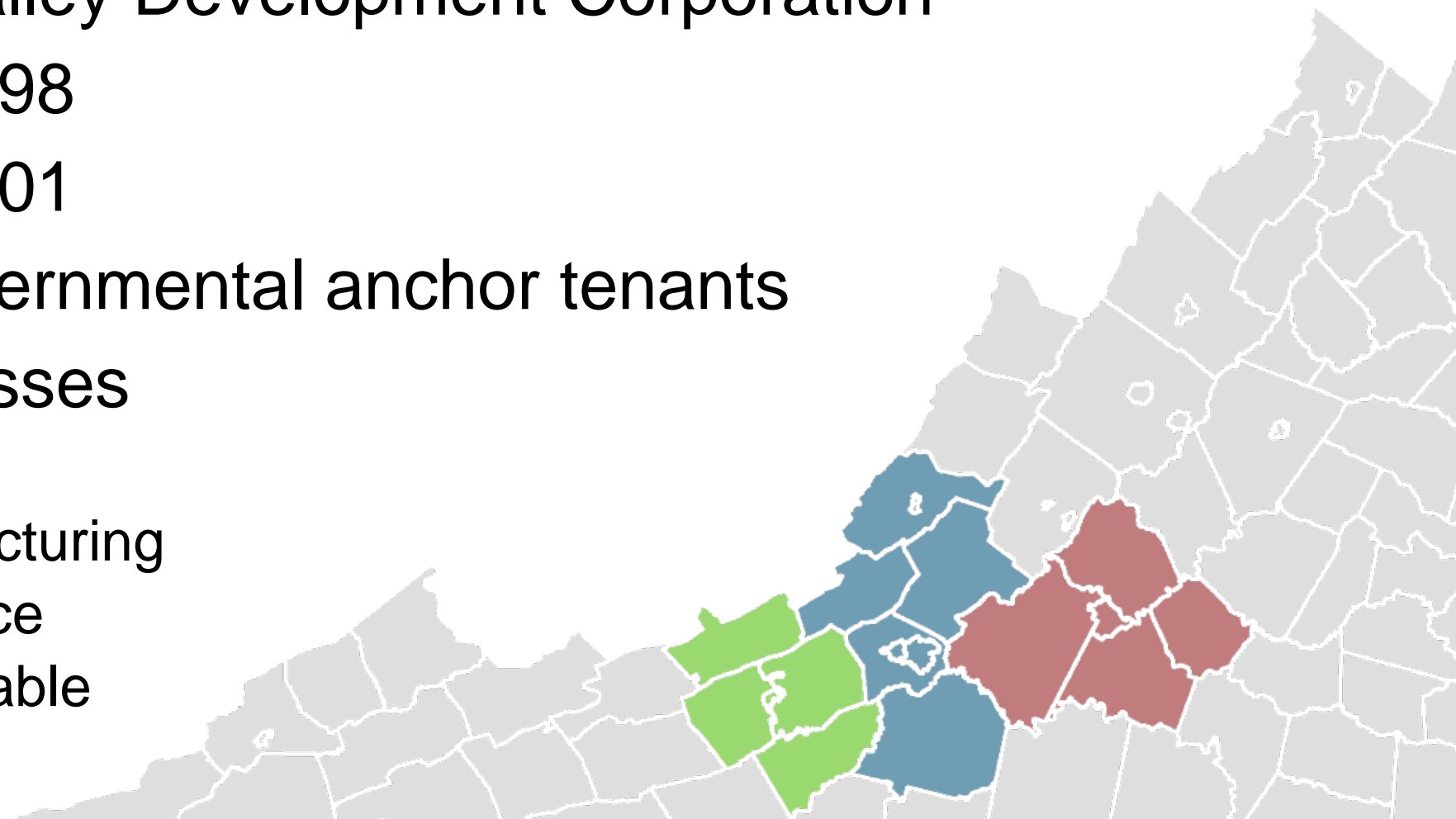


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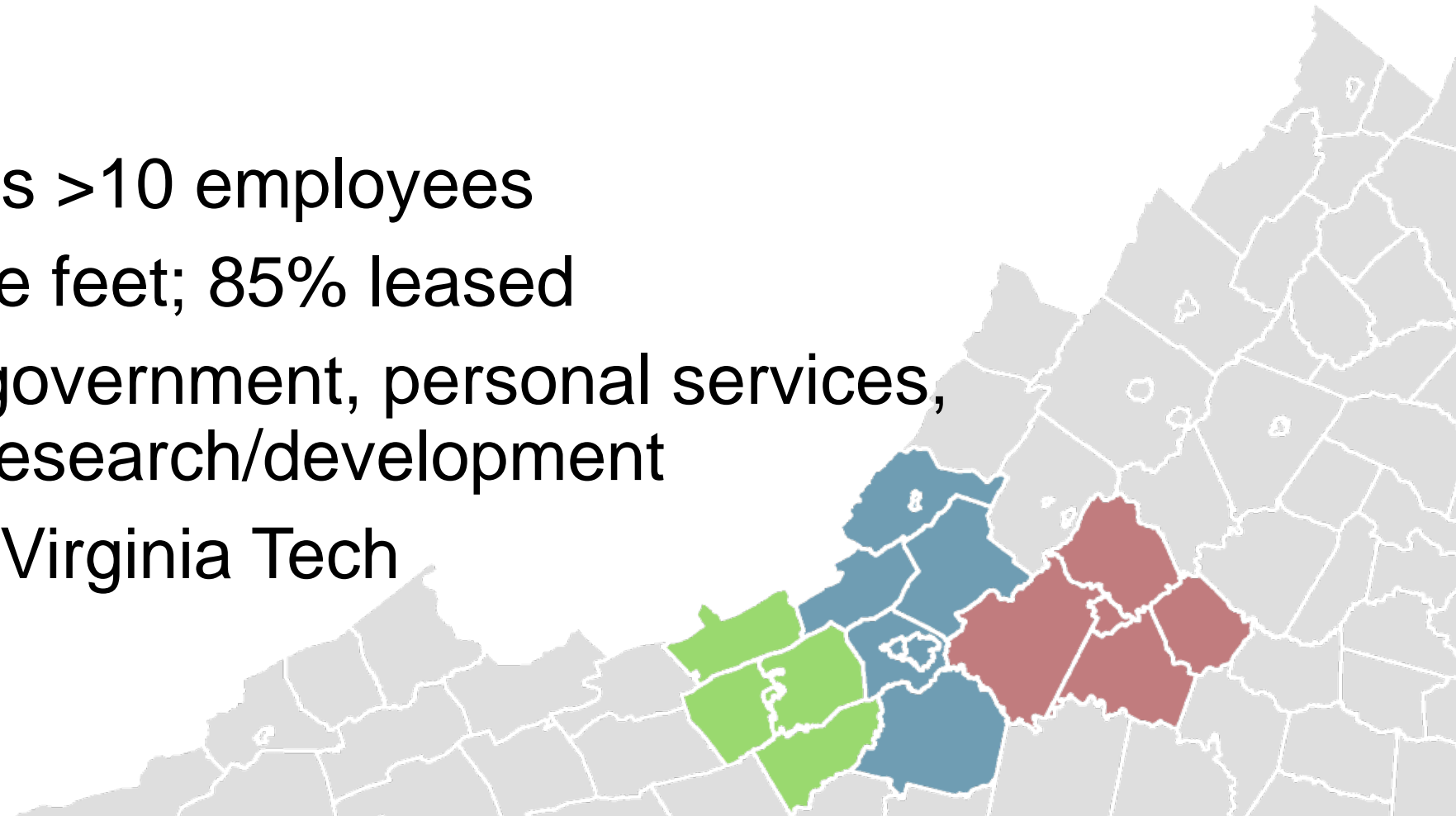
New River Valley Business Center

- New River Valley Development Corporation
- Phase 1 – 1998
- Phase 2 – 2001
- Regional governmental anchor tenants
- Small businesses
 - Office
 - Light Manufacturing
 - Meeting Space
 - 7 acres available



New River Valley Business Center

- 25 tenants
- 118 jobs
- Only 3 tenants >10 employees
- 35,335 square feet; 85% leased
- Technology, government, personal services, health care, research/development
- VT CRC and Virginia Tech

