



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

GO Virginia Region 2

GO Virginia Region 2 Council Meeting

October 29, 2025, 12:45-2:45 pm

[Virtual Meeting Link](#)

Taubman Museum of Art

110 Salem Ave SE, Education Room, 3rd Floor

Roanoke, VA 24011

- | | | |
|-------|--|----------------------|
| I. | Opening (12:45-12:55) | Chairman Amos |
| | a. New Council Member & Staff Introductions | |
| | b. Roll Call | Emmalee Wagner |
| II. | Council Membership (12:55-1:05) | Chairman Amos |
| | a. Leadership and Executive Committee | |
| | b. Terms and Vacancies | Vice Chairman Denham |
| III. | Financial Report (1:05-1:10) | Alyssa McKenney |
| IV. | Program Report (1:10-1:25) | |
| | a. Proposal Updates | Jemma Sabokrouh |
| | b. State Board Childcare Discussion | Vice Chairman Denham |
| | c. 2025 Annual Report | Jemma Sabokrouh |
| | d. 2026 Calendar | Jemma Sabokrouh |
| V. | Quarterly Project Reporting (1:25-1:30) | Emmalee Wagner |
| VI. | Project Proposals (1:30-2:10) | Jemma Sabokrouh |
| | a. SBDC Business Preparedness Program NRV | |
| | b. BRIC Industry Scale-Up Plan for Regions 2 and 3 | |
| VII. | Regional Council Committee Update (2:10-2:20) | Richmond Vincent |
| VIII. | 2025 Growth & Diversification Plan (2:20-2:35) | Sarah Lyon-Hill |
| IX. | Closing Business (2:35-2:45) | Vice Chairman Denham |
| | a. 2025 Growth & Diversification Plan | |
| | b. July 24, 2025 Meeting Minutes | |
| | c. GO Virginia Video | |

The meeting will adjourn at 2:45 p.m.

Public comments are welcome in writing. Please submit to Emmalee Wagner, emmaleewagner@vt.edu, by 10/28/2025 at 1:00 p.m.

GO Virginia Region 2 Council Member Candidates

Roanoke Subregion

Daniel DiMarco



Daniel DiMarco is a principal architect in AECOM's Buildings + Places and is a leader in the healthcare and higher education research market sector in AECOM's Roanoke office. He has over 30 years of comprehensive design experience for leading healthcare, higher education, and research facilities, including public, private, and government clients. Daniel describes one of his most rewarding projects as serving as the lead architect on the Fralin Biomedical Research Institute. He has also led several Carilion projects and many other healthcare facilities across the country and internationally.

Dr. Frank Shushok



Frank Shushok Jr. is the 12th president of Roanoke College, where he leads with a vision for agile, innovative, and learner-centered education. Since joining in 2022, he has spearheaded the Imagine Roanoke strategic plan, transforming the college into a 21st-century learning laboratory. His leadership emphasizes belonging, character, and purpose, and he is deeply committed to bridging campus and community through initiatives like Roanoke College–Roanoke Valley, which expands access to continuing education and workforce development. His leadership style is marked by creativity, ideation, and a commitment to evolution and transformation. Shushok came to Roanoke College after 13 years at Virginia Tech, where he served in several executive roles, including vice president for Student Affairs. He was also a tenured professor of Agricultural Leadership & Community Education at Virginia Tech.

Lynchburg Subregion

James Richards



James R. Richards has practiced law for over 37 years and brings to bear on each matter his wide range of additional past experience that includes litigation, real estate, and lease and contract negotiation, all of which allow him to be a useful resource to clients. He is a native of Lynchburg with deep roots in the community and strongly believes in the necessity of maintaining vibrant local businesses to ensure the continued health and prosperity of the Lynchburg region. Jim is focused on his clients' success and wellbeing and takes pride in bringing to his clients solutions that are as simple as is possible and clearly understood. He believes in a team approach and values collaboration with his client's other advisors to provide the best possible outcomes.

Region 2 Allocations

Updated 10/20/2025

FY25 Per Capita Projects	
FY25 Allocation	\$1,515,210.00
Transfer from FY23/24 Capacity Building Contingency	\$166,021.42
GMP CLEAN	-\$100,000.00
Artificial Intelligence State Landscape Assessment	-\$50,000.00
Region 2 GO TEC Launch in the New River Valley and Roanoke County	-\$994,213.00
Project Returns	\$24,622.55
NRVRC Site Advancement Strategy 2025	-\$94,400.00
FY25 Remaining Balance	\$467,240.97

FY26 Per Capita Projects	
FY26 Allocation	\$1,506,951.00
Lynchburg Regional Business Alliance Regional Talent Portal	-\$99,999.00
Virginia Tech Transportation Institute Workforce Pathways Plan for ACE Technology in Region 2	-\$100,000.00
FY25/FY26 Remaining Balance	\$1,774,192.97

