

AGENDA



GO Virginia Region 3 Council

Date and Time: July 21, 2021
1:00 pm – 3:00 pm
Location: SOVA Innovation Hub

<https://bit.ly/3hJj30C>

Dial-In: 1 301 715 8592
Meeting ID: 339 011 5898
Passcode: 202011

Purpose Statement

"Create more high paying jobs through incentivized collaboration, primarily through out-of-state revenue, which diversifies and strengthens regional economies."

AGENDA

- | | |
|---|----------------|
| I. Call to Order and Chairman's Opening Comments | Randy Lail |
| II. Roll Call and Confirmation of Quorum | Deborah Gosney |
| III. Nominating Committee | |
| a. Reappointment and Appointment of Region 3 Council Members | Tim Clark |
| b. Appointment of Member for Region 3 Council Committees for the 2021-2022 Term | |
| IV. Recognition of Region 3 Council Members | Randy Lail |
| V. Public Comment | Randy Lail |
| a. Previously Submitted | |
| b. Submitted During Virtual Meeting | |
| VI. Declaration of Conflicts of Interest | Randy Lail |
| VII. Approval of Minutes | Randy Lail |
| VIII. Financial Report | Deborah Gosney |

Special Appearances and Presentations

- | | |
|--|------------|
| IX. UVA Weldon Cooper Center for Public Service – Dr. Larry Terry, Executive Director | |
| X. Entrepreneurship and Innovation Strategy Update – Lauren Mathena, Director of Economic Development and Community Engagement, MBC Communities Corporation, and Sheri McGuire, Executive Director, Longwood University Office of Community and Economic Development | Randy Lail |

Old Business

- | | |
|------------------------------|-------------|
| XI. Approved Projects Update | Bryan David |
|------------------------------|-------------|



XII. Closed Session (if needed) Randy Lail
a. Project Pipeline

XIII. Action on Closed Session Items (if needed) Randy Lail
a. Motion to Return to Open Session Tim Clark
b. Motion to Certify Closed Session Tim Clark

New Business

XIII. Committee Reports
a. Project Review Committee John Parkinson

Program Director's Report Bryan David

XIV. 2021 Region 3 Growth and Diversification Plan Update Liz Povar

XV. Per Capita Grant Application Status – Southern Virginia
Regional Alliance - Strengthening Southern Virginia's Economy
by Expanding the Inventory of Shovel Ready Sites Bryan David

XVI. Statewide Economic Resilience and Recovery (ERR) Program
Application Status (Region 7 Lead) – Expansion of Innovation
Commercialization Assistance Program (ICAP) Mentor
Network Bryan David

XVII. GO Virginia Region 3 Council All-Hands Meeting Update Bryan David

XVIII. FY2021-2022 Renewal of Marketing and Communications
Services Contract with Letterpress Communications Bryan David

Adjourn

****Tour of SOVA Innovation Hub and MBC Corporate Offices at conclusion of meeting****

Nominations Committee



DATE: July 14, 2021

TO: Region 3 Council

FROM: Tim Clark, Chair, Nominating Committee

RE: Reappointment and Appointment of Region 3 Council Members

At the Region 3 Council meeting on April 21st, the Nominating Committee communicated its recommendations for member reappointments and new members. The attached table provides information about these members.

The Nominating Committee formally submits this roster of individuals for appointment and reappointment by the Region 3 Council for the terms presented. These members are appointed pursuant Section III of the GO Virginia Region 3 Bylaws, as amended.

The Region 3 Council appointed Randy Lail, Chair, and Tim Clark, Vice Chair, for 2021-2022 term at the April 21st meeting.

Nominations Committee – Tim Clark_Chair, Charley Majors, and Bob Timmons

RECOMMENDATION:

Approve the reappointment and appointment of the individuals for the terms specified as recommended by the Nominating Committee.

Attachment

- Nominating Committee Recommendations for Member Reappointment and Appointment (7.14.21)



GO Virginia Region 3 Council – Nominating Committee Recommendations for Member Reappointment and Appointment

	Name	Title/Organization	Appointment	Term	Representation Category
New Term	1. Tim Clark	President – Blair Construction	reappointment	7/1/2021 – 6/30/2025	business
	2. Randy Lail	Board of Directors, Chair – Benchmark Community Bank and Mid-Atlantic Broadband Communities Corporation	reappointment	7/1/2021 – 6/30/2025	business
	3. James McClain	President/CEO – SW Virginia Energy Industries	reappointment	7/1/2021 – 6/30/2025	business
	4. Karl Stauber	Member – Future of the Piedmont	reappointment	7/1/2021 – 6/30/2025 _will serve until Spring 2022 to provide membership continuity to the Region 3 Council	non-profit
	5. Sherry Swinson	Director/Hull Springs Farm – Longwood University	reappointment	7/1/2021 – 6/30/2025	education
	6. Lauren Willis	BSA Officer – Bank of Charlotte County	reappointment	7/1/2021 – 6/30/2025	business
	7. Alfreda Reynolds	Director of Economic Development – Brunswick County	new	7/1/2021 – 6/30/2025	local economic development
	8. Melody Foster	Executive Director – Commonwealth Regional Council	new	7/1/2021 – 6/30/2025	planning district commission
	9. Rhonda Hodges	Vice President for Workforce, Economic & Community Development – Patrick Henry Community College	new	7/1/2021 – 6/30/2025	workforce development
Unexpired Term	1. Tim Hall	County Administrator – Henry County	new	7/1/2021 – 6/30/2023	local government
	2. Dr. Keith Harkins	Vice President for Academic & Workforce Programs – Southside Community College	new	7/1/2021 – 6/30/2023	education
	3. Jeremy Satterfield	TechSpark Community Engagement Manger – Microsoft	new	7/1/2021 – 6/30/2023	business

CURRENT MEMBERS TRANSITIONING FROM GO VIRGINIA REGION 3 COUNCIL

Denise Taylor-Forest
Nicole Young
Dr. Angeline Godwin
Winston Harrell

Bob Timmons
Becky Carter
Larry Ryder



DATE: July 15, 2021

TO: Region 3 Council

FROM: Tim Clark, Chair, Nominating Committee

RE: Appointment of Member for Region 3 Council Committees for the 2021-2022 Term

Each fiscal year, the Region 3 Council Chair and the Nominating Committee put forward council members and other stakeholders for appointment to the standing committees. The creation of committees is addressed in Section VIII of GO Virginia Region 3 Bylaws.

The following are the standing committees for FY2021-2022:

Executive Committee	Communication Committee
Project Review Committee	Entrepreneurship and Innovation Strategy Committee
Personnel Committee	Nominating Committee

The Chair and the Nominating Committee are continuing to develop the membership for these committees. A recommendation on each committee's membership will be presented to the Region 3 Council at the July 21st meeting.

RECOMMENDATION:

For the Region 3 Council's information.

Attachment

– None

MINUTES

**GO VIRGINIA REGION 3 FULL COUNCIL MEETING
ZOOM MEETING MINUTES
Wednesday, April 21, 2021**

The GO Virginia Region 3 Council met on Wednesday, April 21, 2021 at 1:01 p.m. utilizing Zoom virtual technology.

REGULAR BUSINESS

1. Call To Order And Chairman's Opening Comments

Chairman Lail called the meeting to order at 1:01 p.m.

Chair Randy Lail welcomed everyone to the GO Virginia Region 3 Virtual ZOOM Council meeting. Due to the nature of the Declaration of a State of Emergency due to the novel Coronavirus (COVID-19) and pursuant to Code §2.2-3708.2, this meeting is being held by electronic communications, via the web platform ZOOM. The catastrophic nature of this declared emergency makes it impractical and unsafe to assemble a quorum in a single location. The virtual platform was selected to abide by the restrictions on public gatherings as stated in the Governor's Emergency Declaration and to protect the health of citizens. The required public notice and receipt of public comments was provided as outlined in the requirements of electronic meetings. The agenda items for this meeting are considered essential to the overall operation of GO Virginia Region 3.

2. Roll Call and Confirmation of Quorum

Chairman Lail declared a quorum was present.

A. Region 3 Council Members:

Members	Present	Absent	Members	Present	Absent
W. Scott Burnette	X		Jeff Reed		X
Rebecca Carter		X	E. Larry Ryder	X	
Timothy J. Clark	X		Roger Scott	X	
Angeline Godwin		X	Karl N. Stauber	X	
Amy Griffin	X		Sherry Swinson	X	
Winston Harrell		X	Denise Taylor-Forrest	X	
E. Randolph Lail	X		C. R. "Bob" Timmons		X
Charles H. Majors	X		Lauren Willis		X
James McClain II	X		Nicole Young		X
John Parkinson	X				

B. Region 3 Staff in Attendance:

Name/Organization	Organization
Bryan David-UVA Weldon Cooper Center	Region 3 Program Director
Liz Povar-RiverLink Group	Region 3 Contract Staff
Nancy Pool	Region 3 Contract Staff
Deborah Gosney-Southside PDC	Region 3 Support Org/Fiscal Agent
Lisa McGee-Southside PDC	Region 3 Support Org/Fiscal Agent

C. Guests in Attendance:

Name	Organization
Benjamin Davenport	Virginia Growth and Opportunity Board Member
Dr. Tammy Hurt	Institute for Advanced Learning and Research
Dr. Julie Brown	Institute for Advanced Learning and Research
Dana Wilson	Institute for Advanced Learning and Research
Brandon Hennessey	Longwood Small Business Development Center
Hope Gayles	Southern Virginia Higher Education Center
Andrea Devening	Department of Housing and Community Development

3. Public Comments

No written or verbal public comments were received.

4. Declaration of Conflicts of Interest

Conflicts of interest potentially exist for activities benefiting and/or contracts issued to the following organizations and projects listed below:

Name	Organization(s)
Charles H. Majors	Mid-Atlantic Broadband, Institute for Advanced Learning and Research, Danville Regional Foundation
Randolph Lail	Mid-Atlantic Broadband
Dr. Amy Griffin	Virginia Ed Strategies

5. Approval of Minutes

Chairman Lail noted that the minutes of the January 20, 2021 Executive Committee meeting were received via email prior to the meeting and included in the meeting packet. **Charles Majors made a motion that the minutes from the January 20, 2021 Full Council meeting be approved as presented; the motion was seconded by Tim Clark and by roll call vote all members voted affirmatively. (Ayes: Burnette, Clark, Griffin, Lail, Majors, McClain, Parkinson, Scott, Stauber, Swinson, Taylor-Forrest; Nayes: None; Abstentions: None Mr. Ryder was not present at the time of the vote.)**

6. Financial Reports

Deborah Gosney reviewed the Financial Reports that were included in the meeting packet for period March 1, 2021 – March 31, 2021. **Roger Scott made a motion that the Financial Reports for period ending March 31, 2021 be approved as presented; the motion was**

seconded by Scott Burnette and by roll call vote all members voted affirmatively. (Ayes: Burnette, Clark, Griffin, Lail, Majors, McClain, Parkinson, Ryder, Scott, Stauber, Swinson, Taylor-Forrest; Nays: None; Abstentions: None)

SPECIAL APPEARANCES AND PRESENTATIONS

7. Benjamin J. Davenport, Jr.

GO Virginia State Board and Foundation member Ben Davenport provided brief remarks concerning the State Board's work and shared that he is frequently asked for the curriculum for GO TEC program. He also shared that the GO Virginia Foundation believes there needs to be a focused conversation between employers and education. Charley Majors shared that GO Virginia Region 3 wants to gather more information about broadband and where it is/is not available within our region. Further, Mr. Majors inquired the possibility of amending what would be permitted in proposals with regards to healthcare. Mr. Davenport suggested that Region 3 develop a project proposal and present it to the GO Virginia State Board for review.

8. GO TEC (Great Opportunities in Technology and Engineering Careers) Update

Dr. Tammy Hurt, GO TEC Program Manager, and Dr. Julie Brown, Director of Advanced Learning at the Institute for Advanced Learning and Research (IALR) provided update on the GO TEC program. Dana Wilson, Program Coordinator Work-based Learning at IALR shared updates on the Common Platform project and use of the Major Clarity Software. Dr. Brown explained that this initiative is under an Enhanced Capacity Building grant, and the focus is to align the schools and opportunities to allow equitable access to all students. Dr. Brown also explained that the students continue to have access to Major Clarity after graduation, so they have access to jobs that are posted.

OLD BUSINESS

9. Approved Projects Updates – no discussion

Prior to the meeting, Bryan David provided the Council members with updated Project Progress Reports for the following:

- Bridge to Recovery
- GO TEC 2B
- Common Platform (Major Clarity)
- Genedge - Retooling Virginia Manufacturing for Strategic Industries
- Mid-Atlantic Broadband Communities Corporation (MBC) – Middle Mile Expansion for Economic Growth
- Virginia Small Business Development Centers

NEW BUSINESS

10. Committee Reports

1. Project Review Committee – John Parkinson, Committee Chair, shared that the Project Review Committee (PRC) met on April 15 to consider two Enhanced Capacity Building Project applications.

a. **Defense Supply Chain Research Project**

John Parkinson acknowledged that this project did not receive unanimous support of the Project Review Committee and discussed with the Council the committee members' areas of agreement and areas of concern.

Scott Burnette made a motion to deny approval of the Defense Supply Chain Research Project; the motion was seconded by Roger Scott. By a majority of votes, the project was denied. (Ayes: Burnette, Clark, Griffin, McClain, Parkinson, Ryder, Scott, Stauber, Swinson, Taylor-Forrest; Nays: Randy Lail; Abstentions: Charles Majors)

b. **Forest Carbon Credit Offset Aggregation Pilot Project – Phase 1**

Details of the project were provided to Council members for review prior to the meeting. The PRC recommended approval of the Forest Carbon Offset Aggregation Pilot Project subject to two conditions:

- i. Receipt of the support letters from the Counties of Brunswick, Halifax, and Mecklenburg;
- ii. Awarding of the identified matching funds from the Governor's Agriculture and Forestry Industries Development Fund (AFID) and the US Economic Development Administration.

The Council's discussion focused on whether this application aligned with the goals and objectives of the Region 3's Growth and Diversification Plan or whether it was an innovative way to promote regional collaboration for economic development through the creation of a regional economic development authority.

Following discussion, **John Parkinson made a motion to approve the Forest Carbon Credit Offset Aggregation Pilot Project – Phase I; the motion was seconded by Roger Scott. The vote was split with six (6) council members voting yes, and six (6) council members voting no. (Ayes: Lail, Majors, Parkinson, Stauber, Swinson, Taylor-Forrest; Nays: Burnette, Clark, Griffin, McClain, Ryder, Scott; Abstentions: None)**

Bryan David, GO Virginia Program Director, recommended that the Forest Carbon Credit Offset Aggregation Pilot Project be withdrawn for consideration.

2. Nominations Committee

Tim Clark shared that everyone had received confidential nomination information prior to the meeting and asked if anyone felt the need to go into Closed Session. Hearing no reason, Mr. Clark continued by sharing that everyone that had been asked to serve on the GO Virginia Region 3 Council had accepted. Bryan David added that the names of the nominees would be presented to the Full Council at the July Full Council meeting. The nominees will be invited to attend the July 21st meeting and for appointment by the Council.

11. Proposed FY2021-2022 GO Virginia Region 3 Council Operating Budget

Deborah Gosney presented the proposed FY2021-2022 GO Virginia Region 3 Council Operating Budget. The proposed budget was provided to Council members for review prior to the meeting.

Scott Burnette made a motion to adopt the proposed FY2021-2022 GO Virginia Region 3 Council Operating Budget; the motion was seconded by Roger Scott and by roll call vote all members voted affirmatively. (Ayes: Burnette, Clark, Griffin, Lail, Majors, McClain, Parkinson, Ryder, Scott, Stauber, Swinson, Taylor-Forrest; Nays: None; Abstentions: None)

PROGRAM DIRECTOR'S REPORT

12. Southern Virginia (Region 3) Broadband Mapping Project

Bryan David reminded the Council that the broadband initiative focused on having a qualified firm "...prepare gap assessment of assets/broadband deployment in Region 3, including middle mile, and developing a regional strategy for broadband deployment in the Region 3 footprint."

During the drafting of the RFP, staff contacted Kyle Rosner, Broadband Policy Specialist with the Governor's Office, and Tad Deriso, CEO of Mid-Atlantic Broadband, for their perspectives on this proposed project as subject matter experts. Mr. Rosner indicated that Commonwealth Connect (an initiative coordinated by the Governor's Office) has much of the requested data that can be made available to the Council. Mr. Rosner recommended a better approach would be to take two steps: 1) seek opportunities for gaps in middle mile infrastructure by working with Mid-Atlantic Broadband Communities (MBC) Corporation that could lead to an implementation grant; and 2) work with Commonwealth Connect to identify 2-3 localities in the footprint which need more technical assistance for last-mile planning, and work with a local champion to develop a planning grant for them. Chairman Lail consulted with MBC's President/CEO, Tad Deriso, who confirmed Mr. Rosner's recommendation.

The Executive Committee decided to suspend the issuance of the RFP and to follow the recommendations as outlined above.

At its meeting on February 17, 2021, the Executive Committee revisited this matter and decided to redraft the RFP from last year to better determine where (location-wise) recent Federal and State last mile grant funded projects were and plan to be deployed in Region 3. This inventory and mapping effort will show geographic areas that could be targeted and promoted for future grant funded projects.

The Region 3 Council could potentially serve as a convener/facilitator between Internet Service Providers and localities in order to pursue future State and Federal grants for last-mile broadband. Also, Region 3 could coordinate with MBC potential GO Virginia eligible middle-mile broadband projects that support these last-mile projects.

The proposed mapping project has been shared with Tad Deriso at MBC. He fully supports the project and will make available all the digital GIS information MBC has about its State and Federally grant funded middle mile projects as well as any other grant funded non-MBC broadband projects in Region 3 on file.

The working details of the project are as followings:

- Scope of Work – following draft RFP items A through H to the greatest extent practicable
- Budget – \$13,332 (est.) based on total hours at hourly rates of SPDC GIS and Administrative Staff with a not to exceed ceiling
- Schedule – to be determined

- Deliverable - a geospatial mapping exhibit of all last-mile and middle-mile projects in the Region 3 footprint which have been funded since 2015 with grant funds from Federal and State agencies

Deborah Gosney added that the \$13,332 would be leveraged with Economic Development Authority funds. She explained that GO Virginia funding will only be used to pay two Southside PDC GIS Staff people and the administrative salary will be funded with EDA funding. She further shared that they will be working closely with the state and sharing resources.

Tim Clark made a motion to approve the Southern Virginia (Region 3) Broadband Mapping Project budget; the motion was seconded by Sherry Swinson and by roll call vote all members voted affirmatively. (Ayes: Burnette, Clark, Griffin, Lail, Majors, McClain, Parkinson, Ryder, Scott, Stauber, Swinson, Taylor-Forrest; Nays: None; Abstentions: None)

13. GO Virginia Region 3 Health Care Occupations

Bryan David provided reports and studies associated with health care occupations in the GO Virginia Region 3 footprint.

The information outlined a need to better understand:

1. the underlying drivers and potential methods to address Region 3's health outcomes and factors when compared to the state-wide data.
2. how workforce development strategies for health care occupations could be developed, implemented, and managed to address these identified health outcomes and factors.

The GO Virginia Stakeholder Workgroup from early 2020 expressed an overriding consideration regarding a change to GO Virginia grant funding of projects related to health care, recommending that GO Virginia Board Policy #8 (Use of GO Virginia Funds for Investments in Broadband) be modified to permit health care sector investments subject to the following three (3) conditions:

1. If the region can demonstrate that the sector is serving a significant number of customers from an adjacent state and that the GO Virginia investment would allow it to expand services to those customers, thus increasing the export of health care services (non-state revenue generated).
2. If the region can demonstrate that its health outcomes scores (or other similar measure of community health) are such that it is negatively impacting the region's ability to attract or retain businesses in its targeted sectors and that the investment would improve the measure.
3. If the lack of available healthcare services in a region are causing residents to leave the state to seek services in neighboring states and the investment would stop the leakage of dollars to neighboring states.

The Executive Committee recommended authorization of a letter and supporting information be prepared for the Region 3 Chair to send to the Chair of the GO Virginia State Board and the Department of Housing and Community Development GO Virginia staff requesting the Stakeholder Workgroup's recommendation on health care sector investments be revisited by the GO Virginia State Board.

Scott Burnette made a motion to approve the Chair to provide a letter and supporting information to the Chair of the GO Virginia State Board and the Department of Housing and Community Development GO Virginia for the purposes stated; the motion was

seconded by Dr. Amy Griffin and by roll call vote all members voted affirmatively. (Ayes: Burnette, Clark, Griffin, Lail, Majors, McClain, Parkinson, Ryder, Scott, Stauber, Swinson, Taylor-Forrest; Nays: None; Abstentions: None)

14. Growth & Diversification Plan Approach and Status

As required by the Virginia Growth and Opportunity Act, each regional council shall review and amend the economic growth and diversification plan not less than biennially. Each regional council shall submit an amended growth and diversification plan to DHCD no later than October 31, 2021 for consideration at the December 2021 GO Virginia State Board meeting. The overall goal of this plan update is to reevaluate the Region 3 Council's overall goals and strategic priorities, with a focus on accelerating economic recovery efforts in the near-term while supporting investments that will advance longer-term economic growth strategies within the Region.

Below is a list of the required elements that must be addressed in the Growth & Diversification Plan update. GO Virginia Region 3 will utilize Nancy Pool, The RiverLink Group, and the Longwood Office of Community & Economic Development to prepare this plan update under the guidance of the Executive Committee. The goal is to produce a simplified and more graphically designed Plan Update that can easily be used to benchmark progress over the next two years, while ensuring quality in the data analytics and stakeholder engagement processes.

Council members are being encouraged to support encouraging stakeholder participation in the planned sessions. Further, Council members were requested to provide feedback on the three following questions.

1. What is the most powerful thing this Council can do over the next two years to advance and execute its operational strategy?
2. How should Council measure the impact of its decisions?
3. Of the four priority areas of investment on which GO Virginia focuses, should any be prioritized in our plan and if so, which and why?
 - Workforce/Talent
 - Site Development
 - Entrepreneurship/Innovation
 - Scale-up/Commercialization

Chairman Lail asked that these three questions be sent to Council members for their input via email.

Additionally, Mrs. Povar added that six stakeholder sessions will be scheduled covering the four priority areas and each stakeholder group will emphasize one of the four.

15. Virginia Chamber of Commerce – Blueprint Virginia 2030

Bryan David stated that Chris Lloyd with McGuireWoods Consulting recently shared that the Virginia Chamber of Commerce has announced its Blueprint Virginia 2030 Regional Tour. This tour invites GO Virginia council members along with other regional leaders from business, economic development, workforce, education, housing, along with other community representatives from across the Commonwealth to provide input for Virginia's next statewide strategic plan.

A series of virtual meetings are scheduled for each of the GO Virginia regions. Registration for these meetings is free of charge. GO Virginia Region 3's meeting is scheduled for Wednesday, May 26th, from 12:00 p.m. to 1:00 p.m. Randy Lail will represent Region 3. Mr. David provided information in the meeting package regarding Blueprint Virginia 2030, the Region 3 meeting, and other related information and directed Council members to the Virginia Chamber's webpage for more information and registration: <https://www.vachamber.com/advocacy/blueprint-virginia/>

16. Region 3 Eligible Subgrantee Organizations and GO Virginia State Grant Awards

The Southside Planning District Commission as the Region 3 support organization is the grantee for all grants awarded. The subgrantee is the entity which has responsibility for project management and reporting. A roster identifying other eligible subgrantees was provided prior to the meeting. This roster will be used to implement a business development plan and it will be updated as needed.