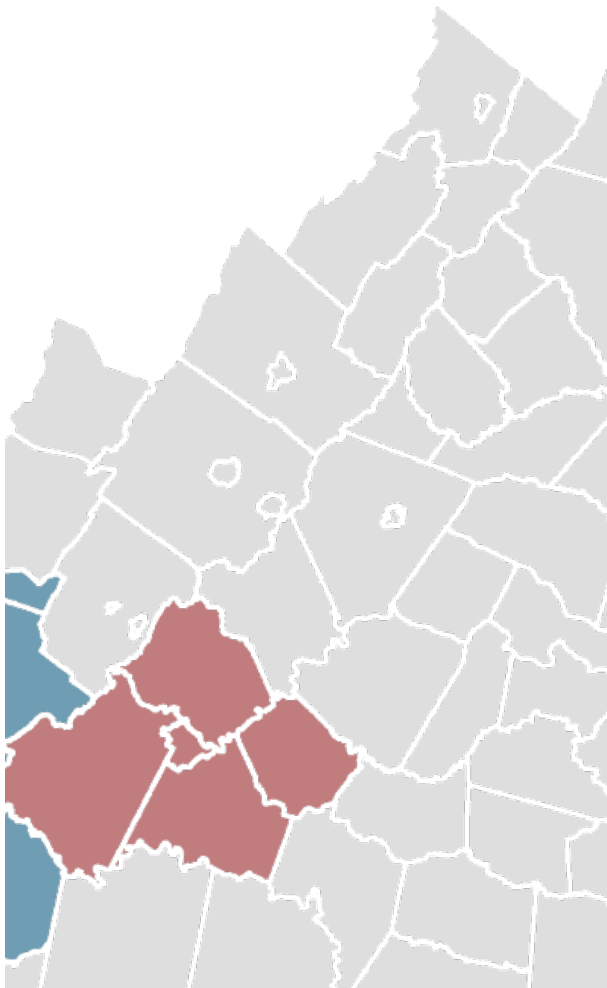
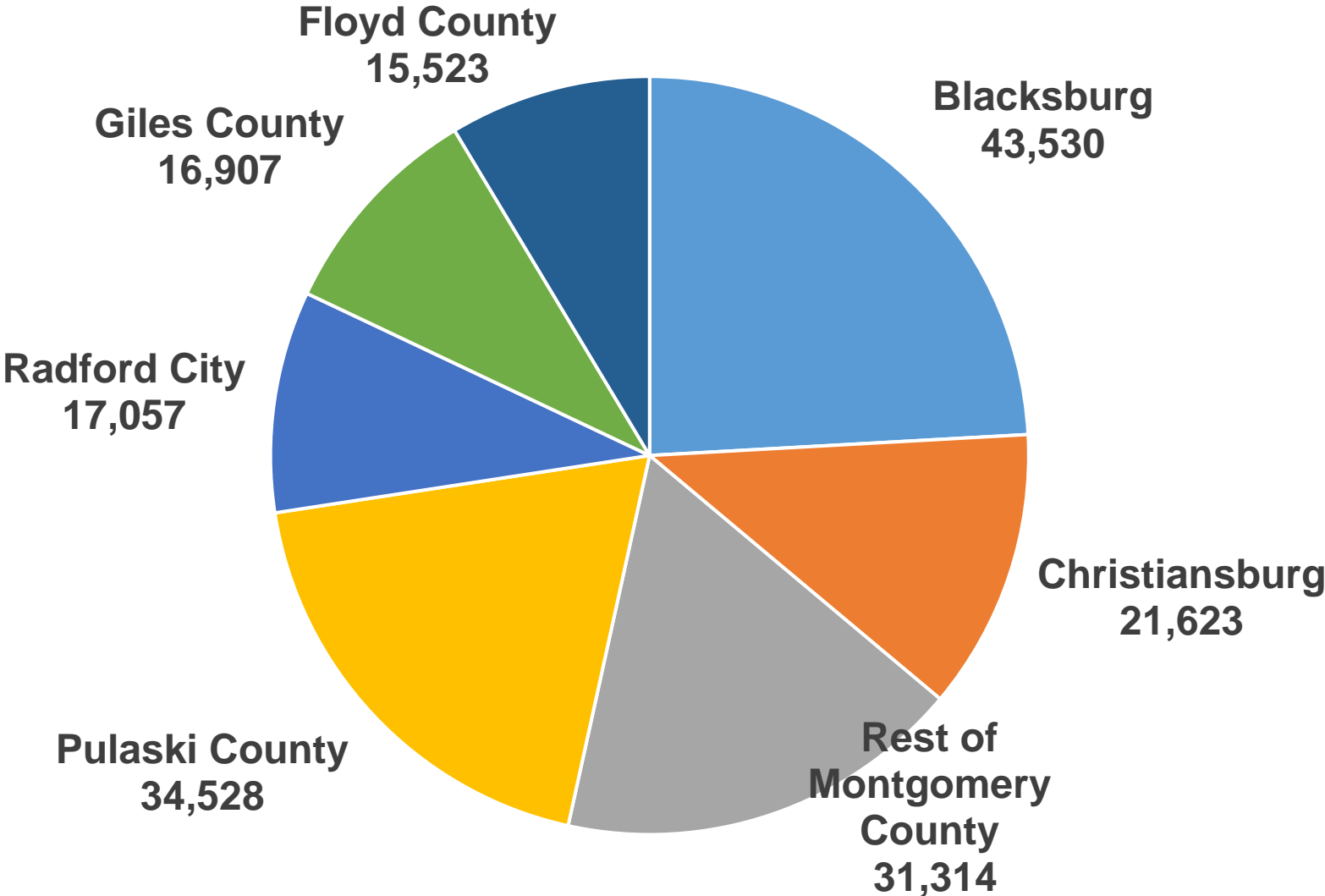


New River Valley Population by Jurisdiction



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IN EACH REGION

Total Population = 180,482 2011-15 ACS Demographic and Housing Estimates

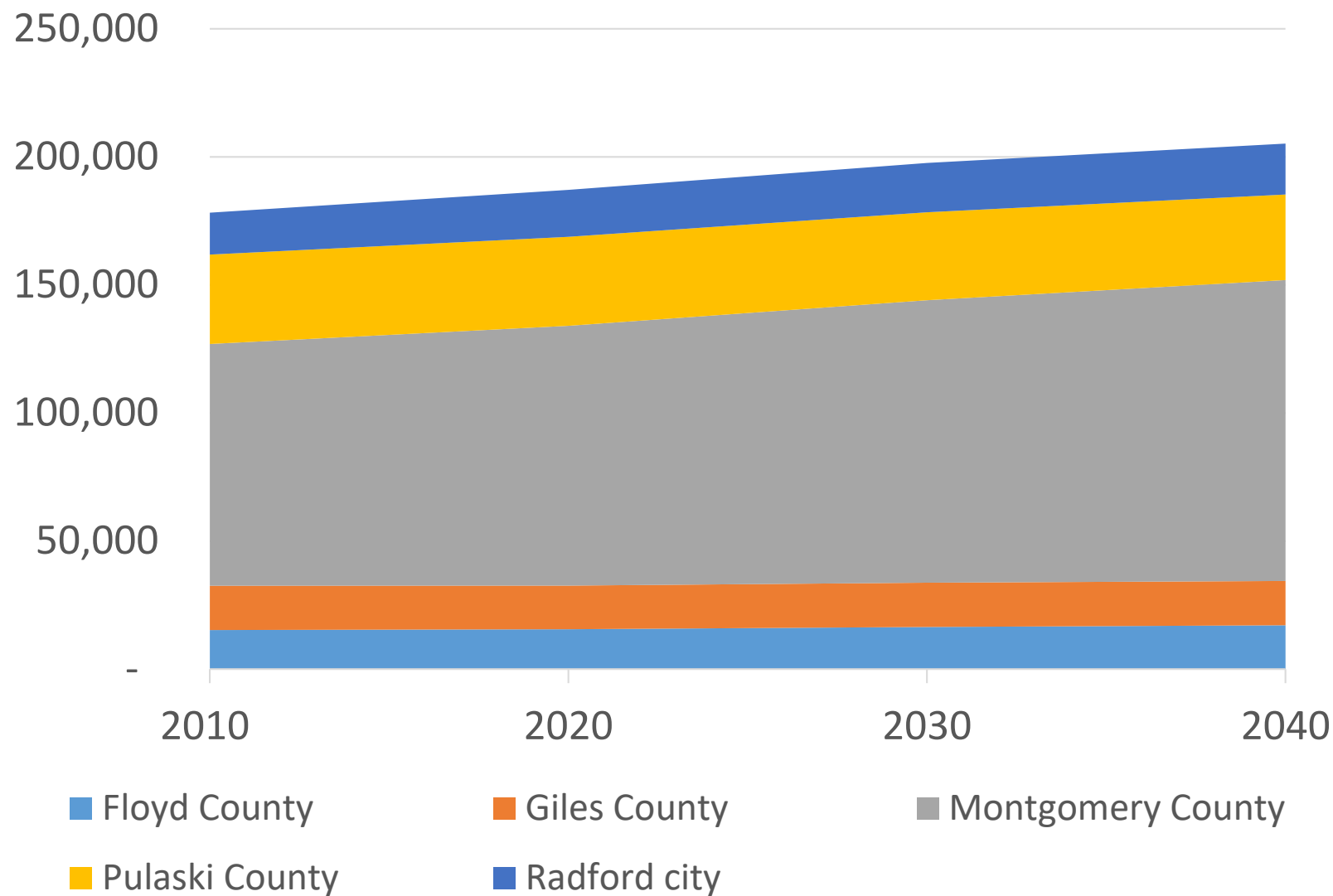


New River Valley Population Projections



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IN EACH REGION

Projected 2040 Pop = 205,208 (Weldon Cooper Center Population Estimates)



Percent change, 2010-2040	
Floyd County	12.2%
Giles County	-0.1%
Montgomery County	24.5%
Pulaski County	-4.2%
Radford city	21.2%
New River Valley	15.1%
Virginia	27.6%

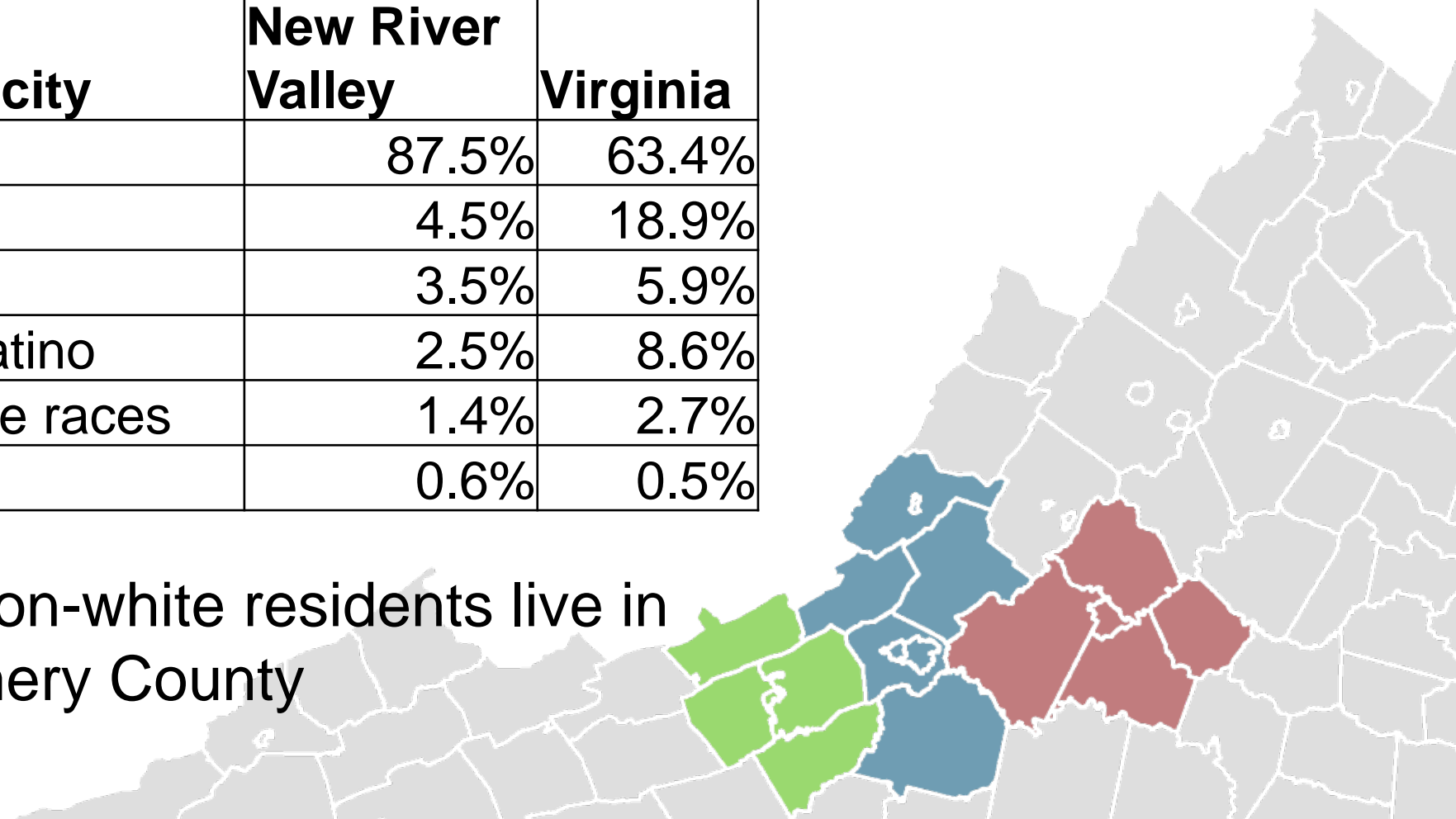
Demographic Characteristics

Race/ethnicity in the NRV

2011-15 ACS Demographic and Housing Estimates

Race/ethnicity	New River Valley	Virginia
White	87.5%	63.4%
Black	4.5%	18.9%
Asian	3.5%	5.9%
Hispanic/Latino	2.5%	8.6%
Two or more races	1.4%	2.7%
All other	0.6%	0.5%

