



Great Opportunities in Technology and Engineering Careers



# GO Virginia Region 3 Annual Report

# GO Virginia Region 3 Council Annual Report

## I: Introduction

Region 3 is situated in rural southcentral Virginia. It has the largest land area and smallest population of all nine GOVA regions and incorporates thirteen counties and two cities. Region 3 is ripe with opportunities: established centers of advanced manufacturing and technology, emerging innovation assets that support an entrepreneurial base, educational institutions building a skilled workforce, a significant natural resource base, and civic leadership that creates the necessary social capital to adapt to changing market conditions. The success of its projects will be outlined in the FY 22 Annual Report.

<b>Region 3 Localities</b>	Counties of: Amelia, Brunswick, Buckingham, Charlotte,
	Cumberland, Halifax, Henry, Lunenburg, Mecklenburg,
	Nottoway, Patrick, Pittsylvania, and Prince Edward
	Cities of: Danville and Martinsville
<b>Support Organization</b>	Southside Planning District Commission
<b>Targeted Sectors (3-digit NAICS Codes)</b>	Agriculture and Food Processing
	Business Services
	Energy, Natural Resources & Finished Products
	Healthcare Services
	Information Technology & Communications Services
	Advanced Manufacturing and Advanced Materials

## II: Growth & Diversification

Region 3's Growth and Diversification (G&D) Plan was updated in 2021 and focused on strategies and opportunities for the Region to pursue over the next two years. Development of the 2021 G&D Plan update included numerous stakeholder input sessions. Nearly 100 individuals were involved in engagement session discussions. Five virtual group sessions covering the topics of Entrepreneurship, Business Retention and Scale-Up, Business Site Readiness, and Talent Development were also held. Additionally, one-on-one and group interviews were conducted, including local Chambers of Commerce, K12 and higher educational institutions, community foundations, youth leaders, prior grant recipients, local and regional economic developers, local government managers, state agencies, community innovation leaders, and most importantly, business leaders.

Last year's G&D Plan update recommended expanding and broadening Region 3's targeted industry sectors. This beneficial redefinition will cast a wider net to necessitate "intention" be

placed around emerging opportunities while continuing to encompass current target sectors. Most of the industry/employment gains within the past two years were in advanced manufacturing (Food Processing, Automotive, Coal/Power, Pharmaceuticals) which has a high job multiplier. Healthcare's sheer volume of employment, and higher regional mean wages, warrants attention and advancement of new initiatives. Additionally, healthcare is the only industry cluster expected to grow over the course of the next two years. Business Services & IT Data highlights the highest average wage of all target sectors and mid-tier employment, despite having the lowest Location Quotient (LQ). An LQ is an analytical statistic that measures a region's industrial specialization relative to a larger geographic unit, usually the nation. High-Value Natural Resource Products occupations account for the lowest total employment for the region, but mid-tier in wage; additionally, the LQ of the sector illustrates a significantly concentrated talent and advantage of the region. For these reasons, the previously targeted sectors remained unchanged in the 2021 update.

Stakeholder interviews identified a significant desire for the GO Virginia Regional Council to address and support **leadership development** within the Region. Those who recommended this clearly understand that the primary purpose of the Regional Council is to invest in transformational projects that align with its G&D Plan and investment strategy, and which create opportunities for the next generation of regional leaders. They also view the Region 3 Council as a successful leadership organization that has laid a foundation of trust, inclusion, diversity, and communication among its subregions and believe that building on this foundation is one key to the long-term success of the Region's economic health.

To facilitate the development of a leadership pipeline, the Region 3 Council will likely begin with a Enhance Capacity Building grant during FY2022-2023 to understand how to identify, engage, and cultivate a next generation of business and civic leaders. The primary purpose of this endeavor is to create a region-wide strategy and implementation mechanism to have the Region 3 Council's membership become self-sustaining with new leaders over the long-term.

Over the past five years, solid operational platforms for to achieve the Growth and Diversification Plan's goals for talent production, site development, business scale-up, and entrepreneurship support have been established. The following chart details the actions taken to achieve Region 3's goals and objectives, along with related Region 3 Actions and Projects.

