

**GOVA REGION 3
FULL COUNCIL
MEETING PACKET**

April 19, 2023



GO Virginia Region 3 Council Meeting

Date and Time: April 19, 2023
1:00 pm – 3:00 pm

Location: SOVA Innovation Hub
715 Wilborn Ave
South Boston, VA 24592

Virtual Link: <https://tinyurl.com/2p8f679d>
Dial-In: 1-669-444-9171
Meeting ID: 3390115898
Password: 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 | Tim Clark |
| II. Roll Call and Confirmation of Quorum | Deborah Gosney |
| III. Public Comments | Tim Clark |
| a. Previously Submitted | |
| b. Submitted During Virtual Meeting | |
| IV. Declaration of Conflicts of Interest | Tim Clark |
| V. Approval of Meeting Minutes and Notes | Tim Clark |
| VI. Financial Report | Deborah Gosney |
| VII. GO Virginia Region 3 Project Funding Matrix Report | Deborah Gosney |
| VIII. GO Virginia Growth & Diversification Plan Status Report | Liz Povar |

Special Appearances and Presentations

- | | |
|---|-----------|
| IX. GO TEC Virginia 2025, Dr. Julie Brown, Vice President for Advanced Learning, Institute for Advanced Learning and Research | Tim Clark |
|---|-----------|

Old Business

- | | |
|---|-----------|
| X. Approved Projects Update | Tim Clark |
| XI. Project Pipeline (closed meeting if needed) | Tim Clark |
| a. GO Virginia Region 3 Entrepreneurship Investment & Innovation Strategy – Phase II (Per Capita) | |
| b. SOVA Innovations Labs (Per Capita) | |



AGENDA (continued)

New Business

XII. Committee Reports

Tim Clark

a. Nominating Committee Report

- i. Election of Region 3 Council Chair and Vice Chair for 2023-2024

b. Project Review Committee

- ii. Southern Virginia Partnership for Health Science Careers
(Talent Pathways Initiative_Planning)

XIII. GO Virginia Region 3 Council_FY2024 Operating Budget

Program Director's Report

Bryan David

XIV. 2023 Growth & Diversification Plan Update

XV. 2023 All Hands Meeting Update

Adjourn

MINUTES

**GO VIRGINIA REGION 3 FULL COUNCIL
MEETING MINUTES
Wednesday, January 18, 2023**

REGULAR BUSINESS

Call To Order

Chair Clark called the GO Virginia (GOVA) Region 3 virtual Full Council meeting to order on Wednesday, January 18, 2023, at 1:03 p.m. This meeting is being held by electronic communications via the web platform ZOOM. The required public notice and receipt of public comments was provided as outlined in the requirements of electronic meetings.

Roll Call and Confirmation of Quorum

Deborah Gosney conducted roll call. Chair Clark declared a quorum was present virtually.

Region 3 Council Members

Members	In Person	Virtual	Absent	Members	In Person	Virtual	Absent
Robert Bates			X	Rhonda Hodges		X	
Scott Burnette			X	Randolph Lail		X	
Clark Casteel		X		Charles Majors		X	
Timothy Clark		X		James McClain		X	
Melody Foster		X		John Parkinson		X	
Kristin Gee		X		Alfreda Reynolds		X	
Amy Griffin		X		Jeremy Satterfield		X	
Tim Hall			X	Sherry Swinson		X	
Keith Harkins		X		Lauren Willis		X	

Region 3 Staff in Attendance

Name – Organization - Role	In Person	Virtual	Absent
Deborah Gosney - Southside PDC - Support Org. & Fiscal Agent		X	
Bryan David - UVA Weldon Cooper Center Contract Staff – Region 3 Program Director		X	
Ann Taylor Wright (CTW Consulting, LLC) - Southside PDC Contract Staff		X	
Liz Povar (The Riverlink Group) - Southside PDC Contract Staff		X	
Nancy Pool – Southside PDC Contract Staff		X	

Guests in Attendance

Name - Title	Organization	In Person	Virtual
Jason El Koubi- President & CEO	Virginia Economic Development Partnership		X
Alex Veatch- Account Executive	LetterPress Communications		X
Sarah Beth Morrison- Grant Development	Patrick Henry Community College		X
David Denny- Executive Director	Virginia's Growth Alliance		X
Chad Patton- Dean of Career Tech	Southside Virginia Community College		X

Public Comments

No written or verbal public comments were received.

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
Rhonda Hodges	GO TEC; Patrick Henry Community College
Tim Hall	Henry County
Melody Foster	Longwood University; SOVA Innovation Hub; Mid-Atlantic Broadband
Keith Harkins	Southside Virginia Community College
Jeremy Satterfield	Microsoft; SOVA Innovation Hub
Alfreda Reynolds	Brunswick County; VGA Board Member

Approval of Minutes

Chair Clark noted that the minutes of the October 19, 2022 Full Council meeting were received via email prior to the meeting and included in the meeting packet.

Melody Foster made a motion that the minutes from the October 19, 2022 Full Council meeting be approved as presented, the motion was seconded by Jeremy Satterfield and was approved by unanimous roll call vote.

Financial Reports

Deborah Gosney reviewed the Financial Reports and Funding Matrix that were included in the meeting packet for the period December 1, 2022 to December 30, 2022.

Clark Casteel made a motion that the Financial Reports be approved as presented, the motion was seconded by Sheri Swinson and was approved by unanimous roll call vote.

SPECIAL APPEARANCES & PRESENTATIONS

- Jason El Koubi, President and CEO of Virginia's Economic Development Partnership (VEDP), addressed the Council to inform them of recent updates at VEDP.
- Alex Veatch with LetterPress presented the updated website to the Council.

OLD BUSINESS

Approved Projects Updates

Bryan David presented updates on all active projects. Additional details were provided in the meeting packet. Chair Clark asked members for questions or comments; there being none, there was no discussion regarding the updates.

Project Pipeline Updates

Bryan David reviewed the current project pipeline which was emailed to Council members prior to the meeting. The following projects were discussed:

- Assessment and Update of GOVA Region 3 Entrepreneurship & Investment Innovation Strategy (Planning Grant)
- Southern Virginia Health Science Career Talent Pipeline (Planning Grant)
- SOVA Innovation Labs (Per Capita)

Chair Clark asked members for questions or comments; there being none, there was no discussion regarding the updates.

NEW BUSINESS

Project Review Committee

A complete summary of the Project Review Committee's recommendation and a copy of each application was sent to Region 3 Council members under separate cover prior to the January 18th meeting. The Project Review Committee met on January 12th to consider the following projects:

- Expanding GO TEC Pathways- Dual Enrollment Welding Instructor for Patrick & Henry Community College: This project will support the GO TEC Pathways program delivered by Patrick & Henry Community College (PHCC) on behalf of Henry County and Martinsville City Public Schools. Specifically, PHCC is undertaking a significant expansion of its current welding program

to triple its welding booths' capacity and add a certificate in robotic welding. Along with this expansion, PHCC will provide dual-enrollment welding classes for high school students from each division. The welding instructor will be responsible for welding dual enrollment instruction and other welding coursework as availability allows. The funding will support the instructor's salary and benefits for three (3) fiscal years (2023-2025). Afterward, PHCC will fund the position. The PRC recommended that the Region 3 Council approve the application as proposed.

- Expanding GO TEC Pathways- Dual Enrollment Mechatronics Instructor for Southside Virginia Community College: This project will support the GO TEC Pathways program delivered by Southside Virginia Community College (SVCC) on behalf of four (4) school divisions located in Region 3's northern subregion listed above. SVCC Is experiencing a positive enrollment trend which will require a full-time salaried instructor at the John H. Daniel Campus in Keysville. This instructor will be responsible for Mechatronics instruction to dual enrollment high school students as part of the GO TEC Pathways program. [*Mechatronics combines mechanics, electronics, robotics, and computer-related subjects.] The funding will support the instructor's salary and benefits for three (3) fiscal years (2023-2025). Afterward, SVCC will fund the position. The PRC recommended that the Region 3 Council approve the application as proposed.

- Virginia's Growth Alliance Site Development Project: This request increases the inventory of business-ready sites for the Virginia Growth Alliance's (VGA) member localities. Using criteria established by the Virginia Economic Development Partnership, the participating localities identified and prioritized six (6) sites for funding. These criteria include suitability and marketability for VGA/Region 3 targeted business sectors, available labor shed, contiguous acres, and other pertinent factors. The grant will fund the "due diligence" work to include wetland delineation, geotechnical studies, topography mapping, traffic analysis boundary survey, and the like. The PRC recommended that the Region 3 Council approve the application as proposed.

Melody Foster made a motion to approve all three applications as presented, seconded by Lauren Willis, motion carried with eleven “yes” roll call votes; there were five abstentions all due to conflicts of interest as noted on page 2 of Minutes:

Members	Yes	No	Abstain	Members	Yes	No	Abstain
Robert Bates	Absent			Rhonda Hodges			X
Scott Burnette	Absent			Randolph Lail	X		
Clark Casteel	X			Charles Majors			X
Timothy Clark	X			James McClain	X		
Melody Foster	X			John Parkinson	X		
Kristin Gee	X			Alfreda Reynolds			X
Amy Griffin	X			Jeremy Satterfield			X
Tim Hall	Absent			Sherry Swinson	X		
Keith Harkins	X		X	Lauren Willis	X		

Program Director's Report

Bryan David presented the Program Director's Report as detailed in the meeting packet. Topics discussed were GO TEC 2025, Region 3 Council 2023 calendar, and the GO Virginia Region 3 Annual Report. There were no questions, nor comments, from the Council.

OTHER BUSINESS

None

ADJOURN

There being no additional business matters to go before the GO Virginia Region 3 Council, Chair Clark adjourned the meeting at **2:37 p.m.**

These minutes were approved on **April 19, 2023**.

Deborah Gosney, Southside PDC
Executive Director

Tim Clark, GOVA Region 3
Council Chair

DRAFT

FINANCIAL REPORT

FY23 GO VA OPERATING BUDGET

GO Virginia Region 3

Report Period: March 1, 2023 to March 31, 2023

Draw Period: March 1, 2023 to March 31, 2023

GO VIRGINIA



VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

FY 23 GO VIRGINIA FUNDS

Budget Categories	Operating Budget	Previously Paid Expenses	DHCD Request Submitted in Remittance 1	Total Expenses To Date	FY23 Available Funds
Program Operations					
Audit	\$ 1,170.00	\$ -	\$ -	\$ -	\$ 1,170.00
Meetings & Facilitation					
All Hands Meeting	8,000.00	-	3,635.00	3,635.00	4,365.00
Meetings & Trainings	1,500.00	-	-	-	1,500.00
Total Meetings & Facilitation	9,500.00	-	3,635.00	3,635.00	5,865.00
Supplies	500.00	-	-	-	500.00
Salaries - SPDC	80,000.00	-	6,760.25	6,760.25	73,239.75
Contract Services					
SPDC UVA MOU	104,236.00	-	-	-	104,236.00
SPDC Contract Staff - Riverlink	9,000.00	-	750.00	750.00	8,250.00
SPDC Contract Staff - Nancy Pool	7,200.00	-	200.00	200.00	7,000.00
Total Contract Services	120,436.00	-	950.00	950.00	119,486.00
Marketing - Letterpress	31,900.00	-	2,645.00	2,645.00	29,255.00
Rent - SOVA Innovation Hub	5,415.00	-	446.50	446.50	4,968.50
Total Program Operations	248,921.00	-	14,436.75	14,436.75	234,484.25
Planning					
Technical Assistance					
All Hands Meeting	1,079.00	-	-	-	1,079.00
Total Planning	1,079.00	-	-	-	1,079.00
TOTAL	\$ 250,000.00	\$ -	\$ 14,436.75	\$ 14,436.75	\$ 235,563.25

The Checking Account is
is comprised of:

\$47,039.72	Local Funds - Unexpended (Martinsville/Henry County)
384.81	Interest
\$47,424.53	
(14,436.75)	Checks Submitted in Remittance 1
(522.40)	Check to be Submitted in Remittance 2
<u>\$32,465.38</u>	Checkbook Balance at March 31, 2023

Checks Submitted in Remittance 1	
9934 - The Prizery - All Hands Meeting - venue	\$ 2,635.00
9935 - Micah White - All Hands Meeting - speaker deposit	1,000.00
9936 - The Riverlink Group - February 2023	750.00
9937 - SOVA Innovation Hub - Rent - March 2023	446.50
9938 - Nancy Pool - February 2023	200.00
9939 - Letterpress Communications - Marketing - March 2023	2,645.00
9940 - SPDC - Salaries - February 2023	6,760.25
Total Checks Submitted in Remittance 1	\$ 14,436.75

Checks to be Submitted in Remittance 2	
9930 - Letterpress Communications - Marketing - Feb 2023	\$ 522.40
Total Checks to be Submitted in Remittance 2	\$ 522.40

FY21 GO VA OPERATING BUDGET

GO Virginia Region 3

Report Period: February 1, 2021 to March 31, 2022

*Final FY21 Report. April 2022 reflects the start of FY22 Funding.

Draw Period: March 1, 2022 to March 31, 2022

GO VIRGINIA



VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

FY 21 GO VIRGINIA FUNDS

Budget Categories	Operating Budget	Budget Revision #1 (+/-) Change	Budget Revision #1	Budget Revision #2 (+/-) Change	Budget Revision #2	Budget Revision #3 (+/-) Change	Budget Revision #3	Previously Paid Expenses	DHCD Request Submitted in Remittance 13	Total Expenses To Date	FY21 Available Funds*
Program Operations											
Audit	\$ 1,170.00	\$ -	\$ 1,170.00	\$ -	\$ 1,170.00	\$ 30.00	\$ 1,200.00	\$ 1,200.00	\$ -	\$ 1,200.00	\$ -
Meetings & Facilitation											
All Hands Meeting	-	-	-	-	-	-	-	-	-	-	-
Council Meetings	1,500.00	-	1,500.00	-	1,500.00	422.47	1,922.47	1,922.47	-	1,922.47	-
Total Meetings & Facilitation	1,500.00	-	1,500.00	-	1,500.00	422.47	1,922.47	1,922.47	-	1,922.47	-
Supplies	500.00	-	500.00	-	500.00	(204.98)	295.02	295.02	-	295.02	-
Salaries - SPDC	80,000.00	(12,700.00)	67,300.00	(8,000.00)	59,300.00	(1,893.70)	57,406.30	52,058.14	5,348.16	57,406.30	-
Contract Services											
SPDC UVA MOU	101,200.00	-	101,200.00	-	101,200.00	(0.04)	101,199.96	101,199.96	-	101,199.96	-
SPDC Contract Staff - Riverlink	9,000.00	-	9,000.00	-	9,000.00	1,871.25	10,871.25	10,871.25	-	10,871.25	-
SPDC Contract Staff - Nancy Pool	7,200.00	-	7,200.00	1,000.00	8,200.00	(225.00)	7,975.00	7,975.00	-	7,975.00	-
Total Contract Services	117,400.00	-	117,400.00	1,000.00	118,400.00	1,646.21	120,046.21	120,046.21	-	120,046.21	-
Marketing - Letterpress	31,900.00	-	31,900.00	7,000.00	38,900.00	-	38,900.00	36,420.00	2,480.00	38,900.00	-
Rent - SOVA Innovation Hub	5,415.00	-	5,415.00	-	5,415.00	-	5,415.00	5,415.00	-	5,415.00	-
Total Program Operations	237,885.00	(12,700.00)	225,185.00	-	225,185.00	-	225,185.00	217,356.84	7,828.16	225,185.00	-
Planning											
Technical Assistance											
All Hands Meeting	12,115.00	12,700.00	24,815.00	-	24,815.00	-	24,815.00	24,815.00	-	24,815.00	-
Total Planning	12,115.00	12,700.00	24,815.00	-	24,815.00	-	24,815.00	24,815.00	-	24,815.00	-
TOTAL	\$ 250,000.00	\$ -	\$ 250,000.00	\$ -	\$ 250,000.00	\$ -	\$ 250,000.00	\$ 242,171.84	\$ 7,828.16	\$ 250,000.00	\$ -

The Checking Account is comprised of:

\$47,039.72	Local Funds - Unexpended (Martinsville/Henry County)
264.70	Interest
\$47,304.42	
(7,828.16)	Checks to be Submitted in Remittance 13 - FY21 Funding
(900.00)	Checks to be Submitted in Remittance 1 - FY22 Funding
<u>\$38,576.26</u>	Checkbook Balance at March 31, 2022

Checks to be Submitted in Remittance 13 and Final - FY21 Funding	
9790 - Letterpress Communications - February 2022	\$ 1,850.00
9791 - SPDC - February 2022	2,885.91
9792 - Letterpress Communications - March 2022	630.00
9793 - SPDC - March 2022	2,462.25
Total Checks to be Submitted in Remittance 13 and Final	\$ 7,828.16

Checks to be Submitted in Remittance 1 - FY22 Funding	
9788 - The Riverlink Group - February 2022	\$ 750.00
9789 - Nancy Pool - February 2022	150.00
Total Checks to be Submitted in Remittance 1 - FY22 Funding	\$ 900.00

SVRA SITE DEVELOPMENT

Grant Agreement Term: October 1, 2021 - September 30, 2023

Report Period: March 1, 2023 to March 31, 2023

Sub-Grantee: Southern Virginia Regional Alliance

GO VIRGINIA



VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

GO VIRGINIA GRANT FUNDS

Budget Categories from CAMS	GOVA Budget	Previously Paid	DHCD Request Drawdown #1 2/13/2023	Total Paid After Remittance	Grant Balance
SPDC Project Monitoring/Reporting	\$ 35,000.00	\$ -	\$ -	\$ -	\$ 35,000.00
Architectural and Engineering Fees	\$ 1,478,100.00	\$ -	\$ 83,550.00	\$ 83,550.00	\$ 1,394,550.00
Administration - IALR	\$ 21,800.00	\$ -	\$ 13,625.00	\$ 13,625.00	\$ 8,175.00
Totals	\$ 1,534,900.00	\$ -	\$97,175.00	\$97,175.00	\$ 1,437,725.00

REQUIRED MATCHING FUNDS

Budget Categories from CAMS	Committed Match	Previous Match	Current Match 2/13/2023	Total Match To Date	Match Balance
Architectural and Engineering Fees	\$ 767,450.00		\$ 547,999.14	\$ 547,999.14	\$ 219,450.86
Totals	\$ 767,450.00	\$ -	\$ 547,999.14	\$ 547,999.14	\$ 219,450.86

Status: The first remittance was delayed due to SVRA only recently started receiving invoices for completed A&E services. The majority of studies will be completed in the first quarter of 2023.