This business development plan will generally include the following elements:

1. identification of those entities and organizations which are eligible to be a GO Virginia subgrantee and whose purpose and mission are aligned with the GO Virginia State and Region 3 priorities and areas of interest
2. research and understanding of the staffing and fiscal capacity of subgrantees to prepare project applications and manage projects upon award through completion both efficiently and successfully
3. cultivation of relationships and support from the leadership with those eligible subgrantees for GO Virginia Region 3 meeting elements i and ii
4. identify and pursue other non-conventional partnerships and collaboratives which align with the GO Virginia program as appropriate

The GO Virginia State Board receives an update at each of its meetings from DHCD staff a historical account of projects funded to date. This account includes the types of projects funded and by region. A copy of the presentation made to the GO Virginia State Board at its meeting on December 7, 2020 was provided in the meeting package.

OTHER BUSINESS/ADJOURN

There being no additional business matters to go before the GO Virginia Region 3 Council, Chairman Lail adjourned the meeting at 3:08 p.m.

Deborah B. Gosney, Southside PDC
Support Organization/Fiscal Agent

Ernest "Randy" Lail
Chairman

FINANCIAL REPORT

FY21 GO VA OPERATING FUNDS

GO Virginia Region 3

Report Period: June 1, 2021 to June 30, 2021

GO VIRGINIA



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

GO VIRGINIA FUNDS

Budget Categories	FY21 Operating Budget	Previously Paid Expenses	DHCD Request Remittance 4	Total Expenses To Date	FY21 Available Funds
Program Operations					
Rent Expense	\$ 5,415.00	\$ 1,353.75	\$ -	1,353.75	\$ 4,061.25
Audit	1,170.00	-	-	-	1,170.00
SPDC UVA MOU	101,200.00	25,299.99	25,299.99	50,599.98	50,600.02
SPDC Contract Staff - Nancy Pool	7,200.00	4,200.00	-	4,200.00	3,000.00
SPDC Contract Staff - Riverlink	9,000.00	3,371.25	-	3,371.25	5,628.75
Marketing - Letterpress	31,900.00	13,525.00	2,160.00	15,685.00	16,215.00
Meetings and Facilitation	1,500.00	-	-	-	1,500.00
SPDC Staff Salaries	80,000.00	14,276.02	4,389.34	18,665.36	61,334.64
Supplies	500.00	-	-	-	500.00
Total Program Operations	237,885.00	62,026.01	31,849.33	93,875.34	144,009.66
Planning					
Technical Assistance	12,115.00	6,875.00	950.00	7,825.00	4,290.00
Total Planning	12,115.00	6,875.00	950.00	7,825.00	4,290.00
TOTAL	\$ 250,000.00	\$ 68,901.01	\$ 32,799.33	\$ 101,700.34	\$ 148,299.66

The Checking Account is
is comprised of:

\$47,039.72 Local Funds - Unexpended (Martinsville/Henry County)
257.71 Interest

\$47,297.43

(32,799.33) (Checks Submitted - Remittance 4)

\$14,498.10 Current Checkbook Balance

Checks Submitted in Remittance 4

9803 - Letterpress Comm - May 2021	\$ 3,110.00
9804 - UVA - Contract Services	\$ 25,299.99
9805 - SPDC - May 2021 Salaries	\$ 4,389.34
Total - Submitted in Remittance 4	\$ 32,799.33

GO VIRGINIA REGION 3
PROFIT & LOSS - FY21
JUNE 1, 2021 THROUGH JUNE 30, 2021

	<u>LOCAL FUNDS</u>	<u>STATE FUNDS</u>	<u>TOTAL</u>
INCOME			
Local Money - Martinsville/HC	\$ 47,039.72	\$ -	\$ 47,039.72
State Money - DHCD	-	250,000.00	250,000.00
TOTAL INCOME	47,039.72	250,000.00	297,039.72
EXPENSE			
Program Operations			
Meetings and Facilitation	-	-	-
Marketing - Letterpress	-	15,685.00	15,685.00
Rent Expense	-	1,353.75	1,353.75
Supplies	-	-	-
Audit	-	-	-
Salaries - SPDC	-	18,665.36	18,665.36
Contract Services	-	58,171.23	58,171.23
Total Program Operations	-	93,875.34	93,875.34
Planning			
Technical Assistance	-	7,825.00	7,825.00
Total Planning	-	7,825.00	7,825.00
TOTAL EXPENSE	-	101,700.34	101,700.34
NET ORDINARY INCOME	47,039.72	148,299.66	195,339.38
Other Income			
Interest	257.71	-	257.71
Total Other Income	257.71	-	257.71
NET INCOME	\$ 47,297.43	\$ 148,299.66	\$ 195,597.09

* Income is Accrual/Expenses are Cash.

GO-TEC 2A

GO Virginia Region 3

Report Period: June 1, 2021 to June 30, 2021

GO VIRGINIA



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

GO VIRGINIA FUNDS

Budget Categories from CAMS	GO VA Budget	Previously Paid	Drawdown (No Activity)	Total Paid After Remittance	Available Funds
Project Monitoring/Reporting	\$ 6,115.00	\$ 1,450.92		\$ 1,450.92	\$ 4,664.08
Equipment	\$ 835,776.00	\$ 835,775.01		\$ 835,775.01	\$ 0.99
Salaries	\$ 292,875.00	\$ 292,875.00		\$ 292,875.00	\$ -
Travel and Miscellaneous	\$ 94,300.00	\$ 94,199.50		\$ 94,199.50	\$ 100.50
Administration	\$ 91,721.00	\$ 91,369.10		\$ 91,369.10	\$ 351.90
Totals	\$ 1,320,787.00	\$ 1,315,669.53	\$ -	\$ 1,315,669.53	\$ 5,117.47

MATCHING FUNDS

Budget Categories from CAMS	Committed Required Match **	Previous Required Match	Current Required Match	Cumulative Required Match To Date	Additional Match	Total Project Match *	Match Balance
Totals	\$ 1,937,646.25	\$ 1,937,646.25	\$ -	\$ 1,937,646.25	\$ 236,324.97	\$ 2,173,971.22	\$ -

* The total project match of \$1,033,749.22 includes the \$224,308.99 that was carried forward from Phase 1.

* A Budget Revision submitted on 10/23/2020 increased the match budget from \$1,432,497 to \$1,937,646.25.

GO-TEC 2B

GO Virginia Region 3

Report Period: June 1, 2021 to June 30, 2021

GO VIRGINIA



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

GO VIRGINIA FUNDS

Budget Categories from CAMS	GO VA Budget	Previously Paid	Drawdown (No Activity)	Total Paid After Remittance	Available Funds
Project Monitoring/Reporting	\$ 16,554.36	\$ -	\$ -	\$ -	\$ 16,554.36
Administration	\$ 248,315.35	\$ 88,059.97	\$ -	\$ 88,059.97	\$ 160,255.38
Equipment	\$ 2,430,751.29	\$ 952,154.49	\$ -	\$ 952,154.49	\$ 1,478,596.80
Salaries	\$ 791,120.00	\$ 211,639.41	\$ -	\$ 211,639.41	\$ 579,480.59
Travel	\$ 89,000.00	\$ 10,338.89	\$ -	\$ 10,338.89	\$ 78,661.11
Totals	\$ 3,575,741.00	\$ 1,262,192.76	\$ -	\$ 1,262,192.76	\$ 2,313,548.24

MATCHING FUNDS

Budget Categories from CAMS	Committed Required Match *	Previous Required Match	Current Required Match	Cumulative Required Match To Date	Additional Match	Total Project Match	Match Balance
Totals	\$ 2,625,918.79	\$ 1,489,648.58	\$ -	\$ 1,489,648.58	\$ -	\$ 1,489,648.58	\$ 1,136,270.21

* IALR received a match waiver on GO-TEC 2B. They do not have to meet the 1:1 match. They are also receiving credit for being over-matched on 2A. With both phases combined, they are still not meeting an overall 1:1 match, but the reduced match was approved by DHCD on 6/23/2020

GOVA Grant Agreement Term = June 23, 2020 - June 22, 2022

Status: IALR submitted Drawdown #4 to SPDC on 7/8/2021

IALR COMMON PLATFORM

GO Virginia Region 3

Report Period: June 1, 2021 to June 30, 2021

GO VIRGINIA



VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

GO VIRGINIA FUNDS

Budget Categories from CAMS	GO VA Budget	Previously Paid	Drawdown (No Activity)	Total Paid After Remittance	Available Funds
Administration	\$3,225.73	\$2,686.06	\$0.00	\$2,686.06	\$539.67
Fringe Benefits	\$4,988.00	\$3,141.05	\$0.00	\$3,141.05	\$1,846.95
Meetings and Facilitation	\$6,861.27	\$105.00	\$0.00	\$105.00	\$6,756.27
Salaries	\$15,500.00	\$11,625.00	\$0.00	\$11,625.00	\$3,875.00
Software	\$58,260.00	\$38,850.00	\$0.00	\$38,850.00	\$19,410.00
Supplies	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Travel	\$1,305.00	\$0.00	\$0.00	\$0.00	\$1,305.00
Totals	\$90,140.00	\$56,407.11	\$0.00	\$56,407.11	\$33,732.89

MATCHING FUNDS

Budget Categories from CAMS	Committed Required Match	Previous Required Match	Current Required Match	Cumulative Required Match To Date	Additional Match	Total Project Match	Match Balance
Totals	\$ 122,808.00	\$ 68,885.12	\$ -	\$ 68,885.12	\$ -	\$ 68,885.12	\$ 53,922.88

GOVA Grant Agreement Term = June 1, 2020 - August 31, 2021

Status: IALR submitted Drawdown #3 to SPDC on 7/8/2021

REGION 3 BRIDGE TO RECOVERY

GO Virginia Region 3

Report Period: June 1, 2021 to June 30, 2021



GO VIRGINIA FUNDS


Budget Categories from CAMS	GO VA Budget	Previous Remittances	Drawdown (No Activity)	Cumulative Total	Available Funds
Project Monitoring/Reporting	\$ 25,000.00	\$ -	\$ -	\$ -	\$ 25,000.00
Administration	\$ 160,000.00	\$ -	\$ -	\$ -	\$ 160,000.00
Construction	\$ -	\$ -	\$ -	\$ -	\$ -
Contract Services	\$ 400,000.00	\$ -	\$ -	\$ -	\$ 400,000.00
Fringe Benefits	\$ 10,313.00	\$ -	\$ -	\$ -	\$ 10,313.00
Salaries	\$ 34,375.00	\$ -	\$ -	\$ -	\$ 34,375.00
Other: Collaborative Support	\$ 69,957.00	\$ -	\$ -	\$ -	\$ 69,957.00
Other: Subscriptions	\$ 61,683.00	\$ -	\$ -	\$ -	\$ 61,683.00
Other: Website Updates	\$ 8,000.00	\$ -	\$ -	\$ -	\$ 8,000.00
Other: Training and Marketing Program	\$ 5,672.00	\$ -	\$ -	\$ -	\$ 5,672.00
Other: E-Commerce Assistance	\$ 100,000.00	\$ -	\$ -	\$ -	\$ 100,000.00
Other: Marketing	\$ 50,000.00	\$ -	\$ -	\$ -	\$ 50,000.00
Other: Finance Costs for Cash Flows	\$ -	\$ -	\$ -	\$ -	\$ -
Other: Upgrade Costs for Shop Local	\$ -	\$ -	\$ -	\$ -	\$ -
Other: PPE Tool Kits	\$ -	\$ -	\$ -	\$ -	\$ -
Other: Meeting Expense (Sites/Virtual)	\$ -	\$ -	\$ -	\$ -	\$ -
Other: Finance and Procurement Admin	\$ -	\$ -	\$ -	\$ -	\$ -
Other: Business Services Match Funds	\$ -	\$ -	\$ -	\$ -	\$ -
Totals	\$ 925,000.00	\$ -	\$ -	\$ -	\$ 925,000.00

MATCHING FUNDS

Budget Categories from CAMS	Committed Required Match	Previous Required Match	Current Required Match	Cumulative Required Match To Date	Additional Match	Total Project Match	Match Balance
Totals	\$ 1,211,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,211,500.00

GOVA Grant Agreement Term = July 1, 2020 - June 30, 2022

Status: Drawdown #1 submitted in CAMS on July 12, 2021.

MBC Middle Mile Project					
GO Virginia Region 3			<div>GO VIRGINIA</div> <div></div> <div><div>VIRGINIA INITIATIVE FOR</div><div>GROWTH & OPPORTUNITY</div><div>IN EACH REGION</div></div>		
Report Period: June 1, 2021 to June 30, 2021					
GO VIRGINIA FUNDS					
Budget Categories from CAMS	GO VA Budget	Previously Paid	Drawdown (No Activity)	Total Paid After Remittance	Available Funds
Planning/Assessment	\$100,000.00	\$0.00	\$0.00	\$0.00	\$100,000.00
Totals	\$100,000.00	\$0.00	\$0.00	\$0.00	\$100,000.00

MATCHING FUNDS							
Budget Categories from CAMS	Committed Required Match	Previous Required Match	Current Required Match	Cumulative Required Match To Date	Additional Match	Total Project Match	Match Balance
Totals	\$ 900,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 900,000.00

GOVA Grant Agreement Term = October 1, 2020 - December 31, 2021

EDA Grant Agreement Term = March 24, 2021 - September 23, 2022

Status: MBC did not start project activities until EDA funding was secured. EDA announced the award on March 18, 2021. A kickoff meeting was not held with EDA until June 8, 2021. A draft RFP for Engineer/Environmental Services was provided to EDA on June 25, 2021.

Entrepreneurship and Innovation Implementation (R3EI) Project

GO Virginia Region 3

Report Period: June 1, 2021 to June 30, 2021

GO VIRGINIA



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

GO VIRGINIA FUNDS

Budget Categories from CAMS	GO VA Budget	Previously Paid	Drawdown (No Activity)	Total Paid After Remittance	Available Funds
Entrepreneurship training	\$ 110,000.00	\$ -	\$ -	\$ -	\$ 110,000.00
Youth entrepreneurship program	\$ 75,000.00	\$ -	\$ -	\$ -	\$ 75,000.00
Program branding/marketing	\$ 115,000.00	\$ -	\$ -	\$ -	\$ 115,000.00
Regional scorecard implementation	\$ 5,000.00	\$ -	\$ -	\$ -	\$ 5,000.00
Farmville innovation space planning	\$ 40,000.00	\$ -	\$ -	\$ -	\$ 40,000.00
Out-of-region consultants	\$ 80,000.00	\$ -	\$ -	\$ -	\$ 80,000.00
Administrative Fee - R3 Support Org (SPDC)	\$ 24,000.00	\$ -	\$ -	\$ -	\$ 24,000.00
Totals	\$ 449,000.00	\$ -	\$ -	\$ -	\$ 449,000.00

MATCHING FUNDS

Budget Categories from CAMS	Committed Required Match *	Previous Required Match	Current Required Match	Cumulative Required Match To Date	Additional Match	Total Project Match	Match Balance
Totals	\$ 280,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 280,000.00

GOVA Grant Agreement Term = April 1, 2021 - March 31, 2023

Status: Project awarded on April 1, 2021.

Special Appearances and Presentations

UVA Weldon Cooper Center for Public Service



DATE: July 15, 2021

TO: Region 3 Council

FROM: Randy Lail, Chair

RE: UVA Weldon Cooper Center for Public Service – Dr. Larry Terry, Executive Director

The Executive Director of UVA Weldon Cooper Center for Public Service, Dr. Larry Terry, has been invited to give a brief introduction about the center and the partnership with the Region 3 Council which started in June, 2020.

RECOMMENDATION:

For the Region 3 Council's information.

Attachment

– None

Entrepreneurship and Innovation Strategy Update



DATE: July 15, 2021

TO: Region 3 Council

FROM: Randy Lail, Chair

RE: Entrepreneurship and Innovation Strategy Update – Lauren Mathena, Director of Economic Development and Community Engagement, MBC Communities Corporation, and Sherri McGuire, Executive Director, Longwood University Office of Community and Economic Development

Earlier this year the Region 3 Council approved a Per Capita grant to the SOVA Innovation Hub and the Longwood University Office of Community and Economic Development to implement the Entrepreneurship and Innovation Strategy over the next two (2) years. Development of the strategy was undertaken by the Region 3 Council starting in 2018 through its adoption in October 2020.

Lauren Mathena and Sherri McGuire will provide an update on the project at the Council meeting on July 21st.

RECOMMENDATION:

For the Region 3 Council's information.

Attachment

– None

OLD BUSINESS

Approved Projects Update



DATE: July 16, 2021

TO: Region 3 Council

FROM: R. Bryan David, Program Director

A handwritten signature in blue ink, appearing to read 'RBD', on a light blue rectangular background.

RE: Approved Projects Update

As referenced in the agenda report, attached are the progress reports for following projects:

- Bridge to Recovery
- GO TEC
- Common Platform (Major Clarity)
- Genedge_Retooling Virginia Manufacturing for Strategic Industries
- Mid-Atlantic Broadband Communities Corporation (MBC) - Middle Mile Expansion for Economic Growth
- Virginia Small Business Development Centers
- Entrepreneurship Investment and Innovation Strategy

If you should have any questions, please contact me.



Status of Bridge to Recovery – July 2021

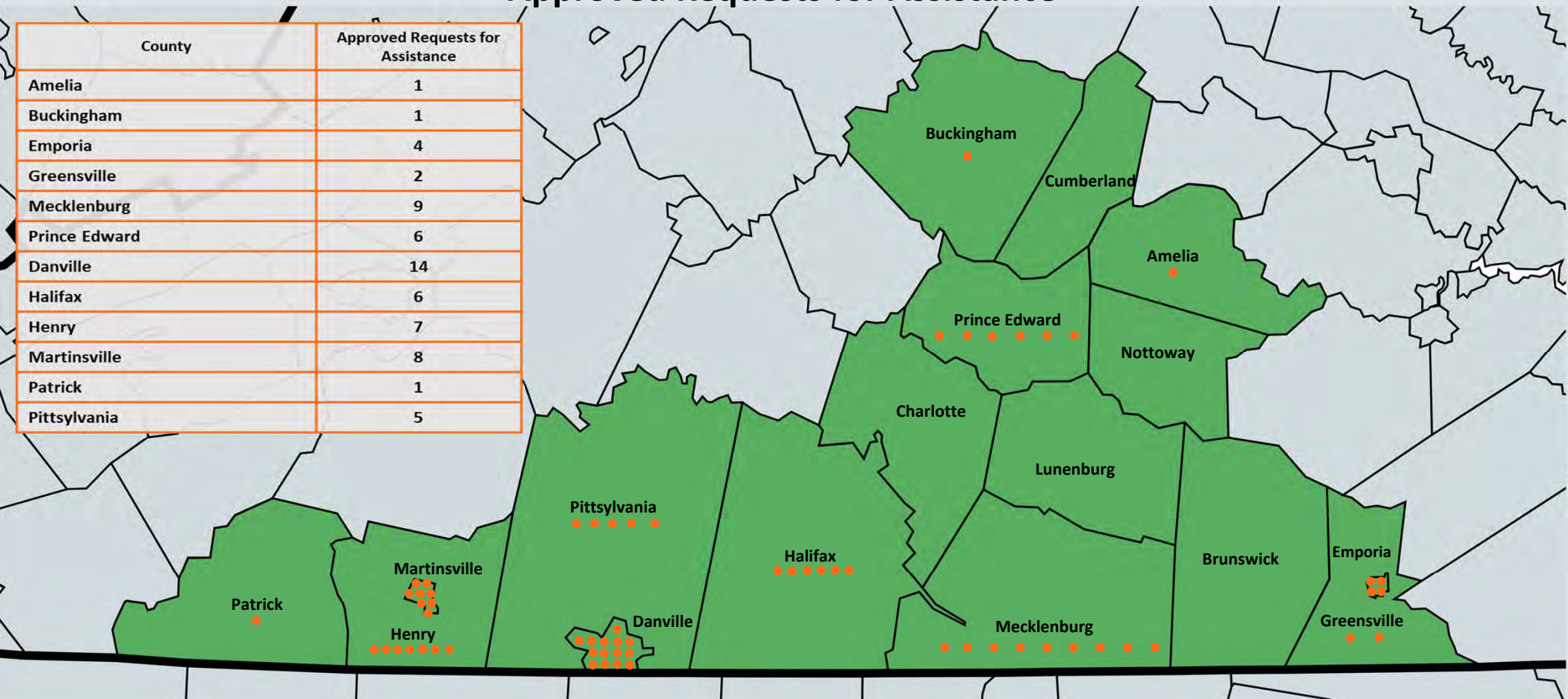
Project Name	Grant Category/Award	Project Start/End Dates	Project Milestones
BRIDGE TO RECOVERY PRODUCTS: <ul style="list-style-type: none"> 500 jobs retained 100 full-time jobs created \$10 million in capital investment Region 3 Supplier database Collaborative interface with businesses 	ERR/PC \$925,000 Budget Status: 	August 1, 2020 – June 30, 2022	<p>Quarter 2020 (July – Sept 2020)</p> <ul style="list-style-type: none"> Coalition meetings Project marketing and outreach Website production Professional services contracts development <p>4th Quarter 2020 (Oct – Dec 2020)</p> <ul style="list-style-type: none"> Coalition meetings Project marketing and outreach Professional services contracts development and implementation Focus groups Webinars <p>1st Quarter 2021 (Jan – March 2021)</p> <ul style="list-style-type: none"> Coalition meetings Project marketing and outreach Website production Professional services contracts development and implementation <p>2nd Quarter 2021 (April – June 2021)</p> <ul style="list-style-type: none"> Coalition meetings Project marketing and outreach Website production Professional services contracts development and implementation

<ul style="list-style-type: none"> • COVID 19 resource webpage <p>METRICS</p> <ul style="list-style-type: none"> • 88 businesses served • # of jobs retained • # of jobs created • \$ in capital investment • \$ revenues increased <p>CONTRACT SIGNED JULY 2020</p>			<p>3rd Quarter 2021 (July – Sept 2021)</p> <ul style="list-style-type: none"> <input type="radio"/> • Coalition meetings <input type="radio"/> • Project marketing and outreach <input type="radio"/> • Website production <input type="radio"/> • Professional services contracts development and implementation <input type="radio"/> • Webinars <input type="radio"/> • Marketing Assistance <input type="radio"/> • E-Commerce Projects <p>4th Quarter 2021 (Oct – Dec 2021)</p> <ul style="list-style-type: none"> <input type="radio"/> • Coalition meetings <input type="radio"/> • Project marketing and outreach <input type="radio"/> • Website production <input type="radio"/> • Professional services contracts development and implementation <input type="radio"/> • Marketing Assistance <input type="radio"/> • E-Commerce Projects <p>1st Quarter 2022 (Jan – March 2022)</p> <ul style="list-style-type: none"> <input type="radio"/> • Coalition meetings <input type="radio"/> • Project marketing and outreach <input type="radio"/> • Website production <input type="radio"/> • Professional services contracts development and implementation <input type="radio"/> • Marketing Assistance <input type="radio"/> • E-Commerce Projects <p>2nd Quarter 2022 (April – June 2022)</p> <ul style="list-style-type: none"> <input type="radio"/> • Coalition meetings <input type="radio"/> • Project marketing and outreach <input type="radio"/> • Website production <input type="radio"/> • Professional services contracts development and implementation <input type="radio"/> • Marketing Assistance <input type="radio"/> • E-Commerce Projects