GOAL	OPPORTUNITY	OBJECTIVE & ACTION	PROJECT(S)
Site Development	Support sustainable regional economic development systems in eastern and northern sub-regions	Strengthen the capacity of the eastern and northern sub-regions' economic development organizations to be active partners for Region 3 by connecting local economic developers, county administrators, and regional planning organizations to develop strategies/plans to sustain a sub-regional approach to site development	1) SVRA Site Development 2) VGA Refresh
	Increase the number of business-ready sites to tier ratings 3, 4, and 5	Fund development of regionally significant sites that support priority industry clusters to move up the Virginia Business Ready Sites Program (VBRSP) tier scale to Tier 3, 4, or 5 sites by supporting sub-regional efforts to prioritize sites that align with Region 3 target sectors	1) VGA Site Development (application in progress)
	Increase the number of Business-Ready properties (sites & buildings) for business services and health care sectors	Support identification and development of sites and buildings that align with the target sectors of business services and health by supporting sub-regional efforts to identify, characterize, and promote properties that align with business services and health care sectors, including real estate requirements	1) Mid-Atlantic Broadband Corp (MBC) Middle Mile Expansion
	Increase the marketability of unique properties in the Region	Support development of at least one unique real estate asset and complete assessments for at least four buildings in downtowns for adaptive reuse by supporting efforts to identify unique real estate assets and assess for market alignment	1) VGA Refresh



GOAL	OPPORTUNITY	OBJECTIVE & ACTION	PROJECT(S)
Talent Evolution	Monitor and advance the implementation of GO TEC	Ensure the outcomes of GO TEC are assessed, communicated, and linked to employers and economic development organizations by supporting efforts to extend the brand awareness of GO TEC within Region 3	<ol style="list-style-type: none"> <li>1) GO TEC 2B</li> <li>2) GO TEC Statewide Expansion (application in progress)</li> </ol>
	Support sector-based partnerships by identifying career paths for crosswalks incorporating new and emerging target sectors	Strengthen and expand non-degree programs (i.e., certifications and credentials) that enable employment pathways into new or emerging target sectors by supporting efforts that analyze current course offerings and gaps among educational institutions with the needs of employers; Assess training gaps based on employers' input; Support collaborative workforce development and training efforts	<ol style="list-style-type: none"> <li>1) ExperienceWorks</li> <li>2) GO TEC Statewide Expansion (application in progress)</li> </ol>
	Support apprenticeship model implementation	Develop and pilot an Apprenticeship Consortium leveraging the ExperienceWorks platform by supporting efforts to assess employer awareness and market demand for apprenticeship; Support efforts to assess benefits of, and engage if appropriate, state, and federal partners	<ol style="list-style-type: none"> <li>1) Entrepreneurship &amp; Innovation Implementation Strategy (EI&amp;I)</li> </ol>
	Develop an approach to talent attraction and retention	Develop and pilot a plan of action to retain and attract talent in Region 3 by supporting efforts to create a regional brand for talent attraction, identify barriers to talent attraction; Pilot an initiative for upskilling incumbent talent; Invest in sustainable models that introduce career support pathways at the elementary school level	<ol style="list-style-type: none"> <li>1) GO TEC 2B Project</li> <li>2) GO TEC Statewide Expansion (application in progress)</li> </ol>

GOAL	OPPORTUNITY	OBJECTIVE & ACTION	PROJECT(S)
Entrepreneurial Ecosystems	Monitor and advance the implementation of the SOVA Rise Collaborative	Ensure the outcomes of the SOVA Rise Collaborative are assessed, communicated, and the organization and partners are funded through the CIT Regional Innovation Fund by supporting efforts to extend the brand awareness of the entrepreneurial assets within Region 3	1) EI&I Project
	Support programmatic emphasis on agribusiness and health care sectors	Invest in growth of the agribusiness and health sectors through market development, site development, and talent development by connecting agribusiness stakeholders to identify barriers and opportunities; Connect health care stakeholders to identify barriers and opportunities	1) Controlled Environment Ag (CEA) Planning
	Identify and support efforts to grow emerging business sectors	Assess and support the growth of new business sectors identified through program participants and business formation data by creating an emerging business workgroup to identify and analyze the development of emerging sectors that leverage existing capacities in Region 3 in talent, sites, and new business formation	1) E&I Project, SEED Innovation Hub
	Sustain the designation of “significant” and increase the designation of “moderate” and “limited” in the entrepreneurial hubs within Region 3	Identify barriers and build organizational capacity to improve outcomes in the entrepreneurial hubs by sub-region (measured by patents, venture capital, SBIR, SBA loans, new business formation) by supporting efforts to ensure access to capital is aligned with various stages of entrepreneurial development from pre-seed to later stage; Support efforts to ensure access to program resources is available in Region 3	1) E&I Project, SEED Innovation Hub