BRIDGE TO RECOVERY

Grant Agreement Term: July 1, 2020 - April 30, 2023

Report Period: March 1, 2023 to March 31, 2023

Sub-Grantee: Southern Virginia Regional Alliance

GO VIRGINIA



VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

GO VIRGINIA GRANT FUNDS

Budget Categories from CAMS	GOVA Budget	Previously Paid	DHCD Request Drawdown #7 3/13/2023	Total Paid After Remittance	Grant Balance
SPDC Project Monitoring/Reporting	\$ 10,000.00	\$ 7,643.99		\$ 7,643.99	\$ 2,356.01
Administration	\$ 104,629.97	\$ 79,915.17	\$ 10,896.60	\$ 90,811.77	\$ 13,818.20
Contract Services	\$ 280,000.00	\$ 102,672.41	\$ 26,558.75	\$ 129,231.16	\$ 150,768.84
Fringe Benefits	\$ 63,052.22	\$ 50,187.18	\$ 6,971.70	\$ 57,158.88	\$ 5,893.34
Salaries	\$ 124,005.81	\$ 92,380.84	\$ 18,375.03	\$ 110,755.87	\$ 13,249.94
Other: Collaborative Support	\$ 103,707.00	\$ 45,625.00	\$ 6,250.00	\$ 51,875.00	\$ 51,832.00
Other: Subscriptions	\$ 75,933.00	\$ 60,704.51	\$ 3,410.73	\$ 64,115.24	\$ 11,817.76
Other: Website Updates	\$ 8,000.00	\$ 7,125.00		\$ 7,125.00	\$ 875.00
Other: Training/Marketing Program	\$ 5,672.00	\$ 4,083.98	\$ 216.62	\$ 4,300.60	\$ 1,371.40
Other: E-Commerce Assistance	\$ 100,000.00	\$ 49,500.00		\$ 49,500.00	\$ 50,500.00
Other: Marketing	\$ 50,000.00	\$ 49,881.63	\$ -	\$ 49,881.63	\$ 118.37
Totals	\$ 925,000.00	\$ 549,719.71	\$ 72,679.43	\$ 622,399.14	\$ 302,600.86

REQUIRED MATCHING FUNDS

Budget Categories from CAMS	Committed Match	Previous Match	Current Match 3/13/2023	Total Match To Date	Match Balance
Construction	\$ 154,159.97	\$ 134,159.97		\$ 134,159.97	\$ 20,000.00
Fringe Benefits	\$ 36,761.83	\$ 36,761.83		\$ 36,761.83	\$ -
Salaries	\$ 121,262.74	\$ 121,262.74		\$ 121,262.74	\$ -
Other: Finance Costs for Cash Flows	\$ 26,000.00	\$ -		\$ -	\$ 26,000.00
Other: Upgrade Costs for Shop Local	\$ 10,000.00	\$ -		\$ -	\$ 10,000.00
Other: PPE Tool Kits	\$ 14,123.85	\$ 14,079.34		\$ 14,079.34	\$ 44.51
Other: Meeting Expense (Sites/Virtual)	\$ 20,000.00	\$ -		\$ -	\$ 20,000.00
Other: Finance & Procurement Admin	\$ 97,125.00	\$ 83,250.00	\$ 10,406.25	\$ 93,656.25	\$ 3,468.75
Other: Business Services Match Funds	\$ 331,977.31	\$ 271,977.31		\$ 271,977.31	\$ 60,000.00
Totals	\$ 811,410.70	\$ 661,491.19	\$ 10,406.25	\$ 671,897.44	\$ 139,513.26

Status: GOVA funds are 67% expended. A second extension through April 30, 2023 was approved to meet the demand for professional services and address additional identified post-Covid needs. The final remittance request is expected in April and close out reports will be prepared and submitted.

GO-TEC 2B: FINAL REPORT: PROJECT CLOSED

Grant Agreement Period: June 23, 2020 - September 30, 2022

Report Period: March 1, 2023 to March 31, 2023

Sub-Grantee: Institute for Advanced Learning & Research

GO VIRGINIA



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

GO VIRGINIA GRANT FUNDS

Budget Categories (FROM CAMS)	GOVA Budget	Previously Paid	DHCD Request Drawdown #11 12/15/2022	Total Paid After Remittance	Grant Balance
SPDC Project Monitoring/Reporting	\$ 16,554.36	\$ 2,266.89	\$ 940.50	\$ 3,592.39	\$ 12,961.97
Contract Services				\$-	0
Equipment	\$ 2,430,751.29	\$ 2,090,262.13	\$ 217,402.27	\$ 2,309,041.42	\$ 121,709.87
Salaries	\$ 791,120.00	\$ 644,322.90	\$ 45,918.37	\$ 724,428.13	\$ 66,691.87
Training				\$-	0
Travel and Misc	\$ 89,000.00	\$ 66,169.58	\$ 18,965.66	\$ 89,000.00	\$ -
Administration	\$ 248,315.35	\$ 210,056.68	\$ 21,171.44	\$ 234,185.27	\$ 14,130.08
	\$ 3,575,741.00	\$ 3,013,078.18	\$ 304,398.24	\$ 3,360,247.21	\$ 215,493.79

MATCHING FUNDS

Budget Categories (FROM CAMS)	Committed Match	Previous Match	Current Match 12/15/2022	Total Match to Date	Match Balance
Equipment	\$ 1,637,000.00	\$ 2,323,600.28	\$ 99,543.08	\$ 2,423,143.36	\$ (786,143.36)
Salaries	\$ 916,000.00	\$ 978,664.89	\$ 115,253.93	\$ 1,093,918.82	\$ (177,918.82)
Travel and Misc				\$-	\$ -
IDEA Academy				\$-	\$ -
Scholarship	\$ 72,918.79	\$ 69,068.09	\$ 148,346.59	\$ 217,414.68	\$ (144,495.89)
Career Tech Academy				\$-	\$ -
	\$ 2,625,918.79	\$ 3,371,333.26	\$ 363,143.60	\$ 3,734,476.86	\$ (1,108,558.07)

*over matched

Status: GOVA funds were 94% expended. DD#11 was the final remittance; \$215,493.79 was unexpended. This was a state competitive project, thus unexpended funds will not affect the Region 3 Per Capita balance. Project close out documents have been accepted. This project is now closed.

MBC MIDDLE MILE PLANNING: FINAL REPORT: PROJECT CLOSED

GOVA Grant Agreement Term: October 1, 2020 - December 31, 2022

Report Period: March 1, 2023 to March 31, 2023

Sub-Grantee: Mid-Atlantic Broadband

GO VIRGINIA



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

GO VIRGINIA GRANT FUNDS

Budget Categories (FROM CAMS)	GOVA Budget	Previously Paid	DHCD Request Drawdown #10 1/12/2023	Total Paid After Remittance	Grant Balance
Planning/Assessment	\$ 100,000.00	\$ 91,652.68	\$ 7,365.00	\$ 99,017.68	\$ 982.32
	\$ 100,000.00	\$ 91,652.68	\$ 7,365.00	\$ 99,017.68	\$ 982.32

REQUIRED MATCHING FUNDS

Budget Categories (FROM CAMS)	Committed Match	Previous Match	Current Match 1/12/2023	Total Match	Match Balance
Planning/Assessment	\$ 900,000.00	\$ 824,874.12	\$ 66,285.00	891,159.12	\$ 8,840.88
	\$ 900,000.00	\$ 824,874.12	\$ 66,285.00	891,159.12	\$ 8,840.88

Status: GOVA funds were 92% expended. DD#10 was the final remittance; \$982.32 was unexpended. Unexpended funds will be added to the Region 3 Per Capita balance. Project close out documents have been accepted. This project is now closed.

ENTREPRENEURSHIP & INNOVATION IMPLEMENTATION

Grant Agreement Term: April 1, 2021 - June 30, 2023

Report Period: March 1, 2023 to March 31, 2023

Sub-Grantee: SoVa Innovation Hub

GO VIRGINIA



VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

GO VIRGINIA GRANT FUNDS

Budget Categories (FROM CAMS)	GOVA Budget	Previously Paid	DHCD Request Drawdown #4 2/7/2023	Total Paid After Remittance	Grant Balance
SPDC Project Monitoring/Reporting	\$ 5,000.00	\$ 2,668.31		\$ 2,668.31	\$ 2,331.69
Other : Entrepreneurship training	\$ 129,000.00	\$ 41,559.15	\$ 11,690.11	\$ 53,249.26	\$ 75,750.74
Other : Youth entrepreneurship program	\$ 75,000.00	\$ 20,052.22	\$ 12,702.37	\$ 32,754.59	\$ 42,245.41
Other : Program branding/marketing	\$ 115,000.00	\$ 72,938.85	\$ 38,614.21	\$ 111,553.06	\$ 3,446.94
Other : Regional scorecard implement	\$ 5,000.00	\$ 2,074.69	\$ 243.83	\$ 2,318.52	\$ 2,681.48
Other : Farmville innovation space	\$ 40,000.00	\$ -	\$ 8,100.00	\$ 8,100.00	\$ 31,900.00
Other : Consultants - out of region	\$ 80,000.00	\$ 31,929.60	\$ 4,922.50	\$ 36,852.10	\$ 43,147.90
Total	\$ 449,000.00	\$ 171,222.82	\$ 76,273.02	\$ 247,495.84	\$ 201,504.16

REQUIRED MATCHING FUNDS

Budget Categories (FROM CAMS)	Committed Match	Previous Match	Current Match 2/7/2023	Total Match to Date	Match Balance
Administration	\$ 10,000.00	\$ 4,637.50		\$ 4,637.50	\$ 5,362.50
Other : Entrepreneurship training	\$ 75,000.00	\$ 33,379.39	\$ 12,558.71	\$ 45,938.10	\$ 29,061.90
Other : Youth entrepreneurship program	\$ 5,000.00	\$ 970.00	\$ 650.00	\$ 1,620.00	\$ 3,380.00
Other : Program branding/marketing	\$ 10,000.00	\$ 2,428.81	\$ 713.12	\$ 3,141.93	\$ 6,858.07
Other : Regional scorecard implement	\$ 20,000.00	\$ 11,180.55	\$ 14,312.91	\$ 25,493.46	\$ (5,493.46)
Other : Farmville innovation space	\$ 50,000.00	\$ 49,871.73	\$ -	\$ 49,871.73	\$ 128.27
Other : Project Development/Admin	\$ 110,000.00	\$ 12,622.77	\$ -	\$ 12,622.77	\$ 97,377.23
Total	\$ 280,000.00	\$ 115,090.75	\$ 28,234.74	\$ 143,325.49	\$ 136,674.51

STATUS: GOVA funds are 55% expended. A project extension has been approved through June 30, 2023.

EXPERIENCE WORKS

Grant Agreement Term: October 1, 2021 - September 30, 2023

Report Period: March 1, 2023 to March 31, 2023

Sub-Grantee: Institute for Advance Learning & Research

GO VIRGINIA



VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

GO VIRGINIA GRANT FUNDS

Budget Categories from CAMS	GOVA Budget	Previously Paid	DHCD Request Drawdown #2 6/22/2022	Total Paid After Remittance	Grant Balance
SPDC Project Monitoring/Reporting	\$ 15,018.00	\$ 745.38	\$ 595.00	\$ 1,340.38	\$ 13,677.62
Administration - IALR	\$ 37,082.00	\$ 589.04	\$ 1,296.40	\$ 1,885.44	\$ 35,196.56
Contract Services	\$ 25,000.00	\$ -	\$ -	\$ -	\$ 25,000.00
Fringe Benefits	\$ 21,000.00	\$ 1,738.04	\$ 3,604.94	\$ 5,342.98	\$ 15,657.02
Salaries	\$ 60,000.00	\$ 5,624.96	\$ 12,599.98	\$ 18,224.94	\$ 41,775.06
Supplies	\$ 10,500.00	\$ -	\$ -	\$ -	\$ 10,500.00
Taxes and Insurance	\$ 19,278.00	\$ -	\$ -	\$ -	\$ 19,278.00
Travel	\$ 12,000.00	\$ -	\$ -	\$ -	\$ 12,000.00
Other: Internship Stipends	\$ 252,000.00	\$ -	\$ -	\$ -	\$ 252,000.00
Other: EXCITE Teacher Stipends	\$ 30,000.00	\$ -	\$ -	\$ -	\$ 30,000.00
Other: Biz Meals for Sector Camp	\$ 13,500.00	\$ -	\$ -	\$ -	\$ 13,500.00
Other: Work Readiness Bootcamps	\$ 20,250.00	\$ -	\$ -	\$ -	\$ 20,250.00
Totals	\$ 515,628.00	\$ 8,697.42	\$ 18,096.32	\$ 26,793.74	\$ 488,834.26

REQUIRED MATCHING FUNDS

Budget Categories from CAMS	Committed Match	Previous Match	Current Match 6/22/2022	Total Match To Date	Match Balance
Contract Services	\$ 63,000.00				\$ 63,000.00
Fringe Benefits	\$ 14,000.00	\$ 1,538.81	\$ 2,403.20	\$ 3,942.01	\$ 10,057.99
Salaries	\$ 40,000.00	\$ 4,791.69	\$ 8,400.00	\$ 13,191.69	\$ 26,808.31
Supplies	\$ 3,000.00	\$ 283.14	\$ 471.96	\$ 755.10	\$ 2,244.90
Travel	\$ 7,380.00	\$ 1,516.06	\$ 1,045.13	\$ 2,561.19	\$ 4,818.81
Other: Internship Stipends	\$ 102,434.00				\$ 102,434.00
Other: EXCITE Teacher Stipends	\$ 18,000.00				\$ 18,000.00
Other: Career Expo and Camps	\$ 10,000.00				\$ 10,000.00
Totals	\$ 257,814.00	\$ 8,129.70	\$ 12,320.29	\$ 20,449.99	\$ 237,364.01

Status: GOVA funds are 5% expended. IALR staff turnover has delayed draw processing. DD#3 is ready to submit pending submission of match documents.

CONTROLLED ENVIRONMENT AG (CEA)

Grant Agreement Term: March 15, 2022 - June 30, 2023

Report Period: March 1, 2023 to March 31, 2023

Sub-Grantee: Institute for Advance Learning & Research

GO VIRGINIA



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

GO VIRGINIA GRANT FUNDS

Budget Categories from CAMS	GOVA Budget	Previously Paid	DHCD Request Drawdown #	Total Paid After Remittance	Grant Balance
SPDC Project Monitoring/Reporting	\$ 750.00	\$ -	\$ -	\$ -	\$ 750.00
Planning	\$ 77,053.00	\$ -	\$ -	\$ -	\$ 77,803.00
Totals	\$ 77,803.00	\$ -	\$ -	\$ -	\$ -

REQUIRED MATCHING FUNDS

Budget Categories from CAMS	Committed Match	Previous Match	Current Match	Total Match To Date	Match Balance
Salaries	\$ 28,263.25				\$ 28,263.25
Contract Services	\$ 2,955.00				\$ 2,955.00
Outreach	\$ 8,075.00				\$ 8,075.00
Totals	\$ 38,543.00	\$ -	\$ -	\$ -	\$ 38,543.00

Status: A project extension has been approved through June 30, 2023. IALR is awaiting invoices from Virginia Tech to submit the first draw request.