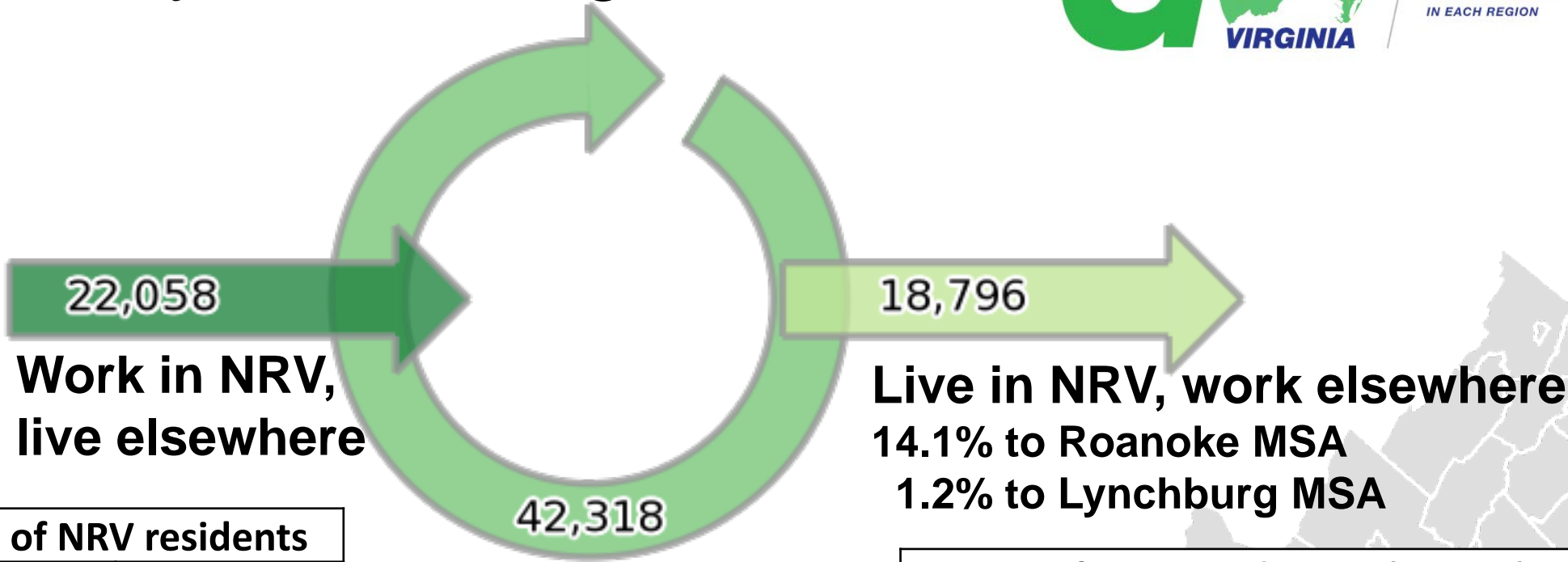
66% of non-white residents live in
Montgomery County



New River Valley Commuting Patterns



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IN EACH REGION



Top work destinations of NRV residents		
County	Jobs	% of total
Montgomery County	24,747	40.5%
Pulaski County	7,877	12.9%
Radford City	5,229	8.6%
Roanoke City	3,731	6.1%
Giles County	2,517	4.1%
Roanoke County	2,191	3.6%
Floyd County	1,948	3.2%

Live and work in NRV

US Census
Bureau, 'On the
Map' tool 2014
dataset

Percent of NRV residents who work outside home county	
County	Percent
Floyd County	72.0%
Giles County	68.3%
Montgomery County	42.0%
Pulaski County	62.6%
Radford City	71.8%
New River Valley	30.8%

New River Valley Industry Characteristics



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IN EACH REGION

Industry (top sectors)	Employment, 2017 Q1	Location Quotient	Avg Annual % Change 2012- 2017	Avg. Annual % change- 2017-2027
Educational Services	15,181	2.46	1.2%	0.1%
Manufacturing	11,513	1.88	1.0%	-1.5%
Retail Trade	8,638	1.07	0.6%	0.2%
Health Care and Social Assistance	7,538	0.71	2.1%	1.5%
Accommodation and Food Services	6,984	1.05	1.3%	0.1%
Professional, Scientific, and Technical Services	3,662	0.75	1.5%	1.0%
Administrative/Support/Waste Mgmt Services	3,390	0.70	2.3%	0.7%
Construction	3,003	0.74	-3.1%	0.7%
Other Services (except Public Administration)	2,791	0.85	0.3%	0.1%
Public Administration	2,054	0.58	-0.8%	-0.3%
Transportation and Warehousing	1,853	0.60	0.9%	-0.5%
Arts, Entertainment, and Recreation	1,437	0.98	1.9%	0.3%
Agriculture, Forestry, Fishing and Hunting	1,379	1.28	1.6%	-0.9%
Total, all industries	74,384	n/a	0.9%	0.1%

Major Private Employers: Floyd County



Business Name	Industry	Year Founded
Hollingsworth and Vose	Filtration media manufacturing	1975 (2015 expansion)
Skyline Manor	Nursing home/rehab center	1980
Chateau Morrisette	Winery/tourism	1978
Riverbend Nursery	Wholesale live plant production	Expanded 2011
Citizens Telephone Co-op	Broadband service provider	1914
Wall Residences	Assisted living/disability services	1995

Major Private Employers: Giles County



Business Name	Industry	Year Founded
Celanese Acetate	Cellulose acetate tow mfg.	1939
Giles Memorial Hospital	Health care	New facility 2010
Heritage Hall	Nursing home/rehab	1964
Lhoist	Limestone mining/lime products	1966
UFP Mid-Atlantic	Wholesale building materials	
Grants Supermarket	Grocery stores	1914

Major Private Employers: Montgomery County



Business Name	Industry	Year Founded
Carilion NRV Medical Center	Hospital/health care	1943
BAE Systems Ordnance Systems	Explosives manufacturing	1941
Moog Incorporated	Electronics manufacturing	1951
HCA Virginia Health System	Hospital/health care	1971
Federal Mogul Corporation	Auto parts manufacturing	1971
Kroger	Grocery stores	1970s

Major Private Employers: Pulaski County



Business Name	Industry	Year Founded
Volvo Group North America	Heavy truck manufacturing	1974
Wal Mart	Retail supercenter	1990s
Phoenix Packaging	Paperboard packaging mfg	2009
HCA Virginia Health System	Hospital/health care	1915
Highland Ridge Rehab	Nursing home	1969
Korona Candles, Inc.	Candle manufacturing	2015

Major Private Employers: Radford City



Business Name	Industry	Year Founded
Kollmorgen Corporation	Electrical equipment mfg.	1955
Radford Nursing and Rehab	Nursing home/health care	2002
Techlab Inc.	Medical diagnostic product mfg.	1990s
Harvey Chevrolet	Car dealership	1959
Food Lion	Grocery store	1970s
Radva Corporation	Foam packaging product mfg.	1962

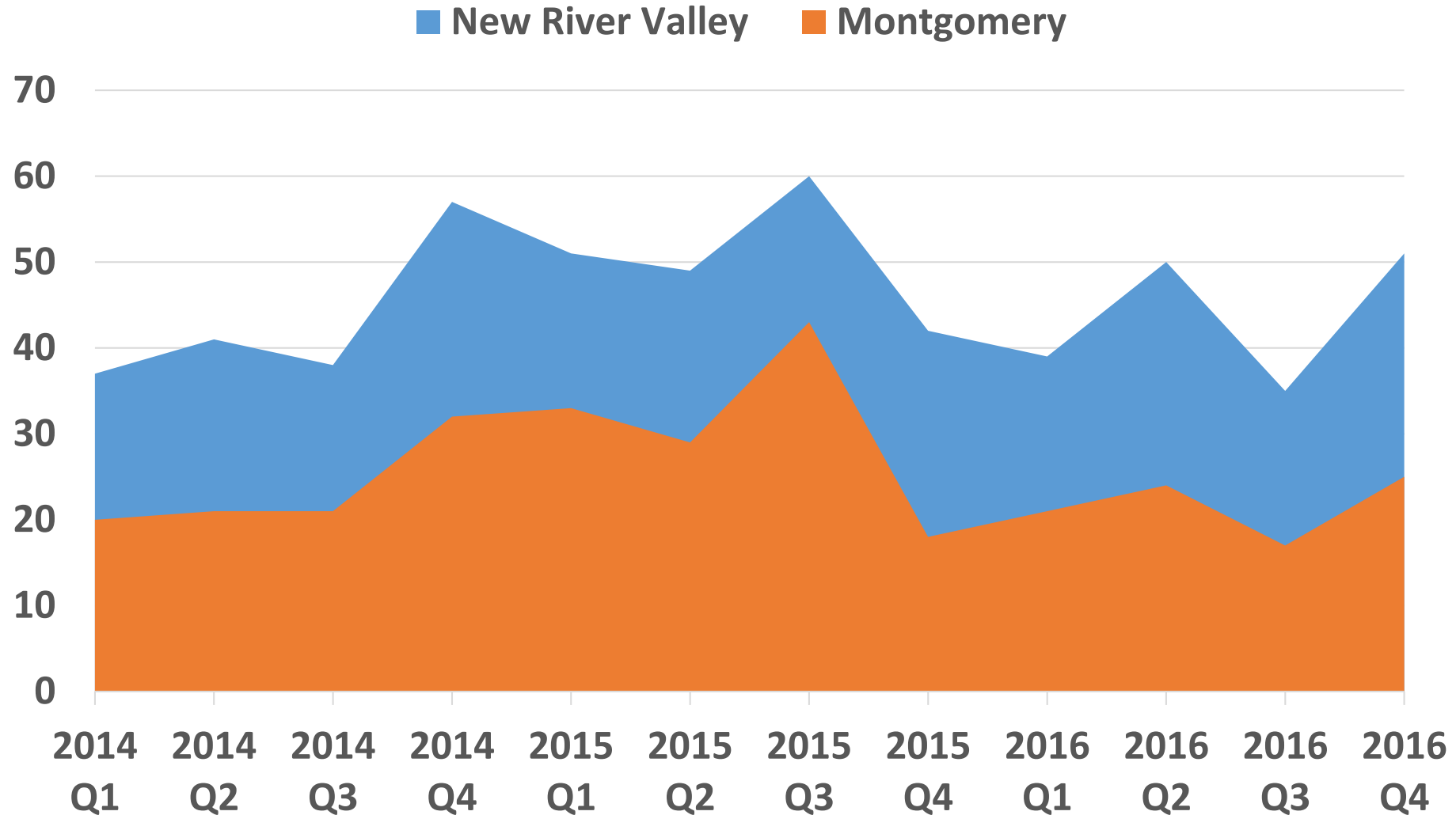
New River Valley Startup Firms



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OPPORTUNITY**
IN EACH REGION