GoVa Region 3 – Bridge to Recovery

Approved Requests for Assistance

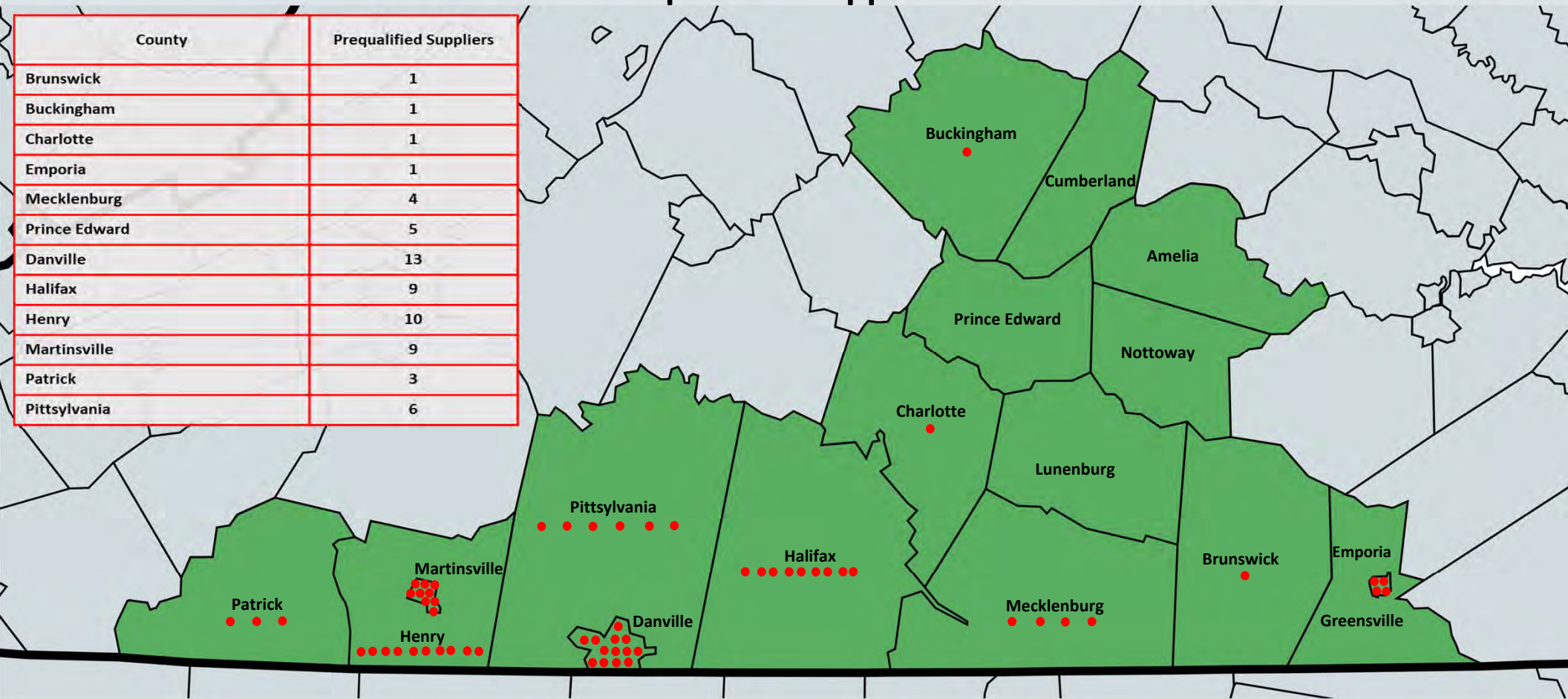
County	Approved Requests for Assistance
Amelia	1
Buckingham	1
Emporia	4
Greenville	2
Mecklenburg	9
Prince Edward	6
Danville	14
Halifax	6
Henry	7
Martinsville	8
Patrick	1
Pittsylvania	5



GoVa Region 3 – Bridge to Recovery

Prequalified Suppliers

County	Prequalified Suppliers
Brunswick	1
Buckingham	1
Charlotte	1
Emporia	1
Mecklenburg	4
Prince Edward	5
Danville	13
Halifax	9
Henry	10
Martinsville	9
Patrick	3
Pittsylvania	6



Go Va Region 3 Bridge to Recovery

May Monthly Update
Presented June 7th, 2021





GoVa Region 3 Bridge to Recovery

- **Metric Outputs**

- # of companies served
- Communication, training, focus groups and events – i.e. webinars delivered and attendance
- Suppliers identified
- Surveys, polls and studies
- # of services delivered by professional sector
- PPE Tool Kits deployed and PPE Solutions implemented
- Building modifications or expansions
- Collaborations and partnerships leveraged

- **Industry Size Projections**

- Small Businesses of 1-24 employees – average projects \$7,000
- Medium Size Businesses of 25-249 – average projects \$12,000
- Large Businesses of 250 and above – average projects \$20,000

- **Metric Outcomes**

- 500 Existing Jobs
- Create 100 new jobs
- \$10 million in capital investment

GoVa Region 3 Bridge to Recovery

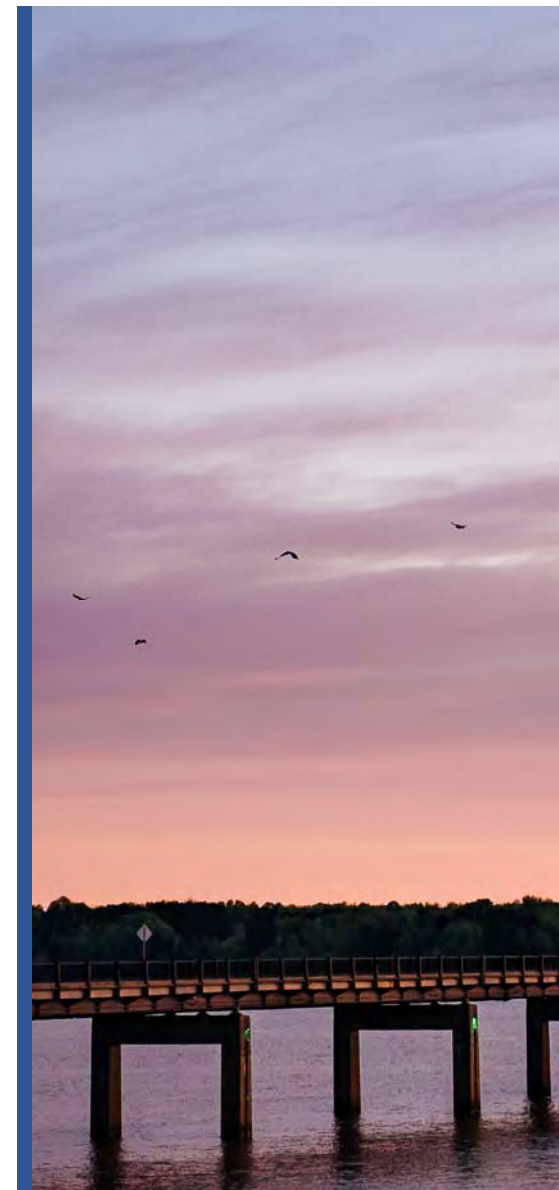
Collaborations and Partnerships – Projected 20

- 16 Chambers of Commerce
 - Patrick County; Martinsville/Henry County; Danville/Pittsylvania; Halifax
 - Amelia County; Brunswick County; Charlotte County; Farmville/Prince Edward; Greenville/Emporia; Lunenburg County; Mecklenburg County (3); Nottoway County (3)
- 12 Local Economic Developers
 - Patrick County; Pittsylvania County; City of Danville; Halifax County
 - Brunswick County; Charlotte County; Cumberland County; Prince Edward County; Greenville County; Emporia; Lunenburg County; Mecklenburg County
- Planning District Commissions
 - West Piedmont Planning District Commission
 - Southside Planning District Commission
- *SBDC – Longwood, Halifax, Martinsville, Danville*
- *GENEDGE Alliance*
- *Workforce – VEC, WIB, DCC, Averett, SVHEC, SVCC, NCI, IALR*
- *Ecosystem Providers – Business Incubators, Launch Place, MBC*
- *Work Groups*

GoVa Region 3 Bridge to Recovery

4th QUARTER OBJECTIVES:

- Continue COVID 19 Task Force Operations
- Collaborative support through professional service contracts continue
- Continue Recovery Supplier Identification and Funding
- Additional targeting to traded sectors
- **Start to collect metrics from the programs first year deliverables**
- **Market successes from the program to date inclusive of businesses seeking solutions and supplier relationships built**
- **Develop longer term E-commerce and marketing assistance platform**
- Continue communications and outreach
- Complete public relations plan for the region to share the information and increase targeted sector participation





GoVa Region 3 Bridge to Recovery

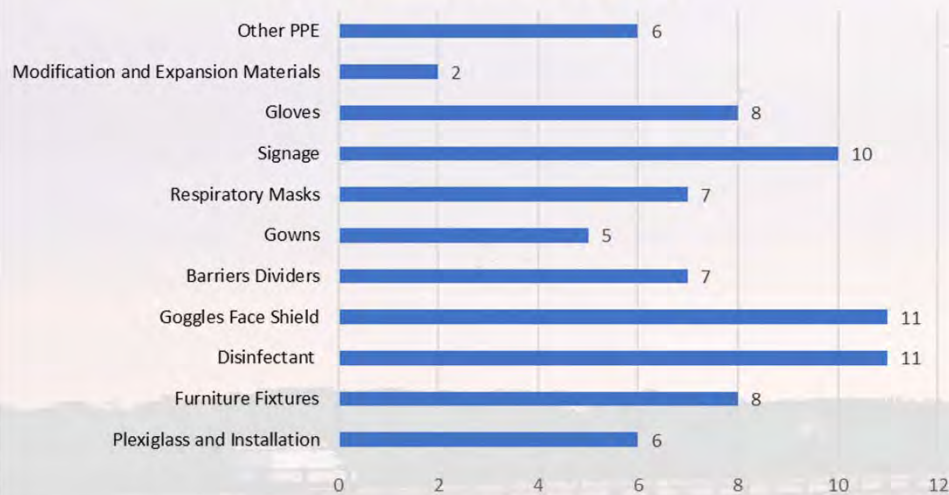
Review of 4th Quarter Outputs

- Identified and **prequalified 3 additional suppliers – 63 to date**
- **Dashboards** updated to include
 - **Community Resilience Data**
 - **Ongoing School Operational Status**
 - Additional updates automatically populate Dashboard)
- **6 new requests** received – **94** request received to date
- **Processed 3 applications; 1 approved – 64 approved to date**
- Continue to provide updates to SoVA COVID-19 Recovery Plan
- **Processed 6 purchase orders from 6 companies to 6 suppliers for \$55,952.45**
- Continue COVID 19 Task Force Operations
- **Communicated to 19 people in 2 event**

4 New Suppliers Identified (91 total) 3 Prequalified (63 total)

(Projection - 30 identified; 25 participating; Chamber Outreach to > 1996 members)

Prequalified PPE Suppliers



Prequalified Professional Services Suppliers



63 Prequalified Suppliers

12 Localities Represented

Brunswick County	1
Buckingham County	1
Charlotte County	1
Danville	13
Emporia	1
Halifax County	9
Henry County	10
Martinsville	9
Mecklenburg County	4
Patrick County	3
Pittsylvania County	6
Prince Edward County	5
TOTAL	63

6 New Requests for Assistance (94 To Date)

Request for PPE Products



Request for Professional Services



94 Requests for Assistance

13 Localities Represented

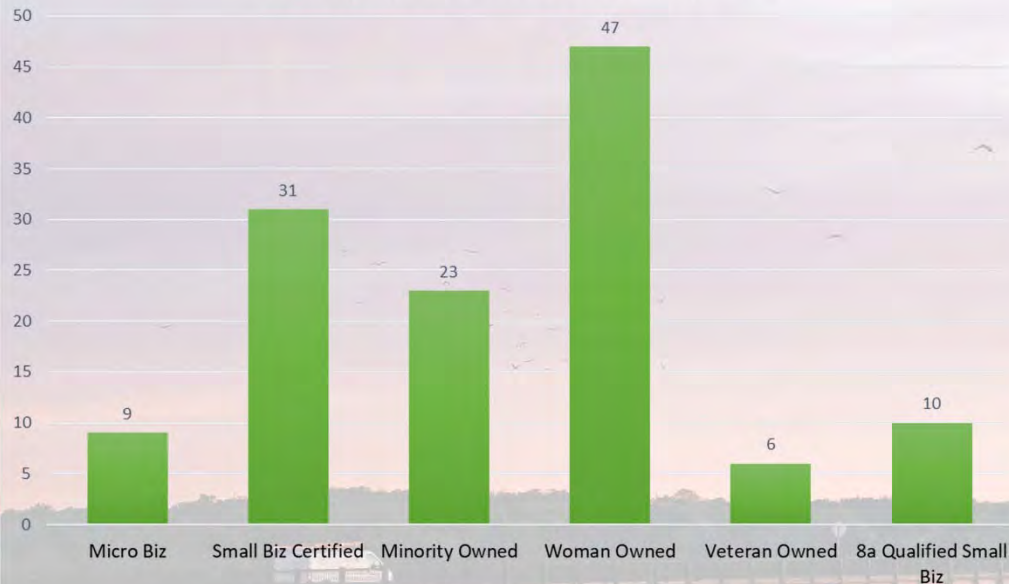
Amelia	1
Brunswick	0
Buckingham	1
Charlotte	0
Cumberland	0
Emporia	4
Greensville	4
Lunenburg	1
Mecklenburg	13
Nottoway	0
Prince Edward	7
Danville	19
Halifax	7
Henry	13
Martinsville	16
Patrick	2
Pittsylvania	6
TOTAL	94

Requests by # of Employees

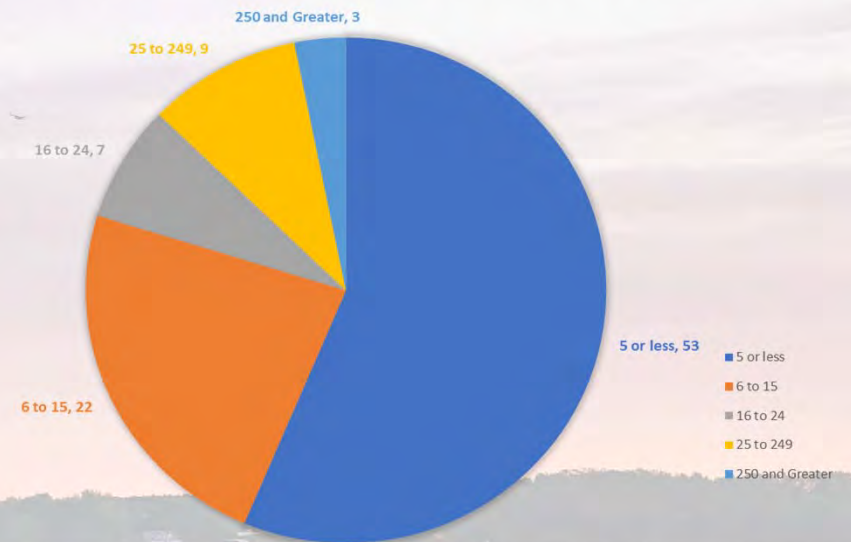
5 or less	53
6-15 employees	22
16 – 24 employees	7
25-249 employees	9
250 & >	3
TOTAL	94

Requests for Assistance

Demographics for Assistance Requests



REQUESTS BY COMPANY SIZE BASED ON NUMBER OF EMPLOYEES



64 Approved Requests to Date

Total Approved \$516,000

(Also funded by Economic Recovery & Resilience - VGA Drone Grant \$75K)

VGA Approved Applications

\$113,500

Amelia County	1
Buckingham County	1
Emporia	4
Greensville County	2
Mecklenburg County	9
Prince Edward County	6
TOTAL	23

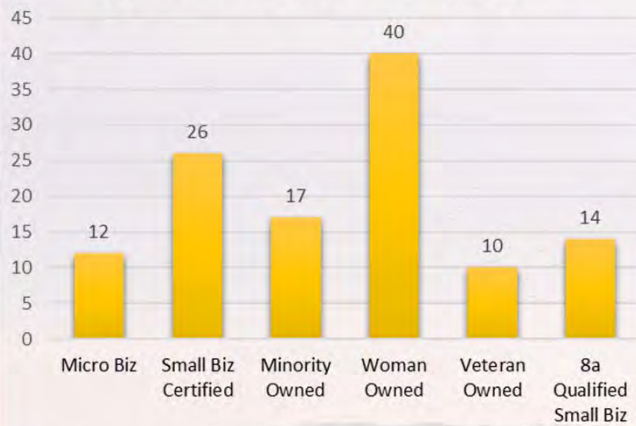
SVRA Approved Applications

\$402,500

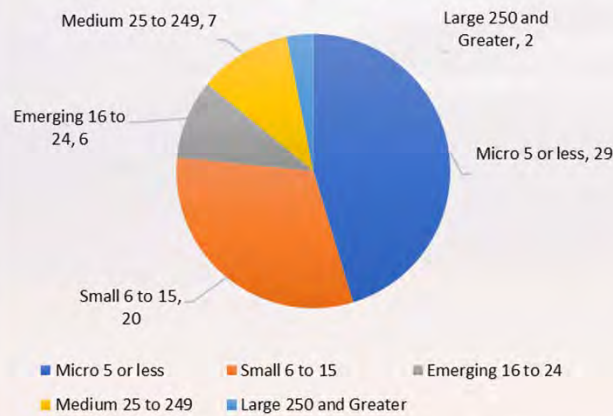
Danville	14
Halifax County	6
Henry County	7
Martinsville	8
Patrick County	1
Pittsylvania County	5
TOTAL	41

Approved Requests

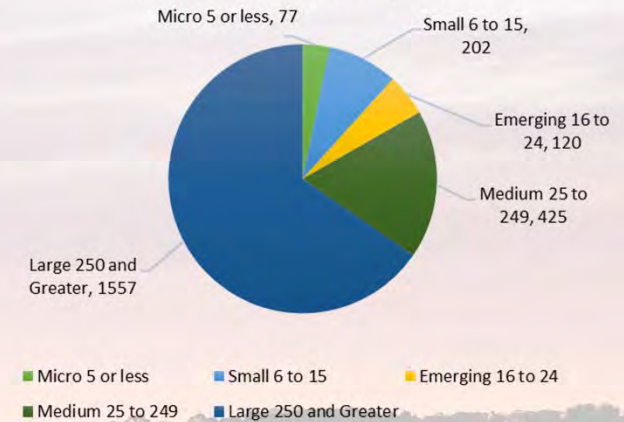
Approved Request Demographics



Approvals by Company Size

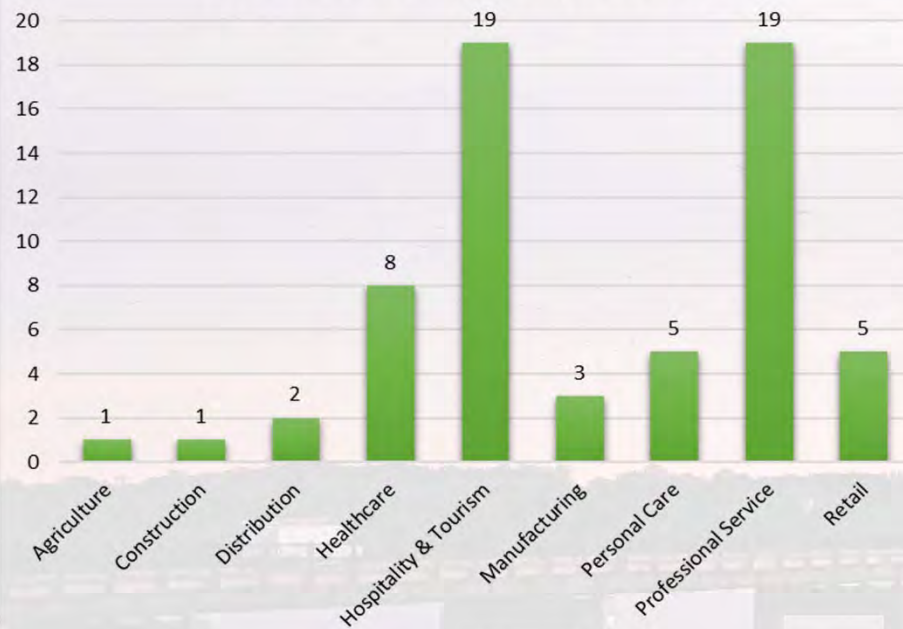


Total Employees Impacted

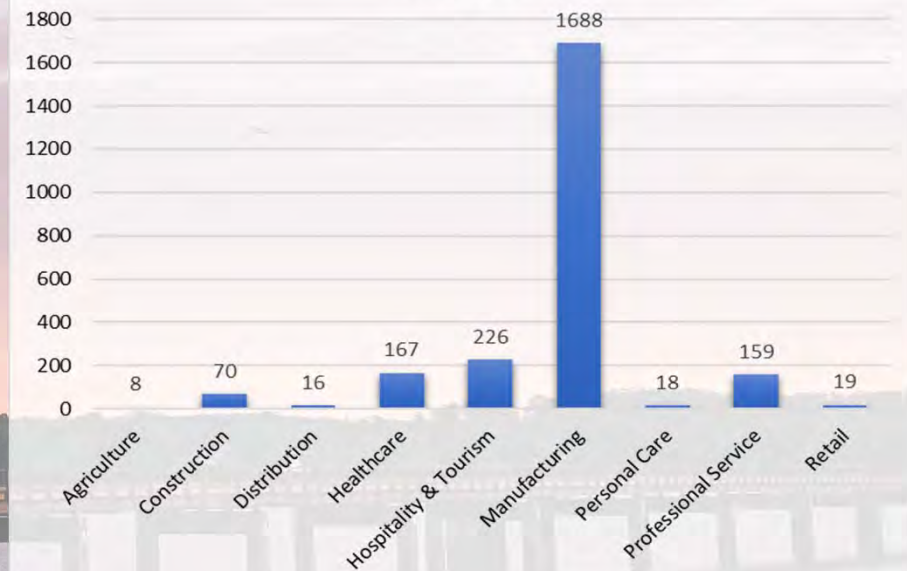


Approved Requests

Number of Requests per Sector



Number of Employees Impacted per Sector



Approved Requests

Period	Number of Transactions	Client Payment	Total Amount Paid To Supplier	Supplier Discounts
To Date	48	\$ 104.953.97	\$210,844.07	\$15,628.10 (7.4%)
May 2021	6	\$55,952.45	\$27,976.23	\$980.22

GoVa Region 3 Bridge to Recovery

Communications – Projected 25 Sessions with 500 participants over 2 Years

- Training / feedback sessions – Partners and Preferred Suppliers - **cumulative totals of 648 people in 36 totals events since July 1**
 - SVRA Task Force Meetings – **2 events with 19 participants in May**
 - Focus Groups
- Surveys – Blane Canada Survey – 77 since July 2020 -35 suppliers identified & 15 prequalified from survey
- Polls (*March – June*)
- Benchmarking
 - Studies (Benchmarking and utilizing information from other localities and organizations)
 - Websites / Dashboards
 - Supplier Databases
- Task Force – SVRA and VGA; substantial efforts continue
- Dashboard – GoVa Region 3, SVRA & VGA
 - **May Update: Addition of Reopening Plan – Guidance for Executive Order 72 – Lifting of Mask Mandate**
- Excel & Website Database for GO Virginia Region 3 Prequalified Suppliers
- News Blast – 22 to Task Force and Work Groups since July
- Press Releases as appropriate