SEED INNOVATION HUB

Grant Agreement Term: January 2, 2023 - January 1, 2025

Report Period: March 1, 2023 to March 31, 2023

Sub-Grantee: Longwood University Real Estate Foundation

GO VIRGINIA



VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

GO VIRGINIA GRANT FUNDS

Budget Categories from CAMS	GOVA Budget	Previously Paid	DHCD Request Drawdown #	Total Paid After Remittance	Grant Balance
SPDC Project Monitoring/Reporting	\$ 12,000.00				\$ 12,000.00
Equipment	\$ 611,438.00	\$ -	\$ -	\$ -	\$ 611,438.00
Contingencies	\$ 50,866.00	\$ -	\$ -	\$ -	\$ 50,866.00
		\$ -	\$ -	\$ -	\$ -
Totals	\$ 674,304.00	\$ -	\$ -	\$ -	\$ 662,304.00

REQUIRED MATCHING FUNDS

Budget Categories from CAMS	Committed Match	Previous Match	Current Match	Total Match To Date	Match Balance
Construction	\$ 2,062,987.00			\$ -	\$ 2,062,987.00
A&E	\$ 150,000.00			\$ -	\$ 150,000.00
Site Work	\$ 155,235.00			\$ -	\$ 155,235.00
				\$ -	\$ -
Totals	\$ 2,368,222.00			\$ -	\$ 2,368,222.00

Status: Contract has been executed. No draw activity to date. GOVA funds will be utilized for furnishing thus will be last dollars expended. No remittance activity is expected until mid to late 2024.

VIRGINIA'S GROWTH ALLIANCE (VGA) REFRESH

Grant Agreement Term: May 1, 2022 to April 30, 2023

Report Period: March 1, 2023 to March 31, 2023

Sub-Grantee: Virginia's Growth Alliance

GO VIRGINIA



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

GO VIRGINIA GRANT FUNDS

Budget Categories from CAMS	GOVA Budget	Total Paid to Date	DHCD Request Drawdown #2 3/21/2023	Total Paid After Remittance	Grant Balance
SPDC Project Monitoring/Reporting	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 1,000.00
Studies	\$ 99,000.00	\$ 8,000.00	\$ 7,000.00	\$ 15,000.00	\$ 84,000.00
		\$ -	\$ -	\$ -	\$ -
Totals	\$ 100,000.00	\$ 8,000.00	\$ 7,000.00	\$ 15,000.00	\$ 85,000.00

REQUIRED MATCHING FUNDS

Budget Categories from CAMS	Committed Match	Total Paid to Date	Current Match Drawdown #2	Total Match To Date	Match Balance
Contract Services	\$ 36,000.00	\$ 4,137.00	\$ 2,375.00	\$ 6,512.50	\$ 29,487.50
Other: Advisory Committee	\$ 15,000.00		\$ 3,723.53	\$ 3,723.53	\$ 11,276.47
Totals	\$ 51,000.00	\$ 4,137.00	\$ 6,098.53	\$ 10,236.03	\$ 40,763.97

Status: GOVA funds are 15% expended. Studies are underway. A project extension request has been submitted, and is pending approval, to extend the completion date to August 31, 2023.

MBC MIDDLE MILE CONSTRUCTION

Grant Agreement Term: May 2022 to July 2024

Report Period: March 1, 2023 to March 31, 2023

Sub-Grantee: Mid-Atlantic Broadband

GO VIRGINIA



VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

GO VIRGINIA GRANT FUNDS

Budget Categories from CAMS	GOVA Budget	Previously Paid	DHCD Request Drawdown #	Total Paid After Remittance	Grant Balance
Construction	\$ 5,000,000.00	\$ -	\$ -	\$ -	\$ 5,000,000.00
		\$ -	\$ -	\$ -	\$ -
Totals	\$ 5,000,000.00	\$ -	\$ -	\$ -	\$ 5,000,000.00

REQUIRED MATCHING FUNDS

Budget Categories from CAMS	Committed Match	Previous Match	Current Match	Total Match To Date	Match Balance
Totals	\$ 5,000,000.00	\$ -	\$ -	\$ -	\$ 5,000,000.00

Status: EDA application for \$4M was denied. An NTIA application has been submitted. GOVA funds are on hold until the matching funds are awarded.

GUPTON INITIATIVE

Grant Agreement Term: July 15, 2022 - July 14, 2023

Report Period: March 1, 2023 to March 31, 2023

Sub-Grantee: The Commonwealth Alliance for Rural Colleges

GO VIRGINIA



VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

GO VIRGINIA GRANT FUNDS

Budget Categories from CAMS	GOVA Budget	Previously Paid	DHCD Request Drawdown #4 2/1/2023	Total Paid After Remittance	Grant Balance
SPDC Project Monitoring/Reporting	\$ 3,000.00	\$ 769.00	\$ -	\$ 769.00	\$ 2,231.00
Market & Feasibility Study	\$ 91,900.00	\$ 18,260.88	\$ 15,217.40	\$ 33,478.28	\$ 58,421.72
Travel	\$ 4,300.00	\$ -		\$ -	\$ 4,300.00
				\$ -	
Totals	\$ 99,200.00	\$ 19,029.88	\$ 15,217.40	\$ 34,247.28	\$ 64,952.72

REQUIRED MATCHING FUNDS

Budget Categories from CAMS	Committed Match	Previous Match	Current Match Drawdown #4 2/1/2023	Total Match To Date	Match Balance
Marketing/Advertising/Promotions	\$ 10,000.00		\$ -		\$ 10,000.00
Salaries	\$ 45,000.00	\$ 25,750.00		\$ 25,750.00	\$ 19,250.00
Totals	\$ 55,000.00	\$ 25,750.00	\$ -	\$ 25,750.00	\$ 29,250.00

Status: GOVA funds are 35% expended. Feasibility studies are underway.

CRC REDO

Grant Agreement Term: October 24, 2022 - October 23, 2023

Report Period: March 1, 2023 to March 31, 2023

Sub-Grantee: Commonwealth Regional Council

GO VIRGINIA



VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

GO VIRGINIA GRANT FUNDS

Budget Categories from CAMS	GOVA Budget	Previously Paid	DHCD Request Drawdown #	Total Paid After Remittance	Grant Balance
SPDC Project Monitoring/Reporting	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 1,000.00
Contract Services	\$ 64,000.00	\$ -	\$ -	\$ -	\$ 64,000.00
Totals	\$ 65,000.00	\$ -	\$ -	\$ -	\$ 65,000.00

REQUIRED MATCHING FUNDS

Budget Categories from CAMS	Committed Match	Previous Match	Current Match	Total Match To Date	Match Balance
Administration (CRC)	\$ 2,500.00				\$ 2,500.00
Contract Services	\$ 30,000.00				\$ 30,000.00
Salaries	\$ 12,000.00				\$ 12,000.00
Totals	\$ 44,500.00	\$ -	\$ -	\$ -	\$ 44,500.00

Status: Planning is underway. No remittance requests to date.

SVCC: Expansion of GO TEC: Mechatronics Instructor

Grant Agreement Term: TBD- New Project

Report Period: March 1, 2023 to March 31, 2023

Sub-Grantee: Southside Virginia Community College

GO VIRGINIA



VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

GO VIRGINIA GRANT FUNDS

Budget Categories from CAMS	GOVA Budget	Previously Paid	DHCD Request Drawdown #	Total Paid After Remittance	Grant Balance
SPDC Project Monitoring/Reporting	\$ 2,000.00	\$ -	\$ -	\$ -	\$ 2,000.00
Salaries & Fringe	\$ 137,732.00	\$ -	\$ -	\$ -	\$ 137,732.00
Totals	\$ 139,732.00	\$ -	\$ -	\$ -	\$ 139,732.00

REQUIRED MATCHING FUNDS

Budget Categories from CAMS	Committed Match	Previous Match	Current Match	Total Match To Date	Match Balance
Equipment	\$ 132,438.00				
Dual Enrollment Tuition	\$ 90,770.00				
Totals	\$ 223,208.00	\$ -	\$ -	\$ -	\$ 223,208.00

Status: New project. Contract negotiation in progress.

P&HCC: Expansion of GO TEC: Welding Instructor

Grant Agreement Term: TBD- New Project

Report Period: March 1, 2023 to March 31, 2023

Sub-Grantee: Patrick & Henry Community College

GO VIRGINIA



VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

GO VIRGINIA GRANT FUNDS

Budget Categories from CAMS	GOVA Budget	Previously Paid	DHCD Request Drawdown #	Total Paid After Remittance	Grant Balance
SPDC Project Monitoring/Reporting	\$ 2,000.00	\$ -	\$ -	\$ -	\$ 2,000.00
Salaries & Fringe	\$ 116,545.00	\$ -	\$ -	\$ -	\$ 116,545.00
Totals	\$ 118,545.00	\$ -	\$ -	\$ -	\$ 118,545.00

REQUIRED MATCHING FUNDS

Budget Categories from CAMS	Committed Match	Previous Match	Current Match	Total Match To Date	Match Balance
Equipment	\$ 129,264.00				
Totals	\$ 129,264.00	\$ -	\$ -	\$ -	\$ 129,264.00

Status: New project. Contract negotiation in progress.

PROJECT FUNDING MATRIX

G&D Plan Status Report

G & D Plan Status Report

Program Strategies	Goals
SITE DEVELOPMENT	Support Sustainable Regional Economic Development Systems in Eastern and Northern Sub-Region
	Increase the number of Business-Ready Sites to Tier Ratings 3, 4 & 5
	Increase the number of Business-Ready properties (sites & buildings) for business services and health care sectors
	Increase the marketability of unique properites in the Region
TALENT EVOLUTION	Monitor and advance the implementation of GO TEC
	Support sector-based partnerships by identifying career paths for cross-walks incorporating new and emerging target sectors
	Support apprenticeship model implementation
	Develop an approach to talent attraction and retention
ENTREPRENEURIAL ECOSYSTEM	Monitor and advance the implementation of the SOVA Rise Collaborative
	Support programmatic emphasis on agribusiness and health care sectors
	Identify and support efforts to grow emerging business sectors
	Sustain the designation of “significant” and increase the designation of “moderate” and “limited” in the entrepreneurial hubs within Region 3
Organizational Strategies	Goals
LEADERSHIP	Anticipate the future
	Ensure strong and sustained leadership for the Council and the Region
	Support Sustainable Regional Economic Development Systems in Eastern and Northern Sub-Region
	Build regional coalitions of strategic partners
	Continue to build a multi- faceted communication strategy to reach diverse audiences

Status of Goal	
Early Stage	On Track
Delayed	At Risk
Completed	

Special Appearances & Presentations



DATE: April 7, 2023

TO: GO Virginia Region 3 Council

FROM: R. Bryan David, Program Director

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

**RE: GO TEC Virginia 2025, Dr. Julie Brown, Vice President for Advanced Learning,
Institute for Advanced Learning and Research**

As communicated earlier, the GO Virginia State Board approved GO TEC Virginia 2025 at its meeting on December 13, 2022. The project's principal, Dr. Julie Brown, will give a comprehensive presentation to the Region 3 Council at its meeting on April 19th.

[GO TEC](#)

RECOMMENDATION:

For the Region 3 Council's information.

OLD BUSINESS

APPROVED PROJECT UPDATE



DATE: April 7, 2023

TO: Region 3 Executive Committee

FROM: R. Bryan David, Program Director

A handwritten signature in blue ink, appearing to read 'RBD', is placed to the right of the 'FROM:' field.

RE: Approved Projects Update

The approved projects currently being implemented are listed below with a brief status statement:

- Bridge to Recovery – met with project principals on 3.8.23 for status on close-out of the project and received a report that the project is proceeding to final financial draw down from the remaining award. The estimated balance after the last disbursement will be approximately \$300k from the original award of \$925k. The award was made from the GO Virginia Economic Recovery and Resiliency Fund. It is anticipated the unexpended balance will revert to the GO Virginia Board’s discretion and use rather than that of the Region 3 Council.

The October-December 2022 quarterly report is attached.

- GO TEC ExperienceWorks – proceeding as planned according to scope, schedule, and budget with no adverse issues anticipated. Attached is an updated activity report from January 2023.
- Genedge Retooling Virginia Manufacturing for Strategic Industries – the project was recently extended, and attached is an updated activity report from February 2023.
- Mid-Atlantic Broadband Communities Corporation (MBC) - Middle Mile Expansion for Economic Growth – the project is completed, and the grant close-out was completed in January 2023.

The following excerpt is taken from the final report: “This project was helpful in funding the engineering and design for additional fiber routes that are planned to be built in the Commonwealth of Virginia. By funding this stage of the project, MBC now has a more accurate representation of the project route, impediments to the build, right-of-way requirements, and projected costs. MBC will continue to seek 3rd party funding sources for the capital needed to build these routes, and we appreciate GO Virginia assisting us with this design project.”

The project will be removed from future approved project reports.



Region 3 Council

April 7, 2023

Page 2

- Innovation Commercialization Assistance Program (ICAP) Virginia Small Business Development Center Network – proceeding according to scope, schedule, and budget with no adverse issues anticipated.
- Entrepreneurship Investment and Innovation Strategy – proceeding as planned according to scope, schedule, and budget with no adverse issues anticipated. The project had requested and was granted an extension through June 30, 2023, to complete its activities. These activities will include retaining a qualified consultant to assess and make recommendations for continued implementation of the strategy.

Attached is a copy of the project dashboard from February 2023.

- Virginia Growth Alliance – Refresh/Restart: A Strategy for Regional Economic Development – proceeding as planned according to scope, schedule, and budget with no adverse issues anticipated. VGA has contracted the consultants needed for the strategic plan development, and the stakeholder interviews are completed. The fundraising feasibility assessment will be initiated once the strategic plan is finalized.
- GO Virginia Region 3 Controlled Environment Agriculture (CEA) Strategy and Roadmap – as project principals, the Institute for Advanced Learning and Research (ILAR) and Virginia Tech are proceeding as planned according to scope, schedule, and budget with no adverse issues anticipated.

Focus groups for stakeholders from the Situational Awareness Workgroup were held on March 27-29. These groups represent local and regional economic developers, workforce development, state and federal economic developers, and existing producers. The project principals interviewed briefed Commissioner Joseph Guthrie of the Virginia Department of Agriculture and Consumer Affairs on April 5th and solicited his input on the strategy.

Draft strategy and roadmap to be finalized in late April or early May 2023.

- Mid-Atlantic Broadband Communities Corporation Middle Mile Fiber Expansion Project (GO VA Regions 3 & 4) – the federal source of funds for the project was changed from the US Economic Development Administration to the National Telecommunications Information Administration (NTIA). MBC submitted the application with the assistance of the Southside Planning District Commission in September 2022. NITA to announce awards sometime after March 2023. No change since the last report.



Region 3 Executive Committee
April 7, 2023
Page 2

- SEED Innovation Hub – Following the US Economic Development Administration award in August 2022, the GO Virginia contract was finalized in November. Project principals are waiting for US EDA funding disbursement authorization—no change since the last report.
- Virginia College Fund/Virginia Commonwealth University (The Gupton Initiative) – proceeding as planned according to scope, schedule, and budget with no adverse issues anticipated. Project completion is targeted for June 2023.

Attached is an interim report from the grant principal (Commonwealth Alliance for Rural Colleges and Universities).

- Commonwealth Regional Council Strategy and Business Plan for Regional Economic Development Organization - proceeding as planned according to scope, schedule, and budget with no adverse issues anticipated.

The Commonwealth Regional Council has selected consultants to provide services related to the strategic and business plans; regional business-site assessment; workforce assessment; and a fundraising feasibility assessment. The consultants held a kick-off meeting on April 29th. B. David and L. Povar are providing technical support to the CRC's Executive Director as needed.

- Southern Virginia Regional Alliance – proceeding as planned according to scope, schedule, and budget with no adverse issues anticipated.

Attached is a status report from Dewberry Engineering and the initial quarterly report.

RECOMMENDATION:

For the Region 3 Executive Committee's information. No action is needed.