GOAL	OPPORTUNITY	OBJECTIVE & ACTION	PROJECT(S)
Leadership	Anticipate the future	Identify and share resources to inform Council leadership about trends impacting Region 3 enabling Council to adapt its strategies as needed by looking for opportunities to engage with other Regions for investment opportunities; Conduct a retreat to hear from experts in rural economic development; Monitor changes in state programs and leadership that may impact the economy of Region 3	<ol style="list-style-type: none"> <li>1) All Hands Meeting</li> <li>2) State Board Meetings</li> <li>3) Retreat</li> </ol>
	Ensure strong and sustained leadership for the Council and the Region	Identify a Council sustainability model that creates a bench of emerging leaders and funding models to support its operations by proactively identifying and engaging citizen leaders to serve on Council committees and initiatives; Proactively champion stable funding support from state, regional, and private sources; Assess the creation of a leadership academy	<ol style="list-style-type: none"> <li>1) All Hands Meeting</li> <li>2) Council Meetings</li> <li>3) Leadership Planning Project (future)</li> </ol>
	Support Sustainable Regional Economic Development Systems in Eastern and Northern Sub-Region	Strengthen the capacity of the eastern and northern sub-regions' economic development organizations to be active partners for Region 3 by connecting local economic developers and county administrators and regional planning organizations to sustain a regional approach in the sub-regions	<ol style="list-style-type: none"> <li>1) All Hands Meeting</li> <li>2) Council Meetings</li> </ol>
	Build regional coalitions of strategic partners	Convene and report outcomes regularly to Council of meaningful cross-region conversations with at least five stakeholder audiences to develop a depth of partners for project support by connecting leaders of Chambers of Commerce, economic developers, Chief Administrative Officers and Chief elected officials, School Superintendents, and Young Leaders, both with their peers as well as across operational roles	<ol style="list-style-type: none"> <li>1) Council Meetings</li> </ol>
	Continue to build a multi-faceted communication strategy to reach diverse audiences	Increase the diversity and number of audiences within and outside the geography by following to the Region 3 Communications Plan	<ol style="list-style-type: none"> <li>1) Bi-Monthly Newsletters</li> <li>2) Website updates</li> <li>3) Social Media campaigns</li> </ol>

### III: Summary of Projects

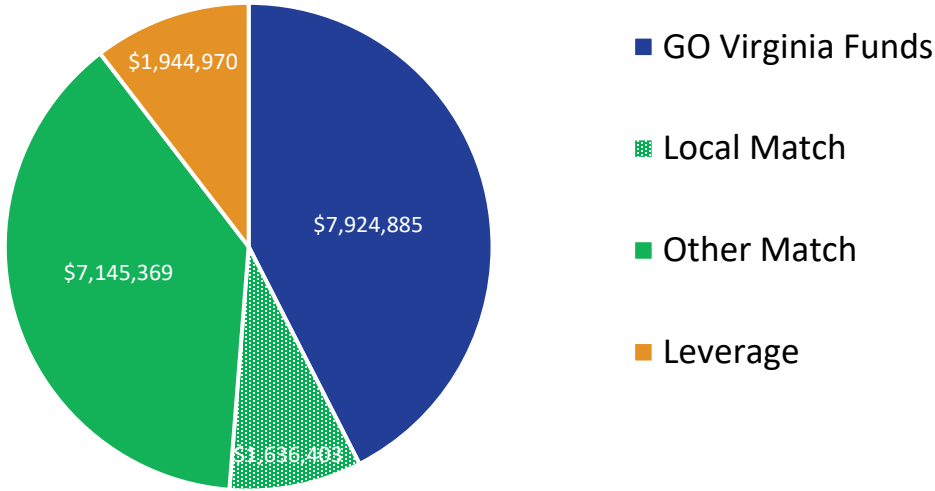
Project	GO Virginia Funds	Total Match	Local Match	Leverage	G&D Investment Strategy and Sector
SVRA Site Development	\$1,534,900	\$767,450	\$387,450	\$335,946	Site Development Advanced Manufacturing
ExperienceWorks	\$515,628	\$257,814	\$172,814	\$108,550	Talent Evolution
Controlled Environment Ag (CEA) Strategy and Roadmap	\$77,803	\$39,293.25	\$0	\$4,474	Cluster Scale-Up High-Value Natural Resource Products
SEED-Innovation Hub	\$662,304	\$2,637,104	\$25,139	\$496,000	Entrepreneurial Ecosystem
VGA Refresh	\$100,000	\$51,000	\$51,000	\$0	Sustainable REDO/Site Development Advanced Manufacturing
MBC Middle Mile Construction	\$5,000,000	\$5,000,000	\$1,000,000	\$1,000,000	Broadband Infrastructure Advanced Manufacturing IT/Data Centers
Gupton Initiative	\$99,200	\$55,000	\$0	\$0	Talent Evolution Advanced Manufacturing



