



# WHAT'S HAPPENED?

## GO Virginia **Region 3**





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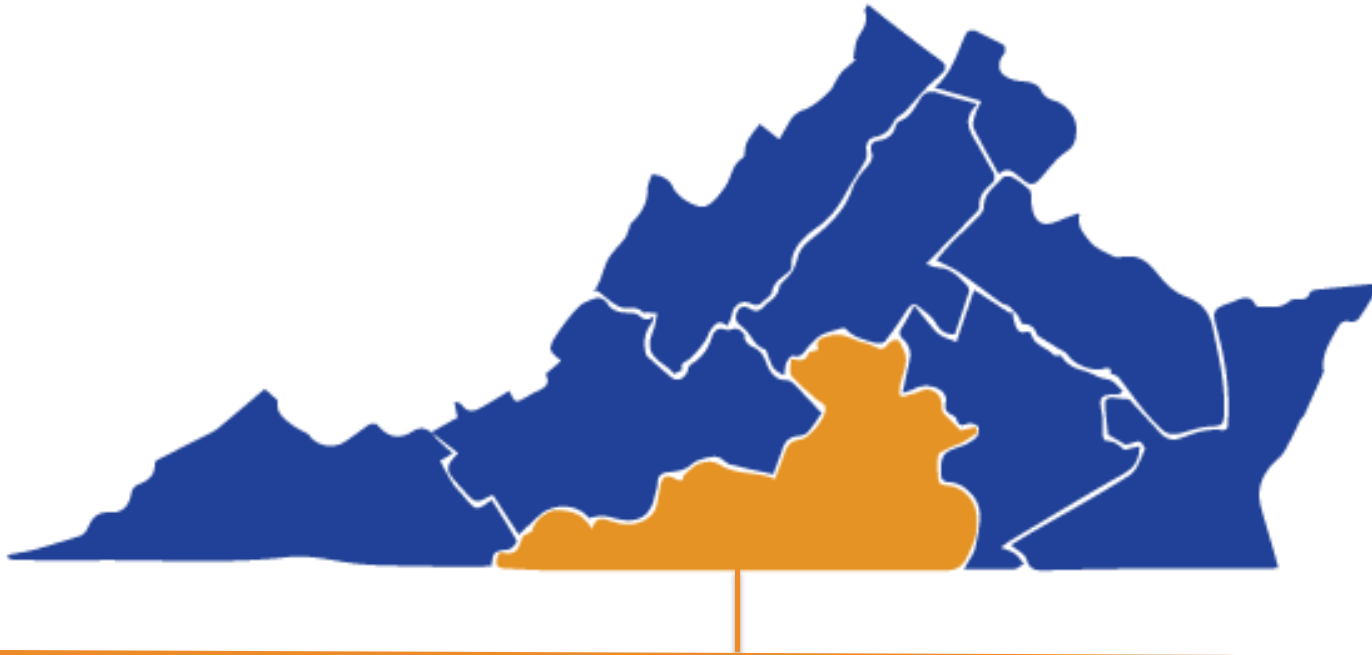


# WHAT IS GO VIRGINIA?

- “GO” stands for Growth and Opportunity
- GO Virginia is a business-led economic development initiative with funding to invest in collaborative projects that bring more business and opportunities to the commonwealth
- Success = More High Paying Jobs



# WHO IS GO VIRGINIA?



GO Virginia Region 3 is one of the nine regions in Virginia and includes the counties of Amelia, Brunswick, Buckingham, Charlotte, Cumberland, Halifax, Henry, Lunenburg, Mecklenburg, Nottoway, Patrick, Pittsylvania, Prince Edward, and the cities of Danville and Martinsville.