Applications Pending Approval (Per Capita)	
Vector Space, Robotics Facility Planning, Lynchburg Region	-\$97,200.00
Virginia Tech Corporate Research Center Regional Initiative for Startups and Entrepreneurship in the New River and Roanoke Valleys	-\$648,000.00

Applications Under Consideration	
BRIC Industry Scale-Up Plan for Regions 2 and 3	-\$250,000.00
SBDC Business Preparedness Program NRV	-\$71,155.61
Total	-\$1,066,355.61
Balance if All Per Capita Applications Approved	\$1,028,992.97

FY 25 Capacity Building (Support)	
FY25 Allocation	\$250,000.00
FY25 Drawdown	-\$250,000.00
Current Balance	\$0.00

FY 26 Capacity Building (Support)	
FY26 Allocation	\$250,000.00
FY26 Drawdown	\$0.00
Current Balance	\$250,000.00

FY25 Planning Cap	\$250,000.00
Planning projects approved	\$244,400.00
Percentage of planning cap	98%
Planning funds remaining	\$5,600.00

FY26 Planning Cap	\$250,000.00
Planning projects approved	\$100,000.00
Percentage of planning cap	40%
Planning funds remaining	\$150,000.00

planning

Statewide Competitive
Helene Business Recovery Initiative

Project Name	Funding 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
Center for Entrepreneurship	Per Capita (FY22)	3/14/2023	3/14/2026	\$240,192.00	\$78,416.19	\$161,775.81	\$120,096.00	\$62,557.80	\$57,538.20	
Bedford Metal Workforce Training Center	Per Capita (FY22)	8/1/2023	6/30/2025	\$99,900.00	\$96,542.35	\$3,357.65	\$201,000.00	\$422,429.00	\$0.00	Fiscal closeout in process
Industry 4.0 for the ACE Workforce	Per Capita (FY23)	3/1/2023	12/31/2025	\$500,000.00	\$172,054.64	\$327,945.36	\$251,300.00	\$204,009.68	\$47,290.32	
Lynchburg Beacon of Hope Career Acceleration Program	Per Capita (FY23)	8/1/2023	3/1/2026	\$540,000.00	\$295,798.39	\$244,201.61	\$352,200.00	\$136,775.37	\$215,424.63	
Falling Branch Corporate Park Regional Site Development	Per Capita (FY23)	7/1/2023	6/30/2026	\$324,000.00	\$262,897.92	\$61,102.08	\$2,810,765.60	\$824,000.12	\$ 1,986,765.48	
Strengthening Entrepreneurs' Impact	Per Capita (FY23)	12/1/2023	12/1/2025	\$577,800.00	\$336,480.09	\$241,319.91	\$288,900.00	\$229,682.90	\$ 59,217.10	
ACA Classical & CTE Academy Welding	Per Capita (FY24)	7/1/2024	7/1/2026	\$565,000.00	\$170,837.55	\$394,162.45	\$538,335.85	\$133,361.32	\$ 404,974.53	
Developing IT & Cybersecurity Certification Pipeline (ITCCP)	Per Capita (FY24)	7/1/2024	7/1/2026	\$202,872.00	\$41,432.35	\$161,439.65	\$116,863.00	\$37,162.97	\$79,700.03	
Randolph College Engineering	Per Capita (FY24)	7/1/2024	7/1/2026	\$367,000.00	\$157,201.56	\$209,798.44	\$379,784.00	\$227,199.88	\$152,584.12	
Project VITAL	Per Capita (FY24) & Statewide Competitive	1/1/2025	1/1/2028	\$4,987,029.00	\$353,463.99	\$4,633,565.01	\$2,517,443.16	\$192,715.06	\$2,324,728.10	
GMP CLEAN	Per Capita (FY25)	10/1/2024	10/1/2025	\$100,000.00	\$0.00	\$100,000.00	\$50,000.00	\$0.00	\$50,000.00	
GOTEC Launch in the New River Valley and Roanoke County	Per Capita (FY25)	7/1/2025	7/1/2027	\$994,213.00	\$0.00	\$994,213.00	\$518,956.00	\$0.00	\$518,956.00	Contract executed 9/23/2025
NRVRC Site Advancement Strategy 2025	Per Capita (FY25)	8/15/2025	8/14/2026	\$94,400.00	\$0.00	\$94,400.00	\$108,479.00	\$0.00	\$108,479.00	Contracting in process
Lynchburg Regional Business Alliance Regional Talent Portal	Per Capita (FY26)	10/1/2025	9/30/2027	\$99,999.00	\$0.00	\$99,999.00	\$50,000.00	\$0.00	\$50,000.00	Contracting in process