GoVa Region 3 Bridge to Recovery

- GoVa Region 3 Bridge to Recovery Website
- SVRA Site
- VGA Site





Status of GO TEC 2B – Junel 2021

Project Name	Grant Category/Award	Project Start/End Dates	Products (See narrative at the end of the document for details on each product.)	Project Milestones
GO-TEC 2B PRODUCTS: <ul style="list-style-type: none"> Teacher Trainings Curriculum Development Program Outreach & Marketing Build-out of ten (10) Middle School Exploratory Labs and Curriculum Development Additional build out and purchase of pilot lab equipment labs for Pittsylvania County and Danville City 	Competitive \$3,575,741 Budget Status <div></div>			<ul style="list-style-type: none"> 2nd and 3rd Quarter 2020 (June — September) <ul style="list-style-type: none"> Contract for project executed by contractual parties (pending DHCD final approval_12.20) <div></div> MoUs executed between Subgrantee and Subgrantees (school divisions and community colleges) to be completed by 9.30.20 (pending DHCD final approval and then forwarded to subgrantee and subgrantees for execution_10.20) <div></div> GO TEC website launched July 2020 <div></div> 2020-2021 training for new and returning teacher sessions (2)_August 2020 <div></div> Eastern and Western Regional Coordinators positions revised to Program Assistant and Multi-Media Technician_interviews September 2020 <div></div> Program Coordinator_not hired and reprogrammed funds for Program Assistant and Multi-Medica Technician to support these positions for 2020-2021 and 2021-2022 school years <div></div> 91% of Career Connections lab equipment purchased <div></div> 100% of precision machining equipment purchased <div></div> 100% percentage of meteorology equipment purchased <div></div> 100% percentage of dual enrollment robotics equipment <div></div> 7.20, 9.20_GO TEC Board meeting <div></div>

<ul style="list-style-type: none"> • Build out of Career Connections equipment at Wytheville Community College and Southside Virginia Community College • Build out and expansion of Dual Enrollment Robotics Program at Danville City and Pittsylvania County • Expansion of Industry Training Programs related to the GO TEC pathways <p>PRODUCTS FOR VALIDATION:</p> <p>CONTRACT EXECUTED</p>				<ul style="list-style-type: none"> • 4th Quarter 2020 (October — December) <ul style="list-style-type: none"> ○ MoUs executed between Subgrantee and Subgrantees (school divisions and community colleges) to be completed by 9.30.20 (all partner MOUs received and submitted to DHCD; awaiting execution by DHCD and others_12.20 ● ○ GO TEC Website continues to be monitored; no new updates_10.20-12.20 ● ○ Teachers identified and attend the initial session for the 2020-2021 CC Training Institute; twenty-six (26) trainings or equipment set-up activities region-wide school division during quarter_10.20-12.20 ● ○ GO TEC Team continues support school divisions and improve processes and procedures for grant administration_10.20-12.20 ● ○ GO TEC Team training team continues to work with the GO TEC partners to get equipment set up and appropriate personnel trained; grant administration via reimbursement of equipment purchased in process_10-20-12.20 ● ○ Wythe Community College coordinating with Phillips Corp as well as local school divisions to determine the most appropriate CNC equipment to align programs with K12 when student return to in-school learning; on-going_10.20-12.20 ● ○ Danville City/Pittsylvania County Schools acquired robotics equipment_10.20-12-20 ● ○ GO Tec Board meeting 11.20 ● • 1st Quarter 2021 (January – March) <ul style="list-style-type: none"> ○ Monthly visits to each CC lab to support teachers and assess curriculum; CC Training Institute session ● ○ Career Connections Curriculum for 2nd/3rd year programs developed and vetted ● ○ Advanced Level Training Curriculum (precision machining, meteorology, robotics, mechatronics, welding) refined/developed and vetted ● ○ 91% of Career Connections equipment purchased ● ○ 100% of precision machining equipment purchased ● ○ 100% of meteorology equipment purchased ● ○ 100% of dual enrollment robotics equipment ● ○ PROJECT marketing and outreach activities continue ● ○ GO TEC Board meeting ● • 2nd Quarter 2021 (April – June) <ul style="list-style-type: none"> ○ refer to attached reports ●
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GO TEC PHASE TWO METRICS

July 12, 2021

● **AGREEMENT for the PROJECT executed by contractual parties**

COMPLETE!!

12-11-20: Final documents have been signed by all parties and fully executed.

12-9-20: The final partner MOU has been received and forwarded to DHCD. Andrea Devening has sent the Phase 2B Addendum, Partner MOUs and GO TEC Master Amendment documents through DocuSign for review and signature. The documents are currently going through the appropriate channels for final signature.

11-10-20: Amendment 2B and Addendum 2B were shared with the partners along with the MOU's for signature. MOU's will be returned to SPDC and DHCD by November 10, 2020 for review and final contract execution.

10-15-20: Amendment 2B and Addendum 2B are waiting final approval from DHCD.

9-15-20: Draft 2B Amendment and Addendum 2B have been submitted to SPDC / DHCD for review

● **MOUS executed between SUBGRANTEE and SUBSUBGRANTEES**

COMPLETE!!

12-9-20: All partner MOUs have been received and submitted to DHCD. THIS METRIC IS COMPLETE AND REQUIRES NO FURTHER UPDATES.

11-10-20: MOUs have been sent to each partner and all have been returned with the exception of Charlotte County (to be voted on this month at the School Board meeting) and Danville Community College which required a revision.

10-15-20: MOUs have been completed and sent to DHCD for review. Once approved, they will be sent out with the draft master agreement, amendment 2B, and addendum 2B for partners to review and sign off and return MOUs.

9-15-20: In process of drafting, completion this week. Due Date for signatures: September 30

● **GO - TEC website launched**

COMPLETE!!

1-4-21: Website continues to be updated and monitored.

12-9-20: Website continues to be monitored. No new updates have occurred to the website.

11-10-20: Website continues to be monitored for activity. We continue to work with 434 Marketing to improve upon the site and gather information regarding the site activity.

10-15-20: no updates. Website is being monitored for activity and the GO TEC team are discussing additional updates to the website. Social media (facebook) has also been introduced during the live ribbon cutting.

9-15-20: Website launched July 23, 2020

● **Teachers identified and attend the initial session for the 2020-2021 CC Training Institute**

COMPLETE!!

7/12/21: The following training has taken place:

The third Teacher Training Academy has been planned for the following:

August 3-4: 1st Year CC Teacher Training

August 6: 2nd Year CC Teacher Training

August 9: 3rd Year CC Teacher Training

6/10/21: The following training has taken place:

March 30: Laser Cutter Set up and Training: Dan River Middle School
March 30: Haas Milling Machine Troubleshooting: Tunstall Middle School
April 2: Haas Milling Machine Set up and Training: Lunenburg Middle School
April 16: Haas Milling Machine Training: GO TEC Training Lab
April 27: TinkerCAD, Laser Cutter Follow-Up Training: Gretna Middle School
May 3: Follow-Up Training on Lincoln Welder, VEX, and Dobot: Lunenburg Middle
May 6: Follow-Up Training Laser Cutter, Gretna Middle School
May 11: Equipment Delivery and Set-Up, E.W. Wyatt Middle School
May 12: 3D Printer Training, GO TEC Lab
May 14: TinkerCAD, Laser Cutter Training, Laurel Park Middle School
May 17: Laser Cutter and BOFA Cord Follow-Up: Lunenburg Middle School
May 20: Desktop Mill Training, VEDP
May 21: Desktop Mill Follow-Up Training: Bluestone Middle School

4-12-21: The following training has taken place:

March 2 - 3: CMM Training (Metrology), New College Institute
March 4: CNC Milling Machine and CAM, Chatham Middle School
March 10: CNC Milling Troubleshooting, Tunstall Middle School
March 12: HAAS Desktop Mill Set Up / Laser Cutter Setup and Training, Bluestone Middle School
March 15: Lincoln Welding Simulator Training, Martinsville Middle School
March 17: Laser Cutter Set Up and Training, Tunstall Middle School
March 19: Welding Simulator and Metrology Training: Laurel Park Middle School
March 25: Raspberry Pi Set Up and Training, Martinsville Middle School

3-1-21: The following training has taken place:

February 10: Raspberry Pi Connections and Laser Cutter Training, Patrick County
February 16: Laser Cutter Training, Laurel Park MS
February 17: Haas Desktop Mill Training, GO TEC Training Lab
February 18: Haas Desktop Mill Training, Lunenburg MS
February 23: Laser Cutter and 3D Printer setup / training, Martinsville MS
February 24: 3D Printer training, Westwood MS

2-1-21: The following training has taken place:

January 5: Milling Machine material prep and training, Tunstall Middle
January 6: Milling Machine material prep, setup, and training, Chatham Middle, Dan River Middle, Gretna Middle
January 8: Raspberry Pi Training and milling follow-up, Gretna Middle
January 11: Milling material delivery and CAD CAM training, Cumberland Middle and Prince Edward Middle.
January 15: Raspberry Pi Training, Laurel Park Middle
January 19: Milling Machine material delivery and training, Laurel Park Middle
January 25: Milling Machine set up, Fusion 360, Laser Cutter training at Patrick

County

No formal training took place during December, 2020.

12-9-20: The following training has taken place:

- November 11: Equipment set up and training, Nottoway
- November 16: Welding Simulator training, Dan River Middle
- November 16: Raspberry Pi training, Laurel Park Middle
- November 17: Welding Simulator troubleshooting, Gretna Middle
- November 18: CNC training, Henry County School Career Academy
- November 18: Raspberry Pi training, Laurel Park Middle
- November 18: Laser Cutter / Engraver training, Chatham Middle
- November 19: GO TEC training for CC teacher sub, Prince Edward Middle
- November 20: AMTEK garment printer and vinyl cutter training, IALR
- December 4: Laser Cutter / Engraver set up and training, Bluestone Middle

11-10-20: The following training has taken place:

- October 21: Dobot Training, Chatham Middle School
- October 22 - 23: Desktop Mill delivery/set up, Gretna Middle and Chatham Middle
- October 27: Desktop Mill Activation, Dan River Middle
- October 27: Filming in GO TEC Training Lab, training
- October 28: Desktop Mill Activation, Tunstall Middle
- October 28: Raspberry Pi training, RCATT
- October 29: Desktop Mill Activation, Gretna Middle
- October 30: Equipment setup and training, Lunenburg Middle
- November 2: Desktop Mill setup and Fusion Accounts created, Gretna Middle
- November 5: Fusion 360 Accounts test, Dan River Middle
- November 6: Equipment set up and training, Bluestone Middle

10-15-20: The following training has taken place:

- September 16: Laser Cutter/Engraver training, Martinsville Middle School
- September 25: Equipment set up and training: Patrick County High School
- September 29 & 30: HAAS CNC Milling training: Pittsylvania County
- October 7: Dobot training: small group GO TEC Training Lab (soft opening)
- October 14: HAAS CNC Milling Training: Cumberland Middle School

9-15-20: The following training has taken place:

July 29 – 30: Phase One and TwoA returning teachers

August 3-4: Phase TwoB NEW teachers

- August 5: Small group training for Chatham and Gretna Middle teachers
- August 18: Individual training for Chatham Middle
- August 19: Individual training for Gretna Middle
- August 20: Individual training for Cumberland Middle
- August 24 – 26 and 28: Train the Trainer (Jake) – CNC Milling Machine
- August 27: AMTEK Dobot training at Greensville
- September 2: Dobot Training at Laurel Park
- September 3: Train the Trainer (Jake) – AMTEK 3D Scanner
- September 8: Individual training at Martinsville
- September 9: Dobot training at Gretna Middle
- September 16: Laser Cutter Training at Martinsville



Eastern and Western Regional Coordinators hired

COMPLETE! Positions hired were Program Assistant and Multimedia Technician.

12-9-20: No new updates. The GO TEC team continues to work together to provide support to all partners and to improve upon processes and procedures for grant administration.

11-10-20:

The Multimedia Technician, Sherri has been working closely with the Training Coordinator, Jake Taylor, to learn the new equipment and provide assistance wherever needed. She has been a tremendous help to Jake and has already learned a lot about several pieces of the equipment.

The Program Assistant, Rhonda Reavis, has begun in her positions and has diligently been working to pull data from last year's surveys and disaggregating it for reporting purposes. We plan to present the results of last year's data during the January, 14, 2021 GO TEC Board meeting.

10-15-20:

Newly hired Multimedia Technician officially began October 12.

Position offer for Program Assistant has been accepted and applicant will begin October 21.

9-15-20:

Positions were re-evaluated based on program needs and budget. Two new positions were discussed, Program Assistant and Multimedia Technician. The Phase TwoB budget was revised that will allow for salary funding for all four GO TEC positions for two years.



Program Coordinator hired

COMPLETE! Positions hired were Program Assistant and Multimedia Technician.

12-9-20: NO NEW UPDATES. METRIC IS COMPLETE.

11-10-20:

The Multimedia Technician, Sherri has been working closely with the Training Coordinator, Jake Taylor, to learn the new equipment and provide assistance wherever needed. She has been a tremendous help to Jake and has already learned a lot about several pieces of the equipment.

The Program Assistant, Rhonda Reavis, has begun in her positions and has diligently been working to pull data from last year's surveys and disaggregating it for reporting purposes. We plan to present the results of last year's data during the January, 14, 2021 GO TEC Board meeting.

10-15-20:

Newly hired Multimedia Technician officially began October 12.

Position offer for Program Assistant has been accepted and applicant will begin October 21.

9-15-20:

Position not created. Current positions include GO TEC Program Manager and Training Coordinator. Job descriptions for the Program Assistant and Multimedia Technician have been created and posted online.



91% of Career Connections equipment purchased

7/12/21: Charlotte County continues to upfit and equip the CC lab for the 2021-22 school year.

MOU's were drafted and sent to Carroll County and Halifax county who will split the allocation and match left from Brunswick County's deferment. Both counties already have equipment in place and will be ready to implement the GO TEC CC lab during the 2021-22 school year.

6/10/21: Charlotte County is near complete with equipment orders. Brunswick has requested deferment in setting up a CC lab. Their hope is to have funding through Phase Three. The budget allocated for the Brunswick lab is being considered as Carroll County is working to set up a CC lab in partnership with WCC. GO TEC leadership is working to determine what remaining budgetary needs they have and will draft a proposal for review and approval.

4-1-21: GO TEC leadership continues to work closely with Charlotte County to order equipment and upfit lab as needed. Also, Brunswick has requested a meeting to discuss their upfit needs to determine if they are able to move forward based on their budget status. We are currently working to schedule that meeting.

3-1-21: Charlotte County has begun the purchasing process to implement the program during the 2021-2022 school year. Brunswick County is still considering the upfits and the impact of COVID on student attendance.

2-1-21: With the exception of Charlotte County and Brunswick County, the K12 school divisions implementing in Phase TwoB have purchased all equipment. Charlotte and Brunswick will begin implementing during the 2021-2022 school year and equipment purchases will begin soon. It is expected that this metric will be completed prior to the beginning of next school year.

1-4-21: Reimbursements continue to be collected from the K12 partners and equipment lists are being compared. This documentation will provide evidence of equipment purchases. To my knowledge, the middle school Career Connections programs have purchased all of the required equipment.

12-9-20: The training team continues to work with the GO TEC partners to get equipment set up and appropriate personnel trained. We are in the process of emailing partners to get reimbursement packets prepared and ready to submit. This documentation will provide evidence of equipment purchases. To my knowledge, the middle school Career Connections programs have purchased all of the required equipment.

11-10-20: The Training team continues to work with the GO TEC partners to get equipment set up and ready for when students do finally return to school. Once Phase TwoB contract is executed, I will be able to request invoices and see the percentage of equipment purchased.

10-15-20: Equipment continues to arrive on-site at the 17 CC labs. The Training Coordinator has been working with each school to get the equipment set up and train the teachers on the various equipment.

9-15-20:

Two of the eleven new CC labs have purchased equipment for the 2020-2021 school year. Charlotte County (once School Board approved) and Brunswick will defer program implementation until the 2021-2022 school year.

SVCC and WCC will also purchase specific equipment related to GO TEC that will promote Career Connections as well as promote the programs in their areas. WCC will purchase precision machining equipment on October 1 when their federal funding is released. SVCC plans to purchase CNC Milling Machines like the ones in the CC labs.

Based on the number of labs participating in TwoB, approximately 70% of the equipment has been purchased to date.



100% of precision machining equipment purchased

COMPLETE! Precision Machining equipment has been ordered and WCC was waiting on approvals and delivery. Payments are also made through eVa system.

2-1-21: No new updates from WCC on the status of these purchases.

1-4-21: WCC is in the process of ordering the precision machining equipment. Once all approvals and signatures have been collected, the equipment order will be placed.

12-9-20: WCC has been in discussions with Phillips Corp as well as local school divisions to determine the most appropriate CNC equipment to align programs with K12. We are currently waiting for an update from WCC.

11-10-20: WCC was waiting for federal funding to be released. Waiting on further information.

10-15-20: waiting on information from WCC.

9-15-20: According to WCC, precision machining equipment will be purchased after October 1 when federal funding is released. 0% has been purchased to date.

100% of metrology equipment purchased

COMPLETE! Metrology equipment has been purchased and received.

3-2-21: Jake Taylor, GO TEC Training Coordinator, attended the metrology training offered at NCI.

2-1-21: NCI has ordered the metrology equipment and it is scheduled to be delivered during the week of 2-

7-21. Brian Pace with NCI has also invited the GO TEC Training Coordinator to the metrology training free of charge.

1-4-21: NCI is in the process of gathering the necessary approvals and signatures to process the metrology equipment order.

12-9-20: NO NEW UPDATES.

11-10-20: NCI has purchased the equipment needed for their metrology course. They have planned a training session with Master Gage & Tool and has opened the training to GO TEC.

10-15-20: NCI has stated that 100% of their equipment will be purchased by mid-December, earlier than previously expected.

9-15-20: NCI has explained that their campus is still closed to students but they are in the process of planning for the metrology pilot program. They plan to have 75% of the metrology equipment purchased by December, 2020, and 100% purchased by March, 2021.

100% of dual enrollment robotics equipment

COMPLETE! Dual Enrollment robotics equipment has been purchased and received.

2-1-21: All equipment has been ordered for both DPS and PCS high school DE robotics programs.

1-4-21: No new updates. Waiting for confirmation from both school divisions on the completion of their equipment orders and installation.

12-9-20: Danville City Schools has moved forward with final purchases. No other changes to report at this time.

11-10-20: No change in order status from either school.

10-15-20: waiting on information from DPS and PCS

9-15-20: Danville Public Schools reports 60% of the robotics equipment has been purchased. Pittsylvania County Schools reports 90% of the robotics equipment has been purchased. Overall 75% of the DE Robotics has been purchased.

GO TEC Board meeting

7-12-21: The June 10, 2021, Organizational Meeting was postponed in order for the newly formed nominating committee to meet and discuss new officers. The GO TEC Board was notified of the nomination process and the nominating committee is ready to move forward with nominations for Chair and Vice-Chair. We will also present a revision to the by-laws that would allow for the GO TEC Program Assistant to serve as the secretary (in a non-member role).

5-13-21: The GO TEC Board met on May 13, 2021, via zoom. The Board received program updates on Phase Two B budget as well as a report from the Training Coordinator on the progress of lab set up and training.

3-11-21: The GO TEC Board met on March 11, 2021, via zoom. The Board received program updates on the -Phase TwoA and TwoB budget as well as the progress of teacher training and lab set-ups. The Board also heard updates from the Curriculum Committee and were informed of the need to establish a Competition Committee. Prior to the meeting, the GO TEC Board was invited to attend a zoom tour and presentation of the new SOVA Innovation Hub in South Boston.

3-1-21: The next GO TEC Board meeting is March 11, 2021, via zoom.

2-1-21: The GO TEC Board met on January 14, 2021, via zoom. The Board was given updates on Phase One and Two (A & B) related to finances and deliverables / metrics. The data report was presented for Phase TwoA with an overall summary of the 2019-2020 data. And the Training Coordinator updated the Board on the status of teacher training.

1-4-21: No new updates. Next Board meeting is January 14, 2021.

12-9-20: The GO TEC Board met on November 12 via zoom. The Board was given updates on the new GO TEC hires, the status of data review, training updates, and the Board approved the revised bylaws.

11-10-20: No new updates. Next Board meeting is November 12, 2020.

10-15-20: No new updates. Next Board meeting is November 12, 2020.

9-15-20: The GO TEC Board meets every other month, with the last two meetings being held virtually on July 9, 2020 and September 10, 2020. Upcoming meetings are scheduled for November 12, January 14, March 11, May 13, and June 10 (EOY).