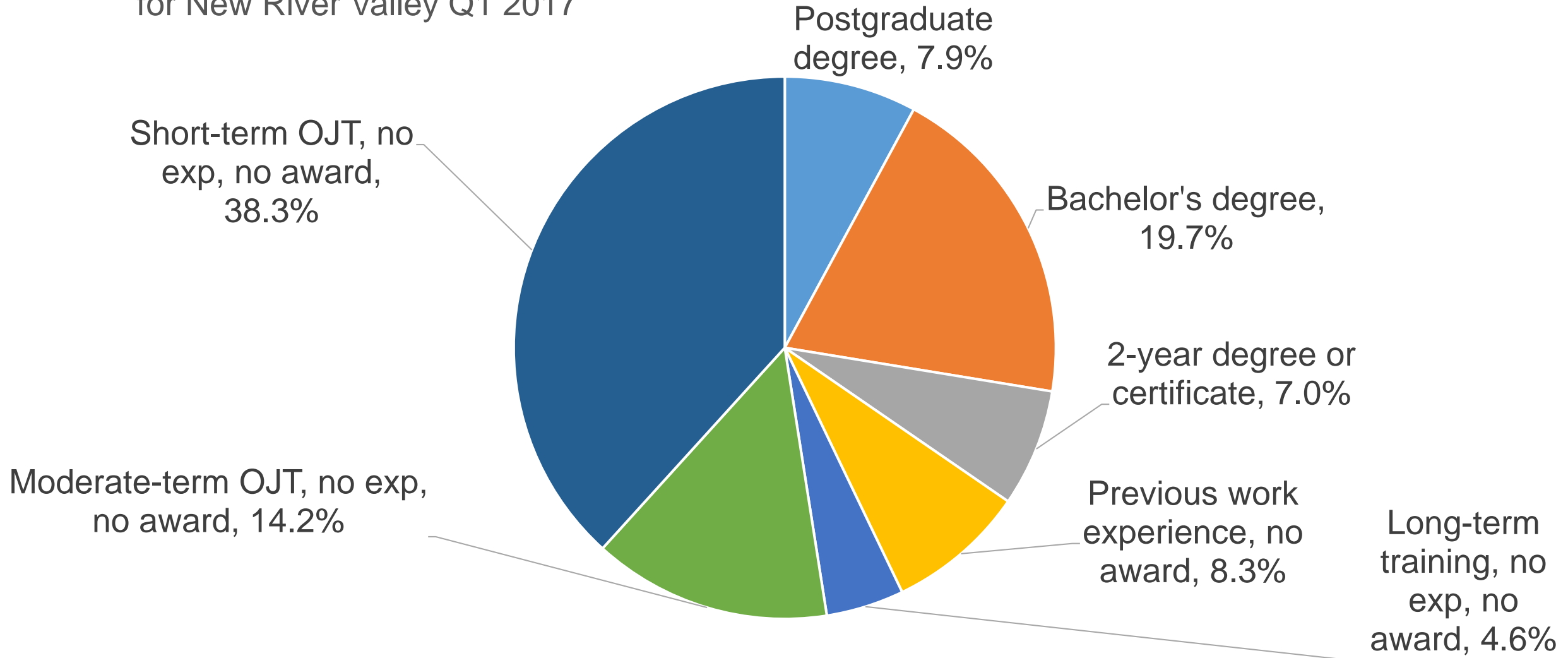
Average of 180
startups
per year from 2014-
16
(48 per quarter)

Montgomery Co.
approx. 50% of
startup activity



New River Valley Workforce Characteristics

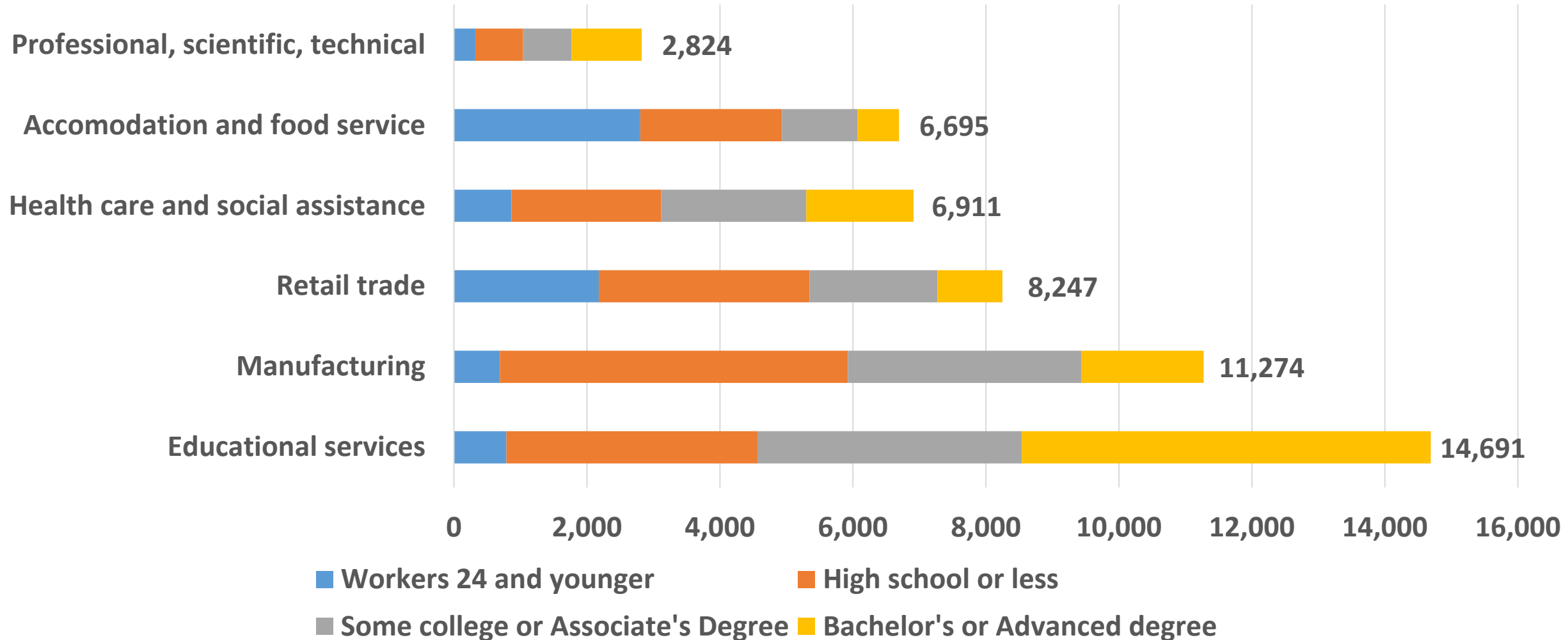
Percent of Employment by Training Required
for New River Valley Q1 2017





New River Valley Workforce Characteristics

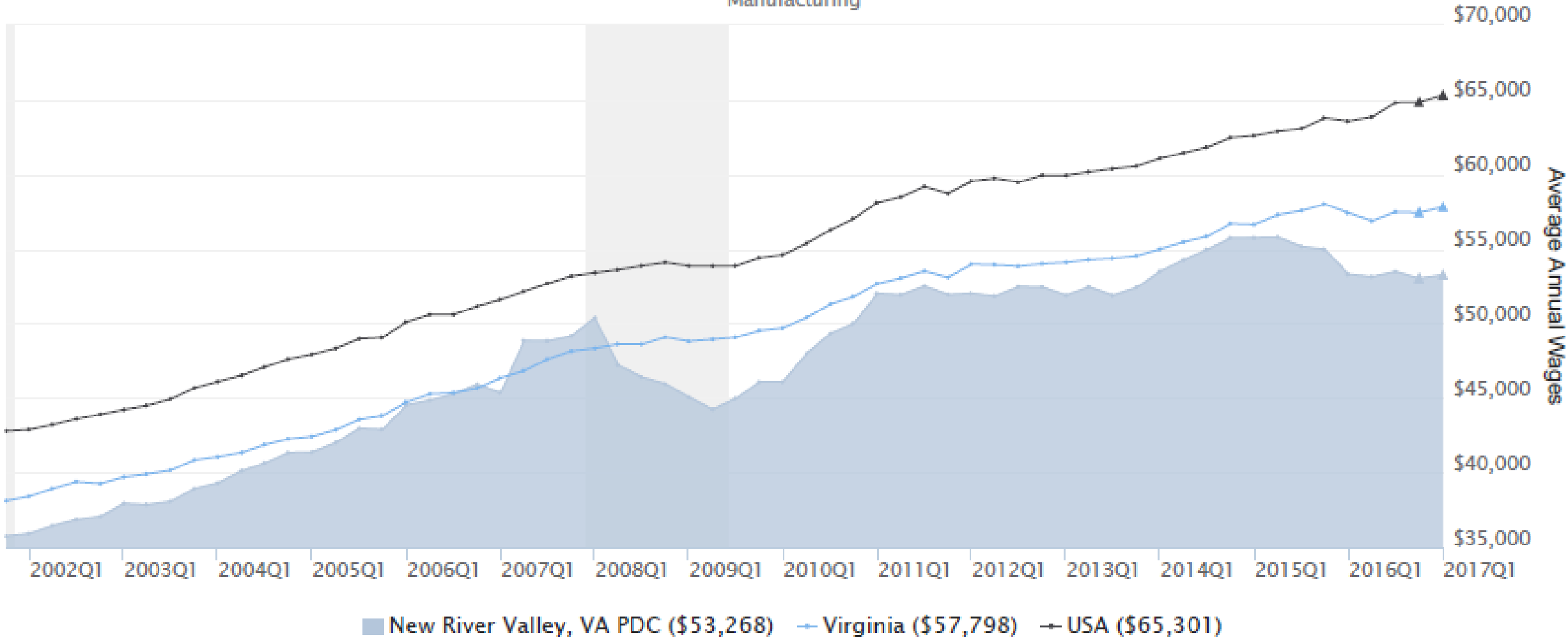
Educational attainment of workers in top industry sectors, 2014
(represents 50,000+ jobs)