Attachments

Go Va Region 3 Bridge to Recovery

10th Quarterly Report – October through December 2022





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

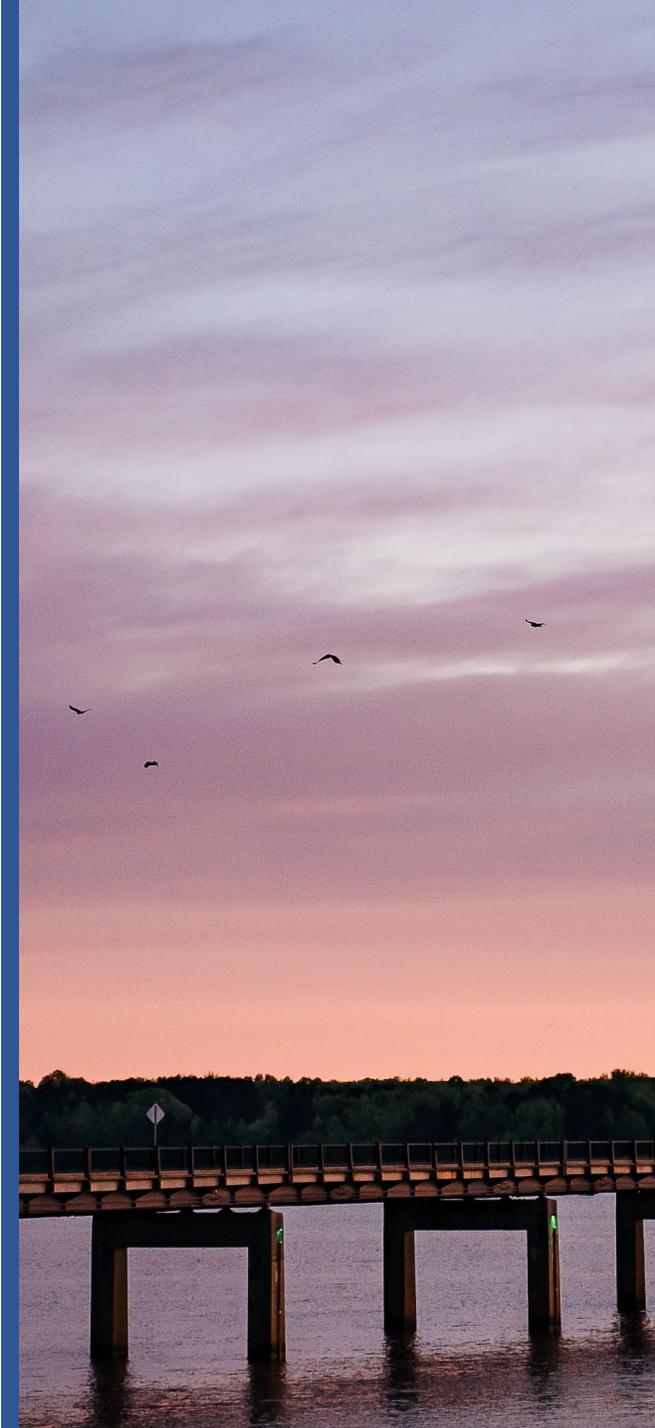
GoVa Region 3 Bridge to Recovery Collaborations and Partnerships – Projected 20

- 14 Chambers of Commerce
 - Patrick County; Martinsville/Henry County; Danville/Pittsylvania; Halifax
 - Amelia County; Brunswick County; Farmville/Prince Edward; Greenville/Emporia; Lunenburg County; Mecklenburg County (3); Nottoway County (2)
- 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, PHCC, Public Schools, VA Career Center*
- *Ecosystem Providers – Business Incubators, Launch Place, MBC, Score*
- *Work Groups*

GoVa Region 3 Bridge to Recovery

9th QUARTER OBJECTIVES:

- **Communicate** in events and with news blasts
- **Continue** Task Force Operations
- **Market** program success
- Continue **communications** and **outreach**
- Utilize **public relations** plan for the region to share the information and increase targeted sector performance
- Utilize **E-commerce and marketing assistance** platform
- **Evaluate final metrics**
- **Utilize sustainability plan** for supplier data base
- **Complete final draw downs**
- **Extend group professional services** to businesses





GoVa Region 3 Bridge to Recovery

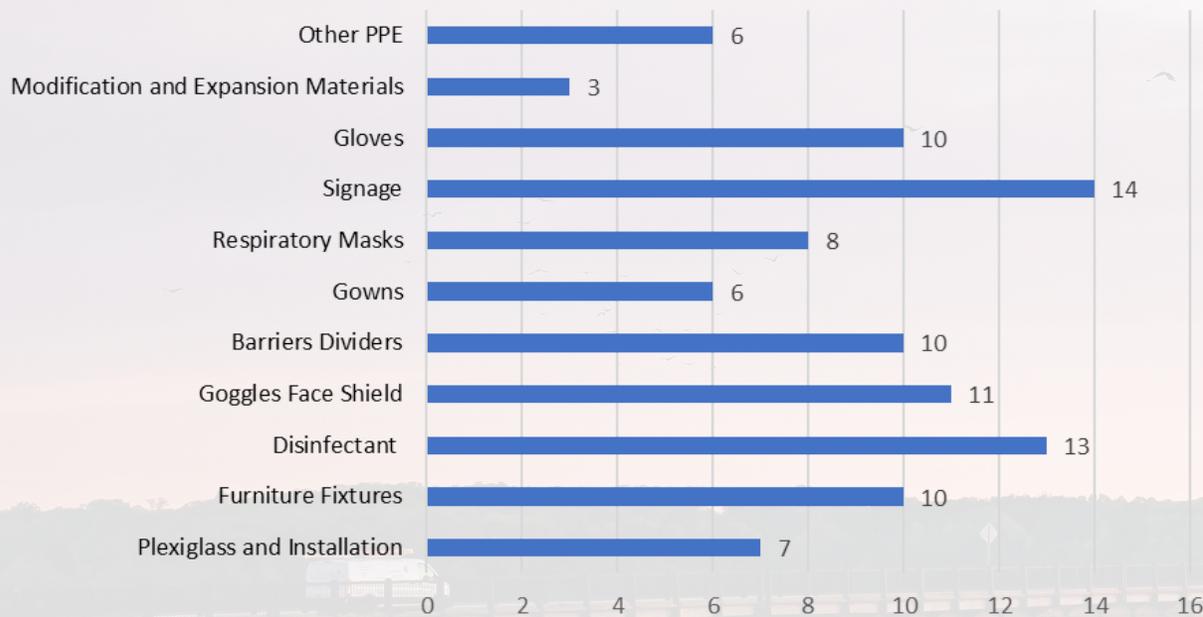
Status on 10th Quarter Outputs

- Identified and prequalified **0 additional suppliers | 95 to date**
- Dashboards updated to include (additional updates automatically populate Dashboard):
 - Community Resilience Data
 - Ongoing School Operational Status
- 0 new requests received - 135 requests received to date
- SVRA applications
 - 9th Quarter: 0 Processed - 0 Approved
 - To-Date: 104 Processed - 70 Approved
- VGA applications
 - 9th Quarter: 0 Received
 - To-Date: 31 Processed - 23 Approved
- Continue to provide updates to the SoVa COVID-19 Recovery Plan
- Continue to process orders
 - **10th Quarter: 2 purchase orders from 2 companies to 1 suppliers for \$40,000.00**
 - **Invoices for group delivery of services process**
 - **To-Date: 117 purchase orders from 36 companies to 41 suppliers for \$593,813.12**

10th Qtr - Prequalified Suppliers (123 Identified To Date)

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

Prequalified PPE Suppliers



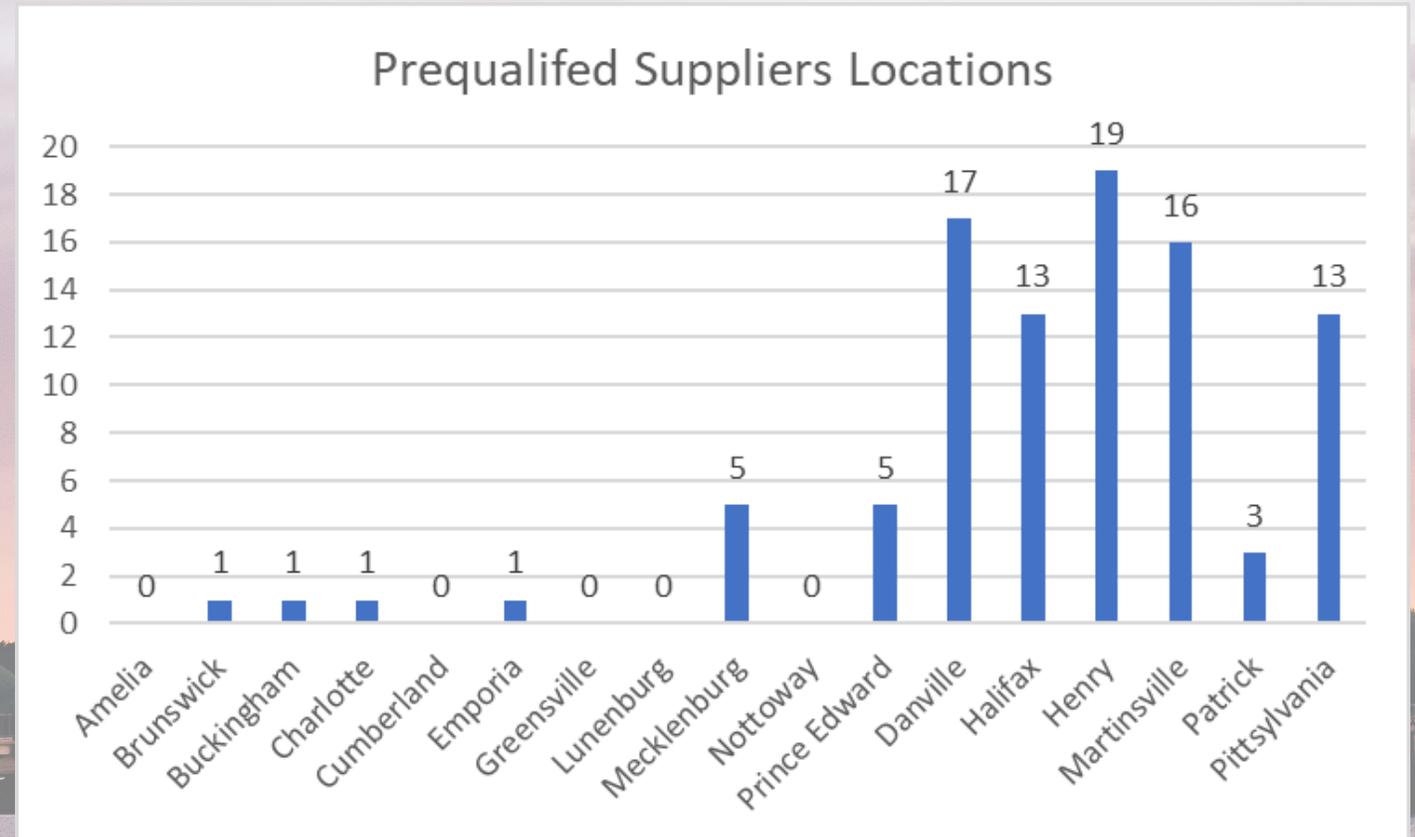
Prequalified Professional Services Suppliers



95 Prequalified Suppliers of 123 Identified

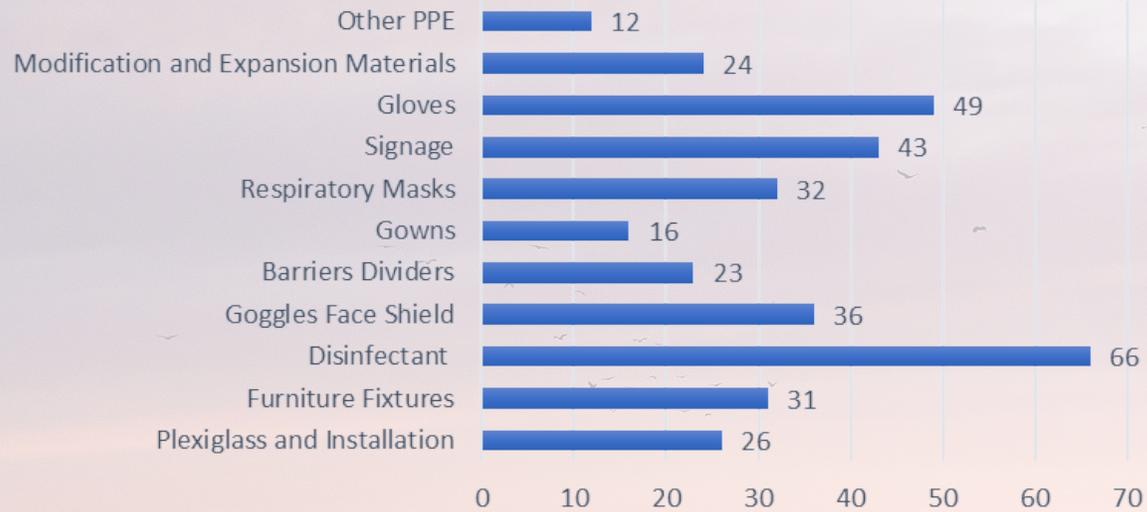
12 Localities Represented

1.	Brunswick	1
2.	Buckingham	1
3.	Charlotte	1
4.	Emporia	1
5.	Mecklenburg	5
6.	Prince Edward	5
7.	Danville	17
8.	Halifax	13
9.	Henry	19
10.	Martinsville	16
11.	Patrick	3
12.	Pittsylvania	13
	TOTAL	95



10th Qtr 2 Requests for Assistance (135 To Date)

Request for PPE Products



Request for Professional Services



135 Requests for Assistance

14 Localities Represented

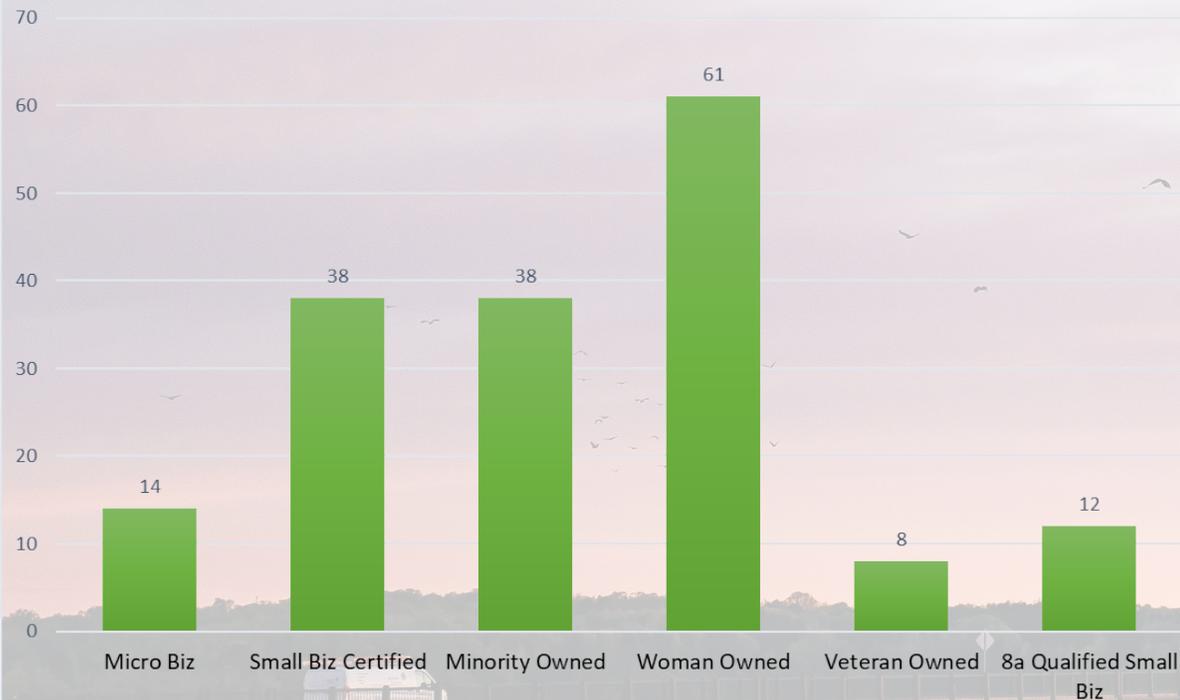
1. Amelia	1
2. Brunswick	1
3. Buckingham	1
4. Emporia	4
5. Greenville	4
6. Lunenburg	1
7. Mecklenburg	13
8. Prince Edward	8
9. Danville	36
10. Halifax	11
11. Henry	22
12. Martinsville	22
13. Patrick	4
14. Pittsylvania	7
TOTAL	135