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:	\$1,115,382.03	\$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	\$0.00	\$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	\$0.00	\$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	\$0.00	\$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	\$1,220,173.82	\$222,569.17	\$1,080,813.00	\$1,117,901.99	\$185,219.68	\$105,369.00	\$88,879.44	\$16,489.56
Per Capita FY23 Projects:	\$2,108,467.00	\$1,233,898.04	\$874,568.96	\$3,799,832.37	\$1,489,632.09	\$2,310,200.28	\$156,182.00	\$96,399.13	\$59,782.87
Per Capita FY24 Projects:	\$1,274,231.00	\$479,278.67	\$794,952.33	\$954,934.00	\$505,550.72	\$449,383.28	\$92,350.19	\$34,873.37	\$57,476.82
TPI FY24 Projects:	\$250,000.00	\$196,940.02	\$53,059.98	\$125,029.00	\$106,346.28	\$18,682.72	\$20,000.00	\$14,588.15	\$5,411.85
Statewide Competitive Projects FY24:	\$4,987,029.00	\$353,463.99	\$4,633,565.01	\$2,517,443.16	\$192,715.06	\$2,324,728.10	\$121,634.85	\$8,621.07	\$113,013.78
Per Capita FY25 Projects:	\$1,144,213.00	\$0.00	\$1,094,213.00	\$568,956.00	\$0.00	\$568,956.00	\$63,683.00	\$0.00	\$63,683.00
Per Capita FY26 Projects:	\$99,999.00	\$0.00	\$99,999.00	\$50,000.00	\$0.00	\$50,000.00	\$7,407.00	\$0.00	\$7,407.00
TOTAL:	\$17,356,974.03	\$9,154,741.15	\$7,772,927.45	\$16,616,052.24	\$10,323,091.60	\$6,574,691.98	\$679,916.04	\$352,958.15	\$326,957.89

Proposal Updates

Project	Status	Comments
LRBA Regional Talent Portal	Approved	Approved at the State Board meeting. Contract start date: October 1
VTI Workforce Pathways for ACE Technologies in Region 2	Approved	Administratively approved on October 15
VT CRC Regional Initiative for Startups & Entrepreneurship in NRV and ROA	Deferred	Deferred at the State Board meeting. The applicant was asked to revise the proposal according to the following feedback: • Specific data to demonstrate demand for programming • Focus efforts on Virginia Tech, with KnowledgeWorks as the primary model for programming • Additional information to clarify differences in ERC programming and existing programs to avoid duplicated efforts • Additional information to make the sustainability of the programming clear <u>Revised application package will be submitted in October for State Board review on December 9, 2025</u>
Vector Space Robotics Program Feasibility Study in Lynchburg	Resubmitted	Administratively denied on August 4. Applicant revised the proposal based on state feedback, and Region 2 Executive Committee approved resubmission on October 15 to meet the 10/17 planning grant deadline. Revision Summary: • Clarification: Proposed programming is new and not an established curriculum • Clarification: Curriculum development is a project activity. Staff time and site visits will contribute to curriculum development • Addition: Exploring internship placements as an implementation outcome has been added to planning grant activities • Revision: Budget was revised with clearer line-item descriptions and adjusted match to meet program requirements • Clarification: The implementation phase includes construction, but a follow-up GOVA implementation grant would not request funding for that component
United Way of Central Virginia Childcare & Workforce Development in Lynchburg	Denied	Denied by the State Board as ineligible based on current policy.



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2026 GO Virginia Region 2 Calendar

The GO Virginia Fiscal Year operates July 1 – June 30.

*This 2026 calendar spans two fiscal years: FY26 (Jan–Jun 2026) and FY27 (Jul–Dec 2026).
Funding, deadlines, and reports are tracked by the Fiscal Year ending June 30.*

January

FY26 Q3

1/5: Region 2 quarterly reports due

1/16: State deadline for planning grant application submission in CAMS (5:00 pm)

February

FY26 Q3

2/10: Region 2 Council meeting

2/13: State deadline for council-approved implementation grant application submission in CAMS (12:00 pm)

2/23-27: State pitch calls for council-approved applications

March

FY26 Q3

3/20: Region 2 application deadline (5:00 pm)

3/24: State Board meeting

3/27: State deadline for planning grant application submission in CAMS (5:00 pm)

April

FY26 Q4

4/3: Region 2 quarterly reports due

4/17: State deadline for planning grant application submission in CAMS (5:00 pm)

4/29: Region 2 Council meeting

May

FY26 Q4

5/1: State deadline for council-approved implementation grant application submission in CAMS (12:00 pm)

Regional FY27 capacity building budget due to DHCD (12:00 pm)

5/11-5/15: State pitch calls for council-approved applications

June

FY26 Q4

6/9: State Board meeting

6/19: State deadline for planning grant application submission in CAMS (5:00 pm)

6/26: Region 2 application deadline (5:00 pm)



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July FY27 Q1

7/16: **Region 2 quarterly reports due**

7/17: State deadline for planning grant application submission in CAMS (5:00 pm)

August FY27 Q1

8/5: **Region 2 Council meeting**

8/7: State deadline for council-approved implementation grant application submission in CAMS (12:00 pm)