New River Valley Workforce Characteristics

Average Annual Wages for New River Valley, VA PDC
Manufacturing



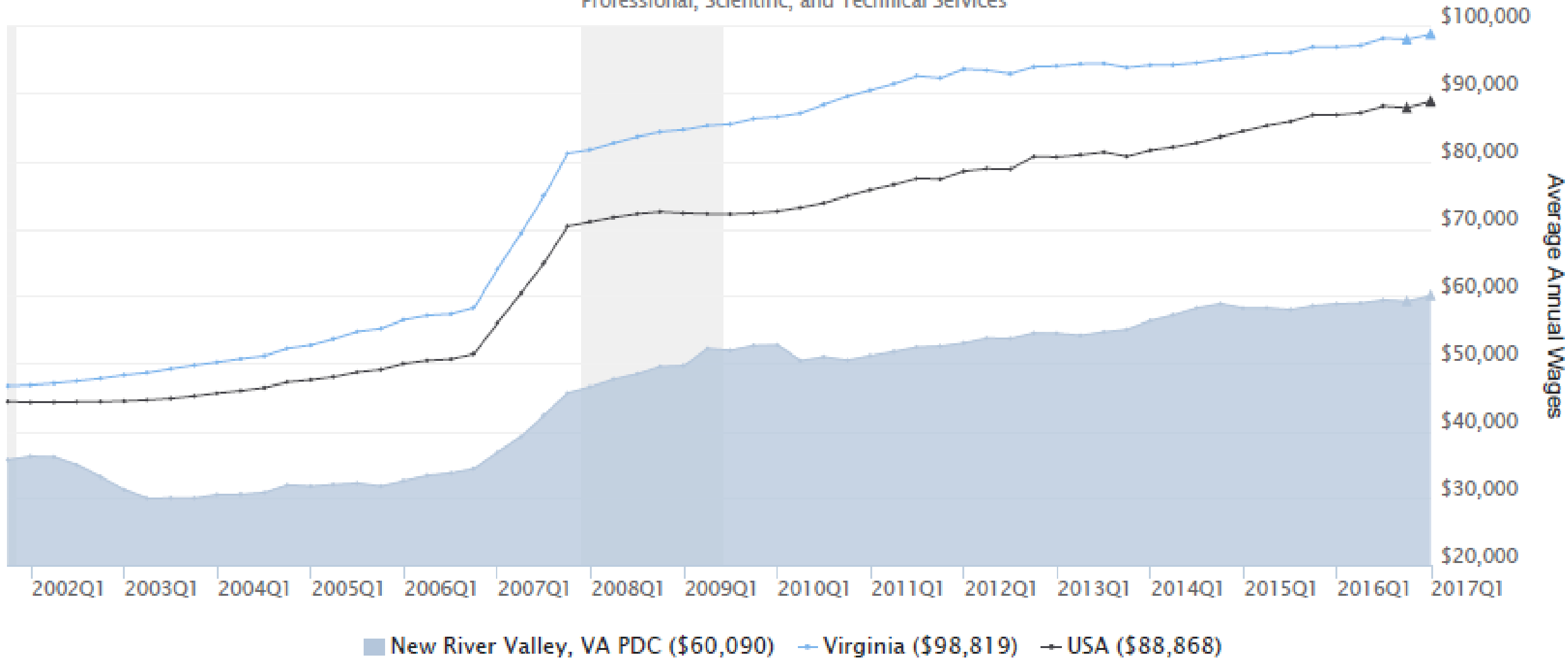
Source: JobsEQ®. Data as of 2017Q1. The shaded areas represent national recessions.



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IN EACH REGION

New River Valley Workforce Characteristics

Average Annual Wages for New River Valley, VA PDC
Professional, Scientific, and Technical Services



Source: JobsEQ®. Data as of 2017Q1. The shaded areas represent national recessions.

Key Data Points



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IN EACH REGION

- Universities are strong factors for regional growth and stability, and support growth in technology and health care industries
- Manufacturing remains a major economic driver, but does not employ as many workers as in the past
- Agriculture and retail/accommodation sectors are important, though smaller, factors in the regional economy
- NRV is a jobs “importer” attracting 3,500 workers per day, with more needed

Key Data Points



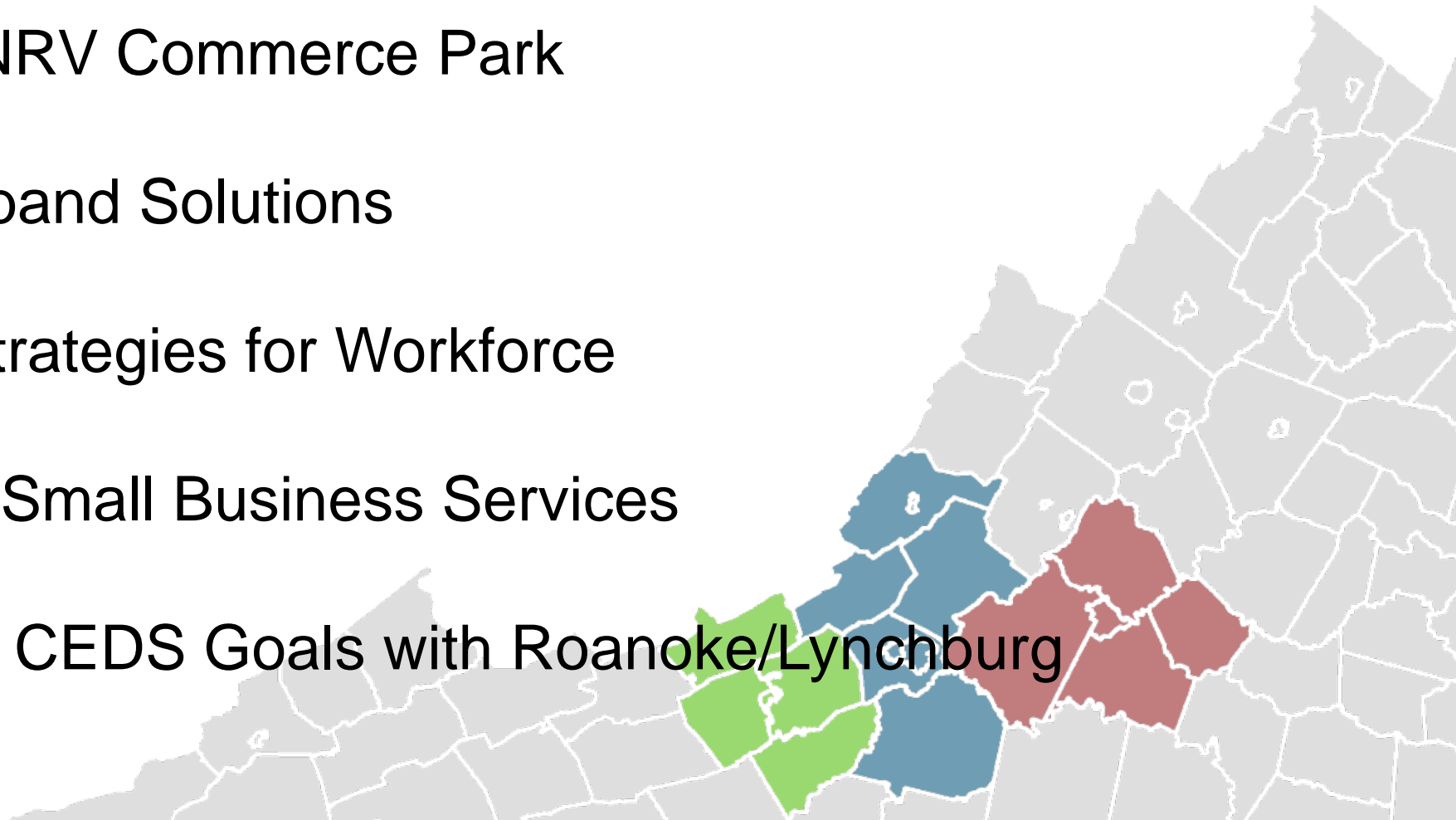
- Regional wages lag behind Virginia and US averages, especially for many 'in-demand' fields
- Workforce needs vary greatly among top sectors. Mix is needed of higher education and/or technical skills
- While universities and large manufacturing firms employ many regional residents, small businesses and start ups are an important source of jobs and growth
- Overall, NRV economy is diverse and demonstrates stability. Quality community development is important going forward.

Comprehensive Economic Development Strategy – Top 10 List



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IN EACH REGION

- Graded Site at NRV Commerce Park
- Last Mile Broadband Solutions
- Sector-based Strategies for Workforce
- Coordination of Small Business Services
- Develop Shared CEDS Goals with Roanoke/Lynchburg



Comprehensive Economic Development Strategy – Top 10 List

- Implement NRV Agribusiness/Agritourism Plan
- Regional Destination Marketing Organization
- Research Unmanned Systems Center of Excellence
- NRV Passenger Rail Expansion
- Internship Program for Targeted Industries

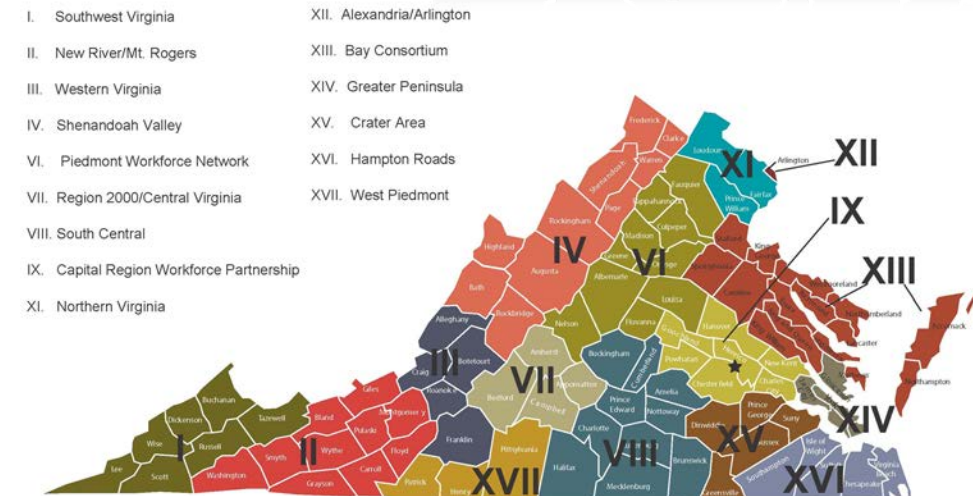




Facilitating and coordinating workforce initiatives that enable economic growth and increase the standard of living in the region.