Requests by # of Employees

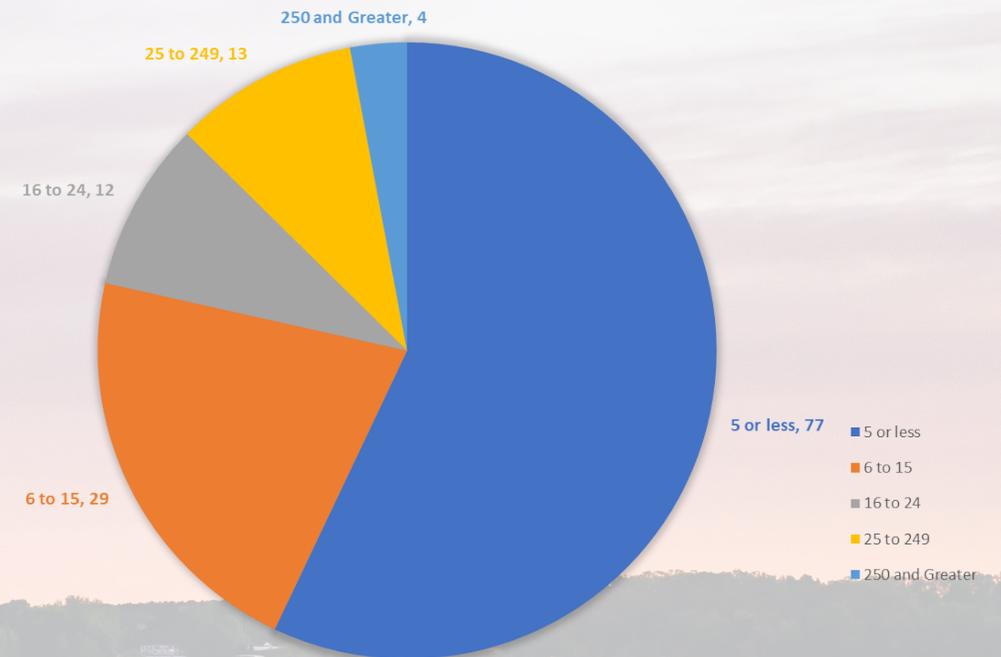
5 or less	77
6-15 employees	29
16 – 24 employees	12
25-249 employees	13
<u>250 & ></u>	<u>3</u>
TOTAL	135

135 Requests for Assistance

Demographics for Assistance Requests



REQUESTS BY COMPANY SIZE BASED ON NUMBER OF EMPLOYEES



Qtr 10: 93 Approved Requests To Date

Total Approved \$95,000; \$836,000 To Date

(VGA Drone Grant \$75K)

VGA Approved Applications

\$113,500 (approved max)

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

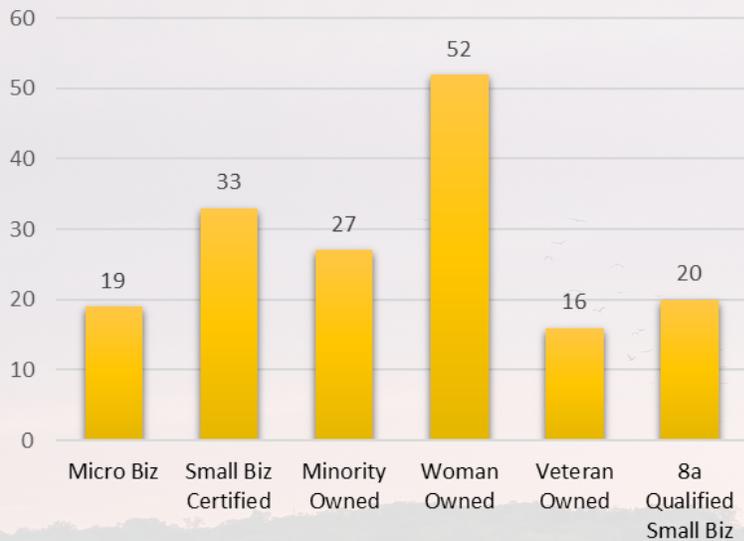
SVRA Approved Applications

\$632,500 (approved max)

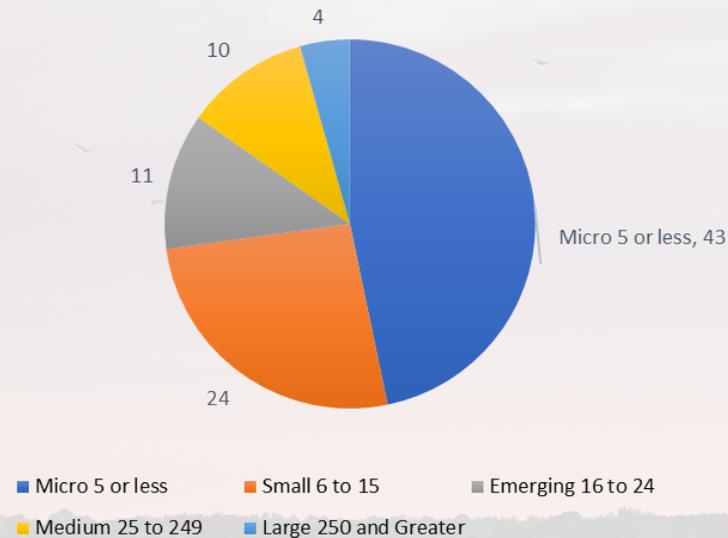
Danville	24
Halifax	9
Henry	15
Martinsville	13
Patrick	3
Pittsylvania	6
TOTAL	70

Approved Requests Demographics

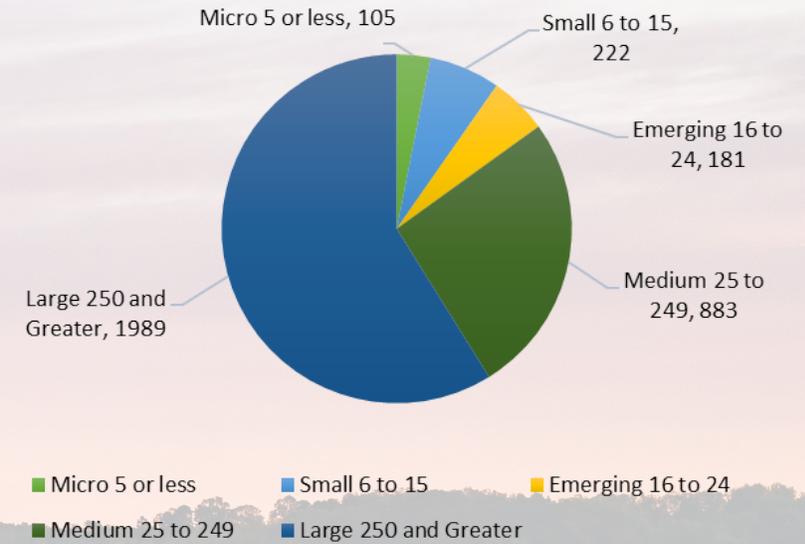
Approved Request Demographics



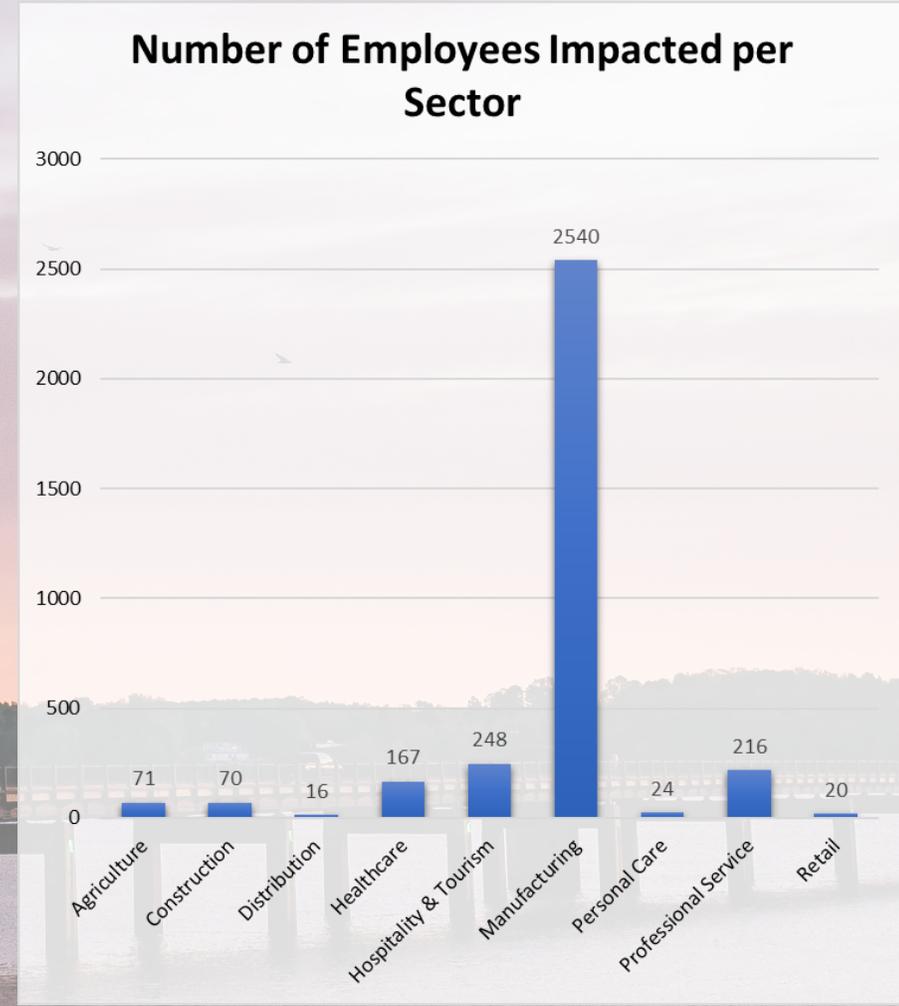
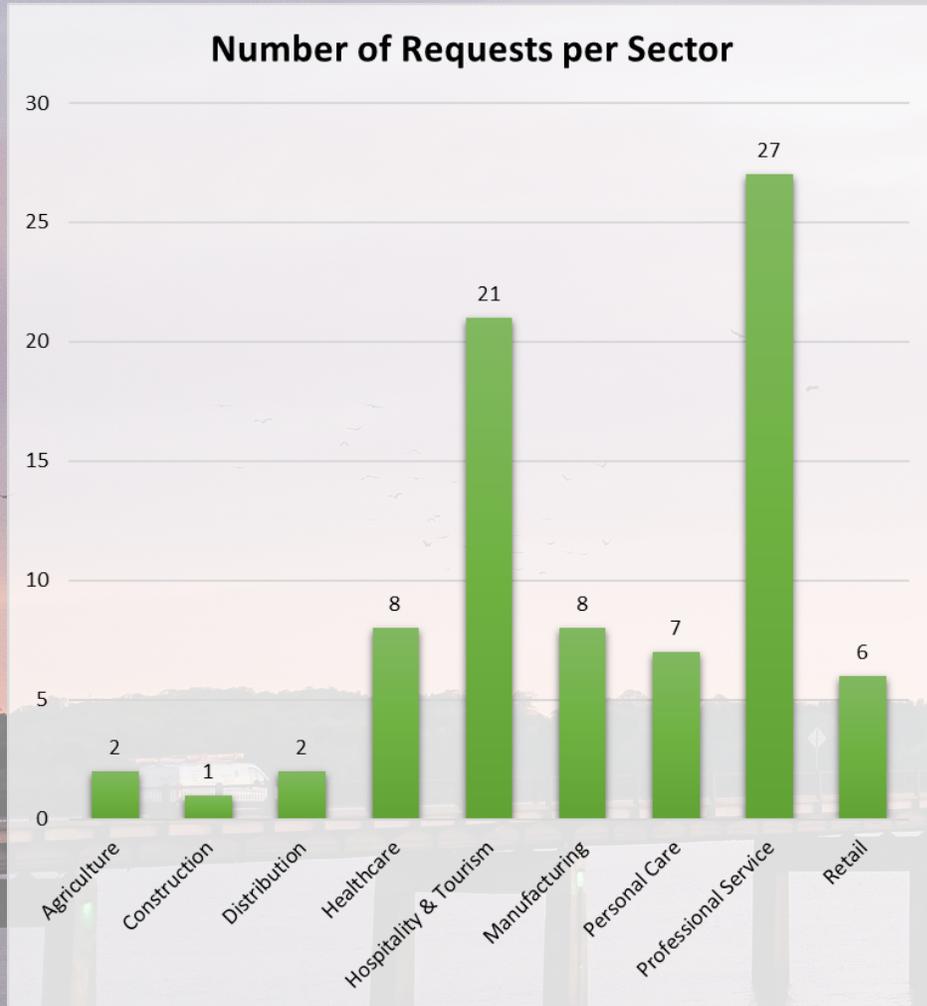
Approvals by Company Size



Total Employees Impacted



Approved Requests by Sector



GoVa Region 3 Bridge to Recovery

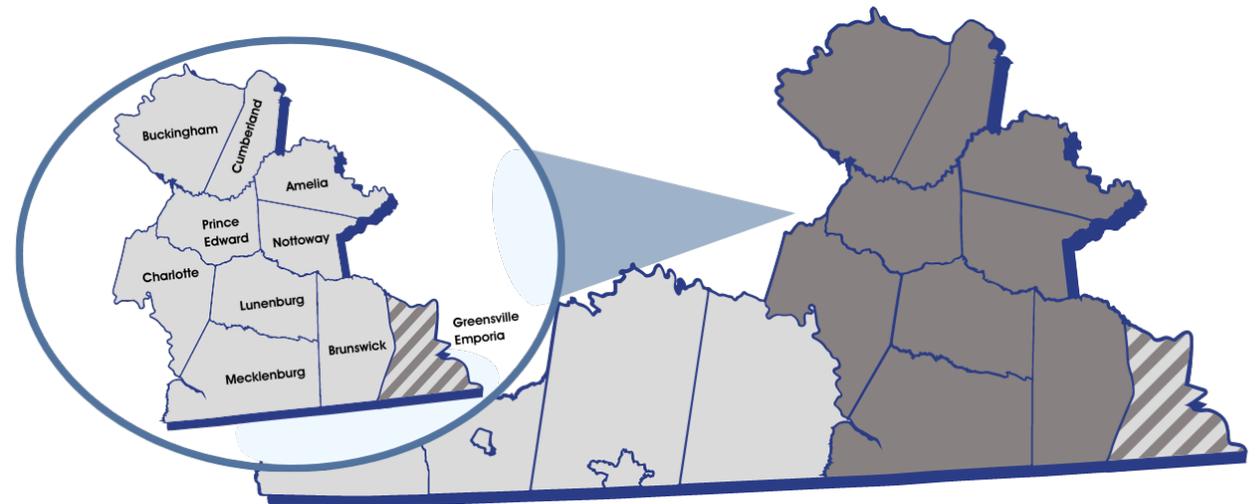
Communications – Projected 25 Sessions with 500 participants over 2 Years

- **Training / feedback sessions – Partners and Preferred Suppliers - communicated to 60 people in 7 events in qtr. 10 (1,213 people in 80 total virtual and in-person events since July 1, 2020)**
- Task Force – SVRA and VGA; substantial efforts continue
- Online Supplier Database for GoVa Region 3 populated with suppliers
- **News Blast & Media - 2**
- Dashboard – GoVa Region 3, SVRA & VGA
 - **Updates include: Funding opportunities, resources, school operational statuses, State COVID Action Plans, State Vaccination Updates, DOLI Guidance for Employers**
- Workforce Solutions East - Webinar Series
 - 48 Attendees
 - Featuring Speakers: Smart Beginnings, Regional Educational Institutions, VEDP
 - Highlight Speakers – Soular Development, Montgomery Hassel
- Martinsville Henry County Chamber of Commerce – Marketing Training Program
- **CAMS Trackers – Working with ATW submitted through September of QT9**
- **2021 Metric Surveys – Data compilation**
- **Workforce Solutions Summit, April 27, 2023**
- **Professional Services Contracts, Human Resources**

Workforce Solutions East

Summary:

- 48 Attendees
- 5 Webinars
- 12 Organizations
- 20 Speakers



GOVA Region 3: SVRA

Patrick Danville Henry Halifax Pittsylvania Martinsville

GOVA Region 3: EAST

Amelia Brunswick Buckingham Charlotte Cumberland Halifax Lunenburg Mecklenburg Nottoway Prince Edward

Region 4

Greensville Emporia

GoVa Region 3 Workforce Solutions

CHILD CARE, AFTER-SCHOOL CARE AND ELDER CARE

Workforce Solutions

Childcare, After-School Care and Elder Care Resources for Your Region



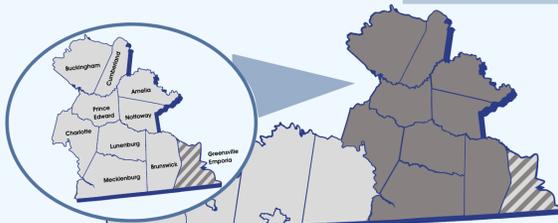
Why do childcare, elder care and after-school care affect businesses? When employees struggle to find high-quality dependent care, they may miss multiple days of work or even leave the workforce entirely. However, when employees have access to dependent care that meets their needs, absenteeism and turnover rates fall, and morale rises.