<b>Project</b>	<b>Sub-Grantee</b>	<b>Participating Localities</b>	<b>Project Description</b>	<b>Relevant Project Metrics</b>
SVRA Site Development Project	IALR	City of Danville; Counties of Pittsylvania and Patrick; Halifax County IDA	Southern Virginia Regional Alliance (SVRA) has developed a program that will parallel VEDP's Site Development Program. The region had 33 of 66 available sites evaluated as part of the VEDP Program. This project will elevate ten of the 33 publicly owned sites to be more shovel-ready; seven sites totaling 1,188 acres from Tier 2 to Tier 4, and three sites totaling 311 acres from Tier 2 to Tier 3/Tier 4.	<ol style="list-style-type: none"> <li>1) Total acres raised to higher tier level: In progress</li> <li>2) Number of prospects: In progress</li> <li>3) Number of businesses attracted: In progress</li> </ol>
Experience Works	IALR	Public Schools of Amelia, Brunswick, Charlotte, Cumberland, Halifax, Henry, Lunenburg, Mecklenburg, Nottoway, Patrick, Pittsylvania, Prince Edward Counties and Cities of Danville and Martinsville	ExperienceWorks is a systems approach that leverages current Region 3 workforce development investments to connect students and young adults to high-skill, high-wage employment opportunities through a myriad of work-based learning platforms. Project outcome is to increase the number of high school graduates who can be gainfully employed in targeted growth sector positions.	<ol style="list-style-type: none"> <li>1) Number of students trained: 73 work-ready, 53 sector focused</li> <li>2) Number of internships created: 98 created, 81 interns placed</li> <li>3) Number of businesses served: 32</li> </ol>
Controlled Environment Ag (CEA) Strategy and Roadmap	IALR	Planning: N/A	IALR utilizing its recently opened Controlled Environment Agriculture (CEA) Innovation Center, proposes to engage the Virginia Tech Office of Community and Economic Engagement to develop a strategy and roadmap for supporting industry growth and workforce development for CEA in Region 3.	Planning: N/A
SEED-Innovation Hub	Longwood University Real Estate Foundation	Cumberland and Prince Edward County Public Schools, Hampden-Sydney College	Longwood University, in partnership with Hampden Sydney College, is leading the effort to establish an innovation hub in Downtown Farmville. Project SEED is an identified component of a 2020 funded Region 3 project titled Entrepreneurship and Innovation Investment Strategy. Project SEED will create a hub	Project metric currently in development.

			to serve as a Makerspace, Co-working Space, Small Business Development Center Office, and an Educational Outreach Center.	
VGA Refresh	Virginia's Growth Alliance	Planning: N/A	Virginia's Growth Alliance (VGA) will lead the development of a strategic reset of goals, priorities, focus, and support to better reflect changes in the organization and economic development landscape, realigning the organization into a more effective and sustainable posture. This grant will build the capacity of the regional economic development organization through business sector analysis, workforce study, analysis of regional incentives, and a feasibility fundraising study.	Planning: N/A
MBC Middle Mile Construction Project	Mid-Atlantic Broadband	Counties of Dinwiddie, Greensville, Lunenburg, Mecklenburg, Prince Edward, Prince George, and Sussex; City of Petersburg	Construction of 69 miles of new open-access, middle-mile fiber optic broadband infrastructure in Regions 3 and 4. This project will provide critical broadband connectivity and diversity for economic development purposes.	Project metrics currently in development.
Gupton Initiative	The Commonwealth Alliance for Rural Colleges	GOVA Regions 3, 1, 2, 4, and 8; Cities of Danville, Roanoke, Petersburg, Harrisonburg; Counties of Bland, Tazewell, Franklin, Rockingham; Crater PDC	The project goal is to launch and demonstrate the sustainability of a career pathways partnership with VCU's College of Engineering to create a pipeline of internship and employment opportunities for students enrolled in the Commonwealth Alliance for Rural Colleges member institutions in the advanced pharmaceutical manufacturing cluster in central Virginia.	Planning: N/A