- Serving the 13 jurisdictions of the NRV and Mount Rogers Planning Districts
- NR/MR WDB is the Regional Convener for the Workforce System
- The WDB is made up of 51% Business reps (each jurisdiction as at least 1 business rep) and other partners (Education, Economic Development, Community Organizations & State agencies)
- Charge is overseeing the WIOA funding streams: Adult, Youth & Dislocated Worker
- 2012-13 Contracted with VT OED to perform a Skills Gap Analysis of the region to identify the economic drivers and their needed skill base
- Since 2009 the NR/MR WDB has worked on multi-regional projects addressing the workforce needs of a particular industries (7 as partner & 2 as grant-recipient and lead agency)



Virginia Local Workforce Investment Areas



CREATES (Construction, Retrofitting, Energy-Efficiency Assessment Training System)

- 2010-2012
- Served 21 Jurisdictions (NRV, Mount Rogers, Roanoke – Allegany)

HITE (Health Information Technology Education)

- 2010-2013
- Served 29 Jurisdictions (NRV, Mount Rogers, Roanoke-Allegany & Coalfields)

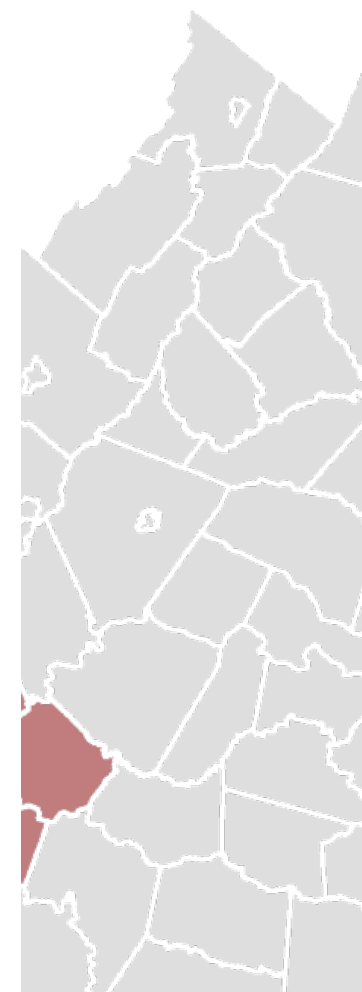
Valley OJT Program

- 2012-2013
- Served 36 Jurisdictions (NRV, Mount Rogers, Roanoke-Allegany & Shenandoah Valley)
- Healthcare & Manufacturing

POWER (Partnership for Opportunity for Workforce & Education Revitalization)

- 2016-2018
- Serving 29 Jurisdictions (NRV, Mount Rogers & Coalfields)
- Coal impacted individuals & Companies

- **DEI, CPID & HEART**



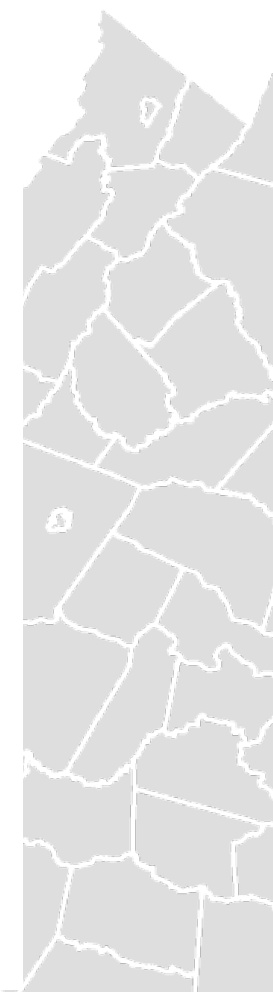


Regional Rapid Response Initiative

- 2016-2017
- Serving 29 Jurisdictions (NRV, Mount Rogers, Roanoke-Allegany & Coalfields)
- 1st time State of Virginia has ever used RR funds to serve businesses as well as dislocated workers
- Heavily focused on manufacturing (where the lay-off's occurred)
- Develop Lay-off aversion strategies & early warning systems
- Develop a flexible workforce system to meet the needs of businesses & job seekers

Pathways to the American Dream

- 2017-2020
- Serving 34 Jurisdictions (NRV, Mount Rogers, Roanoke-Allegany, Coalfields and Danville-Martinsville area)
- 1 of 23 awardees across the country
- Meet the skill needs of IT, Healthcare, & Advanced Manufacturing industries (in H1B visa occupations)
- Develop a Credit for Prior Learning System
- Develop a Portal for easy access to industry/company & occupation information and interest/aptitude assessments and an on-line portfolio option





The New River/Mount Rogers Workforce Development Board supports the region's economy through a collaborative approach to meeting needs of businesses and job seekers that is flexible and adaptable to the changing economic ecosystem. And we hold ourselves accountable to all our stakeholders in the region.

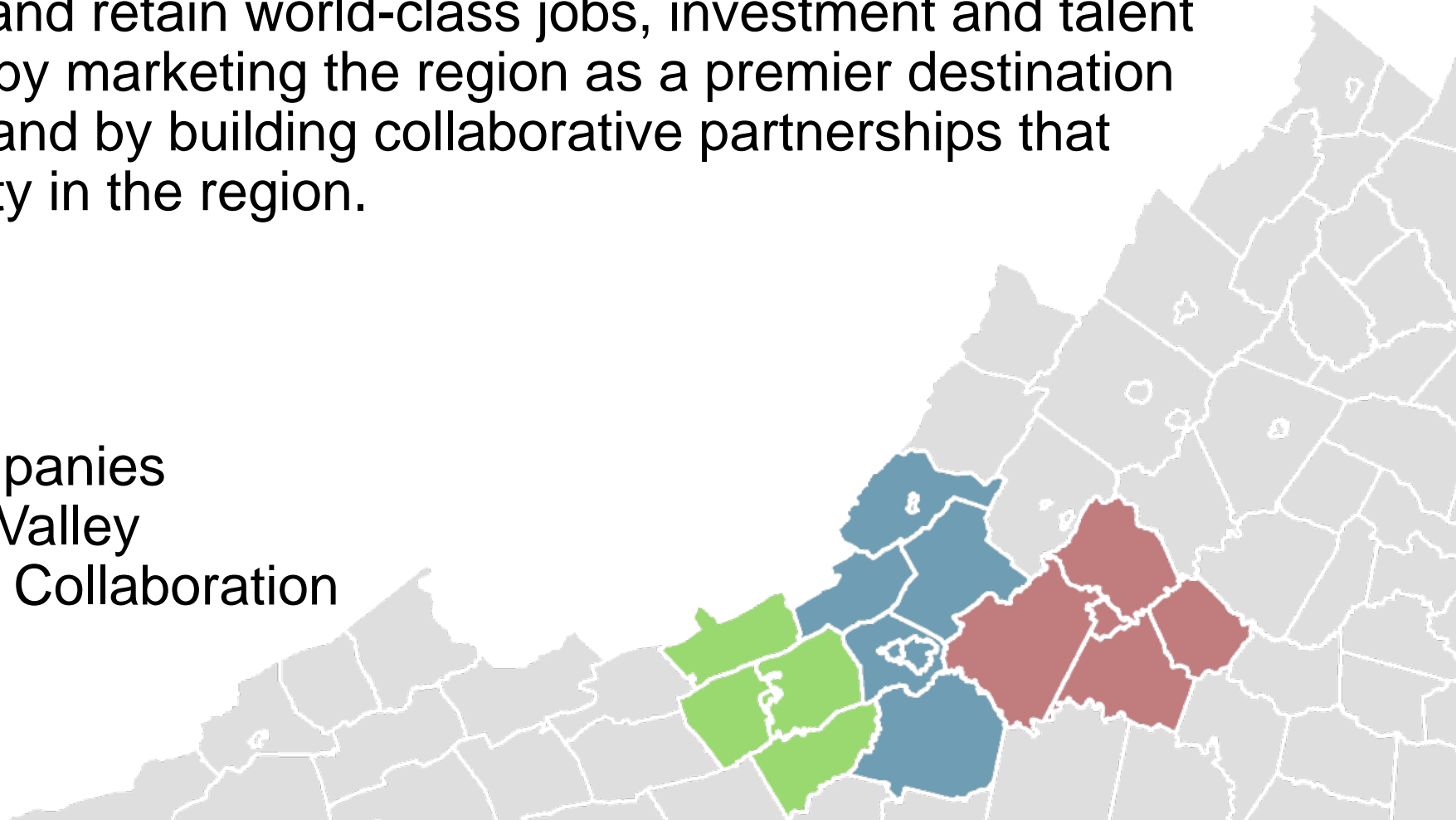


Our Mission:

It's mission is to attract and retain world-class jobs, investment and talent in the New River Valley by marketing the region as a premier destination to live and do business and by building collaborative partnerships that promote economic vitality in the region.