8/17-21: State pitch calls for council-approved applications

September FY27 Q1

9/11: **Region 2 application deadline (5:00 pm)**

9/15: **State Board meeting**

9/18: State deadline for planning grant application submission in CAMS (5:00 pm)

October FY27 Q2

10/1: **Regional annual reports due to DHCD**

10/2: **Region 2 quarterly reports due**

10/16: State deadline for planning grant application submission in CAMS (5:00 pm)

10/29: **Region 2 Council Meeting**

10/30: State deadline for council-approved implementation grant application submission in CAMS (12:00 pm)

November FY27 Q2

11/9-13: State pitch calls for council-approved applications

December FY27 Q2

12/8: **State Board meeting**

12/18: State deadline for planning grant application submission in CAMS (5:00 pm)

12/17: **Region 2 application deadline (5:00 pm)**

GO Virginia Region 2 Quarterly Report

Q3 : July - September 2025

Program to Date Metrics

Total Projects Funded	Totals Funds Allocated	Jobs Created/Placed	Matching Funds Allocated
57 (43 Projects Completed)	\$17,691,880	961	\$19,115,135

Stoplight Report Project Status Key

	Project completed quarterly milestone(s) and is on track to complete outcomes by contracted end date.
	Project did not complete one or more quarterly milestone(s) but has a plan in place to complete outcomes by contracted end date.
	Project did not complete one or more quarterly milestone(s) and a plan for completing outcomes by contracted end date is not in place.

Project Status, Details, GOVA Funds	Achieved/Committed Outcomes	Q3 Reporting from Staff
Industry 4.0 for the Automated-Connected- Electrified (ACE) Workforce Workforce Development <i>Implementation</i> 2/28/23-12/31/25* \$500,000	28/35 Businesses Served 151/530 Students Trained	1 of 3 milestones met; unable to host Module 1 training due to staffing and low interest and Module 3 training rescheduled to Q4. Reached out to past participants of Train the Trainer to offer ongoing support and capture training numbers from their companies. Meetings with project team and GENEDGE, advertised and provided Module 2 virtually. Staff is in contact with project lead.
GMP Clean Cluster Scale Up <i>Planning</i> 10/01/24-10/01/25 \$100,000	2/3 Businesses Served Contracted Deliverables: Pilot cleanroom, Inventory and needs assessment for future cleanroom space implementation, Financial and business plans for cleanroom operations.	1 of 2 milestones met; Chemistry, Manufacturing, and Controls (CMC)/Good Manufacturing Practices (GMP) adherence steps not complete. Cleanroom is built/installed. On pace to complete all outcomes and achieve all metrics at closeout. <u>Project is out of compliance with fiscal requirements and at risk for losing GOVA funding. Staff is in contact with project lead.</u>
GOTEC Launch in NRV and Roanoke County <i>Implementation</i> 7/1/2025 - 7/1/2027 \$994,213	7/1,136 People Trained 0/1 Program Implemented	1 of 4 milestones met; 3 milestones delayed due to delay in receiving executed contract from DHCD. Delayed contract delayed equipment purchases. Waiting on partner MOUs. Instructor training session successfully completed. Subgrantee reports project is positioned for continued success and growth in the subsequent period.
Lynchburg Career Accelerator Workforce Development <i>Implementation</i> 7/31/23-3/01/2026* \$540,000	264/112 Internships Completed 77/44 Certificates Awarded 59 /24 Businesses Served	0 of 1 milestone met; online tool development delayed; expected completion: Q4. New business partners engaged through 1-on-1 meetings to strengthen workforce pipeline partnerships and employer engagement. Continued supporting existing student, pausers, and 2Gen caseload First drafts of 3 guides (playbooks) completed.
LRBA Center for Entrepreneurship Startup Ecosystem <i>Implementation</i> 3/14/23-3/14/26* \$240,192	7/42 Jobs Created 40/20 Businesses Served \$599K/400K Capital Raised	3 of 6 milestones met; some workshops and events delayed as search for trainers and providers continues. Venture Magazine on hold; seeking marketing professional. Office is now operational; CO.STARTERS (entrepreneur cohort program) launched 9/09/2025. Several projects are in planning/underway, including developing angel network, finding service providers, Entrepreneurial Ecosystem Map. etc.
Project VITAL Cluster Scale Up <i>Statewide Competitive</i> 1/01/25-1/01/28 \$4,987,029	9/42 Employees Upskilled 11/406 Jobs Created/Filled 46/100 Businesses Served 7/55 Entrepreneurs Engaged 5/15 Mentors Engaged \$9.2/\$50M Capital Raised	14 of 17 milestones met; ISO resource program required more upfront efforts and taken more time than estimated. Carilion Human Factors Lab completing previously delayed milestones including website launch, media strategy, onboarding materials, event participation. RBIA launched a regulatory support scholarship; received 7 applications. VWCC biotechnology camp hosted 10 high school students from 8 schools and Summer BCSI micro-credential evaluator training certified 9 new evaluators and awarded 51 micro-credentials.