Since the start of the pandemic, supporting working families has become even more essential to business success. Working with employees to understand their specific needs, offering more workplace flexibility and even providing benefits to subsidize care costs can equip parents and caregivers with the tools and support they need to ensure their own engagement and productivity at work. Whether employees are searching for dependable daycare options, after-school care for older children or elder support for parents and grandparents, employers can help connect workers to reliable service providers and financial resources, ensuring a stable and dependable workforce.

58% of parents report leaving the workforce because they are unable to find childcare solutions that meet their needs.

26% of parents report leaving the workforce because they cannot afford childcare.

(U.S. Chamber of Commerce Foundation, page 9)



GOVA Region 3: SVRA
Patrick Danville
Henry Halifax
Pittsylvania Martinsville

GOVA Region 3: EAST
Amelia Brunswick
Buckingham Charlotte
Cumberland Halifax
Lunenburg Mecklenburg
Nottoway Prince Edward

Region 4
Greensville
Emporia

Resource Key

- State Resource
- Federal Resource
- Not For Profit
- Incentives

Topic Area Key

- CC -
Childcare
- ASC -
After-School Care
- EC -
Elder Care

Piedmont Senior Resources

Piedmont Senior Resources (PSR) provides supportive services, advocating for persons 60 years of age and older. PSR provides home-delivered meals, congregate meals at senior centers, homemaker aid services and more.

General Contact: Justine Young
Executive Director
(434) 767-5588 | jyoung@psraa.org

Service Area:
Amelia, Buckingham, Charlotte,
Cumberland, Lunenburg, Nottoway
and Prince Edward

RETENTION, PROMOTION AND ADVANCEMENT

Workforce Solutions

Retention, Promotion and Advancement Resources for Your Region



Retaining employees matters. Not only does employee retention promote an organization's growth and productivity, it also mitigates the costs and time spent finding, interviewing and onboarding new workers.

Retention begins with hiring the right people. By putting time and effort into the interview process, employers can place the right workers in the right seats. Ultimately, retaining employees builds and protects institutional knowledge.

However, retention requires consistency. Employers must invest in team members' career growth by rewarding top performers through promotion and advancement opportunities. This will help employees feel a sense of ownership and belonging. Promotion efforts might include verbalizing career pathways or investing in leadership training. Advancement efforts might include upskilling or cross-training to expand employee skill sets. Not only do promotion and advancement efforts improve employee engagement, they also ensure that a company's workforce remains strong and adaptable.

- Companies can quadruple profits with good retention.
- As high as 20% of employee turnover can happen in the first 45 days.
- The cost of replacing an individual employee can range from one-half to two times the employee's annual salary.



GOVA Region 3: SVRA
Patrick Danville
Henry Halifax
Pittsylvania Martinsville

GOVA Region 3: EAST
Amelia Brunswick
Buckingham Charlotte
Cumberland Halifax
Lunenburg Mecklenburg
Nottoway Prince Edward

Region 4
Greensville
Emporia

Resource Key

- State Resource
- Federal Resource
- Not For Profit
- Incentives
- Private Sector

Topic Area Key

- Retention
- Promotion
- Advancement

Soular Development

Soular is a GIANT-certified partner and leverages people development tools that increase performance for individuals, teams and organizations.

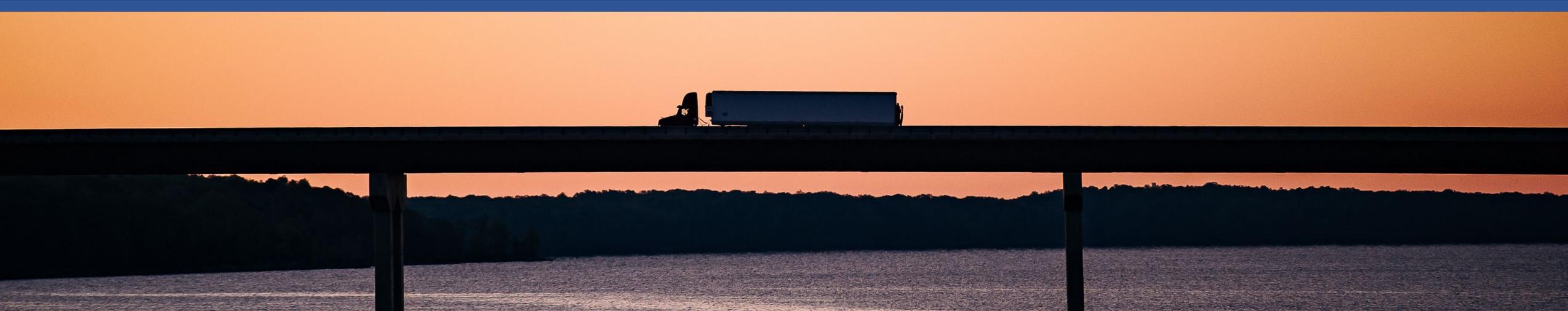
General Contact: Sean Nix, President
(334) 805-4260 | snix@soulardevelopment.com

Service Area: Virginia

- RET
- PRO
- AD

GoVa Region 3 Bridge to Recovery

- [GoVa Region 3 Bridge to Recovery Website](#)
- [SVRA Site](#)
- [VGA Site](#)



EXPERIENCE WORKS
Project Milestones & Progress Reporting

Question	Response
1) Please provide a description of project work completed or in progress this quarter.	During this quarter IALR discussed another reduced group rate for the MajorClarity platform with reps if all school divisions sign on for another term with the platform. / We are working with one final sector camp partners from Summer 2022 to get their financial details from this summer's camp to complete all summer reimbursements. Ideas and plans for Summer 2023 Sector-focused camps have begun- including new camp themes and partners. We reached out to MHC After 3 (Martinsville/Henry County) in December to discuss potential collaboration. / This quarter we worked with our program partners to review the budgets from this summer's programming, complete invoicing, and reimbursement requests. All back up documentation was compiled and organized. / This quarter included work on a plan to consolidate emails/communication to school and business partners- combining updates and asks around all EmPOWER (nee ExperienceWorks) programming. Spring and summer programming includes five different programs partners can opt into. We will be requesting that each of our school division partners host at least two interns this summer (one in IT and one in Maintenance). / Career ChoICE booklets for those students who did not attend the Expo were delivered to the schools. The three schools with the highest rate of pre-Expo Survey completions were determined as the recipients of \$100 VISA gift cards. Staff began entering student responses from the Post- Expo surveys participants completed at each of the Expos. "Thank you" photos were mailed out to all Career ChoICE business and higher education partners from the events. We reviewed event performance and business participant evaluations and considered program improvements for next year. We are going to look at Averett University North Campus as a potential location for the Career ChoICE WEST event location in 2023.
2) Please describe any outcomes/products that have been achieved.	We are at 35% MajorClarity usage for the region as of December 2022. Nine school divisions are over 33% usage, including Amelia County- that went from zero usage just a few months ago, to over 45% usage in just two months! Every school division in the region is over 20% usage so far this year. / The EXCITE program was featured in the November issue of Techniques Magazine. Techniques is the magazine of ACTE (the Association for Career and Technical Education). Work-based learning falls under Career & Technical Education. / Only \$9,085.00 of the \$126,000 budgeted for summer stipends was needed to support internships this summer. Danville City and Pittsylvania County's support of internships covered the bulk of the internship stipend costs this summer. A proposed plan for the use of the unused stipend funds will be submitted in the new year. / Seven thousand sixty-five Career ChoICE booklets were distributed to students through both the Career ChoICE events and delivery directly to regional middle & high schools.
3) Please describe any barriers to the project at this time.	A new work-based learning coordinator was not hired during this quarter. This role will need to be filled quickly in the new year to ensure the smooth planning and execution of all of the summer programming that is a part of EmPOWER (nee ExperienceWorks).

Project Performance Metrics

Question	Response
Project Specific Metric: Number of 6-12 graders using MajorClarity	8,855 TOTAL (up 1,836 from last quarter)



Retooling Virginia Manufacturers for Strategic Industries:Regional Snapshot – PHASE 2 & PHASE 3

Current as of February 1, 2023

Advisory Committee Meetings: 3rd Monday of even months from 2:00-3:00pm; GENEDGE Richmond, VA Remote participation available for GoVA regional advisors and all non-voting attendees

Phase 2 Summary

Client Showcase: https://genedge.org/go-virginia-retooling-virginia-manufacturers-strategic-industries-program#client_showcase

- Application Count: 49
- Assessments Complete: 42
- Approved Companies: 40
- Total Companies participating: 34 (six self-removed due to supply chain, company reorganization, or management changes)
- Total Funding Amounts: Not to Exceed of \$75K for each approved company (90/10 grant/company split).
- All Commercialization Plans complete (1 company self-selected to drop out during this phase)
- Not all companies will use the full NTE funding amount; funds will continue to be allocated as allowed based on Advisory Committee and GO Virginia approval

Phase 3 Summary

- Nine companies were approved for additional funding. Company selection was based on a competitive proposal process. One company was a phase 1 company.

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

Region 8

Contracts in work: 1
Number fully under contract: 1
Number closed: 0
Total: 2

Region 7

Contracts in work: 0
Number fully under contract: 3
Number closed: 0
Total: 3

Region 2

Contracts in work: 1
Number fully under contract: 1
Number closed: 0
Total: 2

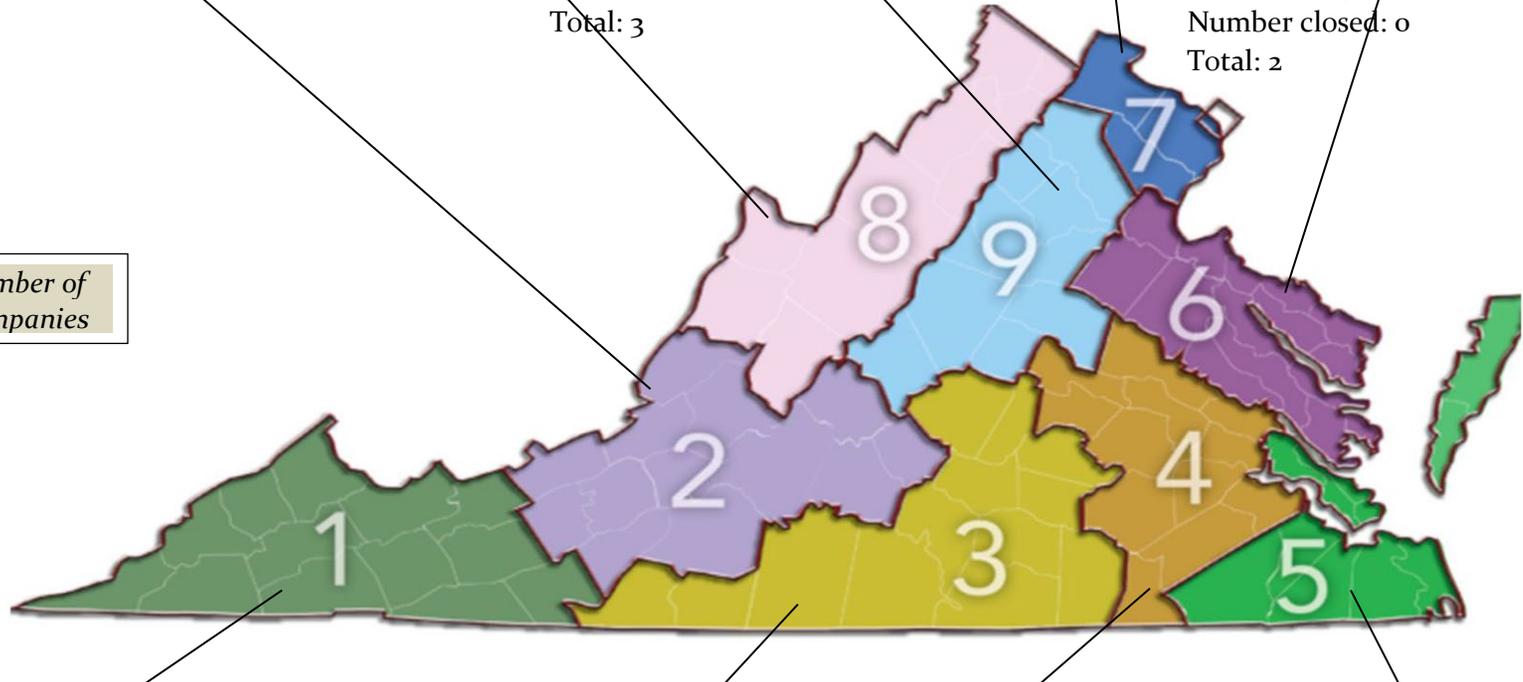
Region 9

Contracts in work: 0
Number fully under contract: 2
Number closed: 1
Total: 3

Region 6

Contracts in work: 0
Number fully under contract: 2
Number closed: 0
Total: 2

Number of Companies



Region 1

Contracts in work: 1
Number fully under contract: 7
Number closed: 0
Total: 8

Region 3

Contracts in work: 0
Number fully under contract: 3
Number closed: 1
Total: 4

Region 4

Contracts in work: 0
Number fully under contract: 3
Number closed: 0
Total: 3

Region 5

Contracts in work: 1
Number fully under contract: 4
Number closed: 3
Total: 8



The Gupton Initiative Update

3/23/22

Commonwealth Alliance for Rural Colleges

Go Virginia

Enhanced Capacity Building Grant - Regions 1, 2, 3, 4 & 8

The goal of the Gupton Initiative 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 of the Commonwealth Alliance of Rural Colleges (CARC) member institutions in the advanced pharmaceutical manufacturing cluster in central Virginia, and to further validate the potential for employment to advanced manufacturing sectors across the Commonwealth, most specifically in the rural regions represented by CARC member institutions.

- Provost from each CARC school met with VP Provost from VCU to discuss dual degree option and plan to move forward. Curriculum maps had already been shared and presented to VCU from CARC.
- Each CARC school provost was given a 3 + 2 curriculum schedule. Each schedule is different, correlating with classes available at each school. Provosts were asked by VCU to take suggested schedules back to their faculty and administration: review and hopefully approve schedules. VCU Provost will next arrange individual meetings with the provost at each school and CARC Project Manager.
- Ferrum College met with VCU and after discussion and questions, approved suggested 3 + 2 plan.
- EMU met with VCU Provost and after discussion and questions explained concerns about the suggested plan. They are concerned there is no room in the schedule for required electives. EMU provost will be discussing the proposed schedules with leadership and faculty at EMU in depth at an upcoming meeting.
- Averett University met with VCU Provost and has concerns and reservations about the suggested 3 + 2 plan. The provost will discuss the plan with others at Averett; admissions, chemistry department, etc. Averett will get back to VCU Provost and CARC after more discussions.
- Bluefield University met with VCU Provost and after discussion and questions, accepts the suggested 3 + 2 proposed plans. Bluefield is ready to move forward.
- CARC project manager met with administration of Ferrum and EMU to verify that they wanted to continue working toward the 3 + 2 dual degree program. It was explained that in addition to the dual degree plan, a Master's degree option followed by PhD plan would follow in the planning stages.



- Meanwhile, during dual degree negotiations with the provost, a Strategic Working Group was formed. Individuals from five GO Virginia regions are in this group. Two different introductory meetings were held to accommodate everyone's schedules. An introduction to the Gupton Initiative and the deliverables listed in the GO Virginia ECB grant was discussed. CARC Project Manager explained how each committee member could offer help in this process. The first request is a comprehensive list of advanced manufacturing companies in each region. It was requested to submit those lists by January 1st.
- Another meeting with all the provosts from each school and VCU took place. Each provost discussed the pros and cons of suggested curriculum schedules. It was a helpful meeting with suggestions and options being discussed.
- In early December, CARC project manager, CARC President and a representative from VCU traveled to EMU for a series of meetings. All issues and concerns involving the curriculum schedule was discussed. Again, EMU expressed their commitment to moving forward. The STEM Dean has an idea for a different curriculum schedule and will be sending it to CARC the first part of the year.
- In early January, CARC project manager, CARC President and a representative from VCU traveled to Averett for a series of meetings. All issues and concerns involving the curriculum schedule was discussed. The Averett provost will be submitting a proposed schedule change to be submitted to VCU for review.
- Both suggested curriculum schedules have been sent to VCU and are currently being reviewed by curriculum specialists, the chemical engineering department and then the provost's office. In addition, discussions on a "Bridge Master's Program" directly into Chemical Engineering master's degree is being created for each CARC school. Also, a VCU curriculum specialist is constructing a 2 + 2 option for each CARC school (without a dual degree).
- At this point, CARC Project Manager will have a menu option for each CARC school to include: 3 + 2 dual degree, 2 + 2 transfer degree in chemical engineering and a direct "Bridge Masters Program" option, as well as several internship opportunities.
- The VCU VP Provost will be leaving her position March 1st. CARC will be assigned to a new project facilitator at VCU. This situation has slowed down meetings and been moving forward in the last month. A new person should be assigned any day by the Provost at VCU.
- Meanwhile, provosts and Strategic Working Group members attended a guided tour of the Medicines4All laboratories on February 22nd. Dr. Gupton spoke and gave the tour followed by a bag lunch for socializing and discussion. This tour was very well received. Several, due to schedules, were not able to attend so another tour will be planned for early May.