What We Do:

- Business Attraction
- Support Existing Companies
- Brand the New River Valley
- Collective Visioning & Collaboration

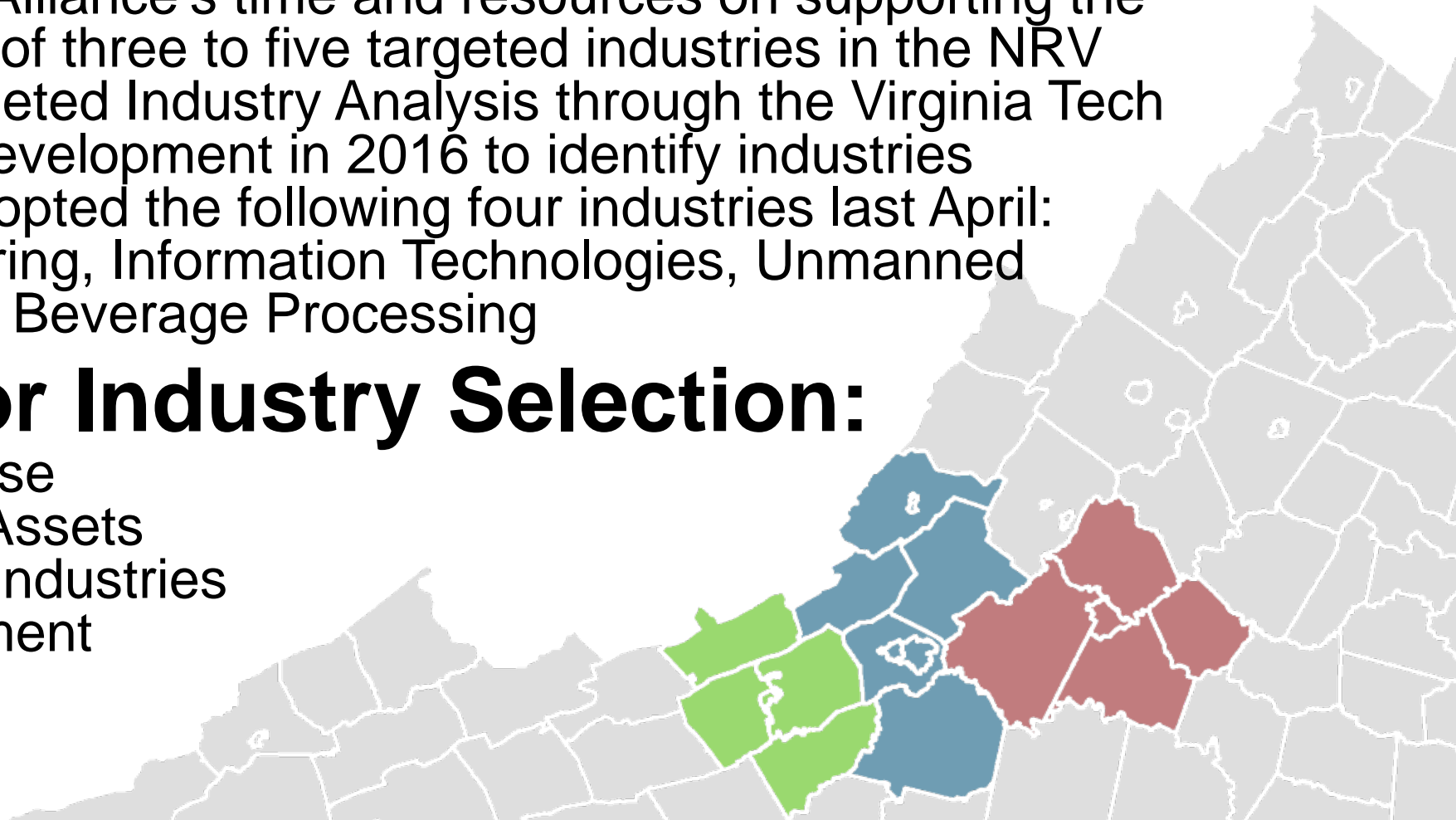


Target Industry Initiative (2017):

- Initiative to focus the Alliance's time and resources on supporting the attraction and growth of three to five targeted industries in the NRV
- Commissioned a Targeted Industry Analysis through the Virginia Tech Office of Economic Development in 2016 to identify industries
- Board of Directors adopted the following four industries last April: Advanced Manufacturing, Information Technologies, Unmanned Systems, and Food & Beverage Processing

Key Criteria for Industry Selection:

- Expand Economic Base
- Aligns with Regional Assets
- Compliment Existing Industries
- Quality jobs & investment



Advanced Manufacturing:

Targeted Sectors:

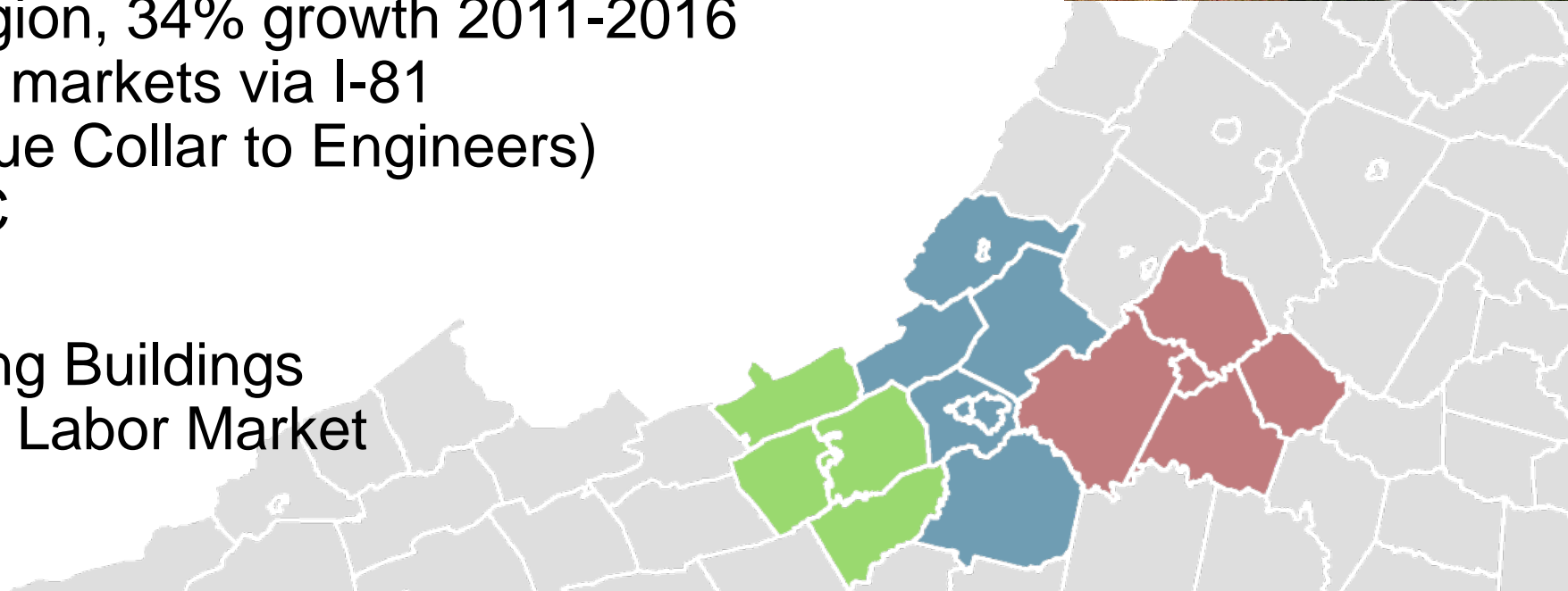
- Automotive, Electronics & Components, Chemicals, and Materials

Justification:

- Over 4,600 jobs in region, 34% growth 2011-2016
- Access to East Coast markets via I-81
- Quality Workforce (Blue Collar to Engineers)
- Major Focus of NRCC

Challenges:

- Graded sites & Existing Buildings
- Currently A Very Tight Labor Market



Information Technology:

Targeted Sectors:

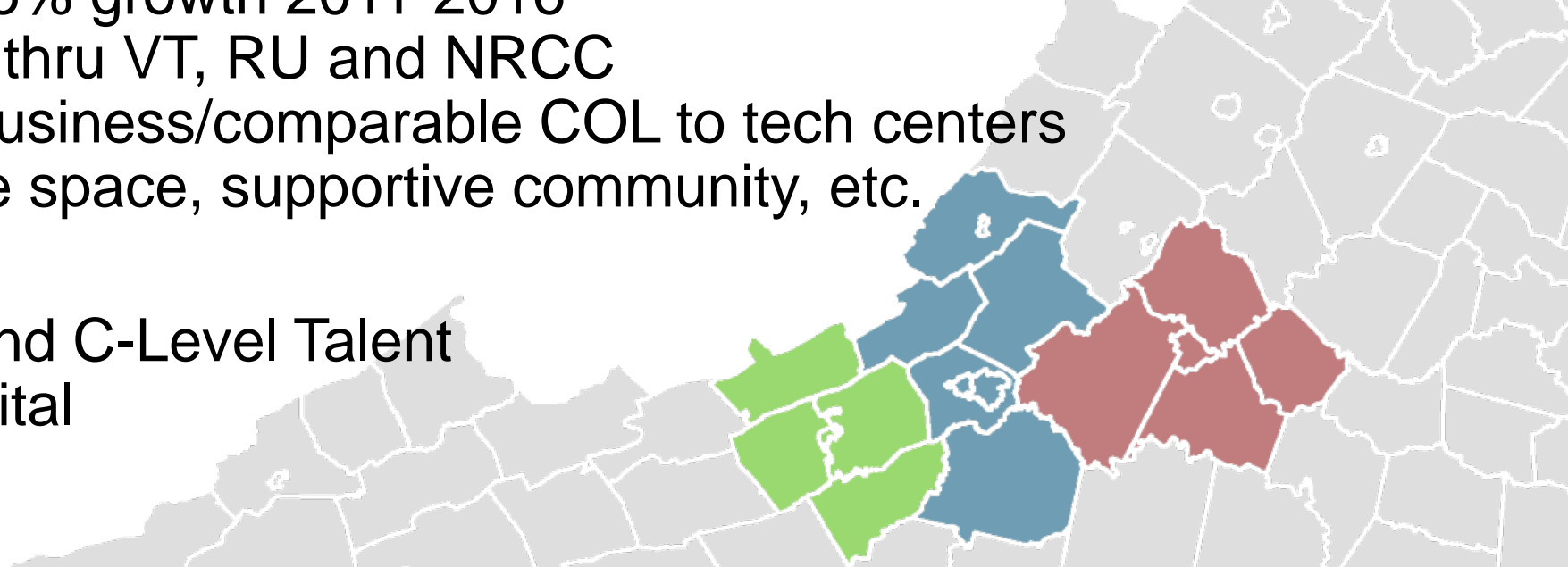
- Software Development, Cybersecurity, IT Support Services, Digital Creative

Justification:

- Almost 2,000 jobs - 35% growth 2011-2016
- Strong talent pipeline thru VT, RU and NRCC
- Lower cost of doing business/comparable COL to tech centers
- Fiber backbone, office space, supportive community, etc.