# WHY IT'S GOOD TO BE IN VIRGINIA REGION 3





# WHO'S BEHIND GO VIRGINIA?

## GO Virginia Region 3 Council Members

Roger Scott, Business/Tool Distribution, Amelia

Nicole Young, Business/Financial Services, Brunswick

**Rebecca Carter, Public/Locality, Buckingham**

Lauren Willis, Business/Finance, Charlotte

**Amy Griffin, Education, Cumberland**

Charles Majors (vice chairman), Business/Financial Services, Danville

Karl Stauber, Non-Profit, Danville

*Telly Tucker, Economic Development, Danville*

**Winston Harrell, Business, Halifax**

Denise Taylor-Forrest, Business/Manufacturing, Halifax

*Continue list ...*





# WHO'S BEHIND GO VIRGINIA?

## GO Virginia Region 3 Council Members

**John Parkinson, Business/Manufacturing, Henry**

Larry Ryder, Business/Manufacturing, Henry

Randolph Lail (chairman), Business/Retail, Lunenburg

James McClain, Business/Energy, Martinsville

Angeline Godwin, Public/Workforce, Martinsville

Scott Burnette, Business/Health, Mecklenburg

Timothy Clark, Business/Construction, Pittsylvania

Sherry Swinson, Higher Education, Prince Edward

Bob Timmons, Business, Prince Edward





# WHAT HAS BEEN ACCOMPLISHED SO FAR?

**Three projects leveraging \$7+ million in non-government, private and philanthropic funding:**

- GO TEC I and II (Great Opportunities in Technology and Engineering Careers) – all Region 3 localities plus Region 1 partners
- SOVA Innovation Hub – South Boston plus local county partners Brunswick, Charlotte, Halifax, Lunenburg, and Mecklenburg





# WHAT HAS BEEN ACCOMPLISHED SO FAR?

## Additional engagement activities

- **Connecting stakeholders:**
  - cross-region communication resulted in business scale-ups and sharing best practices
  - engaged 250+ local/regional stakeholders
  - 4 webinars
  - 4 all-hands meetings
  - dozens of stakeholder conference calls
  - 7 advisory committees activated
  - numerous presentations to civic organizations
  - hosted state agency partners at council meetings
- **Research – 2 deep dive studies completed**
  - high value wood products
  - apprenticeship and work-based learning
- **Marketing activities**
  - launched professional public relations effort
  - created and actively managed website, Facebook, LinkedIn, YouTube pages
  - produced and distributed electronic newsletter, media alerts
  - developed repository of video content + photographs for promotion



# ONGOING NOW.....

- Input into State Board Working Group
- Developing the Entrepreneur & Innovation Investment Strategy
- Broadband RFP
- Personnel Recruitment
- Filling Council Member Slot



SECTION 2:

# GROWTH AND DIVERSIFICATION PLAN



# WHAT IS THE 'G&D PLAN'?

- Updated in 2019
- Builds on experience from implementing the 2017 G&D Plan
- Emphasis on understanding the context in which GO Virginia is carried out in Region 3
- The result is a framework that establishes strategies that are easily understood and can be measured
- Process