- The Strategic Working Group will have another group meeting in March. The next focus will be identifying educational institutions to target potential students entering the program. Also, other brainstorming ideas of attracting students to the program.
- In an overview, it is obvious each CARC school will have a different curriculum schedule and perhaps be approved at different times.
- The next step for Ferrum and Bluefield is to work out details in the financial office between VCU and their offices. That cannot happen until a new VCU representative from the provost office has been assigned to our project.
- Dr. Gupton has asked me to inform each school to attempt to identify students currently enrolled in their chemistry programs for a fast track into the program.
- Through early discussions on the Gupton Initiative, a student from Ferrum College heard of the potential program and asked for more information last spring. She is currently enrolled in the master's program in Chemical Engineering at VCU. CARC has its first student in the program!
- During the first week of March, the CARC met in Lynchburg for the spring board meeting. Detailed reports on the Gupton Initiative were presented to both the Executive Committee and the full board. Questions were asked and answered. The CARC board remains committed and excited about the collaborative opportunity with VCU.
- CARC was featured at a Northern Virginia Chamber of Commerce C-Suite Luncheon on March 8th in McClean, VA. All member college presidents attended this event. Dr. Huxman from EMU introduced Dr. Gupton who spoke for just over one hour. His speech highlighted the need for pharmaceuticals to be manufactured in VA, the need to educated students and create an educational pathway into the field, and the Gupton Initiative partnership between CARC school and VCU. The ECB GO Virginia funding was discussed as well. After Dr. Gupton's speech he answered questions for at least 30 minutes. The event was very well received.
- CARC is now working with a new individual in the VCU Provost Office. He is motivated and anxious to move forward, getting each CARC school across the finish line with an individual plan on collaboration. A group meeting with all of the provosts has taken place, another one is scheduled and individual admission office and financial office meetings are being coordinated with each CARC school for the first week in May.
- At the group meeting, EMU and Averett both indicated they only had interest in post graduate programs. The undergraduate dual degree option was not of particular interest. Both Ferrum and Bluefield are very interested in both undergraduate and post graduate opportunities.

Project Dashboard

2/10/2023

GO Virginia Region 3

Regional Entrepreneurship Initiative (REI)

SOVA Innovation Hub & Longwood OCED

Deliverable	Individual(s) Ultimately Responsible (Position)	Collaboration Plan	Status	Desired Outcomes (indicated by grant app/contract)	Additional Project Notes
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	Ongoing	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 2) Monthly R3 EII Workgroup - Training 3) Monthly Higher Ed Workgroup (Averett, Longwood and HSC) 4) Ongoing outreach/engagement	Cohort #1 Blackstone CBL w/ DBI & LSBDC in-person (March-June 2021), #2 Fall 2021 Virtual, #3 Winter 2022 Virtual, #4 Winter 2023 Virtual (Jan 10-Feb 28 w/ pitch competition 3/28/23), additional cohorts offered through HSC, Averett, Longwood participation in RISE CBPC	at least 4 or 5 cohorts delivered, # entrepreneurs served, # companies formed, improved access to capital (definition may vary by entrepreneur)	
2 cohorts of product development	Sheri McGuire, Lauren Mathena & Brandon Hennessey (Longwood OCED/SBDC)	Street orgs, local government, PDCs, Workforce Boards, etc.)	In Progress - Plan to achieve this deliverable through combination of referrals to existing programs 1) ICAP (10/12/21 meeting with Longwood Deans/faculty), 2) GenEdge (offering free assessment to CO.STARTERS completers w/ relevant NAICS codes). Find out: Can LSBDC Refocus 2021 be reported as part of this grant? (funded by CARES Act). Originally budgeted for curriculum provider (e.g. BLDR fee for IdeaFactory/Startup Virginia). Curriculum budget has supported digital content creation to include in training pipeline. UPDATE: With the additional time provided by the grant extension to June 30, the team will be able to name, market, and implement the "200 level" for our programs.	2 cohorts delivered focused on product delivered, assuming minimum 5 entrepreneurs per cohort; # of entrepreneurs served, # of companies formed, improved access to capital (definition may vary by entrepreneur)	meets this grant deliverable, where product development may be defined broadly but is intended to be small scale manufacturing, high value natural resource product, or technology related. Could be sovarise.com/coaching and it's a flexible program, entrepreneurs opt- in to 90 day commitment for a bi- weekly check-in with a RISE coach, attend at least 2 SBDC webinars based on topics they need help with, and attend a mentor swarm virtual event would this yield any results?
Mentor network (not a grant deliverable, but a gap in ecosystem)	Sheri McGuire & Lauren Mathena	Street orgs, local government, PDCs, Workforce Boards, etc.)	UPDATE: In Progress -application ready, preparing to launch March 2023	# hours of mentoring, # of entrepreneurs served	It would be 1:1 coaching virtually, with any of our team members who are willing to accept appointments (Jacob has set up a Calendly account, I have added a Bookings calendar to my email signature).
Minority engagement	Sheri McGuire, Lauren Mathena & Letterpress Communications	Monthly R3 EII Workgroup - Minority Engagement	Ongoing (workgroup meetings began Feb '21), focus groups held in June/Aug 2021, sponsored events hosted by BlackBRAND DRR and MBCMHC, hosted Summit Nov 2021, UPDATE: Nov 21 report completed, Zoom Workgroup continues monthly	# of minority and woman participants in programs, and as % of companies formed	Although the coaching would be 1:1, the cohort could defined by Fall 2022 and Winter 2023 where we track metrics by quarter (how many entrepreneur served? how many hours of mentoring delivered? do they have a feasible business model and a professional business plan? (IdeaBuddy software comes in here)
Branding developed/marketing launched	Sheri McGuire, Lauren Mathena & Letterpress Communications	Bi-weekly meeting w/ Letterpress account rep	RISE Collaborative, sovarise.com	Branding for SOVA REI and child brands (programs)	

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) 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)	Complete/ongoing: 1) virtual event (5/5/21 kickoff event virtual); 2) Virtual pitch events for Generator classes (Spring 2022), UPDATE: 3) Studebt Event May 2, 2023 for Halifax and Other Generator	100 youth served, more youth aspire to be entrepreneurs As of this update: May 2021 virtual summit: 40 students Generator Spring 2022: 80 students Total: 120 students and counting... Educators served will count towards the 200 total trained Winter Coaching Institute: 4 teachers completed Summer Coaching Insitute: 12 scholarships available Total: 16 Updated MOU - Fall 2022 is readiness period for Brunswick, Halifax, Lunenburg to recruit teachers for Winter cohort. Generator Fall # students - TBD (Jacob) Idea Summit date/format (one regional or one per school?) Winter 2023 students
2 youth out-of-school cohorts/programs	Jacob Dolence (Longwood) & Brandon Hennessey		Launched CO.STARTERS Generator Fall 21 with 2 schools adopting for Spring 2022 (Amelia HS, Lunenburg-both returning Spring 2023), Halifax and CH Friend adopted in Fall 2022 continuing thru Spring 2023 and 2) MOU w/ IALR about expanding NOW/Teamship/District C Coaching). UPDATE: Brunswick, Halifax continuing Spring/Summer 2023 for Fall 2023	
1 youth in-school program	Jacob Dolence (Longwood) & Brandon Hennessey		1) Generator can be used in the classroom - Spring 2022 pilot has 80 students from Amelia, Lunenburg, Halifax, deadline 3/15/22 , 2) IALR/District C Coaching Institute is teacher PD and should result in in-school Teamship, 3) Longwood also plans to develop teacher PD course focused on helping teachers infuse VDOE e-ship	
Branding developed/marketing launched	Sheri, Lauren & Letterpress	Bi-weekly meeting w/ Letterpress account rep	RISE Collaborative, sovarise.com/students	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	Ongoing (raising funds for pitch competition, developing model for lender-led regional loan fund) -	Financing model in writing (deliverable from Chapman & Co. due March 2022)
Financial literacy included in training pipeline	Sheri, Lauren & Brandon	Monthly R3 EII Workgroup - Training + Cap Access + Minority Engagement	In Progress / Ongoing - CO.STARTERS 3 weeks on numbers, Virtual event series (https://sovarise.com/access-to-capital), Establishing relationship w/ CIC - CDFI	
Lenders/funding sources engaged in ecosystem	Sheri & Lauren	Capital access workgroup, identify local/regional lenders to include in strategy development	In Progress / Ongoing - secured \$25k from BenchMark and \$5k from AMNB, \$1k FC, \$600 Long & Foster, \$1k Letterpress (with more being raised); UPDATE: EntreWorks to include banker in outreach. Opportunity to engage with banks April-June 2023 for input to ongoing programs.	Amount (\$) of capital raised by supported companies (scorecard metric)
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	3/23/23 - 2nd annual Collegiate Pitch, 3/28/23 - 1st REGIONAL, community Business Pitch Comp	
Branding guidelines developed	Sheri McGuire, Lauren Mathena, Lettepress Communications (consultant)	Bi-weekly meeting w/ Letterpress account rep	Ongoing (sponsorship proposal packet complete)	Branded/professional communications inviting lenders to engage in ecosystem

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) - UPDATE: Scorecard is on website, ready for review at 3/2 9am Zoom	Scorecard is shared with R3 EII Committee and other stakeholders
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Need to update sponsorship form and assign who will make asks to grow the pitch comp prize pool...Need dates / new application to open 2022-2023 CBPC on website

R3B Map updated (not in contract)	Brandon Hennessey	Quarterly Update shared with EDOs, PDCs	Ongoing / In Progress (map to be updated quarterly by SBDC and communicated out to PDCs/ED) - transitioned to JobsEQ data (part of in-kind LSBDC match); process being defined to have 2-3 people trained to sustain this (LOCED- srm)	LSBDC regularly access the R3B Map to identify participants for training, mentor network, etc. and share it with partners EDOs and PDCs	Brandon finished the latest update using JobsEQ data for employment RISE plans to use the database to identify existing companies to participate in any/all resources: mentor network, LSBDC training pipeline, etc. Collaborate with EDs/EDO/IDAs, Chambers of Commerce, etc. as appropriate.
Regional convening	Sheri & Lauren	Quarterly Ecosystem Meetup	Ongoing; Global Entrepreneurship Week will include events in Martinsville, Danville, and Farmville. SOVA IH/DRREE will cohost a virtual meetup for Virginia ecosystem builders (statewide)	Increased connectivity among ecosystem builders	Need to incorporate structure built for RISE and Shine, with expectations for continuation
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)	Planning Complete! Project SEED received \$500k from VTRRC towards construction; request to GOVA approved state board (next step: contract negotiations); EDA funds awarded; estimated construction completion date TBD by SRM (summer 2023)	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	Nearing Completion / In Progress (A&E firm has completed initial branding/logo to guide interior/exterior design, Letterpress will continue w/ more branding and basic website) - currently redesigning the Longwood OCED website, and SEED webpage will be part of this prior (estimated completion date - TBD by SRM)	Website is launched - Fall 2022 - to be timed with information about EDA ARPA EAA construction grant	
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	Complete per DHCD deliverable requirement - MOU b/t Longwood and HSC is signed. (Sheri working w/ CRC on EDA construction application); Longwood Honors College will be lead academic unit	MOU b/t Longwood and HSC to support construction, operations, ongoing fundraising	

**SVRA Site Development Project
Milestones & Progress Reporting**

Question	Response
1) Please provide a description of project work completed or in progress this quarter.	Site tours, meetings and studies are nearing completion in all areas. Regular feedback is provided at least monthly with engineering firms and update meetings have taken place at 10-27-22 and 1-18-23 SVRA Board Meetings.
2) Please describe any outcomes/products that have been achieved.	Site work has been completed at Airside Park, Cane Creek Centre, Ringgold East Industrial Park, the Cyber Park, Riverview Industrial Park Lot 5B, and Southern Virginia Technology Park and letters submitted to VEDP for Certification. This will result in raising the classification of 4 tier-2 parks to tier-4; 7 individual sites from tier-2 to tier-5, 19 tier-2 sites to tier-4. Studies nearing completion for Coleman Site, Rich Creek Site and Day Site.
3) Please describe any barriers to the project at this time.	No barriers seen at this time

Project Performance Metrics

Question	Response
Sites Studied	8
Engineering studies completed	5
Localities engaged	2
Information sessions held	4
Sites raised in tier certification levels	19 sites raised from tier-2 to tier-4 7 sites raised from tier-2 to tier-5 4 parks raised from tier-2 to tier-4



MEMORANDUM

PREPARED FOR: Linda Green, Executive Director, Southern Virginia Regional Alliance

PREPARED BY: Carolyn Howard, PE

DATE: January 26, 2023

SUBJECT: SVRA Regional Site Development Program – Monthly Status Report

cc: Brian Bradner, Troy Shelton, Neil Robbins

The following table provides a status of tasks and the expected delivery date for the completed documents per site.

SITE	TARGET COMPLETION DATE	NOTES
Ringgold East Industrial Park	12/02/2022	<ul style="list-style-type: none">• Report submitted on 12/02
Southern Virginia Technology Park	12/09/2022	<ul style="list-style-type: none">• Report submitted on 12/13
Cane Creek Centre	12/19/2022	<ul style="list-style-type: none">• Report submitted on 12/21
175 Airside Drive	12/27/2022	<ul style="list-style-type: none">• Report submitted on 12/28
Riverview Industrial Park Lot 5B	01/06/2023	<ul style="list-style-type: none">• Report submitted on 01/04
Cyber Park	01/13/2023	<ul style="list-style-type: none">• Report submitted on 01/13
Day Site	02/03/2023	<ul style="list-style-type: none">• Survey field work complete; base map in process. We expect to receive the survey on 01/26.• WOUS field work is complete; report in process• Other environmental reports completed for QC review• PER / TIA 85% complete• Certification report to be started
Rich Creek Corporate Park	TBD	<ul style="list-style-type: none">• Geotechnical Report is completed• WOUS field work is complete; report in process• Other environmental reports in process• Survey field work complete; base map in process The title report was received from the County on 01/25, however a few documents are needed from the report to complete the ALTA survey. Once we receive this from the County, we will provide a completion date.• PER 85% complete, including capacity/pressure testing• Certification report to be started

PJD = Preliminary Jurisdictional Determination
USACE = US Army Corps of Engineers
WOUS = Waters of the US (wetlands and streams)
PER = Preliminary Engineering Report
TIA = Traffic Impact Analysis

Please feel free to contact me at 434.549.8505, if you have any questions or would like to discuss further.

PROJECT PIPELINE



DATE: April 7, 2023

TO: Region 3 Council

FROM: R. Bryan David, Program Director

A handwritten signature in blue ink, appearing to read 'RBD', is placed over the 'FROM:' line.

RE: **Project Pipeline Report**

Below is information about projects under development. Because these projects are preparing to move forward during the upcoming months, each is being presented in greater detail to help to inform the Region 3 Council.

a. GO Virginia Region 3 Entrepreneurship Investment & Innovation (EII) Strategy_Phase II (Per Capita)

- the project principals, L. Mathena (SOVA Rise Collaborative/Mid-Atlantic Broadband Communities Corp.) and S. McGuire (SEED Innovation Hub/Longwood University SBDC), are developing a Per Capita application to continue implementation of the EII Strategy. The scope of work, schedule, budget, and deliverables will be presented to the Executive Committee at its meeting on June 21st.

- the second phase will incorporate the recommendations of Dr. Erik Pages (Entreworks Consulting), who is currently assessing and will make recommendations to continue implementing the Region 3 EII Strategy and build upon the successes of the first phase and address the challenges encountered during the first phase. His work should be completed in the next forty-five (45) days.

b. SOVA Innovation Labs (Per Capita)

- the SOVA Innovation Hub has had under development an expansion of the SOVA Innovation Campus in South Boston for the past year. This expansion would involve acquiring and adaptive reusing an adjacent structure and developing the greenspace adjacent to its existing building.

- the redevelopment of the adjacent structure styled "The Labs" is contingent on a pending grant application with the US Economic Development Administration. The SOVA Innovation Hub is moving forward with acquiring the property from the South Boston Volunteer Fire Department as part of the grant process.



Region 3 Council

April 7, 2023

Page 2

- staff-level discussions with principals from the SOVA Innovation Hub and Mid-Atlantic Broadband Communities on the potential for GO Virginia Region 3 Council funding support for furniture, fixture, and equipment for the “The Labs” project. This funding support would be similar to the Per Capita grant awarded to the SEED Innovation Hub in Farmville

- the Tobacco Region Revitalization Commission approved a grant for the project for \$400k at its January 2023 meeting

RECOMMENDATION:

For the Region 3 Council’s information. No action is needed.