Challenges:

- Access to Mid-level and C-Level Talent
- Access to startup capital
- Broadband to home



Unmanned Systems:

Targeted Sectors:

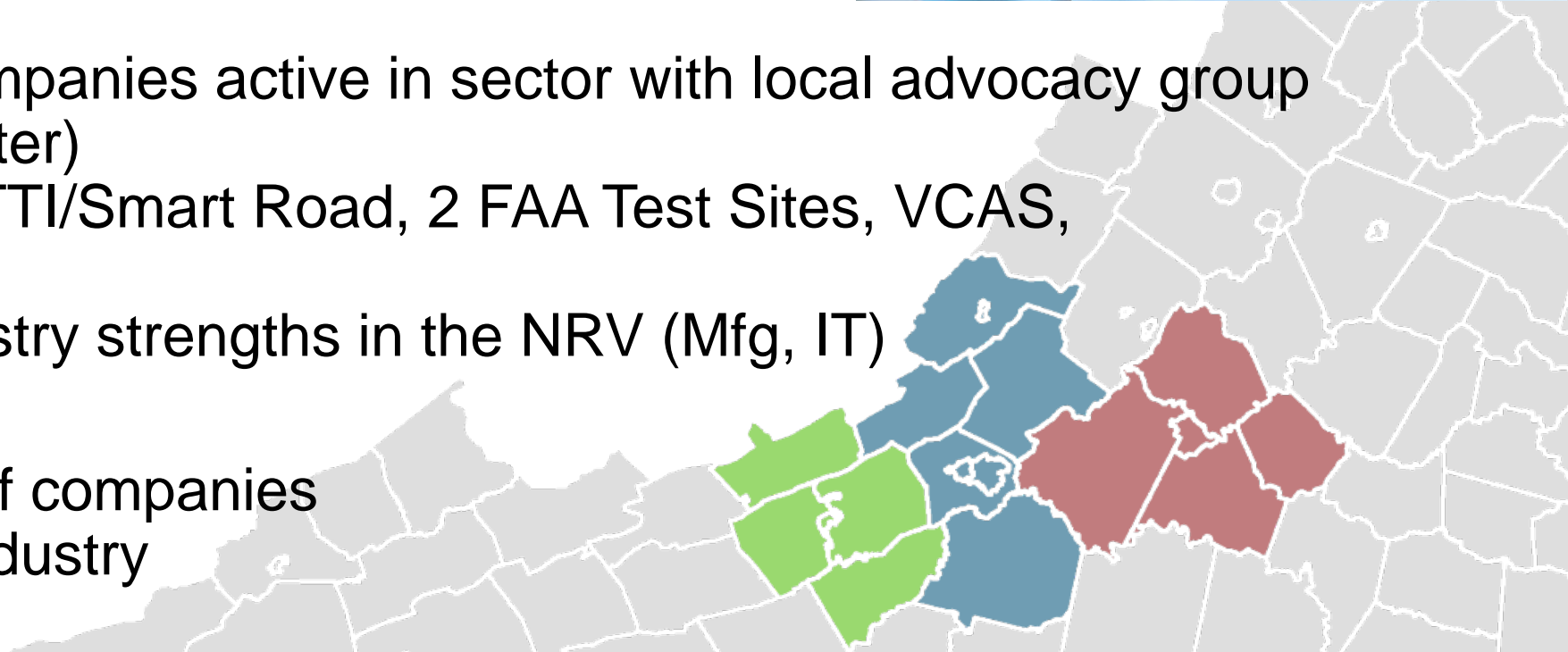
- Advanced Manufacturing, Information Technology, R&D

Justification:

- At least 6 existing companies active in sector with local advocacy group (Ridge & Valley Chapter)
- R&D Assets at VT: VTTI/Smart Road, 2 FAA Test Sites, VCAS, TREC lab,
- Overlap existing industry strengths in the NRV (Mfg, IT)

Challenges:

- Lack a critical mass of companies
- New, but emerging industry



Food & Beverage Processing:

Targeted Sectors:

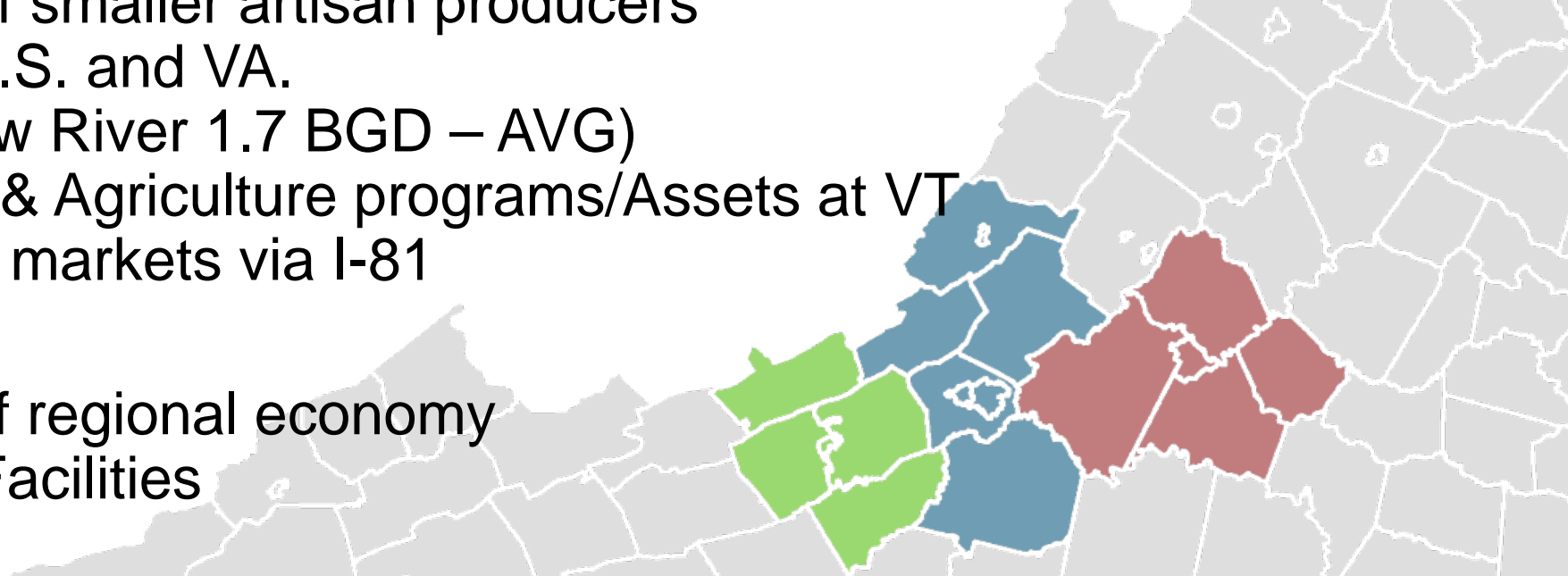
- Food Processing, Beverages, Packaging, Agriculture

Justification:

- Small Industry in NRV comprised of a couple large employers and a lot of smaller artisan producers
- Growing industry in U.S. and VA.
- Water Availability (New River 1.7 BGD – AVG)
- Strong Food Science & Agriculture programs/Assets at VT
- Access to East Coast markets via I-81

Challenges:

- Not a specialization of regional economy
- Lack of Food Grade Facilities

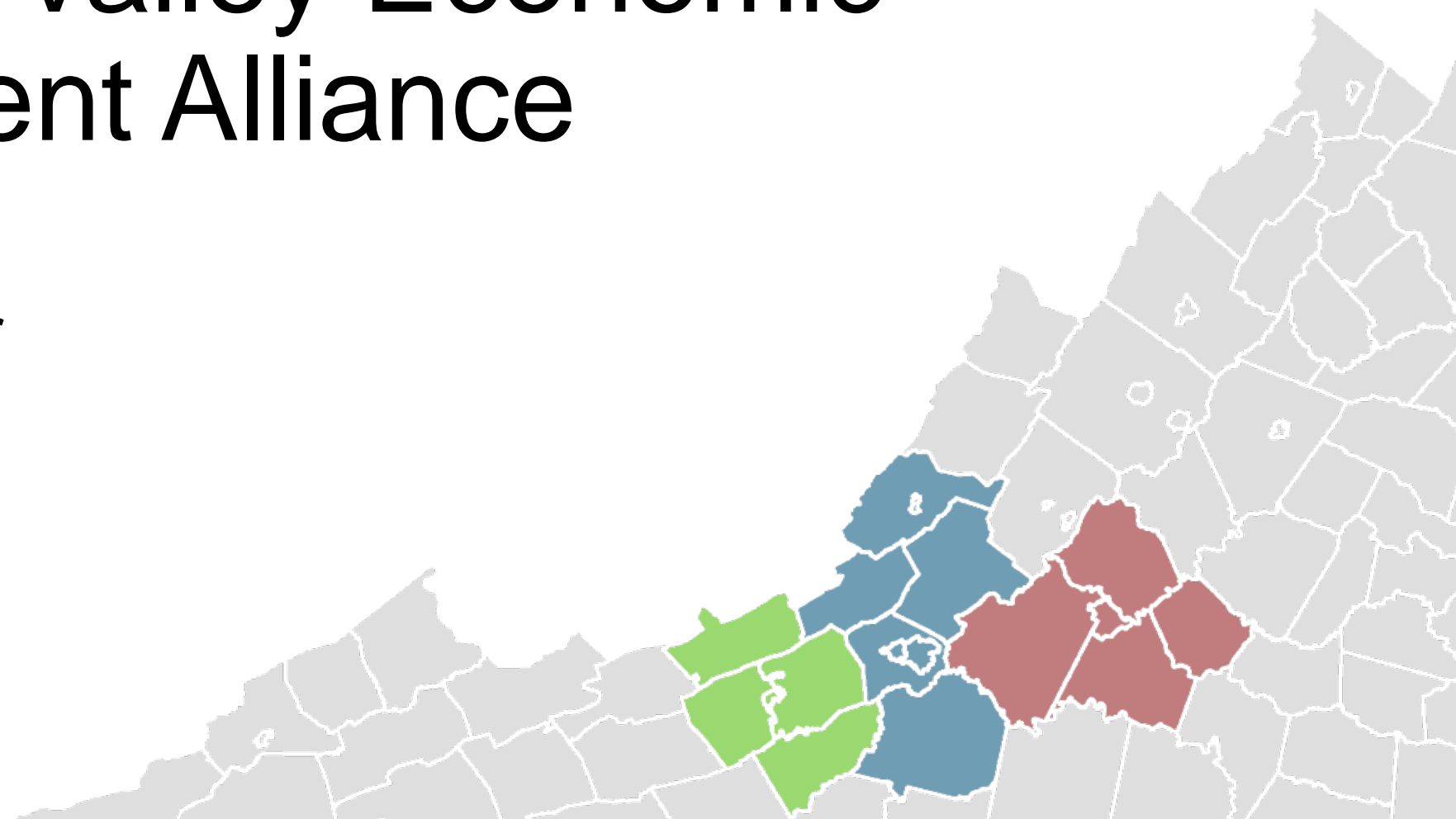




VIRGINIA INITIATIVE FOR
**GROWTH &
OPPORTUNITY**
IN EACH REGION

New River Valley Economic Development Alliance

Charlie Jewell,
Executive Director



Discussion