Project Status, Details, GOVA Funds	Achieved/Committed Outcomes	Q3 Update from Subgrantee
ACA Classical & CTE Institute Workforce Development <i>Implementation</i> 6/30/24-6/30/27* \$565,000	0/54 Student Trained 0/7 Credentials Awarded	First tranche of equipment purchased and installed. First group of students (12) started welding and fabrication training. There is a dual enrollment class in the day and a workforce class at night (Procurement of equipment delayed, first classes are smaller than planned.)
Developing IT and Cybersecurity Certification Pipeline Workforce Development <i>Implementation</i> 7/01/24 - 7/01/26 \$202,872	69/104 Credentials Awarded 4/15 Businesses Served	Expanded credential access by adding Certiport certifications in Microsoft Office, Adobe, IT Fundamentals, and more. Students and employers engaged at Radford University and Virginia Tech career fairs to showcase IT and Cyber programs. The second Talent Connect Summit (9/30/25) connected students and employers to network and explore IT and cybersecurity career pathways.
Educating Engineers for the Region 2 Workforce Workforce Development <i>Implementation</i> 7/01/24 - 7/01/26 \$367,000	0/40 Students Trained 20/40 Internships Created	Department of Engineering faculty (2) trained to certify the students in robotics; student certifications will begin next year. 43 students in the introduction to engineering class.
Falling Branch Corporate Park Site Development <i>Implementation</i> 7/1/23-6/30/26* \$324,000	0/35 Acres Elevated from Tier 4 to Tier 5 on VBRSP Scale 0/1,004 feet of sewer line constructed 2,800/2,800 feet of waterline constructed	The water line plan, sewer pump station and force main design accepted by the Town of Christiansburg. 20 acre site grading is 90% complete; July and August 2025 were wet months caused construction delays.
Strengthening Entrepreneurs Impact Start Up Ecosystem <i>Implementation</i> 12/01/23-8/30/26* \$577,800	72/70 Jobs Created/Filled 28/35 Existing Businesses Expanded 4/8 New Businesses Created 63/58 Businesses Served 114/58 Entrepreneurs Engaged 61/50 Mentors Engaged	Held information session for startup founders to highlight fall offerings across all programs. Hosted an orientation for mentors assigned and paired to On RAMP cohort members and hosted a hybrid networking event at QCowork in Blacksburg. Organized an Investor Roadshow; 3 Exit RAMP companies pitched to investors. Innovation Studio Director provided early-stage coaching to new entrepreneurs.
NRV Regional Commission Sites Advancement Strategy <i>Planning</i> 8/15/2025 - 8/14/2026 \$94,400	Contracted Deliverables: 6 Updated Site Inventory Reports 6 One Page Site Reports 1 Roadmap Report 1 Site Selection Investment Report	Kickoff meeting held 9/12/2025. Local Economic Development Organizations confirmed one-per-locality plus one regional structure, and identified potential backup sites.

Q2 Closed Project Details	Final Outcomes	Closeout Reporting from Subgrantee
Bedford Metal Workforce Retention Center Workforce Development <i>Planning</i> 7/31/2023-6/30/25* \$99,900	Feasibility Plan	The Feasibility Plan provided an overview of the metals industry in the Roanoke and Lynchburg MSAs, an architectural and engineering assessment of the existing facility, and identified an operational model for a new 501(c)(3) entity to administer the center for operations, funding, and strategic governance. The Feasibility Plan process allowed frank conversations with metal industry, to understand issues finding, training, and retaining workforce with relevant industry skills. <i>Subgrantee interested in seeking GOVA implementation funding.</i>

GO Virginia Region 2 Project Brief

SBDC Business Preparedness Program NRV

Application Type: Helene Business Recovery Initiative (HBRI)

Applicant: Virginia Small Business Development Center, Greater Roanoke & NRV

Participating Localities: Floyd County (*in kind*), Pulaski County (*in kind*), Giles County (*in kind*)

Investment Strategy: HBRI

Targeted Industry Cluster(s): Advanced Materials Manufacturing, Outdoor Recreation & Waterways, Tourism & Hospitality

Requirements	
\$2:1 Match	Yes
Region 2 Priority Industry Cluster	Yes*
Alignment with G&D Plan	Yes
Locality Participation/Match	Yes

**The Helene Business Recovery Initiative allows for projects targeting regional priority industry clusters as well as heavily impacted locally traded industries such as outdoor recreation and tourism-based businesses*

Goals: Increase the number of businesses prepared for future disasters and build economic resilience across industries that drive the NRV economy

Project Description: The Greater Roanoke and New River Valley Small Business Development Center seeks funding to develop and implement new programming designed to provide targeted support for preparing New River Valley businesses for natural disasters. Ready for Anything Continuity Planning will be a series of six interactive workshops offered to local businesses. Workshops will cover financial preparedness, insurance and risk management, crisis communication, cybersecurity and digital continuity, and marketing continuity. Programming will include training to strengthen continuity, risk assessment, and financial preparedness practices, one-on-one advising, and peer group collaboration. Each participating business will develop a customized continuity and resilience plan as a product of the program.