Status of Common Platform (Major Clarity) – July 2021

<i>Project Name</i>	<i>Grant Category/Award</i>	<i>Project Start/End Dates</i>	<i>Project Milestones</i>
COMMON PLATFORM PRODUCTS: Full implementation of the Major Clarity platform among participating school divisions Development of full-scale employer engagement strategy Qualitative and Quantitative Evaluation of the Platform	ECB \$90,140 Budget Status <div style="text-align: center;">●</div>	Start Date: June 1, 2020 End Date: August 31, 2021	<ul style="list-style-type: none"> • April – June 2020 <ul style="list-style-type: none"> ○ Sign Contractual agreements ● ○ Recruit & hire WBL Coordinator ● ○ Begin implementation of MJ platform ● • July – September 2020 <ul style="list-style-type: none"> ○ Continue implementation of MJ platform ● ○ Begin counselor and teacher training ● • October – December 2020 <ul style="list-style-type: none"> ○ Continue implementation of MJ platform ● ○ Continue counselors and teacher training ● ○ Begin employer outreach ● • January – March 2021 <ul style="list-style-type: none"> ○ Finalize use of MJ platform ● ○ Continue outreach to employers ● ○ Post WBL experiences to MJ platform ● • April – June 2021 <ul style="list-style-type: none"> ○ Begin student participation in WBL ● ○ Additional training to counselors and teachers ● ○ Continue outreach to employers ●

CONTRACT SIGNED 6-22-20			<ul style="list-style-type: none"> • July – September 2021 <ul style="list-style-type: none"> ○ Post WBL experiences to MJ platform ○ ○ Continue training to counselors and teachers ○ ○ Continue outreach to employers ○ ○ Report initial outcomes to DHCD and Region 3 ○



Status of GENEDGE – Retooling Virginia Manufacturers for Strategic Industries – July 2021

<i>Project Name</i>	<i>Grant Category/Award</i>	<i>Project Start/End Dates</i>	<i>Project Milestones</i>
GENEDGE PRODUCTS: Expand the capabilities of existing suppliers to develop sustainable ongoing revenues in the areas of PPE and other medical equipment and supplies to address critical shortages and provide more secure domestic supply chains for these products. CONTRACT SIGNED Region 1 managed	Statewide ERR \$2.95MM GO VA \$1.475MM Matching Total - \$4.425MM Budget Status 	Start Date: August 2020 End Date: August 2022	Quarter 1 2020 (July – September)  • Region 1 hires Dr. Cheryl Carrico as Program Manager based in Abingdon, VA  • Project Advisory Committee membership identified (Linda Hutson Green_Southern Virginia Regional Alliance_represents Region 3 Council)  • Project Advisory Committee meeting 9.21.20 Quarter 2 2020 (October – December)  • Project Advisory Committee meeting 10.19.20  • Project Advisory Committee meeting 11.16.20 • Region 3_2 applications_1 approved_1 assessment in process (no change from prior report)  • Project Advisory Committee meeting 12.20.20 • Region 3_2 applications_1 approved_1 assessment in process Quarter 3 2021 (January – March)  • Project Advisory Committee meeting 2.15.21  • Region 3_2 applications_1 approved_0 assessment in process Quarter 4 2021 (April - June)  • Project Advisory Committee meeting 6.21.21  • Region 3_4 applications_1 approved_0 assessment in process



Retooling Virginia Manufacturers for Strategic Industries:

Regional Snapshot

Current as of May 31st, 2021

- Total Application Count: 24
- Total Assessments In-Process: 0
- Total Approved Companies: 20
- Total Funding Amounts: Up to \$75K for each approved company

Next Advisory Committee Meeting: Monday, June 21st, 2021 - 2:00-3:00pm

Info & Webinar Links:

<https://genedge.org/about-us/programs/go-virginia>

<https://genedge.org/community/event/2020/11/10/re-tooling-virginia-manufacturers-strategic-industries-lunch-and-learn>

<https://genedge.org/community/resources>

Company Referral? Contact your GENEDGE Regional Growth Manager

Program question or comment? Contact Cheryl Carrico, Program Manager at ccarrico@genedge.org or 276.525.0088

Region 2

Number of applications: 2
Assessments in-process: 0
Total approved: 2

Region 8

Number of applications: 2
Assessments in-process: 0
Total approved: 2

Region 9

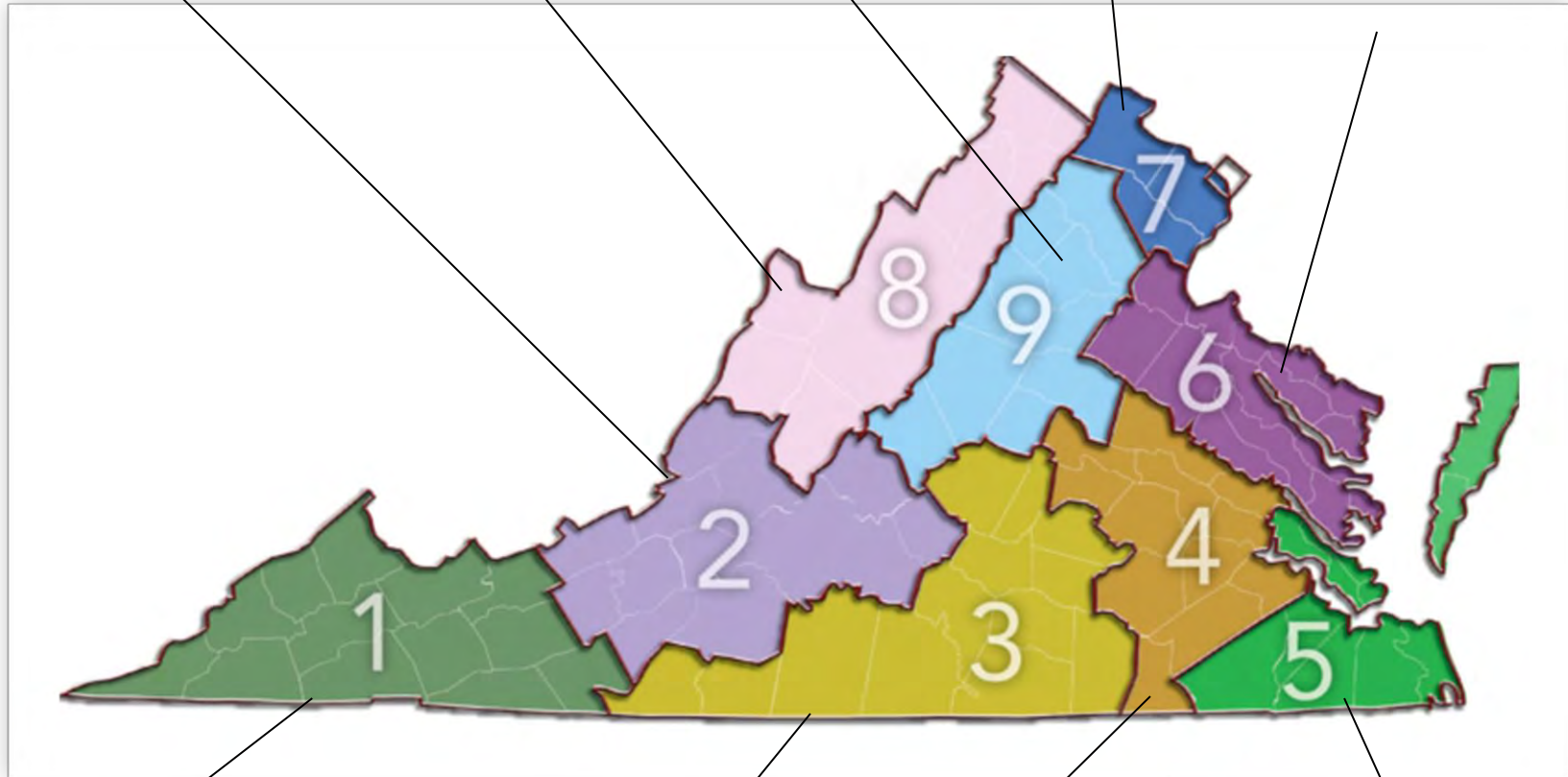
Number of applications: 1
Assessments in-process: 0
Total approved: 1

Region 7

Number of applications: 2 (1 applied as Region 3 due to mfg location)
Assessments in-process: 0
Total approved: 3 (1 opted out)

Region 6

Number of applications: 1
Assessments in-process: 0
Total approved: 1 (paperwork not signed)



Region 1

Number of applications: 2
Assessments in-process: 0
Total approved: 2

Region 3

Number of applications: 4 (2 not a match, 1 hdqtrd in Region 9)
Assessments in-process: 0
Total approved: 1

Region 4













Number of applications: 6
Assessments in-process: 0
Total approved: 5

Region 5

Number of applications: 4
Assessments in-process: 0
Total approved: 3 (3 assessments)














Status of MBC Middle Mile Expansion for Economic Growth –July 2021

Project Name	Grant Category/Award	Project Start/End Dates	Project Milestones
MBC MIDDLE MILE PRODUCTS: <ul style="list-style-type: none"> Outside Plant Planning Engineering Environmental Assessment METRICS <ul style="list-style-type: none"> Completion of 206 miles of 432+ strand fiber optics cable CONTRACT COMPLETED	ECB \$100,000	October 2020 - December 2021	<p>Quarter 1 2020 (July – September)</p> <ul style="list-style-type: none">  DHCD contract negotiations deferred until submission of companion Economic Development Administration grant; contract negotiations scheduled for 9.16.20  US Economic Development Administration (EDA) application for Cares Act Funding (\$800k) submitted 9.11.20 <p>Quarter 2 2020 (October – December)</p> <ul style="list-style-type: none">  EDA application under review (no change)  DHCD contracted executed 10.13.20  EDA application approved and funded <p>Quarter 3 2021 (January – March)</p> <ul style="list-style-type: none">  EDA application under review  EDA application approved (3.18.21)  EDA contract completed (under development) <p>Quarter 4 2021 (April – June)</p> <ul style="list-style-type: none">  EDA contract completed  Kick-off meeting with EDA (6.8.21)  Draft RFP submitted to EDA for approval (6.25.21)  RFP approved by EDA and issued by MBC



Status of Virginia Small Business Development Centers Project – July 2021

Project Name	Grant Category/Award	Project Start/End Dates	Project Milestones
VSBDC PRODUCTS: <ul style="list-style-type: none"> provide the required cash match to ensure George Mason University, on behalf of the local SBDC offices, can access the full amount of SBA funding in order to sustain SBDC services for small businesses all GO Virginia Regions participating 	State-wide competitive \$1,620,235	TBD, 2020 – TBD, 2021	<p>Quarter 1 2020 (July – September)  • DHCD contract negotiations underway</p> <p>Quarter 2 2020 (October – December)  • DHCD contract negotiations continuing</p> <p>Quarter 3 2020 (January – March)  • DHCD contract negotiations continuing</p> <p>Quarter 4 2020 (April – June)  • DHCD contract negotiations continuing</p> <p>Quarter 1 2021 (July – September)  • DHCD contract negotiations completed  • SBDC Cares Funding Application (pending)</p> <p>Quarter 2 2021 (October – December)  • DHCD contract negotiations completed  • SBDC Cares Funding Application (pending)</p> <p>Quarter 3 2021 (April – June)  • DHCD contract negotiations completed  • SBDC Cares Funding Application (pending)</p> <p>Quarter 1 2021 (July – September)  • Project status meeting to be convened on 7.20.21</p>



Status of Entrepreneurship & Innovation Strategy – July 2021

Project Name	Grant Category/Award	Project Start/End Dates	Project Milestones
EI Strategy Metrics <ul style="list-style-type: none"> 200 unique participants support programs 30 new businesses started 45 new jobs created CONTRACT COMPLETED	Per Capita \$449,000	April 2021 – June 2023	<p>Quarter 4 2021 (April – June)</p> <ul style="list-style-type: none"> ● Training and capital access workgroup convened and implementing work plan ● CO.Starter Get Started Workshop (train the trainer) completed ● Longwood University and Hampden-Sydney College piloted first-ever joint entrepreneurship course ● Youth entrepreneurship workgroup convened and initiated work plan development for program Years 1 and 2 ● Operational plan for Project SEED Innovation Hub (Farmville location) initiated with Longwood University and Hampden-Sydney College ● Scorecard implementation initiated <p>Quarter 1 2021 (July - September)</p> <ul style="list-style-type: none"> ○ Training pipeline: first 100 level CO.STARTERS cohort with pitch ○ Access to capital: continue convening with lenders; continue microloan/alternative financing model development ○ Continue scorecard implementation ○ Farmville innovation facility: engage makerspace consultant; begin branding and development of basic website <p>Quarter 3 2021 (January – March)</p> <p>Quarter 4 2021 (April – June)</p>

Deliverable	Individual(s) Ultimately Responsible (Position)	Collaboration Plan	Status	Desired Outcomes (indicated by grant app/contract)
Project Dashboard	Sheri McGuire (Longwood OCED) & Lauren Mathena (MBC/SOVA Innovation Hub)	Weekly Check-in (S&L) Quarterly Update to R3 EII Committee	Complete/Ongoing (this document)	R3 EII and Council are kept up to date on progress towards deliverables
Quarterly Report for DHCD/SPDC	Lauren Mathena	Quarterly Report to DHCD/SPDC	In Progress - 1st report for March-June due mid-July	DHCD/SPDC are kept up to date on progress towards deliverables
TRAINING PIPELINE				
4-5 cohorts of CO.STARTERS	Sheri McGuire, Lauren Mathena & Brandon Hennessey (Longwood OCED/SBDC)	1) Ongoing agile collaboration among project team members	In Progress - 1st cohort underway (Blackstone CBL), 2nd cohort (virtual/regional) begins Aug 18th	200 trained, 30 new businesses, 45 new jobs, include target sectors, include women and people of color
2 cohorts of product development	Sheri McGuire, Lauren Mathena & Brandon Hennessey (Longwood OCED/SBDC)	2) Monthly R3 EII Workgroup - Training	In Progress - next step: follow up with ICAP, GenEdge - anticipate 1 college cohort (faculty, staff, students), 1 open cohort	
Mentor network <i>(not a grant deliverable, but a gap in ecosystem)</i>	Sheri McGuire & Lauren Mathena	3) Monthly Higher Ed Workgroup (Averett, Longwood and HSC)	In Progress - early stage of planning (need mentor application, expectations, orientation, recruitment plan, SUS app)	
Minority engagement	Sheri McGuire, Lauren Mathena & Letterpress Communications	4) Ongoing outreach/engagement with regional stakeholders (Chambers, Main Street orgs, local government, PDCs, Workforce Boards, etc.)	In Progress (workgroup meetings began Feb '21), focus groups planned for June	
Branding developed/marketing launched	Sheri McGuire, Lauren Mathena & Letterpress Communications	Monthly R3 EII Workgroup - Minority Engagement	In Progress (SOVA IH webpages for REI and CS, Letterpress creating marketing plan/branding)	
		Bi-weekly meeting w/ Letterpress account rep		Branding for SOVA REI and child brands (programs)

Deliverable	Individual(s) Ultimately Responsible (Position)	Collaboration Plan	Status	Desired Outcomes (indicated by grant app/contract)
YOUTH ENTREPRENEURSHIP				
2 youth e-ship kickoff events	Jacob Dolence (Longwood) & Brandon Hennessey	1) Ongoing agile collaboration among project team members 2) Monthly R3 EII Workgroup - Youth (includes Sheri, Lauren, Jacob, Brandon, Jeremy Satterfield (Microsoft), Amy Cole (SVHEC), David Kenealy (SVHEC Product Works)	Complete/ongoing (virtual event 5/5 had 40 students registered, making videos for teachers/students and marketing future programs, considering youth advisory council)	100 youth served, more youth aspire to be entrepreneurs
2 youth out-of-school cohorts/programs	Jacob Dolence (Longwood) & Brandon Hennessey	3) Monthly check-in between REI (Lauren, Sheri, Brandon, Jacob) and IALR (Julie Brown-Director Advanced Learning, Tammy Hurt-GO TEC manager, Jessie Vernon-Program Manager, Dana Wilson-WBL Coordinator)	In Progress (plan to launch CO. STARTERS Generator Fall 21, also talking w/ IALR about expanding NOW/Teamship)	
1 youth in-school program	Jacob Dolence (Longwood) & Brandon Hennessey		In Progress (plan to develop teacher PD course focused on helping teachers infuse VDOE e-ship curriculum into their classrooms)	
Branding developed/marketing launched	Sheri, Lauren & Letterpress	Bi-weekly meeting w/ Letterpress account rep	In Progress (SOVA IH YE page, Letterpress engaged-see above)	Branded YE events/programs/classes
CAPITAL ACCESS				
Rural entrepreneurship capital access model developed	Sheri & Lauren	Monthly R3 EII Workgroup - Cap Access with Consultants: Dr. Godwin, Tom Chapman; will invite lenders to learn about ecosystem and contribute to model/strategies	In Progress (anticipate raising funds for pitch competition, developing model for lender-led regional loan fund)	Financing model in writing
Financial literacy included in training pipeline	Sheri, Lauren & Brandon	Monthly R3 EII Workgroup - Training + Cap Access + Minority Engagement	In Progress (workgroup discussions began Feb '21)	Amount (\$) of capital raised by supported companies (scorecard metric)
Lenders/funding sources engaged in ecosystem	Sheri & Lauren	Capital access workgroup, identify local/regional lenders to include in strategy development	In progress - finalizing communications materials July to begin engagement Aug 21	
Pitch competitions developed/launched <i>(not a grant deliverable, but an incentive to recruit people into the training pipeline)</i>	Lauren & Jacob	Higher ed workgroup (Longwood, HSC, Averett), Training/Cap Access workgroup, youth workgroup	In Progress (workgroup discussions began Feb '21)	
Branding guidelines developed	Sheri McGuire, Lauren Mathena, Letterpress Communications (consultant)	Bi-weekly meeting w/ Letterpress account rep	In Progress (Letterpress engaged)	Branded/professional communications inviting lenders to engage in ecosystem

Deliverable	Individual(s) Ultimately Responsible (Position)	Collaboration Plan	Status	Desired Outcomes (indicated by grant app/contract)
R3 SCORECARD & R3B MAP				
Scorecard implemented	Sheri McGuire, Lauren Mathena, Brandon Hennessey, & Tracy Mallard (consultant)	Monthly R3 EII Workgroup, Quarterly Scorecard Meeting	In progress (held quarterly kickoff, have "indicator sheets" - next is data use policy and data collection)	Scorecard is shared with R3 EII Committee and other stakeholders
R3B Map updated	Brandon Hennessey	Quarterly Update shared with EDOs, PDCs	In Progress (map to be updated quarterly by SBDC and communicated out to PDCs/ED)	EDOs and PDCs regularly access the R3B Map
Regional convening	Sheri & Lauren	Quarterly 5th Thursday Ecosystem Meetup	In Progress	Increased connectivity among ecosystem builders
FARMVILLE HUB				
Farmville physical hub planning - A&E Design	Sheri McGuire & Longwood Real Estate Foundation	Longwood/HSC facility planning committee and Little (A&E firm)	In Progress	Design/A&E plans complete, including recommendations for makerspace equipment/technology
Farmville hub branding/basic website	Sheri McGuire, Little & Letterpress Communications (consultant)	Longwood/HSC facility planning committee, Little, and Letterpress	In Progress (A&E firm has completed initial branding/logo to guide interior/exterior design, Letterpress will continue w/ more branding and basic website)	Website is launched
Farmville hub operational plan including funding and operations	Sheri McGuire & Andrew King (HSC)	Dr. Kukk, Dr. King, Institutional Advancement Offices at Longwood and HSC, CRC to assist with EDA app, possibly pursue VTRRC funding	In Progress (Sheri working w/ CRC on EDA construction application)	MOU b/t Longwood and HSC to support construction, operations, ongoing fundraising



TO: Bryan David, Program Director, GOVA Region 3
Ashleigh Zincone, Southside Planning District Commission

FROM: Lauren Mathena, SOVA Innovation Hub
Sheri McGuire, Longwood University

Date: 07/15/2021 DRAFT

RE: QUARTERLY GRANT REPORT
Region 3 Entrepreneurship & Innovation Implementation

ACTIVITIES (April 2021 - March 2023)

A summary of our grant program is available at <https://sovainnovationhub.com/rei>. The activities summaries below are copied/pasted verbatim from our grant contract.

SOVA Innovation Hub and Longwood University's Office of Community and Economic Development, which includes the Longwood Small Business Development Center (SBDC), will be collaborating and co-leading the following activities:

1. Entrepreneurship Training: through a combination of cohort-based training, single-topic workshops and online modules, training will include multiple levels of content including entrepreneurship mindset, entrepreneurship skills, product development and commercialization, and capital access. Participant recruitment will be extremely intentional, with goals related to diversity in demographics and industry, with preference for business concepts that are aligned with Region 3's target sectors, including advanced manufacturing technology, high value natural resource products.

Activities completed as of 7/15/21:

- To facilitate agile collaboration, the Training & Capital Access workgroup began meeting monthly in February 2021 and increased to twice-monthly meetings in June 2021.
- Cohort-based training and workshops have begun through the Longwood SBDC contracting with CO.STARTERS which uses a train-the-trainer model and modified business model canvas to help communities increase accessibility of entrepreneurship. CO.STARTERS Core is a 10-week bootcamp style program, which meets for 3 hours per



week over 10 weeks. The CO.STARTERS Get Started Workshop is a one-day, 3-hour preview of the Core program. Beginning in April 2021, six Longwood SBDC consultants, two SOVA Innovation Hub staff, one Longwood faculty and one Hampden-Sydney College faculty have enrolled and/or completed facilitator training. The first CO.STARTERS Core cohort was held in-person in Blackstone (Nottoway County) in partnership with Downtown Blackstone Inc., which had requested the LSBDC provide training as part of DBI's Community Business Launch funded through DHCD. The Blackstone cohort has 9 people complete the program and 8 pitched for prize funds provided by the CBL (prize funds for this or future cohorts were/are not included in the grant budget). The second CO.STARTERS Core cohort will begin August 18, 2021 and will be hosted in a virtual format to overcome travel/geography challenges. The Get Started Workshop recurs monthly, April - August 2021 as a lead generation tool for the Core program (workshops will be scheduled in advance of future cohorts as well).

- Longwood and HSC piloted their first-ever joint entrepreneurship course in Spring 2021 and will continue this track in fall 2021 and spring 2022. The faculty for the Spring 2022 course are being innovative and incorporating the CO.STARTERS curriculum into their college curriculum.
- The Virginia SBDC Innovation Commercialization Assistance Program (ICAP) program manager has been engaged with our project through multiple conversations with the project managers and a presentation to the higher ed workgroup which includes entrepreneurship faculty and staff from Longwood, Hampden-Sydney and Averett University. Longwood faculty member on our project team is coordinating a virtual info session for faculty, staff and students from all three institutions, with the vision of generating enough demand (participants) to host SOVA's first cohort of ICAP and/or to have representatives from SOVA participate in one of ICAP's statewide cohorts.
- Planning is underway for additional workshops and training to be rolled out over the course of the grant (see Milestones). Additional program partners are actively being explored, including ongoing conversations with CIT, Va Bio, The Advancement Foundation (GOVA Region 2), gener8tor gBeta (national accelerator), and RIoT (NC-based accelerator that has expanded into Virginia and specifically plans to expand into SOVA next).
- To ensure participant recruitment is extremely intentional, marketing strategies are tied to target profiles, which include individuals whose businesses align with target industries as well as BIPOC and women. Demographics are being collected as part of training registration/application forms to track diversity among applicants and participants. To enhance our ability to serve these communities, the SOVA Innovation Hub and our partner the Longwood SBDC recently hosted a series of focus groups with 5 in-person meetings and 1 virtual meeting offered around the region. A findings report will be available in the next quarter.



2. Youth Entrepreneurship: with an annual youth entrepreneurship event, and more extended curriculum offered in out-of-school/after school and in-school formats, connecting the relevant activities that currently exist and expanding them to reach more students. The initial annual event and out-of-school components will be led by Longwood faculty, in partnership with regional Chambers in the northern and eastern subregions. For the in-school component, the intent is to leverage the GO TEC platform.

Activities completed as of 7/15/21:

- To facilitate agile collaboration, the Youth Entrepreneurship workgroup began meeting monthly in February 2021.
- A second monthly began in March 2021, is convened by the SOVA Innovation Hub with project team members from Longwood and multiple staff from the Institute for Advanced Learning and Research (including the program managers for GO TEC, Major Clarity, NOW! Teamship). This has proved to be a productive use of time to sync among many interrelated youth programs to ensure programs are complementary, not redundant. As part of GO TEC's ongoing curriculum development, GO TEC staff have shared with our project team that they are exploring how to incorporate entrepreneurship learning outcomes through problem based learning and STEM competitions. More information about the IALR collaboration is found towards the end of this list.
- **Year 1 annual kickoff event hosted on Zoom on May 5, 2021.** While 40 students registered, actual attendance was approximately 20 students. This two-hour event included two presentations by female entrepreneurs (Ilsa Loeser of Farmville and Melanie Saunders of Halifax), followed by introductions from a panel of entrepreneurs from a variety of industries from across the region. Students then opted into breakout rooms with the entrepreneur/industry of their choice, followed by a debrief session and an overview of how they can explore entrepreneurship as a career pathway using MajorClarity. Feedback from participating students, adult observers, and speakers/panelists has been positive. Videos are in production to create evergreen content that will be distributed online with the idea that teachers can share it with their students. More information (and links to videos) is available at: <https://sovainnovationhub.com/past-ye-events/>
- **Development of the Year 1 out of school program has begun.** Using the CO.STARTERS Generator, this program will be delivered virtually in fall 2021 to enable participation from youth 8th-12th grades from across the region without the barriers of transportation and meeting venues. Online content will be delivered in a self-paced, asynchronous format using the Canvas software, which is accessible from any phone, tablet, or computer to lower barriers created by lack of broadband access and busy extracurricular schedules. Augmenting the asynchronous content, students will have access to CO.STARTERS Generator certified facilitators for individualized 1:1 or small



group coaching. Students will also have access to optional live Zoom group sessions to support opportunities for teamwork and collaboration. The team is considering an in-person event on-site at Longwood at the end of the program, which could be hosted in partnership with Longwood Admissions. More information is available at:

<https://resources.costarters.co/offerings/generator/> and

<https://sovainnovationhub.com/youth/generator>

- **Development of the Year 2 in the school program has begun.** This will be a teacher professional development course that may be available early, in year 1 (2021-2022). To maximize the scalability of teaching entrepreneurship in schools, we are taking a train-the-trainer approach. The initial idea to create a high school curriculum was tabled, in favor of pursuing the teacher PD course. The VDOE curriculum technically already exists, but teachers aren't teaching it. This new teacher professional development course which will be developed by grant team members Jacob Dolence and Brandon Hennessey and delivered through the Longwood School of Graduate and Professional Studies. The PD course will be designed to give educators confidence and skills needed to implement the existing VDOE entrepreneurship infusion curriculum in their classrooms. This PD course is anticipated to be ready for launch as soon as fall 2021 (year 1). It is anticipated the course fee will be \$99 per teacher. If there is room in the grant budget, the team is considering allocating funds to provide scholarships or financial assistance to teachers for whom the fee would be a barrier. The PD Course will prepare teachers to teach the existing VDOE curriculum which includes two semester long courses and infusion curriculum. The PD course will include content for K-12 teachers by offering a choose your own adventure format: Elementary and lower-middle school teachers can opt towards a elementary-focused curriculum (e.g. WagiLabs). Upper-middle and high school teachers can opt to experience the CO.STARTERS model via the abbreviated Get Started Workshop (3-4 hours) to give teachers first-hand experience at ideating. If the teachers want to use the CO.STARTERS Generator (youth) curriculum in their classrooms, they would be required to complete the required CO.STARTERS Generator curriculum, directly through CO.STARTERS. The PD course curriculum is expected to be ready to be offered non-credit, but with PD points; this could be marketed as a pilot and offered for free or lower cost. In future years, the goal is to have this be a 3-credit course (pending administrative approval, which takes 6-12 months). If graduate course credits are to be offered, need a PhD as co-instructor. Note: Initial conversations are ongoing about a second PD course, which would combine Computer Science and entrepreneurship and be developed in partnership between CodeVA (a partner of the SOVA Innovation Hub) and Longwood.
- **Several small wins have resulted from the collaborative relationship with IALR.** In March 2021, the SOVA Career Works Expo Small Business Panel was expanded to be the Small Business & Entrepreneurship Panel, with Brandon Hennessey, Lin Hite (Longwood SBDC), and Lauren Mathena participating. In May 2021, Brandon



Hennessey, Jessie Vernon (IALR), and Dana Wilson (IALR) teamed up to develop presentation for a June VDOE Work Based Learning virtual conference that highlighted the ways that the SBDC is partnering with IALR programs to enhance the ecosystem and support opportunities for WBL.