### FY22 Region 3 Project Funding



#### *IV: Regional Collaboration & Partner Support*

2022 All Hands Meeting - The GO Virginia Region 3 Council convened its 2022 All Hands Meeting on May 5, 2022. There were over 100 attendees from key stakeholder groups including business, state elected officials, K12 and higher education, local and regional government, economic and community development, entrepreneurs, healthcare, agribusiness, and non-profits.

The program included presentations from project principals ranging from GO TEC to the Region 3 Entrepreneurship and Innovation Investment Strategy. In addition to the project presentations, The Honorable Nicole Riley, Deputy Secretary of Commerce and Trade, provided remarks during lunch.

The GO Virginia Region 3 Council relies on a wide range of partners during the year. These partners include:

- Counties of Amelia, Brunswick, Buckingham, Charlotte, Cumberland, Halifax, Henry, Lunenburg, Mecklenburg, Nottoway, Patrick, Pittsylvania, and Prince Edward
- Cities of Danville and Martinsville
- Southside Planning District Commission
- Commonwealth Regional Council
- West Piedmont Planning District Commission
- Southern Virginia’s Growth Alliance
- Virginia’s Growth Alliance
- Institute for Advanced Learning & Research
- Longwood University
- Hampden-Sydney College
- SOVA Innovation Hub
- Mid-Atlantic Broadband Communities Corporation.

- Commonwealth Alliance for Rural Colleges
- The Danville Regional Foundation
- The Harvest Foundation
- The South Central Workforce Development Board
- Virginia Tech Center for Community and Economic Development

## V: Outcomes & Impact

GO TEC 2B - GO TEC is a collaborative project that aims to develop the regional workforce in order to meet changing industry demands. The program begins to engage with the student at the middle school level and continues through high school dual enrollment and post-secondary programs. The focus of the project is to further develop the sectors of IT, advanced manufacturing, and STEM (science, technology, engineering and math) by creating a talent pipeline that begins in K-12.

- Key outcomes include build-out of 11 Career Connections (CC) Labs and completion of 6 existing labs with the addition of the CNC Milling Machines leading to a total of 17 CC labs in operation
- 13 new CC labs have been funded in Phase 2B
- 21 teachers were trained during the 2021-2022SY
- Dr. Julie Brown received an Impact Award from Lead Virginia on April 13, 2022 for her work with GO TEC

ExperienceWorks - This 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

Key outcomes include:

- 16 career cluster panels hosted at two-day Career Expo
- 70 volunteers at Career Expo
- 3,074 middle and high school students from multiple Region 3 school divisions participated
- Major Clarity is being used by 10,689 (41.49%) of 6<sup>th</sup>-12<sup>th</sup> in Region 3
- EXCITE teacher externship program connecting sixty (60) educators to businesses in the region
- Ten (10) work-readiness bootcamps to prepare students for WBL placements [scaling existing program]
- Paid internships for 150 students and young adults

Bridge to Recovery Program – This is network among economic development stakeholder organizations that enabled businesses who needed specific professional services or products due to the COVID-19 pandemic to connect with businesses in the Region 3 footprint who have those services and products.

Key outcomes include:

- The network is comprised of 14 Chambers of Commerce, 12 Local Economic Development Offices, 2 Regional Economic Development Organizations, 2 Planning District Commissions, SBDC, Entrepreneurial Organizations, and Higher Education
- 95 suppliers prequalified
- 130 requests for assistance from business ranging from less than 5 employees to those with over 250 employees
- 86 requests approved at a value of \$741,000

Region 3 Entrepreneurship and Innovation Investment Strategy – The project initiated the RISE Collaborative which brings together makers, entrepreneurs, and innovators of all backgrounds, interests, and experiences from across our region to support the growth of entrepreneurship and innovation in Region 3

Key outcomes include:

- SOVA Rise website launched (<https://sovarise.com/>)
- 3 CO Starters cohorts completed
- Generator pilot enrolled 100+ students Spring 2022.
- RISE Collegiate Business Plan Competition engaged 5 teams of students Spring 2022.
- 6 meetups hosted with 3 virtual and 3 hybrids (locations: South Hill, Lawrenceville, Farmville), 3 workshops hosted, 1 pitch event hosted