Outcomes:

- 1 new program implemented: Ready for Anything Continuity Planning
- 50 businesses served
- 2 new mentors providing business assistance

Budget	
GO Virginia Request	\$71,156
<i>Local Match</i>	\$8,886
Total Matching Funds	\$36,279
Additional Leverage	--
Total Project Budget	\$107,435

SBDC Business Preparedness Program NRV

Previous Grant Performance:

In 2018, the Roanoke Small Business Development Center was awarded \$42,000 in GO Virginia funding to support the expansion of the center to staff a full-time business advisor dedicated to serving businesses in the New River Valley. A summary of outcomes achieved across the grant period is provided below. The project closed in 2020.

Outcome	# Committed	# Achieved
Clients Counseled	123	359
Training Events	15	32
Jobs Created	35	66
Jobs Retained	41	44
Capital Facilitated	\$496,182	\$2,950,000
Sales Increased	\$306,750	\$700,530
New Business Starts	9	23
Counseling Hours	415	835

Application Review Summary:

This project proposal was reviewed by: Dr. John Capps, GO Virginia Region 2 Council; Chad Miller, University of Southern Mississippi; Jemma Sabokrouh, GO Virginia Region 2 Staff

- This project aligns directly with the GOVA HBRI and addresses an important need in the region: disaster preparedness and recovery. One reviewer commented, “Should the unthinkable occur and another disaster strike the New River Valley, this program will also undoubtedly aid businesses in their recovery efforts.”
- The broad-based collaboration and in-kind contributions from partners demonstrate strong support for the initiative but reviewers noted that the roles and activities around some of the partners’ contributions are unclear.
- Clearer articulation of how this program is additive to readily available resources, rather than duplicating content. One reviewer cited Ready.gov, the FEMA Business Assistance Toolkit, and Mainstreet America Disaster and Resilience Toolkit as examples of existing resources the applicant should acknowledge.
- The proposal specifies that the program will be designed to meet the needs of NRV businesses; What features of this program will be NRV-specific?
- More detailed information about the programming is needed to gauge value. Specifically, what does targeted, 1:1 service to businesses entail?
- One reviewer questioned if the commitment to serve 50 businesses aligned with Region 2 and HBRI target clusters is low considering the two-year grant period and investment amount.
- Reviewers noted that more information is needed to demonstrate the sustainability of this program. Specifically, details on follow-up training, resource accessibility of the grant period, and the continuity of the workshop series.

GO Virginia Region 2 Project Brief

BRIC Industry Scale-Up Plan for Regions 2 & 3

Application Type: Statewide Competitive Planning

Applicant: Blue Ridge Innovation Corridor (BRIC)

Participating Localities: Botetourt County (*in kind*), Franklin County (*in kind*), Montgomery County (*cash*), Henry County (*in kind*), City of Martinsville (*in kind*)

Investment Strategy: Cluster Scale-Up, Workforce Development, Site Development & Infrastructure, Start-Up Ecosystem

Targeted Industry Cluster(s): Life Sciences & Biotechnology, Advanced Materials Manufacturing

Requirements	
\$2:1 Match	Yes
Region 2 Priority Industry Cluster	Yes
Alignment with G&D Plan	Yes
Line of Sight to Implementation (Planning only)	Unclear
Locality Participation/Match	Yes

Goals: Lay the groundwork for transforming the BRIC region into a nationally competitive hub for target sectors by developing a playbook that includes strategies for scaling up clusters, aligning workforce programs with industry demand, and prioritizing sites and infrastructure needs. The project will connect many existing assets and programs to strengthen the BRIC region through collaboration and leveraging resources.

Project Description: BRIC, a 501(c)(3) nonprofit, seeks GO Virginia funding to develop a Vision 2050 Plan, a strategic implementation playbook that includes six strategy reports to serve as a practical guide to accelerate the BRIC region as an economic engine with sequenced investments, durable workstreams, and a governance structure to drive implementation. The project focuses on three target clusters: advanced manufacturing, life sciences & biotechnology, and national security & defense innovation. Project activities include convening a 75+ member steering committee to refine sectors, vision and an RFP; and contracting a consultant team who will develop the playbook.

Deliverables: Vision 2050 Plan which will include an infrastructure investment strategy, funding & financing roadmap, connectivity strategy, and three cluster scale-up strategies.

Budget	
GO Virginia Request	\$250,000
<i>Local Match</i>	\$25,000
Total Matching Funds	\$125,000
Total Project Budget	\$375,000

BRIC Industry Scale-Up Plan for Regions 2 & 3

Application Review Summary

This project proposal was reviewed by Janice Crawford, GO Virginia Region 2 Council; Jonathan Fink, Portland State University; Steven Pedigo, University of Texas at Austin; and Lisa Shapiro, GO Virginia Region 7.