# FINDINGS

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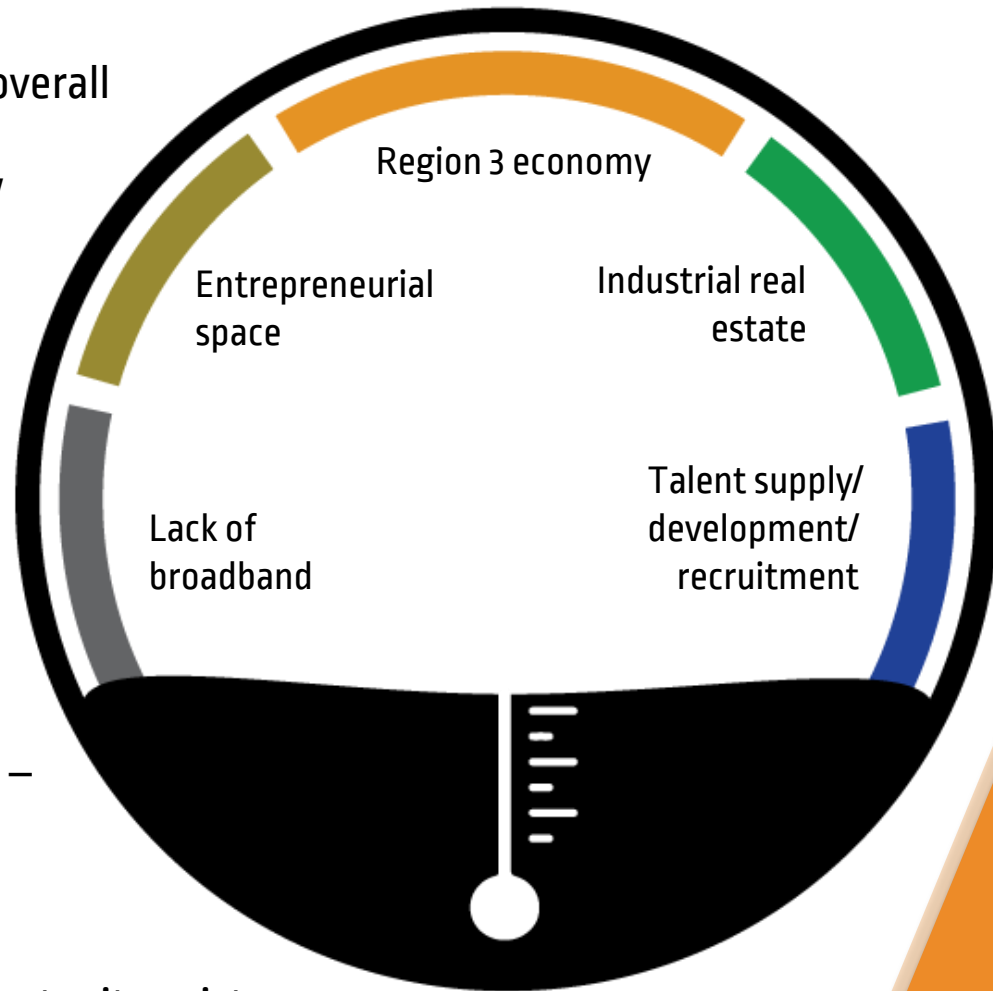
**Region 3 economy** – stable overall

**Talent supply/development/  
recruitment** – still a priority

**Lack of broadband** –  
a barrier to business  
formation/expansion and a  
challenge in attracting and  
developing talent

**Industrial real estate**  
(publicly controlled/prepared) –  
acceptable/competitive for a  
region of this size.

**Entrepreneurial space** – opportunity exists,  
strong concentration of start-up activity in agriculture,  
natural resources, manufacturing, and health care





# GOVA REGION 3'S 2019 STRATEGIC SECTORS

- Business services/IT data centers
- Advanced manufacturing and materials  
(aerospace, OTR/automotive, production technologies, biopharmaceutical, lighting & electrical equipment)
- High value natural resource products
- Health care\*



# AREAS FOR PROJECT INVESTMENT

## Workforce Talent & Recruitment

- Sector partnerships
- Work-based learning experience including apprenticeship
- Talent recruitment



## Sectoral Development

- Business services/IT data centers
- Advanced manufacturing & materials  
aerospace, production technology, environmental technologies,  
lighting & electrical equipment, automotive/OTR trucks,  
autonomous vehicles, biopharmaceuticals
- High value natural resource products  
manufactured wood products, value-added agricultural products
- Health care





# AREAS FOR PROJECT INVESTMENT

## **Cyber Infrastructure, Focusing on Business Climate Issues that Address:**

- Regional broadband solutions
- Middle- and last-mile tech companies

## **Sites & Buildings**

- Physical infrastructure that supports sectoral development

## **Innovation & Entrepreneurship**

- Inclusive of health care and agricultural sectors
- Leverages state and federal strategies and tools
- Aligns with talent development strategies



*29 strategies/measures identified in the G&D Plan update as next steps*



**SECTION 4:**

**OTHER WAYS TO  
GET INVOLVED**



# GET INVOLVED!

- *Become a GO Virginia ambassador*
- *Join a GO Virginia committee*
- *Attend a All-Hands meeting*
- *Convene your organization to strategize ideas that could qualify for GO Virginia investment*



# CONTACT US

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