## VI: Communication and Outreach

GO Virginia Region 3 Council engages in a robust communications program through its engagement of Letterpress Communications. This professional firm provides the following services:

- Strategic Consulting – develops and implements communication strategies under a variety of marketing channels to include social media, public relations, graphic design and collateral, event communications, photography, videography, advertising, and website design and maintenance.
- Bi-Monthly Email Newsletter – provides news and events involving the Region 3 Council and other stakeholders involved with the GO Virginia program.
- Social Media – develops content, maintains posts, and tracks engagement for the Region 3’s Facebook and LinkedIn accounts; posts video content to Region 3’s YouTube channel.
- Website Content – updates the Region 3 website as needed.
- Public Relations – maintains and updates targeted media lists (local, regional, state, and national), develops and distributes press release content, pitch stories to national media, and monitor economic news via traditional and digital channels in Region 3.

## VII: Project Pipeline

Mid-Atlantic Broadband Open Access Middle Mile Expansion Project - The purpose of this Statewide Competitive Project with GO Virginia Regions 4 and 9 will be to build six (6) middle mile backbone segments covering approximately 130 miles that will provide critical broadband connectivity and diversity for economic development purposes in nine (9) localities including the Counties of Cumberland, Mecklenburg, Lunenburg, Prince Edward, Nottoway, Dinwiddie, Prince George, Sussex, Greensville, Louisa, and the City of Petersburg. The project has received approval from the GO Virginia State Board and is awaiting approval a companion grant from the National Telecommunications Information Administration. Total project cost is approximately \$20,000,000.

GO TEC Virginia 2025 - Great Opportunities in Technology and Engineering Careers (GO TEC™) Virginia 2025 is a strategic talent pipeline initiative designed to attract new companies and grow existing businesses in targeted traded sectors across multiple GO Virginia regions based on aligned economic development interests. Total project cost is approximately \$6,200,000.



## VIII: Council Members

Council Member	Title-Organization	Email
Timothy Clark- Region 3 Chair	President- Blair Construction, Inc.	tclark@blair-construction.com
Randolph Lail- Region 3 Vice Chair	Chairman of the Board- Benchmark Bank and Mid-Atlantic Broadband	randy.lail@earthlink.net
Charles Majors- Region 3 Executive Committee	Chairman of the Board- American National Bank	majorsc@amnb.com
Sherry Swinson- Region 3 Executive Committee	Director- Hull Springs Farm Longwood University	swinsonsd@longwood.edu
Lauren Willis- Region 3 Executive Committee	BSA Officer- Bank of Charlotte County	ltawillis10@gmail.com
Robert Bates	Branch Manager- Halifax Office Benchmark Bank	robert.bates@bcbonline.com
Scott Burnette	CEO- VCU Health Community Memorial Hospital	scott.burnette@vcuhealth.org
Clark Casteel	President & CEO- Dan River Foundation	ccasteel@drfonline.org
Melody Foster	Executive Director- Commonwealth Regional Council	mfoster@virginiasheartland.org
Amy Griffin	Superintendent (Retired)- Cumberland County Public Schools	dramygriffin@gmail.com
Tim Hall	County Administrator (Retired)- Henry County	timahall@yahoo.com
Keith Harkins, PhD	Vice President – Academic & Workforce Programs SVCC	keith.harkins@southside.edu
Rhonda Hodges	Vice President- Workforce, Eco. & Com. Dev. PHCC	rhodges@patrickhenry.edu
James McClain	President & CEO- SW Virginia Energy Industries	james@swvagas.com
John Parkinson	CEO- Drake Extrusion, Inc.	jparkinson@drakeextrusion.com
Alfreda Reynolds	Director of Economic Development- Brunswick County	areynolds@brunswickco.com
Jeremy Satterfield	Manager- TechSpark Community Engagement Microsoft Corporation	jeremy.satterfield@microsoft.com

## IX: Support Organization

Region 3 Support Organization	
Southside Planning District Commission	
200 S. Mecklenburg Ave South Hill, Virginia 23920	
Bryan David- Region 3 Program Director	
UVA- Weldon Cooper Center	
Email: <a href="mailto:bryan.david@virginia.edu">bryan.david@virginia.edu</a>	Phone: 540-395-6504