- Reviewers find that this project fills the gap for a megaregional strategy, addressing fragmentation, workforce alignment, and infrastructure prioritization, which are well-aligned with GO Virginia, regional strategies, and Virginia's economic goals.
- Strong private-sector leadership and an impressive breadth of experienced partners demonstrate high-level collaboration as well as demand for the project.
- The proposal makes no mention of Project VITAL, which overlaps with the Life Sciences & Biotechnology cluster and was awarded \$4.9 million in GOVA investment earlier this year, nor the GOVA AM2 Tech Hub project, which recently closed and produced a 10-year roadmap to scaling Regions 2 and 3 into an additive manufacturing and advanced materials hub. How will BRIC compliment, collaborate with, and not duplicate these initiatives?
- One reviewer felt the applicant should address how the current economic uncertainty around tariffs, federal research and tech initiative funding may impact the funding, activities, or sustainability of this project.
- A well-defined governance model is needed to ensure the project is ready to proceed with established decision-making authority, funding and reporting responsibilities, legal agreements, and staff experienced in grant and fiscal management. One reviewer suggested a public dashboard for transparency and accountability.
- With the budget entirely dedicated to consultant services, the internal capacity of BRIC to execute the project in case of delays or misalignment with consultants is questioned.
- The transition from strategy development to actionable projects is not clear. The applicant should draw a line of sight to implementation with a plan for how they will select, pilot, and implement initiatives under each investment area in response to the playbook.
- The National Security and Defense Innovation sector is not prioritized by either regions' G&D Plans.
- More explicit connections to each region's G&D Plans could be drawn to strengthen the proposal, citing specific activities or needs identified in each plan.
- Reviewers noted that the economic impact would be stronger if the applicant provided a more quantitative impact narrative with clear, measurable economic outcomes and balanced engagement across both regions. One suggestion was to include private investment dollars as an outcome of this planning phase to reduce the perception of risk.

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2025 Region 2 Growth & Diversification Plan DRAFT





GO Virginia Region 2 Council Meeting Minutes

July 24, 2025, 1:00 - 3:00p.m.

Virtual Zoom Webinar

Council members in attendance: Doug Agner, Eddie Amos (Chair), John Capps, Whitney Czelusniak, Paul Denham (Vice Chair), Rich Diddams, Caley Edgerly, Greg Feldman, Michael Friedlander, Nanci Hardwick, Vince Hatcher, Bif Johnson, Fourd Kemper, Marty Muscatello, Kim Payne, Debbie Petrine, Amy Sebring, Luke Towles, Cathy Underwood, Richmond Vincent, Amy White, Justin Yalung.

Council members not in attendance: Janice Crawford, Don Halliwill, Jacob Wright.

Staff in attendance: Alyssa McKenney, Sarah Lyon-Hill, John Provo, Jemma Sabokrouh, Emmalee Wagner.

Public in attendance: Cody Anderson, Kaitlyn Bedwell, Selden Burns, Richard Gibson Jr., Shara Gibson, Tori Gilmartin, Jack Honig, Mary Beth Lombardo, Brandy Salmon, Gwen Sheldon.

Chairman Eddie Amos called the meeting to order at 1:02 p.m.

I. Roll Call

Emmalee Wagner called the roll.

II. Financials Review

Alyssa McKenney reviewed the financial reports included in the board packet. Ms. McKenney reviewed the FY25/FY26 balance, the FY25 and FY26 planning cap funds, the remaining FY25 Capacity Building balance, and the FY26 Capacity Building balance. Ms. McKenney reviewed the current project drawdown summary.

III. Project Proposals

Virginia Tech Corporate Research Center Regional Initiative for Startups and Entrepreneurship in the New River and Roanoke Valleys

Jemma Sabokrouh reviewed the implementation project application, submitted by the Virginia Tech Corporate Research Center (VT CRC), requesting \$648,000 in GOVA funding. Ms. Sabokrouh shared application evaluation feedback collected through the review process and from the Executive Committee. Brandy Salmon, Vice President for Innovation and Partnerships at Virginia Tech, provided a project overview to the council. Chair Amos opened the floor for questions. Ms. Salmon addressed the council members' questions.

Council Vote

Greg Feldmann motioned to approve the project for state board review; Justin Yalung seconded.

Roll call vote on the motion:

Agner – Aye
Amos – Aye
Capps – Aye
Czelusniak – Aye
Denham – Aye
Diddams – Aye
Edgerly – Aye
Feldmann – Aye

Friedlander – Abstain
Hardwick – Aye
Hatcher – Aye
Johnson – Aye
Kemper – Aye
Muscatello – Aye
Payne – Aye

Petrine – Aye
Sebring – Abstain
Towles – Aye
Underwood – Aye
Vincent – Aye
White – Aye
Yalung – Aye

Motion passes.



Council member Nanci Hardwick left the meeting at 2:01 PM and was not included in further votes.