- **More significantly, in May 2021, conversations began around how this grant's youth entrepreneurship objectives can be supported through assisting IALR in scaling it's NOW program across the region.** The NOW program is IALR's implementation of the Teamship model developed by District C, an organization based in Chapel Hill, NC. We anticipate the NOW model can be implemented for out of school and in school formats. This program teaches modern work skills which mirror entrepreneurship mindset development, while engaging existing businesses and provides work based learning experience for students. As of June 2021, the next step is to create an MOU among IALR, SOVA Innovation Hub and Longwood of sponsoring a SOVA cohort of teachers to be trained and incentivized to implement NOW in schools across the region. There is potential to recruit teachers and engage them in a two-year pilot, where we would fund their certification and two years of implementation. Teachers can also be recruited from among student teachers who are near graduating, get certified if they're going to teach in VDOE region 8. The project team is interested in expanding this Teamship model to be used at the collegiate level, e.g. Longwood, HSC, and Averett students could work in teams to support problem solving with local businesses. There is already a 400-level communications course that has a community/non-profit marketing/problem solving focus.



3. Capital Access: the project team will engage local/regional banks and credit unions in the ecosystem, will include finance and investor readiness in the training curriculum, and will research and provide recommendations for development of a microloan or alternative financing vehicle.

Activities completed as of 7/15/21:

- To facilitate agile collaboration, the Training & Capital Access workgroup began meeting monthly in February 2021 and increased to twice-monthly in June 2021. Depending on the specific meeting agenda, various guests are invited to contribute to the conversation.
- This workgroup, along with the higher ed workgroup, has spent time considering a business plan/pitch competition for a variety of audiences, including CO.STARTERS Core completers, college students, and youth program participants. Together these groups have determined the best next step is launching the SOVA Collegiate Business Plan Competition in fall 2021, which will be hosted by the SOVA Innovation Hub in partnership with Lognwood, HSC and AVerett, with invitations to be extended to regional community colleges and the SVHEC for additional student participation.
- The workgroup has developed draft communications materials to support lender engagement, and plans to begin this outreach in the next quarter. Lender sponsorships are anticipated to be one source for the prize funds for the pitch competitions in progress.
- The workgroup has progressed to studying debt and risk capital tools and evaluating their appropriateness for our region. As allocated in the project budget, Longwood has contracted with consultant Tom Chapman, a nationally known ecosystem builder with experience in urban and rural communities, regions and states who is also assisting three additional GO Virginia regions. Chapman's one-year contract is currently focused on helping develop a capital access model that will serve the unique needs of our region.
- Related but not funded through this grant, the SOVA Innovation Hub was invited by CIT to serve as the spoke for GOVA Region 3 in CIT's hub-and-spoke proposals for funding from the SBA Community Navigator. If approved, this would result in funding for a new FTE to join the team at the SOVA Innovation Hub, with a focus on increasing access to capital for underserved and underrepresented communities.



4. Operational Plan for Farmville facility: as part of the goal to increase access to and more capacity in entrepreneurial-focused spaces, this operational plan will include the formalization of the partnership between Longwood and Hampden-Sydney College, development of a collaborative fundraising plan for sustainability, development of a brand and basic website for the facility, and an Architectural and Engineering Study.

Activities completed as of 7/15/21:

- The Longwood Real Estate Foundation contracted with A&E firm Little for the design and initial branding of the Farmville innovation facility, which is tentatively referred to as “Project SEED: The Innovation Hub at Midtown Square.” The initial design is nearing completion in preparation to be used for grant applications for construction/renovation funds.
- To ensure makerspace equipment and technology meets the needs of the community, Little is in the process of hosting multiple focus groups, including for high school students, college students, K-12 teachers, and business and community members.
- Longwood and HSC have completed a formal MOU to indicate commitment to partner on funding the renovation/construction and ongoing operations for the facility and its programs (programs will include the regional programs being developed currently as well as additional college courses, events and programs specific to Farmville and the northern sub-region of Region 3). Longwood has begun exploring grant opportunities, including the Tobacco Commission, GO Virginia and the EDA.
- The Farmville ecosystem continues to convene on a monthly basis on Zoom to share updates from all parties and updates on this grant (overall and specific to Farmville). This informal, regular convening on a local level is a model that can be shared with other localities across the region.
- Related but not funded through this grant, the SOVA Innovation Hub has also kicked off its A&E for a second building, which will also include a makerspace. Because of timing (Farmville is ahead of South Boston in makerspace planning) It is anticipated that the South Boston makerspace design will be informed in part by the current research into makerspace design happening in Farmville.



5. Entrepreneurship and Existing Businesses Resources: to increase connectivity among existing resources across Region 3, including facilitating communication between localities in the eastern and northern areas with localities in the western area, specifically by 1) implementing the Region 3 entrepreneurship scorecard adopted in the region's entrepreneurship and innovation strategy and 2) ongoing maintenance of the R3 Existing Business Map included in the REI strategy.

Activities completed as of 7/15/21:

- Scorecard implementation has begun by taking the draft scorecard adopted by the Region 3 Council, assessing what modifications are needed, and developing indicator sheets to detail the goal/purpose/data source for each metric. To enhance team capacity, the Longwood SBDC has contracted with freelance data analyst Tracy Mallard to assist with this aspect of the project. A virtual meeting was held with representatives from the western sub-regions of Region 3 (including PHCC for Patrick, Martinsville and Henry and the Dan River Entrepreneurship Ecosystem coordinator and Averett for Danville/Pittsylvania); this group agreed to meet quarterly, with the next task to review baseline data next quarter.
 - The Longwood SBDC continues to update/maintain R3 Existing Business Map and use it to assist with inquiries from business clients and regional economic developers. Activating this resource is anticipated to increase over time as more entrepreneurs and businesses are engaged in the ecosystem.
 - An additional regional convening began, with the 5th Thursday Ecosystem Builder Meetup now occurring on a quarterly basis to facilitate networking across the region and share updates/asks about this project.
-



MILESTONES:

Status as of 7/15/21:

- All milestones for 2nd Quarter 2021 (April-June 2021) are complete, with the exception that engagement with traditional lenders will begin in 3rd Quarter 2021 to allow more time to prepare communication tools/strategies.
- All milestones for 3rd Quarter 2021 (July-September 2021) are started and anticipated to be completed on schedule.

Milestones listed below are copied/pasted verbatim from the grant contract.

2nd Quarter 2021 (April-June 2021):

- Training pipeline: formalize SIH/Longwood partnership; prepare program branding/marketing, focused on the target audience profiles;
- Youth program - program branding/marketing; first annual youth entrepreneurship kickoff planning for out of school component
- Access to capital - begin engagement with traditional lenders, credit unions to engage them in the entrepreneurial ecosystem; also begin engagement with SME to develop a sustainable microloan or alternative financing vehicle
- Farmville innovation facility: Begin A&E study including visioning with community and regional stakeholders;
- Begin Scorecard implementation

3rd Quarter 2021 (July-Sept 2021):

- Training pipeline: first 100 level CO.STARTERS cohort with pitch
- Access to capital: continue convening with lenders; continue microloan/alternative financing model development
- Continue scorecard implementation
- Farmville innovation facility: engage makerspace consultant; begin branding and development of basic website

4th Quarter 2021 (Oct-Dec 2021):

- First impact workshop
- Continue training pipeline activities
- Farmville innovation facility: formalize partnership between Longwood and HSC for fundraising, branding, and operations
- Continue scorecard implementation
- Implement out-of-school/after school youth entrepreneurship program



1st Quarter 2022 (Jan-March 2022):

- Continue training pipeline activities
- Farmville innovation space: basic website launch
- Scorecard implementation

2nd Quarter 2022 (April-June 2022):

- Training pipeline: first 200 level cohort
- Youth program: repeat Q4 event (this occurs once per year during project timeline)
- Scorecard implementation

3rd Quarter 2022 (July-Sept 2022):

- Youth program: add in-school component
- Scorecard implementation

4th Quarter 2022 (Oct-Dec 2022):

- Scorecard implementation

1st Quarter 2023 (Jan-March 2023):

- Scorecard implementation

PERFORMANCE METRICS (GO VIRGINIA CORE):

- Number of entrepreneurs trained: 200
- Number of new businesses created: 30
- Number of new jobs created: 45

PERFORMANCE METRICS (PROJECT-SPECIFIC):

- Number of 5 year survival rate of entrepreneurial businesses
- Number of minority and women-owned entrepreneurial businesses
- Number of entrepreneurial businesses in the Region 3 traded sectors
- Number of youth entrepreneurs

OUTCOMES - as of 7/15/21:

- Entrepreneurs trained: ~15 (CO.STARTERS Core and Get Started Workshops)
- New businesses created: 0
- New jobs created: 0



PRODUCTS:

- Regional Scorecard: implementation and communicating the regional entrepreneurship and innovation scorecard to track long term progress
 - Update as of 7/15/21: In progress (See ACTIVITIES - Regional convening)
 - Project Dashboard: tracking project milestones, metrics and outcomes
 - Update as of 7/15/21: Complete/ongoing (see attached)
 - Operational Plan for Farmville facility to include MOU between Longwood University and Hampden-Sydney College, development of a collaborative fundraising plan for sustainability, development of a brand and basic website for the facility, and an Architectural and Engineering Study
 - Update as of 7/15/21: MOU completed; fundraising plan in progress; brand development in progress; website not yet due; A&E study nearing completion (See ACTIVITIES - Farmville facility)
 - Recommendations for development of a microloan or alternative financing vehicle
 - Update as of 7/15/21: In Progress (See ACTIVITIES - Capital Access)
-

MEDIA:

- GOVA grant announcement - examples:
 - <https://www.wfxrtv.com/news/regional-news/virginia-news/more-than-6-3-million-in-go-virginia-grants-allocated-to-drive-economic-growth-amid-pandemic/>
 - http://www.yourgv.com/business/sova-innovation-hub-longwood-university-snap-grant/article_b8c61aae-9afd-11eb-818c-c7d33fa5fe60.html
- GOVA Region 3 video interview:
<https://www.youtube.com/watch?v=ThMoLUGBj2s&t=343s>
- May 2021 youth event (press release distributed regionally) - example:
<https://www.farmvilleherald.com/2021/04/youth-entrepreneurship-event-planned/>
- CO.STARTERS Core - Downtown Blackstone Inc. (DBI circulated press release and published webpage) - <http://downtownblackstone.org/businesslaunch/>
- CO.STARTERS Core - virtual cohort (press release distributed regionally) - example -
https://www.chathamstartribune.com/state_and_national/article_e9d54806-e317-11eb-8c64-236330b032e9.html

Closed Session

MOTION TO GO INTO CLOSED SESSION

Southern Virginia GO Region Council 3 – Executive Committee

Pursuant to Section 2.2-3712 et seq of the Virginia Freedom of Information Act, I move that the Executive Committee of the GO Region 3 Council convene in closed session to discuss or consider pursuant to Sections 2.2-3711 A.1, A.29, and A.48, respectively, of said Act, the terms and conditions of contracts for the Support Organization; terms and conditions of contracts for vendors of selected services; for Weldon Cooper Center personnel; and, grant proposals under development for the GO Virginia Region 3 Council to be submitted for consideration to the Virginia Growth and Opportunity Board.

At the conclusion of any closed meeting, the public body holding the meeting must immediately reconvene in an open meeting and take a roll call or other recorded vote certifying that to the best of each member's knowledge:

"Having convened and concluded a closed meeting pursuant to Section 2.2-3712 et seq of the Virginia Freedom of Information Act, members of the Southern Virginia GO Region 3 Executive Committee certify the following pursuant to Section 2.2-3712 et seq of said Act: 1) Only public business matters lawfully exempted from open meeting requirements under this chapter, and 2) Only such public business matters as were identified in the motion by which the closed meeting was convened, were heard, discussed or considered in the meeting by the public body."

The vote must be included in the minutes of the open meeting.

Project Pipeline



DATE: July 15, 2021

TO: GO Virginia Region 3 Council

FROM: R. Bryan David, Program Director

A handwritten signature in blue ink, appearing to read 'RBD', on a small white rectangular piece of paper.

RE: Project Pipeline Report

The updated Project Pipeline Report will be provided under separate cover prior the Region 3 Council meeting on July 21st.

RECOMMENDATION:

For the Region 3 Council's information. No action necessary.

Attachments

- None.

NEW BUSINESS

Committee Reports

Project Review Committee



DATE: July 15, 2021

TO: GO Virginia Region 3 Council

FROM: R. Bryan David, Program Director

A handwritten signature in blue ink, appearing to be 'RBD', is placed over the name 'R. Bryan David'.

RE: Project Review Committee Report_ExperienceWorks Per Capita Application

The Project Review Committee met on July 2nd to review a Per Capita Application submitted by the Institute for Advanced Learning and Research entitled: ExperienceWorks. The project principal is Dr. Julie Brown, Director of Advanced Learning.

The ExperienceWorks initiative is a systems approach that leverages current GO Virginia Region 3 investments to connect students and young adults to high-skill, high-wage employment opportunities through a variety of work-based learning (WBL) opportunities.

The Project Review Committee's recommendation along with project overview information are attached. The complete application may be accessed using the following link:

https://www.dropbox.com/s/kvfq7km0rha57ax/ExperienceWorks_Region%203%20Council_7.21.21.zip?dl=0

Dr. Brown will be attending Region 3 Council meeting to represent the application and answer question as needed.

RECOMMENDATION:

For the Region 3 Council's information and consideration.

Attachments

- Project Review Committee Recommendation and project overview information.



Project Name: ExperienceWorks
Project Number: 4-21

- **Applicant:** Institute for Advanced Learning and Research
- **Region 3 Action Date:** July 21st Region 3 Council Meeting
- **Status:** Application ready for presentation to Region 3 Council
- **GO Virginia Region 3 – Project Review Committee Recommendation (7.9.21)**

The Project Review Committee recommends approval of the ExperienceWorks project as submitted. The committee members did note during their discussion the key factors for the success of the project will be sustained business engagement and participation, and continuing financial support from the school divisions and businesses after the two (2) year project period concludes.

- **Funding Category:** Enhanced Capacity Building from Per Capita Allocation
- **Total Project Cost:** \$1,729,066
- **GO Virginia Funding Request:** \$500,610
- **FY2022 GO Virginia Per Capita Funds Available Balance (7.13.21):** \$1,808,605.29
- **Match Funds:** (2:1 match required)

Total Match - \$533,358
Local Match - \$334,278

Sources for match include Danville Regional Foundation, Region 3 employers/businesses, local government, and local school divisions. [Per GO Virginia State Board Policy, local match requirement is waived through June 30, 2022.]

- **Participating Localities (School Divisions):** (minimum 2 localities required)
 - The Letters of Support from the following school subdivisions have been received:

Amelia County Public Schools
Brunswick County Public Schools
Charlotte County Public Schools
Cumberland County Public Schools
Danville City Schools
Halifax County Public Schools
Henry County Public Schools
Lunenburg County Public Schools
Martinsville City Public Schools
Mecklenburg County Public Schools
Nottoway County Public Schools
Patrick County Public Schools
Pittsylvania County Public Schools
Prince Edward County Public Schools



- **Region 3 Growth and Diversification Priorities:**

The Region 3 Council recognized in its 2019 Growth and Diversification Plan update that *Talent Development and Recruitment* was an overarching priority and foundational requirement for a successful regional economic development program to broaden and strengthen the targeted business sectors. The proposed project aligns and implements this overarching priority.

As noted in the *Talent Development and Recruitment* section, Priority No. 24 identifies GO TEC "...as the regional platform for talent development". The proposed project aligns and advances this priority through implementation of a work-based learning program region-wide.

- **Project Description**

The ExperienceWorks initiative is a systems approach that leverages current GO Virginia Region 3 investments to connect students and young adults to high-skill, high-wage employment opportunities through a variety of work-based learning (WBL) opportunities. Establishing robust connections with students while they are still in high school allows businesses to access emerging workers and, through WBL experiences, provide skill instruction and mentoring. These coordinated efforts will increase the number of high school graduates in Region 3 who are connected to employment opportunities in high-skill, high wage positions in the targeted business growth sectors.

Over two (2) years, ExperienceWorks activities will include:

- Expansion of MajorClarity usage to 75% of 6th – 12th grade students [scaling existing program]
- Career ChoICE Expo events for 7,000 middle and high school students [scaling existing program]
- Sector-focused summer camps led by business and industry, targeting 300 9th and 10th grade students [new program]
- EXCITE teacher externship program connecting sixty (60) educators to businesses in the region [scaling existing program]
- Ten (10) work-readiness bootcamps to prepare students for WBL placements [scaling existing program]
- Paid internships for 150 students and young adults [scaling existing program]
- Semi-annual stakeholder meetings to share outcomes and best practices, and build social capital across the region, supporting the systems approach and likelihood of sustainability [new program]

In 2020, the Institute for Advanced Learning and Research (IALR), along with thirteen (13) Region 3 school divisions were awarded a GO Virginia Region 3 Enhanced Capacity Building (ECB) grant to adopt a common web-based platform, MajorClarity (MC). This student/employer interface supports over 26,000 6th -12th grade students by providing career exposure, academic planning, and work-readiness development. ExperienceWorks is the implementation phase that leverages this prior capacity-building effort.

- **Subject Matter Expert Review**

- The application was reviewed by Lorin Sodell. Mr. Sodell is thoroughly familiar with GO Virginia workforce development projects of this nature through his faculty position with Virginia State University and his management position with Commonwealth Center for Advanced Manufacturing. Prior to these positions, he was a long-tenured executive with Rolls-Royce.
- Overall Mr. Sodell believes the project is "...excellent and well structured", and will be a success for Region 3. He did make several comments regarding the project scope and narrative. The applicant has those comments under advisement and will be providing responses prior to the Region 3



Council meeting on July 21st.

- **Region 3 Considerations:** The following are considerations for the Project Review Committee:
 - The proposed project comprehensively implements the earlier planning grant for the MajorClarity program and continues supporting the GO TEC program through career exposure, academic planning, and work-readiness development.
 - The ILAR and the project principal (Dr. Julie Brown) have demonstrated experience and success with developing, implementing, and managing GO Virginia funded talent development projects.
 - The proposed project clearly demonstrates that the GO TEC and MajorClarity projects have developed a collaborative relationship among Region 3's school divisions for the benefit of advancing and scaling talent development programming as well as promote the efficient use of financial resources.
 - A primary focus of the proposed project beyond serving students, is to facilitate and promote the much needed interaction and partnership between Region 3's school divisions administrators and instructors, and employers.
 - The comprehensive nature and significant number of the Letters of Support submitted demonstrate the willingness and readiness of the school divisions, employers, and other stakeholders to ensure this project's success.
- **Project Application Timeline:**
 - The project is seeking approval by the Region 3 Council at its July 21st meeting. After receiving such approval, the project would be submitted to DHCD for review and presentation to the GO Virginia State Board at its next meeting scheduled for Thursday, September 23rd.

ExperienceWorks

Executive Summary

The *ExperienceWorks* initiative is a systems approach that leverages current GO Virginia Region 3 investments to connect students and young adults to high-skill, high-wage employment opportunities through a myriad of work-based learning (WBL) opportunities. Establishing robust connections with students while they are still in high school will allow businesses to access emerging workers and, through WBL experiences, provide skill instruction and mentoring. These coordinated efforts will increase the number of high school graduates in Region 3 who are connected to employment opportunities in high-skill, high wage positions in targeted growth sectors.

In 2020, the Institute for Advanced Learning and Research (IALR), along with thirteen Region 3 school divisions requested and received a GOVA Region 3 Enhanced Capacity Building (ECB) grant to adopt a common web-based platform, MajorClarity (MC), that supports over 26,000 6th - 12th grade students by providing career exposure, academic planning, and work-readiness development. In addition, this one platform allows Region 3 businesses to post WBL experiences such as internships and apprenticeships, connecting opportunity to talent. Even during a global pandemic, our collective work resulted in:

- expansion and adoption of the MC platform by all 15 school divisions in Region 3;
- four divisions achieving MC Power User status based on 40% student activation, staff usage and return rate;
- forty-eight internships posted in the MC platform; another 31 created external to the platform based on employer outreach to over 400 businesses in Region 3; and
- investment of over \$200,000 by local governments to support paid internship experiences for students.

ExperienceWorks is the implementation phase that leverages these prior capacity-building efforts. Now that a common communication tool is deployed, our K12 and private sector partners are positioned to initiate and scale several WBL efforts across the region. Through our collective engagement, we intend to create a system that supports access to high-quality WBL experiences for 100% of the region's graduating students. Ambitious yet attainable based on the current need, interest and engagement we see across the region.

Over two years, *ExperienceWorks* activities will include:

- Expansion of Major Clarity usage to 75% of 6th – 12th grade students [scale]
- Career ChoICE Expo events for 7,000 middle and high school students [scale]
- sector-focused summer camps led by business and industry, targeting 300 9th and 10th grade students [new]
- EXCITE teacher externship program connecting 60 educators to businesses in the region [scale]
- 10 work-readiness bootcamps to prepare students for WBL placements [scale]
- paid internships for 150 students and young adults [scale]
- semi-annual stakeholder meetings to share outcomes and best practices, and build social capital across the region, supporting the systems approach and likelihood of sustainability [new]

In addition to these GO Virginia-funded activities, *ExperienceWorks* will include regional mock interview days (AspHIRE program) for 1,400 12th graders and the development of an Apprenticeship Consortium to support 40 apprentices. These two additional activities are in partnership with the Virginia Tobacco Commission (application submitted July 13, 2021). The effort to pool funding from multiple sources, while adding complexity, reduces the “ask” from any one entity and permits the development of a coordinated system with the requisite programming to ensure success.

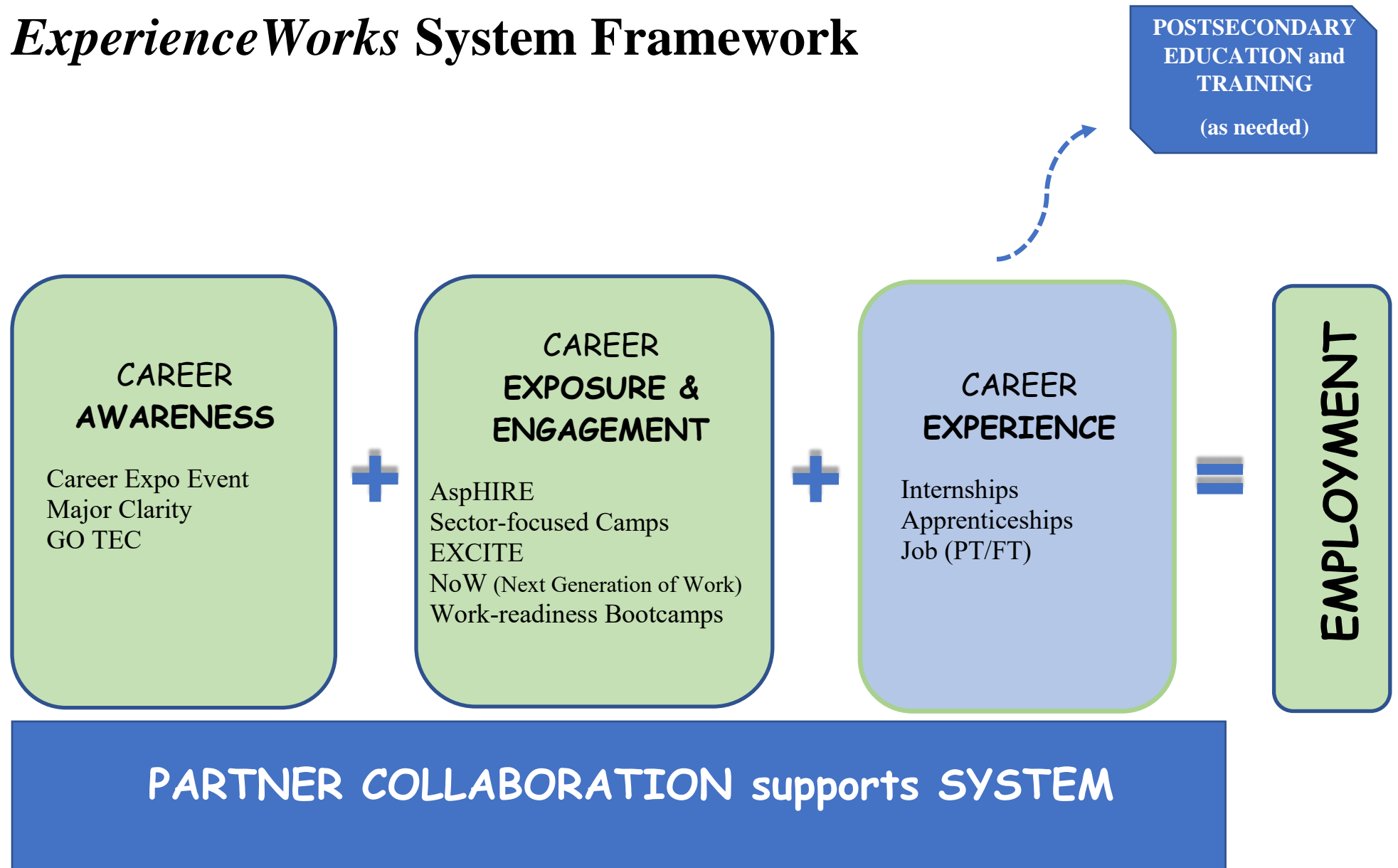
ExperienceWorks is designed intentionally to include the necessary programming that directs emerging workers to targeted sectors. These initiatives provide valuable introductory work experience in the identified sectors from the Region 3 Growth and Diversification Plan as offering the greatest potential for future growth in our region: Business Services and IT/Data Centers, Advanced Manufacturing & Materials, High Value Natural Resource Products and Health Care. In addition, *ExperienceWorks* programming addresses the need to develop soft skills among our emerging workforce (GO Virginia Region 3 Growth and Diversification Plan Update, Executive Summary, Aug. 2019, pg. 4).

ExperienceWorks is a strong complement to the Great Opportunities in Technology and Engineering Careers (GO TEC) project funded by GO Virginia. *ExperienceWorks* extends career awareness and skill development efforts of GO TEC by engaging students during out-of-school time and connecting them directly to employers in the region. There is also opportunity to connect students to small businesses for mentoring and skill development, supporting Region 3’s investment in entrepreneurship and innovation.

IALR, along with regional stakeholders, is requesting \$500,610 for the *ExperienceWorks* initiative over two years. Region 3 grant funds will be used to support a full-time WBL Coordinator, 50% of intern stipends, costs for sector-focused and work-readiness camps, and stipends for teacher externships. Our partners intend to contribute more than \$577,100 in matching funds to the project. Business partners will provide 50% of internship stipend and the funds required to support the Career Expo events. Businesses will also support the sector-focused camps and work-readiness camps. School division partners will provide 100% funding for the Major Clarity platform starting with the 2023-2024 academic year, transportation to the Career Expo events and space for bootcamps. Leveraged match of \$651,350 from the Virginia Tobacco Commission, if approved, would support apprenticeships and would be matched by additional private sector funds of over \$1.75M. IALR will contribute leveraged funds to provide staffing for program management.

Based on successful *ExperienceWorks* implementation and outcomes, 60 emerging workers will be directed into full-time employment, post internship, with wages exceeding the current per capita in the region (~\$16/hr). Based on wage calculations and comparison to GO TEC direct, indirect, and induced effects, the annual state tax revenue is estimated at \$194,809 (keeping placements static/conservative) with a 5YR ROI of 1.9:1.0. Employer connections through this systems approach will also increase the likelihood that the GO TEC initiative, a \$5M investment, will be successful in ROI outcomes as projected.

ExperienceWorks System Framework



Model adapted from Jobs for the Future's Center for Apprenticeship and Work-based Learning, Work-based Learning Framework

PROGRAM DIRECTOR'S REPORT

Region 3 Growth and Diversification Plan 2021 Update



DATE: July 15, 2021

TO: Region 3 Council

FROM: R. Bryan David, Program Director

A handwritten signature in blue ink, appearing to be 'RBD', is placed over the name 'R. Bryan David'.

RE: Region 3 Growth and Diversification Plan 2021 Update

The 2021 Growth and Diversification Plan update has progressed since the Region 3 Council's meeting on April 21st. Attached is *task timeline* prepared by Liz Povar who is the project principal and who will provide an update at the July 21st meeting.

In addition to the project update, Brandon Hennessy (Longwood University's Small Business Development Center) will provide an overview of the employment and industry data collection and analysis he has been conducting in support of the overall project.

Recommendation:

For the Region 3 Council's information. No action needed.

Attachment

- 2021 Growth and Diversification Plan Task Timeline

GO VIRGINIA REGION 3 GD 2021 TASK TIMELINE

ROW #	TASK	START DATE	COMPLETION DATE	COMMENTS
1	Longwood OCED engaged	4/1/2021	5/30/2021	Completed
2	Zoom call with LOCED re: Chmura data	4/9/2021	4/9/2021	Completed
3	Review 2019 Strategies & Outcomes	4/1/2021	4/20/2021	In process
4	Finalize list of stakeholder groups with emails	4/1/2021	4/20/2021	Completed
5	Set dates for stakeholder input sessions	4/1/2021	4/15/2021	Completed
6	Develop and finalize questions for stakeholder input sessions	4/1/2021	4/15/2021	Completed
7	Review powerpoint presentation for stakeholder input sessions	4/1/2021	4/15/2021	Completed
8	Extend invitations for stakeholder input sessions and promote on website	4/15/2021	5/15/2021	Completed
9	Frame up final report format	4/1/2021	5/30/2021	Incorporate DHCD content requirements; review content to carry over from 2019 plan; identify partner with report formatting skills
10	Update to Regional Council	4/21/2021	4/21/2021	Completed
11	Promote stakeholder sessions	5/1/2021	5/30/2021	Completed
12	Receive draft of economic performance and skills gap analysis	4/30/2021	7/15/2021	Provided to Liz & Nancy for review
13	Executive Committee Update	5/19/2021	5/19/2021	Completed
14	Narrative re: alignment with other state programs	5/19/2021	7/15/2021	In process
15	Narrative re: sites alignment with target sectors	5/19/2021	7/31/2021	In process
16	Goals and strategies identified (including mapping against pipeline projects; framework for evaluation; and measures of performance)	5/19/2021	7/15/2021	In process; Utilize input from economic performance summary, workforce gap analysis, stakeholder input
17	Session 1 - Workforce	5/26/2021	5/26/2021	10:30AM, Zoom; completed
18	Session 2 - Business Ready Sites	5/26/2021	5/26/2021	2:30PM, Zoom; completed
19	Session 3 - Scale-Up and Commercialization	5/28/2021	5/28/2021	9AM, Zoom; completed
20	Session 4 - Entrepreneurship	6/10/2021	6/10/2021	10AM, Zoom; confirmed
21	Executive Committee meeting update	6/16/2021	6/16/2021	
22	Session 5 - All Topics	6/24/2021	6/24/2021	2PM, Zoom; confirmed
23	Session 6 - Recap and Review	TBD	TBD	Rescheduling - TBD
24	One-on-one interviews	7/1/2021	8/30/2021	Scheduling In process
26	Council meeting - update	7/21/2021	7/21/2021	

GO VIRGINIA REGION 3 GD 2021 TASK TIMELINE

ROW #	TASK	START DATE	COMPLETION DATE	COMMENTS
27	Initial Draft report	7/21/2021	8/30/2021	
28	Share initial draft with DHCD for comments	9/1/2021	9/15/2021	
29	Executive Committee meeting; review initial draft with feedback from DHCD	9/15/2021	9/15/2021	
30	Near Final Report Draft	9/15/2021	9/30/2021	
31	R3 Council meeting; review near final draft	10/20/2021	10/20/2021	
32	Final formatting	10/21/2021	10/31/2021	Need professional firm to assist with this
34	Final Draft Submitted to DHCD	10/31/2021		

Per Capita Grant Application Status SVRA - Shovel Ready Sites



DATE: July 15, 2021

TO: GO Virginia Region 3 Council

FROM: R. Bryan David, Program Director

A handwritten signature in blue ink, appearing to be 'RBD', located next to the 'FROM' line.

RE: Per Capita Grant Application Status – Southern Virginia Regional Alliance_Strengthening Southern Virginia’s Economy by Expanding the Inventory Of Shovel Ready Sites

In late May, I sent the Region 3 Council an email with detailed information concerning the Executive Committee’s approval of the above-reference application on May 3rd. The application came through Project Review Committee and Executive Committee in order to meet the May 7th deadline for submission the Virginia Department of Housing and Community Development GO Virginia staff. This would allow the application to be considered by the GO Virginia State Board at its meeting on June 15th. Attached is information concerning the application.

The DHCD GO Virginia staff recommended that the Southern Virginia Regional Alliance’s application be deferred from the State Board’s June 15th meeting until its next meeting on September 23rd. The basis for the deferral was to "...allow for additional sites prioritization and budget refinement [by the applicant]".

The notice of the staff recommendation and the subsequent communication with me and the applicant were unexpected and delivered without much prior notice. The issues raised in the DHCD staff recommendation were resolved by the applicant well in advance of the GO State Board’s meeting on June 15th. Nevertheless, the project was deferred by the State Board until the September 23rd meeting.

The Council Chair was kept advised of this matter as it unfolded, and the Executive Committee discussed the situation and next steps at its regular meeting on June 16th.

Responsive to the Executive Committee’s guidance and DHCD GO Virginia staff’s recently expressed interest, a staff to staff meeting has been scheduled for July 23rd to discuss the site prioritization and budget issues. It is expected the items needing to be addressed are the same items discussed and resolved prior the GO Virginia State Board meeting on June 16th.

RECOMMENDATION:

For the Region 3 Council’s information.

Attachments

- Southern Virginia Regional Alliance Per Capita Application Overview



Project Name: Strengthening Southern Virginia's Economy by Expanding the Inventory of Shovel Ready Sites

- **Applicant:** Southern Virginia Regional Alliance (SVRA)
- **Status:** Application approved by Executive Committee on Monday, May 3rd, and submitted to the Department of Housing and Community Development GO Virginia staff on May 7th; and, GO Virginia State Board to consider the application at its meeting on Tuesday, June 15th.

- **Funding Category:** Per Capita Allocation

Total Project Cost: \$ 3,070,200

- **GO Virginia Region 3 Funding Request:** \$1,534,900
- **Match Funds:** (2:1 match required)

The balance of \$1,535,300 is to be provided by grants from the Tobacco Region Revitalization Commission and possible the US Economic Development Administration and the Appalachian Regional Commission (Patrick County only).

- **Local Government Match:** Waived per policy adopted by the GO Virginia State Board; local government match waived through June 30, 2022.
- **Participating Localities:** (minimum 2 localities required)

Danville City
Halifax County
Patrick County
Pittsylvania County

- **Region 3 Growth and Diversification Priorities:**
 - The Region 3 Council recognized in its 2019 Growth and Diversification Plan update that strategies to develop publicly held Sites and Buildings was a critical priority. The need for ready-to-develop business sites in Region 3 is critical to regional and local economic development business recruitment and retention strategies and success.
 - The priority of business ready sites was highlighted in the Virginia Economic Development Partnership's (VEDP) Business Ready Sites Program assessments completed for thirty-three (33) of Region 3's publicly held sites in 2019. VEDP leadership presented the results of Region 3's site assessments at the All Hands meeting in February 2020. A highlight of the findings is that Region 3 has a number of large, competitive Tier 4 and Tier 5 sites, however, the inventory these sites is low.
 - The proposed project builds upon the VEDP site assessments by identifying high-priority publicly held business sites twenty-five (25) acres or greater that can be moved from Tier 2/3 to Tier 4. These sites, once designated by VEDP as Tier 4, will be marketed by the VEDP in its business recruitment activities.



- **Project Description**

The objective of this project is to develop sites that are ready for marketing and selection by the high value companies SVRA is trying to attract into the region. It will also help to build a more cohesive cluster development strategy by strategically developing sites ready for targeted sectors.

At completion, the project enables the SVRA region to reach a goal of increasing six (6) sites certified at Tier 4 and shovel ready by VEDP and developing five (5) more sites that are emerging as strong tier 3 sites and ready to develop further. This will reduce risk to companies interested in the SVRA region and provide higher marketing visibility for sites selected for investments in new companies with higher average wages, job creation and capital investment into the region.

Project deliverables for the GO Virginia funding portion include the following:

- raising six (6) sites from Tier 2 to Tier 4
- raising four (4) sites from a Tier 2 to Tier 3 in preparation for future Tier 4 work
- perform assessments and characterization of one (1) site to compliment the developability study completed in order to evaluate potential for upgrading from its current Tier 2 status

- **Region 3 Considerations**

- The proposed project comprehensively addresses a long-identified need to increase Region 3's inventory for business ready sites as documented by the Virginia Economic Development Partnership and follows GO Virginia project policy regarding business sites.
- Upon completion, the project will position the Southern Virginia Regional Alliance to continue marketing its competitive Southern Virginia sites to attract business investment.
- The project uses other grant sources to leverage the GO Virginia funding amount.
- Virginia's Growth Alliance, Region 3's other regional economic development organization, submitted a similar grant proposal to the Tobacco Region Revitalization Commission for publicly held sites located in the eastern and northern portions of Region 3 outside of the Southern Virginia Regional Alliance's footprint. This application was later withdrawn as incomplete.
- It is understood that Virginia's Growth Alliance will not be pursuing a GO Virginia grant for those sites such as the grant being pursued by SVRA.
- The Executive Committee may condition its recommendation for approval of the proposed project on the receipt of the grants from the Tobacco Region Revitalization Commission
- Letters of Support from Danville City, Halifax County, Patrick County, and Pittsylvania County are in process and will accompany application submission to the Virginia Department of Housing and Community Development (DHCD) GO Virginia staff and the Executive Committee may condition its approval upon receiving these letters of support

GO Virginia Region 3 – Executive Committee (5.3.21)

- the project application was brought forward to the Executive Committee for review and action on behalf of the Region 3 Council as provided by the bylaw
- the Executive Committee's review was due to time-constraints because the application was submitted on April 19th just prior to the Region 3 Council's April 21st meeting; the application needed to be submitted to the Department of Housing and Community Development GO Virginia staff by May 7th in order to be considered by the State GO Virginia Board of Directors at its meeting on June 15th; or, otherwise the application would have been considered by GO Virginia Region 3



Council at its July 21st meeting and then considered by the GO Virginia State Board at its September 14th meeting

- the Project Review Committee (PRC) agreed to meet to review the application on April 29th and the Executive Committee agreed to meet on May 5th to meet the May 7th deadline for submission to the Department of Housing and Community Development GO Virginia staff

Project Review Committee

- PRC recommended approval of the application (3-0), but with a modification to reduce the number of sites to be funded from the original eleven (11) sites to seven (7) sites (below); the remaining four (4) sites not recommended for approval primarily because of the lead time for infrastructure to serve these sites is longer than the group recommended for approval; and these four (4) sites could be considered in the future
- PRC recommended sites:

VEDP Tier 2 Sites Targeted for Tier 4 Certification

175 Airside Drive - City of Danville
Cane Creek Centre - Danville/Pittsylvania RIFA
Cyber Park Lot 10C & 12A - Danville/Pittsylvania RIFA
Ringgold East Industrial Park - Pittsylvania County
Riverview Industrial Park, Lot 5B - City of Danville
Southern Virginia Technology Park - Halifax Industrial Development Authority

Site Assessment at Tier 2 Targeting Marketability Report and Tier 3 Assessment

Rich Creek Industrial Park - Patrick County (because of the locality's largest manufacturer closing in July (Hanes Brands))

Executive Committee

- the PRC recommendation was communicated to the Executive Committee at its meeting on May 3rd
- the Executive Committee members discussed and considered at length a number of items including the over-all objectives and deliverables for the project to be managed by the Southern Virginia Regional Alliance; the PRC's modification to the number of sites proposed; the length of time needed to bring any given site to a tier level which can be marketed by the Virginia Economic Development Partnership; the current demand for sites as represented by VEDP; the amount of unobligated Region 3 Per Capita grant funds available to fund the project in total; the leveraging of matching funds from the Tobacco Regional Revitalization Commission, the Economic Development Administration, and Appalachian Regional Commission; the lack of meaningful pursuit by the Virginia Growth Alliance for a companion business sites project; and, Region 3's long-standing priority to support efforts by the regional economic development organizations to increase the inventory of business ready sites; and, the regional collaboration among the local economic developers through the Southern Virginia Regional Alliance



- Executive Committee recommended sites:

VEDP Tier 2 Sites Targeted for Tier 4 Certification

175 Airside Drive - City of Danville
Cane Creek Centre - Danville/Pittsylvania RIFA
Cyber Park Lot 10C & 12A - Danville/Pittsylvania RIFA
Ringgold East Industrial Park - Pittsylvania County
Riverview Industrial Park, Lot 5B - City of Danville
Southern Virginia Technology Park - Halifax Industrial Development Authority

VEDP Tier 2 Sites Targeted for Tier 3 Certification

Coleman Site - City of Danville
Day Site - Halifax County Industrial Development Authority
Key Industrial Park - Pittsylvania County
Southern Virginia Multi-Modal Park - Staunton River RIFA (City of Danville, Pittsylvania County & Town of Hurt)

Site Assessment at Tier 2 Targeting Marketability Report and Tier 3 Assessment

Rich Creek Industrial Park - Patrick County

- the Executive Committee voted to approve the project application (5-0) for the eleven (11) sites as submitted by the Southern Virginia Regional Alliance and to advance the project to DHCD GO Virginia staff by the May 7th deadline; the Executive Committee included a condition to revisit its approval of the project within six (6) months from the date of the Department of Housing and Community Development project contract to assess the status of the matching grant funds from the Federal agencies

Current Status

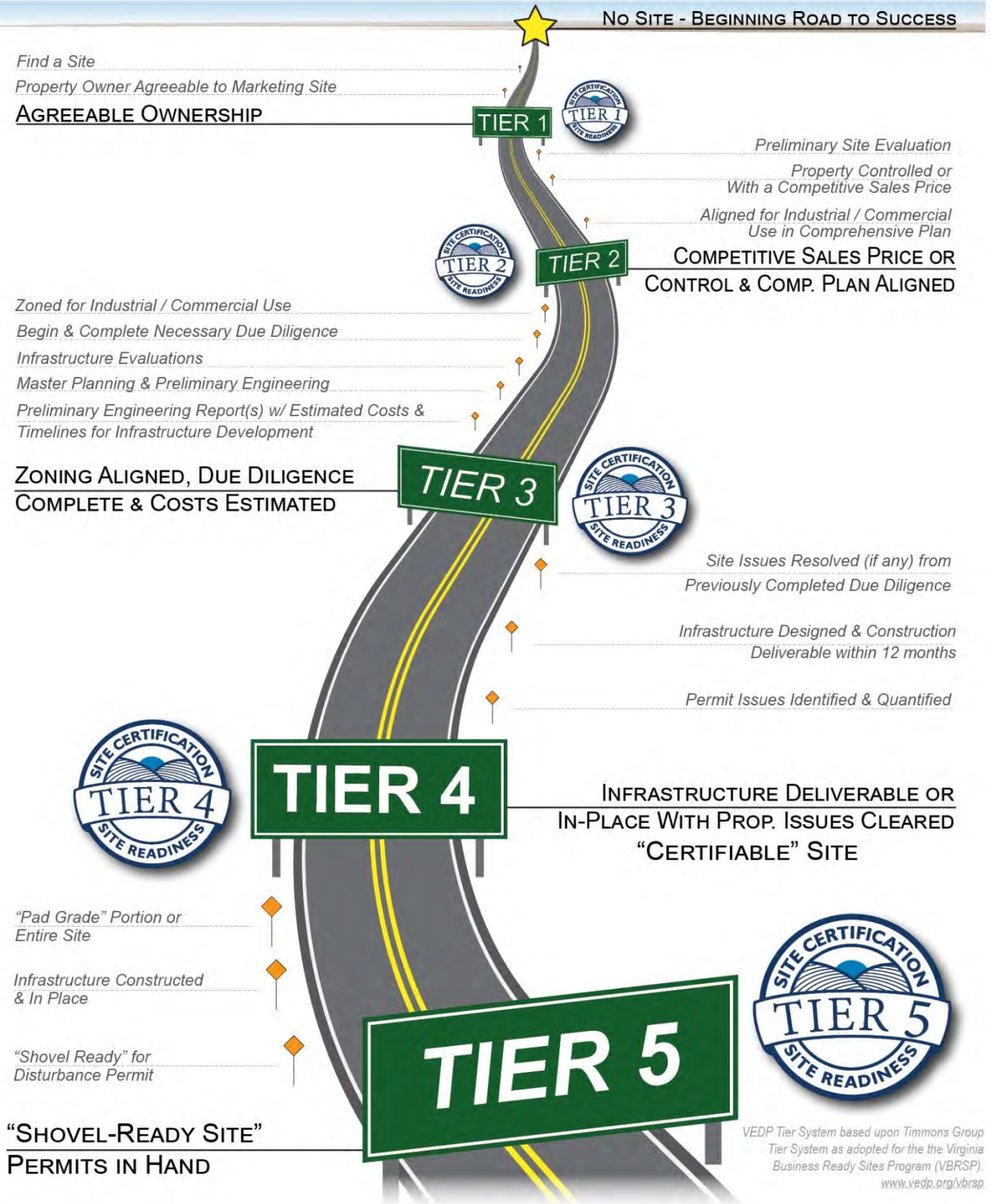
- the project application was submitted by the Southside Planning District Commission staff to the DHCD GO Virginia on May 7th
- Chairman Randy Lail presented the project to the GO Virginia State Board's work group on May 19th
- GO Virginia State Board to consider the project application at its meeting on June 15th
- Any decision will be communicated to the Region 3 Council following the GO Virginia State Board meeting and the project will be presented as an informational item at the Region 3 Council meeting on July 21st

Executive Committee Evaluation Matrix – SVRA Sites Application (5.3.21)

Evaluation Criteria	175 Airside	Cane Creek	Cyber Park	Ringgold East	Riverview IP	SOVA Tech	Coleman	Day	Key IP	SOVA Multi-Modal	Rich Creek	Explanation
Completed VEDP Characterization	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	In 2019, VEDP characterized over 400 sites of 25 acres or more for their status of preparedness; sites were ranked using a “Tier Ranking”. The tiers range from Tier 1 (i.e. little to no prior planning, site assessment or development activity) to Tier 5 (i.e. site is ready for development).
Market Demand Demonstrated	Yes, see page 2 (5.3.32 Exec. Comm. Update)	Yes, see page 2 (5.3.32 Exec. Comm. Update)	Yes, see page 2 (5.3.32 Exec. Comm. Update)	Yes, see page 2 (5.3.32 Exec. Comm. Update)	Yes, see page 2 (5.3.32 Exec. Comm. Update)	Yes, see page 2 (5.3.32 Exec. Comm. Update)	Yes, see page 2 (5.3.32 Exec. Comm. Update)	Yes, see page 2 (5.3.32 Exec. Comm. Update)	Yes, see page 2 (5.3.32 Exec. Comm. Update)	Yes, see page 2 (5.3.32 Exec. Comm. Update)	Yes, see page 2 (5.3.32 Exec. Comm. Update)	Applicant should validate the market demand for the property, using data that may include but is not limited to # of times the property is included in a site study; # of prospect visits; etc.
Aligns with Region 3 Target Sectors	Yes, See Page 9	Yes, See Page 9	Yes, See Page 9	Yes, See Page 9	Yes, See Page 9	Yes, See Page 9	Yes, See Page 9	Yes, See Page 9	Yes, See Page 9	Yes, See Page 9	Yes, See Page 9	Applicant should validate that the property is suitable to be marketed to one or more of the strategic sectors identified in the Region 3 Growth & Diversification Plan (Business Services, Information Technology, Data Centers, Advanced Manufacturing & Materials, High Value Natural Resource Products, and Health Care)
Raises Site’s Tier Level	Tier 2 going to Tier 4	Tier 2 going to Tier 4	Tier 2 going to Tier 4	Tier 2 going to Tier 4	Tier 2 going to Tier 4	Tier 2 going to Tier 4	Tier 2 going to Tier 3	Tier 2 going to Tier 3	Tier 2 going to Tier 3	Tier 2 going to Tier 3	Tier 2 going to Tier 3 with marketing assess	The purpose of the use of GO Virginia funding is to ensure that the characterization Tier level of the site(s) will be raised at least one tier.