Lynchburg Regional Business Alliance Regional Talent Portal

Ms. Sabokrouh reviewed the implementation project application submitted by the Lynchburg Regional Business Alliance (LRBA), requesting \$99,999 in GOVA funding. Ms. Sabokrouh shared application evaluation feedback collected through the review process. Tori Gilmartin, Director of Talent and Workforce Development of the LRBA, provided a project overview to the council. Chair Amos opened the floor for questions. Ms. Gilmartin addressed the council members' questions.

Council Vote

Marty Muscatello motioned to approve the project for state board review; Vince Hatcher seconded.

Roll call vote on the motion:

Agner – Aye	Feldmann – Aye	Petrine – Aye
Amos – Aye	Friedlander – Aye	Sebring – Aye
Capps – Abstain	Hatcher – Aye	Towles – Abstain
Czelusniak – Abstain	Johnson – Abstain	Underwood – Aye
Denham – Abstain	Kemper – Aye	Vincent – Abstain
Diddams – Aye	Muscatello – Aye	White – Aye
Edgerly – Abstain	Payne – Aye	Yalung – Aye

Motion passes.

Virginia Tech Transportation Institute Workforce Pathways Plan for ACE Technology in Region 2

Ms. Sabokrouh reviewed the planning project application, submitted by the Virginia Tech Transportation Institute (VTI), requesting \$100,000 in GOVA funding. Ms. Sabokrouh shared application evaluation feedback collected through the review process and from the Executive Committee. Kaitlyn Bedwell, Program Manager for VTI provided a project overview to the council. Chair Amos opened the floor for questions. Ms. Bedwell addressed the council members' questions.

Council Vote

Dr. John Capps motioned to approve the project for state review; Amy Sebring seconded.

Roll call vote on the motion:

Agner – Aye	Feldmann – Aye	Petrine – Aye
Amos – Aye	Friedlander – Abstain	Sebring – Abstain
Capps – Aye	Hatcher – Aye	Towles – Aye
Czelusniak – Aye	Johnson – Aye	Underwood – Aye
Denham – Aye	Kemper – Aye	Vincent – Aye
Diddams – Aye	Muscatello – Aye	White – Abstain
Edgerly – Abstain	Payne – Aye	Yalung – Aye

Motion passes.

IV. Quarterly Project Reporting

Ms. Wagner reviewed active project status, noting one project listed in red and four projects listed in yellow. The six remaining active projects are listed in green.



V. Project Pipeline

Ms. Sabokrouh reviewed the projects in the pipeline, highlighting strategy areas and interested applicants.

VI. Growth & Diversification Plan Update

Dr. Sarah Lyon-Hill reviewed the first draft of the Region 2 Growth & Diversification Plan 2025 update. Dr. Lyon-Hill requested council member's share feedback by August 8th. The final updated plan is due to state staff by October 31, 2025.

VII. Regional Council Committee Meeting Update

Richmond Vincent shared an update from the GOVA Regional Council Committee on May 29th.

VIII. Program Updates

State of the Region Event

Ms. Sabokrouh shared that the annual Region 2 GOVA event will be held immediately following the October full council meeting; details are still to be determined.

IX. Council Business

Council Bylaws

Char Amos reviewed the Region 2 bylaws including how virtual participation affects quorum and the council members' vote.

Council Membership

Ms. Sabokrouh reviewed the council vacancies for Region 2. Mr. Yalung, Chair Amos and Vice Chair Denham reviewed the nominees from their respective subregions.

Council Vote

Amy White motioned to approve all nominees; Debbie Petrine seconded.

Roll call vote on the motion:

Agner – Aye
Amos – Aye
Capps – Aye
Czelusniak – Aye
Denham – Aye
Diddams – Aye
Edgerly – Aye

Feldmann – Aye
Friedlander – Aye
Hatcher – Aye
Johnson – Aye
Kemper – Aye
Muscatello – Aye
Payne – Aye

Petrine – Aye
Sebring – Aye
Towles – Aye
Underwood – Aye
Vincent – Aye
White – Aye
Yalung – Aye

Motion passes.

Minutes

The council reviewed minutes from the Region 2 Council Meeting held on April 23, 2025. Chair Amos asked if there were any corrections, additions, or questions regarding the minutes; there were none.



Council Vote

Bif Johnson motioned to approve the minutes; Cathy Underwood seconded.

Roll call vote on the motion:

Agner – Aye
Amos – Aye
Capps – Aye
Czelusniak – Aye
Denham – Aye
Diddams – Aye
Edgerly – Aye

Feldmann – Aye
Friedlander – Aye
Hatcher – Aye
Johnson – Aye
Kemper – Aye
Muscatello – Aye
Payne – Aye

Petrine – Aye
Sebring – Aye
Towles – Aye
Underwood – Aye
Vincent – Aye
White – Aye
Yalung – Aye

Motion passes.

The meeting adjourned at 2:46 p.m.

DRAFT