Demonstrates Meaningful Collaboration	Through SVRA; See Pages 6 & 7	Through SVRA; See Pages 6&7	Through SVRA; See Pages 6&7	Through SVRA; See Pages 6&7	Through SVRA; See Pages 6&7	Through SVRA; See Pages 6&7	Through SVRA; See Pages 6&7	Through SVRA; See Pages 6&7	Through SVRA; See Pages 6&7	Through SVRA; See Pages 6&7	Through SVRA; See Pages 6&7	Development activities on the site(s) represent meaningful, ongoing collaboration of two or more localities. That collaboration may include activities such as: • Creation of a Regional Industrial Facility Authority, or other similar legal structure, that allows for defined cost/revenue sharing in the development of the property; • Demonstration of a collective marketing effort for the site by two or more local economic development organizations and/or a regional economic development entity representing the partnering localities; • Joint financial contributions in initiatives that would further increase the marketability of the site or the region, such as new workforce development efforts designed to support the industries being targeted in business attraction efforts
Does Not Duplicate/Compete	Yes, See Page 9 & 18	Yes, See Page 9 & 18	Yes, See Page 9 & 18	Yes, See Page 9 & 18	Yes, See Page 9 & 18	Yes, See Page 9 & 18	Yes, See Page 9 & 18	Yes, See Page 9 & 18	Yes, See Page 9 & 18	Yes, See Page 9 & 18	Yes, See Page 9 & 18	In considering applications with multiple sites, consider target markets, geographic positioning, labor shed, or other factors to ensure that sites will not duplicate or create unnecessary competition within the Region. Evaluation should acknowledge that while investing in multiple sites may appear duplicative, factors such as local incentive philosophy, external transportation routes, labor sheds, etc. create unique value propositions when marketing the sites.
Will Draw From Regional Labor Market	Yes, See Page 11	Yes, See Page 11	Yes, See Page 11	Yes, See Page 11	Yes, See Page 11	Yes, See Page 11	Yes, See Page 11	Yes, See Page 11	Yes, See Page 11	Yes, See Page 11	Yes, See Page 11	Consider the potential impact to surrounding localities through the regional labor market.
Miscellaneous Factors	ARC, TICCR, EDA, KPMG, Quest	ARC, TICCR, EDA, KPMG, Quest	ARC, TICCR, EDA, KPMG, Quest	ARC, TICCR, EDA, KPMG, Quest	ARC, TICCR, EDA, KPMG, Quest	ARC, TICCR, EDA, KPMG, Quest	ARC, TICCR, EDA, KPMG, Quest	ARC, TICCR, EDA, KPMG, Quest	ARC, TICCR, EDA, KPMG, Quest	ARC, TICCR, EDA, KPMG, Quest	ARC, TICCR, EDA, KPMG, Quest	Other factors to consider may include but are not limited to: leveraging additional funding resources; the projected value of the return on investment; analysis performed by other consulting firms (i.e. site certifications for specific industries; suitability scores (i.e. from KPMG); cost-effectiveness; previous public investments; proactive marketing strategy; etc.

SITE READINESS ROAD MAP

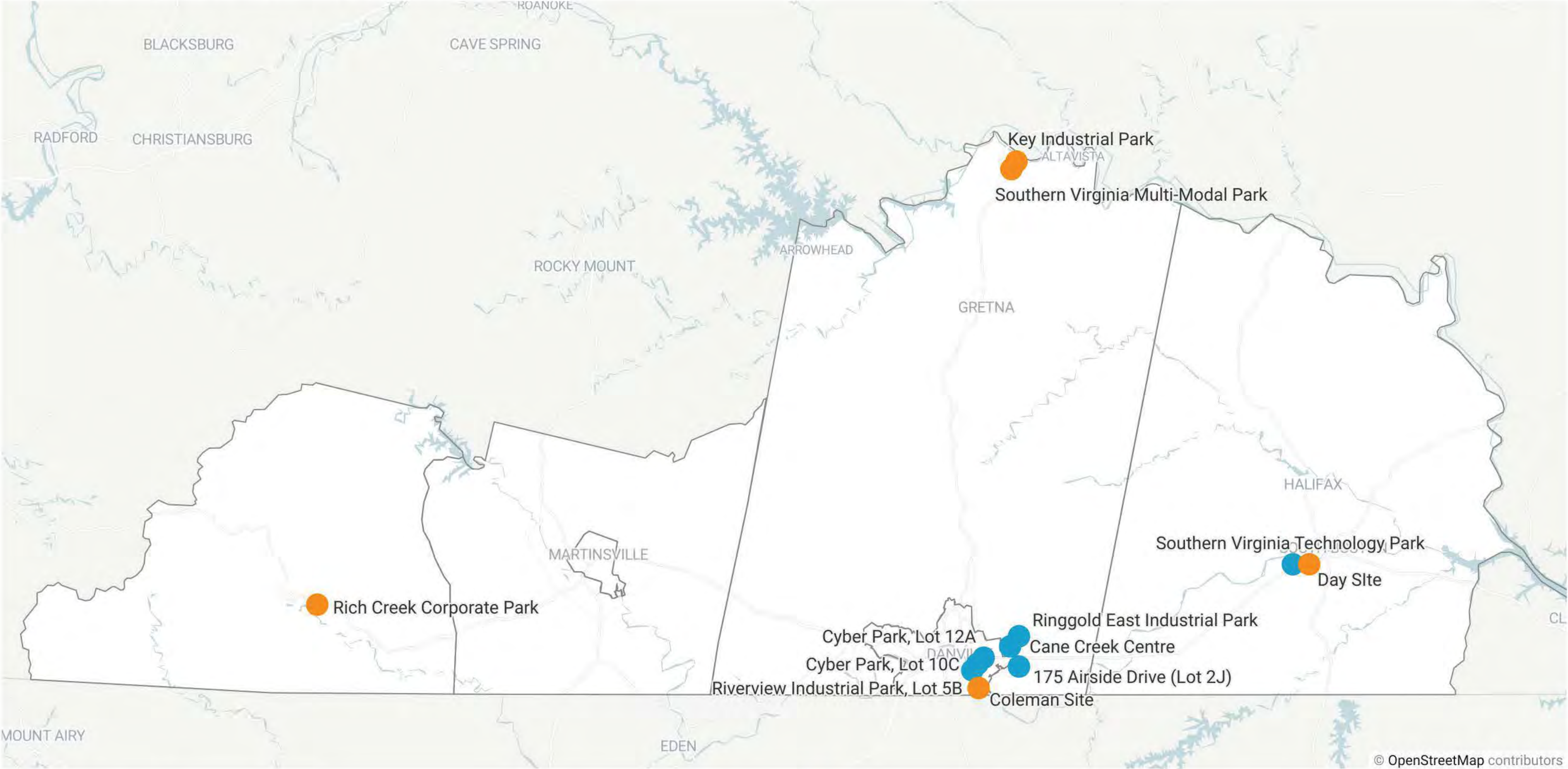


Draper Aden
Associates

VEDP

SVRA Sites

Patrick County, Pittsylvania County, Danville City, Halifax County



© OpenStreetMap contributors

Tier 2 Targeted for 4

Tier 2 Targeted for 3

Statewide Economic Resilience and Recovery (ERR) Program Application Status



DATE: July 15, 2021

TO: GO Virginia Region 3 Council

FROM: R. Bryan David, Program Director

A handwritten signature in blue ink, appearing to be 'RBD', is placed over the name 'R. Bryan David'.

RE: Statewide Economic Resilience and Recovery (ERR) Program Application Status (Region 7 Lead) – Expansion of Innovation Commercialization Assistance Program (ICAP) Mentor Network

At its meeting on May 3rd, the Executive Committee reviewed this application. The Executive Committee approved supporting the project as recommended by the Project Review Committee. Attached is information concerning application.

The application was brought forward to the Project Review Committee and the Executive Committee in order to meet the Department of Housing and Community Development GO Virginia staff submission deadline on May 3rd. The GO Virginia State Board approved the application at its meeting on June 15th.

RECOMMENDATION:

For the Region 3 Council's information.

Attachments

- Expansion of Innovation Commercialization Assistance Program (ICAP) Mentor Network Project information.



Project Name: Expansion of Innovation Commercialization Assistance Program (ICAP) Mentor Network

- The Project Review Committee recommended to the Executive Committee that it support the Region 7/Virginia Small Development Center Network application as proposed and to encourage other entrepreneurship programming partners in Region 3 to submit letters in support of the project.
- At its meeting on May 3rd, the Executive Committee approved supporting the application and soliciting letters of support as recommended by the Project Review Committee.
- **Lead Region:** Region 7
- **Applicant:** Virginia Small Development Center Network
- **Preferred Region 3 Action Date:** By the Department of Housing and Community Development submission deadline on May 7th.
- **Status:** Application to be considered by the Project Review Committee on April 29th. Any recommendation on the project will be communicated to the Executive Committee immediately thereafter.
- **Funding Category:** Statewide Economic Resilience and Recovery (ERR) Program
- **Total Project Cost:** \$1,775,291
- **GO Virginia Funding Request:** \$882,794
- **Match Funds:** (2:1 match required)

In-kind time to support the project from George Mason University in the amount of \$120,000 and in-kind from external partners in the amount of \$322,497.

Local Match: (waived)

- **Participating Localities:** (minimum 2 localities required)
 - City of Fairfax
 - Loudoun County
 - Fauquier County
 - Prince William County

- **Region 3 Growth and Diversification Priorities:**

The Region 3 Council recognized in its 2019 Growth and Diversification Plan update *Innovation and Entrepreneurship* were priorities. Further, the plan identified the following strategies to implement these priorities:

- Region-wide strategy to focus on entrepreneurs who start and grow traded sector businesses (#19)



- Ensure Region 3 connectivity with Virginia Innovation Strategy (#20)
- Support innovation opportunities in the health care and agribusiness sectors (#21)

The proposed expansion of the Innovation Commercialization Assistance Program (ICAP) Mentor Network would potentially provide critical support to early tech startup businesses in Region 3. These start-up tech businesses may be associated with the following entrepreneur organizations operating in Region 3:

- Longwood Small Business Development Center
- SOVA Innovation Hub
- The Launch Place
- Southern Piedmont Technology Council
- Dan River Entrepreneur Ecosystem

The GO Virginia Region 3 Entrepreneurship & Innovation Investment Strategy was adopted in October 2020. The proposed project aligns with the following investment opportunities identified in the strategy:

1. ***Connect entrepreneurship resources***
2. ***Support existing business growth and innovation***
3. ***Develop entrepreneurship training programs to nurture aspiring entrepreneurs***

- **Project Description**

This GO Virginia Statewide ERR proposal will expand the capacity of the Innovation Commercialization Assistance Program (ICAP) over a two (2) year period to support more early-stage technology and innovation-driven startups across Virginia. There is a need to accelerate the commercialization of companies in the technology sector and increased demand for technology-related services, particularly as the COVID-19 pandemic requires quick and scalable technological advancements.

Launched in January 2018, the ICAP program helps inventors and entrepreneurs take the first steps in bringing new innovations to market. ICAP can deliver highest quality startup assistance in Virginia. The program currently manages a pool of 11 hourly ICAP Mentors, and is seeking to expand its capacity in order to meet the needs of a greater number of Virginia-based businesses, particularly early-stage technology companies that create high value and high paying jobs.

Requested funds will be used to hire four (4) full-time, dedicated ICAP Mentors who will expand the existing team's capacity; serve as full-time mentors, educational, and resource connectors; successfully stand up early-stage technology companies; and deliver a return on investment of public funds. This structure is built on a model that operates in several other states.



- **Region 3 Considerations:** The following are considerations for the Project Review Committee:
 - The project as proposed request GO Virginia Statewide Economic Recovery and Resilience funding with no Region 3 financial contribution.
 - The proposed project aligns with the Region 3 Growth and Diversification Plan goals and objectives.
 - The proposed project aligns with the recently adopted Region 3 Entrepreneurship & Innovation Investment Strategy.
 - The proposal identifies the Longwood Small Business Development Center and The Launch Place as partner organizations in Region 3.
 - The project principals have confirmed that the SOVA Innovation Hub, the Southern Piedmont Technology Council, and the Dan River Entrepreneur Ecosystem will be approached and ask to join as a partner (this is affiliation arrangement at no cost).
 - There appears to be like support expressed and forthcoming from the other GO Virginia Regions which will be submitted to the Department of Housing and Community Development.
- **Project Application Timeline:**
 - The project is seeking approval of support by Region 3 in time for the project to be submitted by the Department of Housing and Community Development's May 7th deadline.



May 7, 2021

Susan Baker
Managing Director
GO NorthernVA
8300 Boone Boulevard
Tysons Corner, Virginia 22182

RE: Expansion of Innovation Commercialization Assistance Program (ICAP) Mentor Network – GO Virginia Region 7

Dear Susan:

Please consider this a letter of support for the Expansion of ICAP Mentor Network application being submitted to GO Virginia Region 7 by the Virginia Small Business Development Center Network. On May 3, 2021, the GO Virginia Region 3 Executive Committee voted to endorse this project on behalf of the Region 3 Council.

The proposed project aligns with the Region 3 Growth and Diversification Plan goals and objectives and helps provide additional technical expertise and support for our regional efforts to implement the recently adopted Region 3 Entrepreneurship & Innovation Investment Strategy.

Further, this project will strategically use the Longwood Small Business Development Center and the SOVA Innovation Hub to promote these services throughout all of Region 3 in partnership with other organizations located in Region 3 having the growth of entrepreneurship as a key strategy and mission. The Executive Committee has solicited additional letters of support for this project from the Longwood SBDC and the SOVA Innovation Hub as well as other allied organizations in Region 3.

Thank you for the opportunity to express Region 3's support and we look forward to learning of the GO Virginia State Board's favorable action on the application and regular updates on the project's implementation.

Sincerely,

A handwritten signature in black ink that reads "E. Randolph Lail".

E. Randolph Lail
Chairman

cc: GO Virginia Region 3 Executive Committee



May 12, 2021

Randy Lail, Chair
GO Virginia Region 3
c/o Southside PDC
200 South Mecklenburg Avenue
South Hill, Virginia 23970

RE: Letter of Support for the Virginia SBDC ICAP ERR Proposal

Dear Mr. Lail,

Please accept this letter in support of the George Mason University – Virginia SBDC Statewide Economic Recovery and Resiliency (ERR) proposal to expand the Innovation Commercialization Assistance Program (ICAP) by hiring four regional mentors.

The SOVA Innovation Hub has been working closely with Longwood University and the Longwood SBDC since 2019 as part of the GO Virginia Region 3 Entrepreneurship Initiative. Through this relationship, I have learned about the Virginia SBDC ICAP through a series of conversations with Josh Green, ICAP Director. I believe the proposed expansion of ICAP will be beneficial to entrepreneurs in our region and across the state. The addition of regional mentors will enhance ICAP's capacity overall and its capacity to respond to the unique needs of each region. As the SOVA Innovation Hub and Longwood continue to develop and implement an entrepreneurship training pipeline, one desirable outcome is for the appropriate segment of the participants in our training to move into the ICAP program. We look forward to deepening our partnership with the ICAP team to strengthen Virginia's entrepreneurial ecosystem and to support the development of entrepreneurs in southern Virginia.

Should you need any additional information about the SOVA Innovation Hub's intention to collaborate with ICAP, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink that reads "Lauren Mathena".

Lauren Mathena
Director of Economic Development and Community Engagement
Mid-Atlantic Broadband Communities Corporation
SOVA Innovation Hub Corporation

LONGWOOD

U N I V E R S I T Y

315 West Third Street
Farmville, Virginia 23901
tel: 434.395.2086
fax: 434.395.2359
trs: 711

April 30, 2021

Mr. Randy Lail
Chairman
Go Virginia Region 3
c/o Southside PDC
200 South Mecklenburg Ave.
South Hill, Virginia 23970

Dear Chairman Lail:

I am writing in support of the George Mason University - Virginia SBDC Network GO Virginia Statewide Economic Recovery and Resiliency (ERR) proposal to hire four regional Innovation Commercialization Assistance Program (ICAP) Mentors.

The Longwood University SBDC has been a supporter of ICAP and is actively working with the program, including collaborating with them to strengthen our GO Virginia Region 3 grant funded entrepreneurial training pipeline. Since ICAP was established, Virginia SBDC leadership has engaged with a number of regional partners to ensure entrepreneurs are aware of the resource, including The Launch Place. The addition of full-time ICAP Mentors will be a tremendous complement to the resources offered through our organization and other ecosystem partners. There is a need in our developing training pipeline for assistance that can be provided to more mature startups looking to transition to a growth organization. Additional ICAP Mentors would be a great benefit to the entrepreneurial ecosystem as it would provide consistent, high-quality, no cost support for area entrepreneurs through the established VA SBDC network.

The GO Virginia ERR funding proposal will provide funding and capacity to fill additional consulting needs in the local ecosystem and provide a better foundation for entrepreneurs looking to build a company or pivot as a result of COVID-19. We express strong support for this proposal and encourage Region 3 Council's endorsement of this statewide ERR proposal. Connecting with and leveraging a statewide resource such as ICAP seems to align well with GoVirginia's mission to encourage connectivity rather than duplicity of resources across regions.

Should anything else be needed from our office to show our support for this project, please let me know.

Thank you.

Sincerely,



Sheri R. McGuire
AVP – Community and Economic Development
Executive Director – Longwood University SBDC



GO Virginia Region 3 Council All-Hands Meeting Update



DATE: July 15, 2021

TO: Region 3 Council

FROM: R. Bryan David, Program Director

A handwritten signature in blue ink, appearing to be 'RBD', is placed over the name 'R. Bryan David'.

RE: GO Virginia Region 3 Council All-hands Meeting

At the February 17th and March 17th Executive Committee meetings, the committee discussed the possibility of having a *virtual* All-Hands meeting convened to serve as an opportunity for input on the Growth and Diversification Plan update as well as serve to update stakeholders on Region 3 recent accomplishments and future plans. This virtual All-Hands meeting had been tentatively identified to occur in June 2021.

The Executive Committee revisited this matter at its meeting on June 16th. It was agreed that given the recent changing conditions and considerations of the public health emergency the viability of sponsoring a virtual All-Hands meeting is questionable and should not be pursued.

Accordingly, the Executive Committee agreed for staff to begin planning for in-person All-Hands meeting in the January/February 2022 time frame. This will allow sufficient time for program content to be identified and developed as well as time for individuals to become more comfortable with attending in-person public gatherings again.

Recommendation:

For the Region 3 Council's information.

Attachments

- None.

FY2021-2022 Renewal of Marketing and Communications Services Contract



DATE: July 15, 2021

TO: Region 3 Executive Committee

FROM: R. Bryan David, Program Director

A handwritten signature in blue ink, appearing to be 'RBD', is placed next to the 'FROM' line.

RE: FY2021-2022 Renewal of Marketing and Communications Services Contract with Letterpress Communications

At its meeting on June 16th, the Executive Committee considered the renewal of the Region 3 Council's engagement of Letterpress Communications for marketing and communications services. The Region 3 Council had last approved the update for the period July 1, 2020 through June 30, 2021.

The Communications Committee Chair, Sherry Swinson, and I recommended that an updated contract was not at the point to bring forward for consideration by the Executive Committee or the Region 3 Council. It was shared that Letterpress Communications has fully and professionally delivered its services under the current contract, and it is not anticipated there would any significant modification to its current terms and conditions.

In light of the foregoing, the Executive Committee extended the contract with Letterpress Communications from July 1, 2021 to August 31, 2021. This extension will provide ample time to prepare a proposed renewal and present it to the Executive Committee at its meeting on meeting on August 18th.

Recommendation:

For the Region 3 Council information. No action needed.

Attachments

- None.

Conflict of Interests Act Training

This training module will cover the Conflicts of Interest Act and will fulfill your requirement for training on the Acts. Training will cover your responsibilities in regards to prohibited conduct and personal interests. You will also learn more about the responsibilities of the Virginia Conflict of Interest and Ethics Advisory Council and how we are here to assist you with compliance.

You are required to complete this training every two years. Training records are retained by either your agency coordinator or local clerk.

*Required field

First Name*

John

Middle Name

Middle Name

Last Name*

Doe

Title

Region 3 Council Member

Email Address*

info@southsidepdc.org

Role

Citizen Member Appointed to a State Board

Board*

Select...

Forensic Science Board
Fort Monroe Authority
Foundation of VA Natural Resources
Frontier Culture Museum-Board
George Mason University-Board
Germanna Community College-Board
GO Virginia - Board
Governor's Advisory Board on Service and Volunteerism
Governors Advisory Council on Revenue Estimates
Governors Mined Land Reclamation Advisory Board
Governors Task Force on Local Government Mandate Review
Gunston Hall Plantation-Board