NEW BUSINESS



DATE: April 7, 2023

TO: Region 3 Council

FROM: Tim Clark, Chair, Nominating Committee

RE: Election of Region 3 Council Chair and Vice Chair for 2023-2024

The April meeting represents the annual meeting of the GO Virginia Region 3 Council, and it is the meeting where the Council members elect the Chair and Vice-Chair for the coming year. Tim Clark currently serves as Chair, and Randy Lail serves as Vice-Chair.

Looking to the Region 3 Council's meeting on July 19th, the Nominating Committee (T. Clark (Chair), R. Lail, and S. Swinson) will bring recommendations to the Region 3 Council for individuals for reappointment and appointment to Region 3 Council.

RECOMMENDATION:

For the Region 3 Council's information.





DATE: April 10, 2023

TO: Region 3 Executive Committee

FROM: R. Bryan David, Program Director

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

RE: GO Virginia Region 3 Talent Pathway Plan for Health Science Careers

During 2022, the Executive Committee and Region 3 Council were given updates about the 2022 Virginia General Assembly providing "...\$2.5MM to the GO Virginia State Board for planning grants to support the analysis of the workforce needs of regional businesses and the identification of the skills and training that can help prepare Virginians to fill available jobs in regional markets. Regional councils are anticipated to focus this analysis on prioritized industry clusters identified in their approved 2021 Growth and Diversification plan." The GO Virginia State Board then allocated up to \$250K for each GO Virginia Regional Council to use for a planning phase of the initiative.

It should be noted that approximately \$23MM has been included for the GO Virginia Talent Pathway Initiative in the versions of the FY2024-2025 biennial budgets developed by the Governor, Senate, and House of Delegates. These funds would be available to GO Virginia Regional Councils to implement Talent Pathway Initiative projects starting July 1, 2023.

Working with Executive Committee, Region 3 staff, and others, a Region 3 Council planning grant application under the GO Virginia Talent Pathway Initiative has been prepared. This project will implement the Region 3 Growth & Diversification Plan's long-standing healthcare priority because of its inextricable relationship with supporting and growing traded sector businesses and their accompanying high-paying jobs. A critical contributing strategy to achieve this priority is to "[C]onvene and connect health care stakeholders to identify barriers and opportunities."

The Executive Committee and the Region 3 Council are aware that the GO Virginia State Board has only approved several healthcare workforce development projects. These approvals have been rare because healthcare is not considered to be a true "traded-sector" business. The growth and advancement of traded-sector businesses have been the singular focus of the GO Virginia grant program since 2017 for some good and valid reasons. However, GO Virginia Region 3 Council has prioritized healthcare workforce development since its first Growth & Diversification Plan in 2017 and continued maintaining this priority in subsequent updates for many good and valid reasons. Based on the guidance provided by the Department of Housing and Community Development GO Virginia staff, the current GO Virginia's Talent Pathway Initiative provides a logical and readily available vehicle to address healthcare workforce development in Region 3.



Region 3 Council
April 10, 2023
Page 2

At its most recent meetings on December 21st and March 15th, the Executive Committee unanimously agreed to have me develop a planning application in collaboration with the Southern Virginia Partnership for Health Science Careers. The application was presented to the Project Review Committee on April 10th, and the committee members unanimously recommended the Region 3 Council approve it as proposed.

Attached are the following documents for your reference:

- i. Region 3 Council Talent Pathway Plan Application Summary
- ii. Application_GO Virginia Region 3 Talent Pathway Plan for Health Science Careers (labeled draft due to certain supporting elements still in process)
- iii. GO Virginia State Board Policy #4_Use of GO Virginia Funds for Scholarships and NonTraded Sectors
- iv. GO Virginia – Talent Pathways Initiative Program – Planning FAQs

RECOMMENDATION:

1. Approve the GO Virginia Region 3 Talent Pathway Plan for Health Science Careers as proposed, understanding that the remaining supporting elements will be completed before submission to the GO Virginia State Board and the Department of Housing and Community Development (DHCD) GO Virginia staff for review and action.
2. Ratify the GO Virginia Region 3 Executive Committee's selection of the Southern Virginia Partnership for Health Science Careers as the Coordinating Entity/Project Manager.



REGION 3 COUNCIL TALENT PATHWAY PLAN APPLICATION SUMMARY

Project Name: GO Virginia Region 3 Talent Pathway Plan for Health Science Careers

Public Body Sponsors/Participants:

- Commonwealth Regional Council (PDC #14)
- Southside Planning District Commission (PDC #13)
- West Piedmont Planning District Commission (PDC #12)

Project Partners:

- Southern Virginia Partnership for Health Science Careers (SOVAPHSC)
- George Mason University's Center for Health Workforce
- The Claude Moore Charitable Foundation
- Blueridge Partnership for Health Science Careers
- Carilion Health

Status:

The Project Committee Review considered the application on April 3rd. The GO Virginia Region 3 Executive Committee reviewed a working draft of the application at its meeting on March 15th and authorized the Program Director to continue its development.

Should the Region 3 Council approve the application, the application will be submitted by May 5th for review by the Department of Housing and Community Development's GO Virginia staff and a GO Virginia State Board workgroup. The GO Virginia State Board will consider the application on June 13th.

Project Review Committee Recommendation:

The Project Review Committee (PRC) discussed the planning project and the opportunity to begin a meaningful first step towards addressing Region 2's healthcare workforce opportunities and challenges through a multi-faceted coalition of academic institutions, healthcare providers, traded-sector businesses, and other allied stakeholders. Further, the PRC discussion highlighted the ready alignment with the successful GO TEC/EmPower Talent Pathway developed in Region 3 by the Institute for Advanced Learning and Research.

The PRC noted that several supporting elements of the application were under development and understood that all required items would be completed before submission to the GO Virginia State Board and the Department of Housing and Community Development GO Virginia by the May 5th deadline.

The PRC recommended that the Region 3 Council approve the application as proposed

Funding Category:

The GO Virginia State Board allocated *Talent Pathway Initiative* planning grant funding totaling \$250,000 to each of GO Virginia's nine (9) regions in 2022.



Project Description:

- The GO Virginia Region 3 Council has long identified healthcare as a top priority industry cluster, and this *Talent Pathways Initiative* planning grant would facilitate a coalition of healthcare employers, educators, representative traded sector businesses whose employees are healthcare consumers, and other allied organizations to develop a strategic healthcare workforce development plan for Southern Virginia.
- Since its formation in 2017, the Region 3 Council has found an ever-growing consensus among its business leaders and economic and workforce development professionals that the state of Southern Virginia's healthcare causes a significant competitive disadvantage for the recruitment and retention of traded sector businesses and the creation of high-paying jobs.

This competitive disadvantage is created by Region 3's low healthcare outcomes, diminishing access to healthcare providers, and the availability of credentialed and degreed healthcare workers. These fundamental factors impose higher costs on traded sector businesses, mainly related to employer-provided health insurance expenses and the Region 3 workforce's work-ready capabilities. This higher cost of doing business may likely offset Region 3's Council's past investments to support traded sector business recruitment and retention.

Please refer to the attached map from the Robert Wood Johnson Foundation 2023 County Health Rankings of health outcomes for [Locality Rankings for Virginia](#). (Exhibit A_State Map)

The GO Virginia Region 3 Council identified healthcare as a priority sector in its first Growth & Diversification Plans in 2017. It has continued identifying healthcare as a top priority in the 2019 and 2021 updates. The first Growth & Diversification Plan, and its subsequent updates, were submitted and approved by the Department of Housing and Community Development and GO Virginia State Board as required under the Code of Virginia enabling statute.

- The Region 3 Executive Committee, on behalf of the Region 3 Council, selected the Southern Virginia Partnership for Health Science Careers (SOVAPHSC) as the *Coordinating Entity/Project Manager* at its meeting on March 15th. The Executive Committee recognized the work of the SOVAPHSC collaborative as the only one that can efficiently and effectively serve the entire geography of Region 3.
- The SOVAPHSC hired Dr. John Creasy as its first Executive Director in Fall of 2022. He has been charged with moving this initiative forward to create a talent pathway in Region 3 for healthcare workforce development.

Dr. Creasy will be supported by George Mason University's Center for Health Workforce with data collection and analysis.

- The SOVAPHSC's Executive Director and George Mason University's Center for Health Workforce are experienced and have the capacity to convene and lead this coalition of healthcare workforce development stakeholders. This group will assess employer needs and employment trends, prepare workforce supply and demand projections, and conduct a gap analysis between employers' workforce needs and the available workforce.



- In the Talent Evolution section of the 2021 Region 3 Growth & Diversification Plan (p. 10):

Goal	Objective	Strategy
Support sector-based partnerships by identifying career paths for cross-walks incorporating new and emerging target sectors	Strengthen and expand non-degree programs (e.g., certifications and credentials) that enable employment pathways into new or emerging target sectors.	-Support efforts that analyze current course offerings and gaps among educational institutions with the needs of employers -Assess training gaps based on employers' input -Support efforts to promote collaborative workforce development and training solutions.

- In the Entrepreneurial Ecosystem section of the 2021 Region 3 Growth & Diversification Plan (p. 11):

Goal	Objective	Strategy
Support programmatic emphasis on agribusiness and healthcare sectors	Invest in the growth of the agribusiness and health sectors through market development, site development, or talent development.	- Convene and connect agribusiness stakeholders to identify barriers and opportunities - Convene and connect healthcare stakeholders to identify barriers and opportunities

Region 3 Council Considerations:

- This project aligns with the GO Virginia Talent Pathways Initiative's purpose and intent. It takes a constructive and meaningful first step to advance the long-standing Region 3 Council priority to convene stakeholders for healthcare workforce development.
- Healthcare workforce development is a target sector for Region 3 because of its inextricable link to the attraction and retention of traded sector business investment. And healthcare occupations are considered some of Region 3's highest paying on average. (Exhibit D)



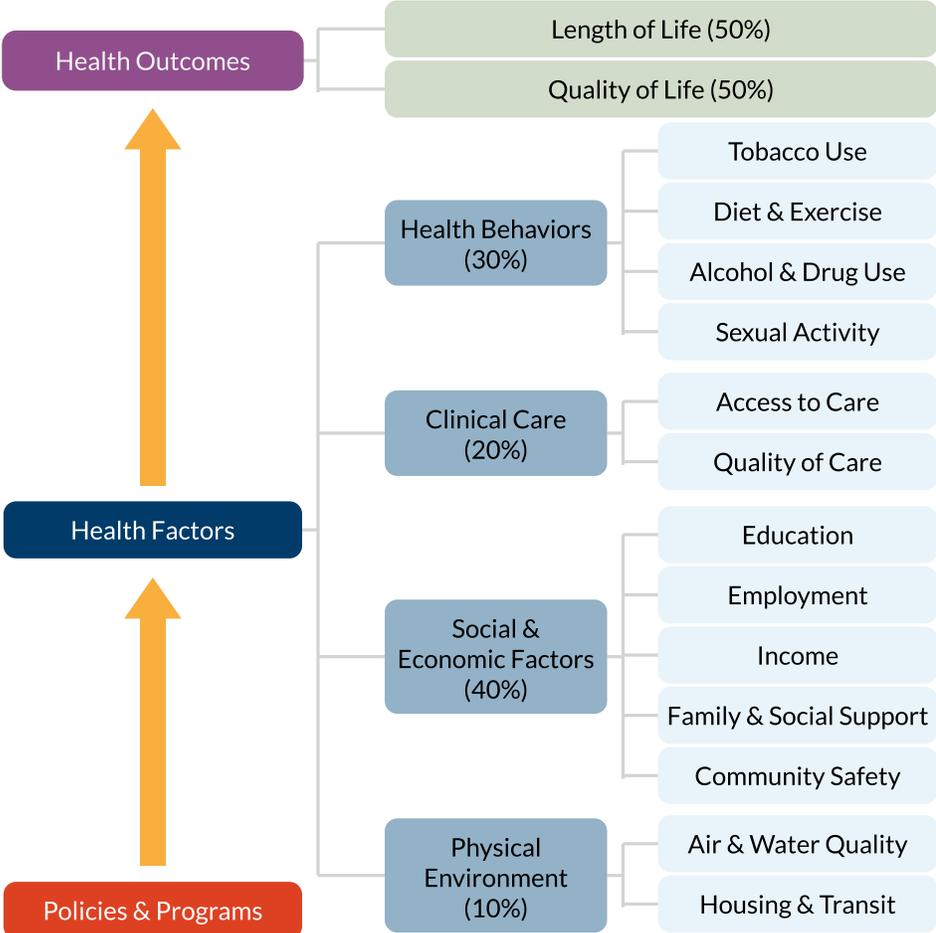
- The Region 3 Council has a successful track record of converting planning projects to future implementation projects eligible for GO Virginia funding, including the following:
 - *GO TEC/EmPower Talent Pathway**, developed and managed by the Institute for Advanced Learning and Research, was initially an Enhanced Capacity Grant, launched with a Per Capita grant and significantly expanded and scaled with a Statewide Competitive grant that will lead to enterprise sustainability.
 - The Region 3 Entrepreneurship Innovation and Investment Strategy, which was initiated as an Enhanced Capacity Building Grant, led to a Per Capita grant that is currently nearing completion of its first phase and is expected to continue to an expansion phase in September 2023 with a second Per Capita grant award by the GO Virginia State Board.

*GO TEC/EmPower Talent Pathway used by permission_Institute for Advanced Learning and Research

EXHIBIT A

			Length of Life	Quality of Life	Health Behaviors	Clinical Care	Social & Economic Factors	Physical Environment
FIPS	State	County	Z-Score Rank	Z-Score Rank	Z-Score Rank	Z-Score Rank	Z-Score Rank	Z-Score Rank
51007	Virginia	Amelia	0.32 105	-0.04 67	0.07 82	0.12 115	0.09 87	0.03 109
51025	Virginia	Brunswick	0.08 87	0.69 126	0.25 123	0.10 110	0.55 128	0.09 132
51029	Virginia	Buckingham	-0.17 50	0.35 101	0.24 121	0.08 98	0.32 115	0.02 95
51037	Virginia	Charlotte	0.37 111	0.59 119	0.26 126	0.14 119	0.20 104	0.00 63
51049	Virginia	Cumberland	-0.03 67	0.06 80	0.09 87	0.04 80	0.05 79	0.02 100
51083	Virginia	Halifax	0.34 108	0.52 116	0.16 104	0.08 101	0.21 107	0.00 72
51089	Virginia	Henry	0.47 117	0.57 118	0.21 114	0.10 108	0.26 111	0.01 83
51111	Virginia	Lunenburg	0.29 104	0.82 130	0.17 109	0.15 126	0.21 106	0.01 82
51117	Virginia	Mecklenburg	0.33 106	0.27 95	0.11 91	-0.01 58	0.18 100	0.02 97
51135	Virginia	Nottoway	0.04 78	0.49 114	0.22 117	0.12 113	0.11 90	-0.01 54
51141	Virginia	Patrick	0.28 102	0.02 73	0.10 90	0.08 97	0.19 102	-0.02 43
51143	Virginia	Pittsylvania	0.33 107	0.06 79	0.14 100	0.05 85	0.09 85	0.09 131
51147	Virginia	Prince Edward	0.02 75	0.40 106	0.08 84	0.01 69	0.19 103	-0.02 41
51590	Virginia	Danville City	0.78 125	0.91 131	0.23 119	-0.10 26	0.58 129	0.05 116
51595	Virginia	Emporia City	1.50 132	0.91 132	0.40 132	0.00 62	0.65 132	0.02 92
51690	Virginia	Martinsville City	1.33 131	0.75 129	0.27 127	0.09 103	0.54 127	0.01 76

County Health Rankings Model



County Health Rankings model © 2014 UWPHI

Learn More About the Rankings Model

<https://www.countyhealthrankings.org/explore-health-rankings/county-health-rankings-model>

EXHIBIT B



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

Board Policy #4

TITLE: Use of GO Virginia Funds for Scholarships and NonTraded Sectors

EFFECTIVE DATE: 12/12/2017

AUTHORITY: § 2.2-2486 - §2.2-2489 of the Code of Virginia

POLICY STATEMENT: It is the policy of the Virginia Growth and Opportunity Board that funds shall not be used for projects in non-traded sectors where median wages fall below regional averages. The Board will consider future applications from these sectors that can demonstrate that the project will create higher paying jobs across the industry sector and that the project will generate out-of-state revenue despite being a non-traded sector, such as a center of excellence or specialized/innovative model.

Furthermore, it is the policy of the Virginia Growth and Opportunity Board that funds shall not be used for initiatives that are unsustainable beyond GO Virginia funds, such as scholarships.

APPROVAL AND REVIEW: This Board policy was reviewed and approved on 12/12/2017.

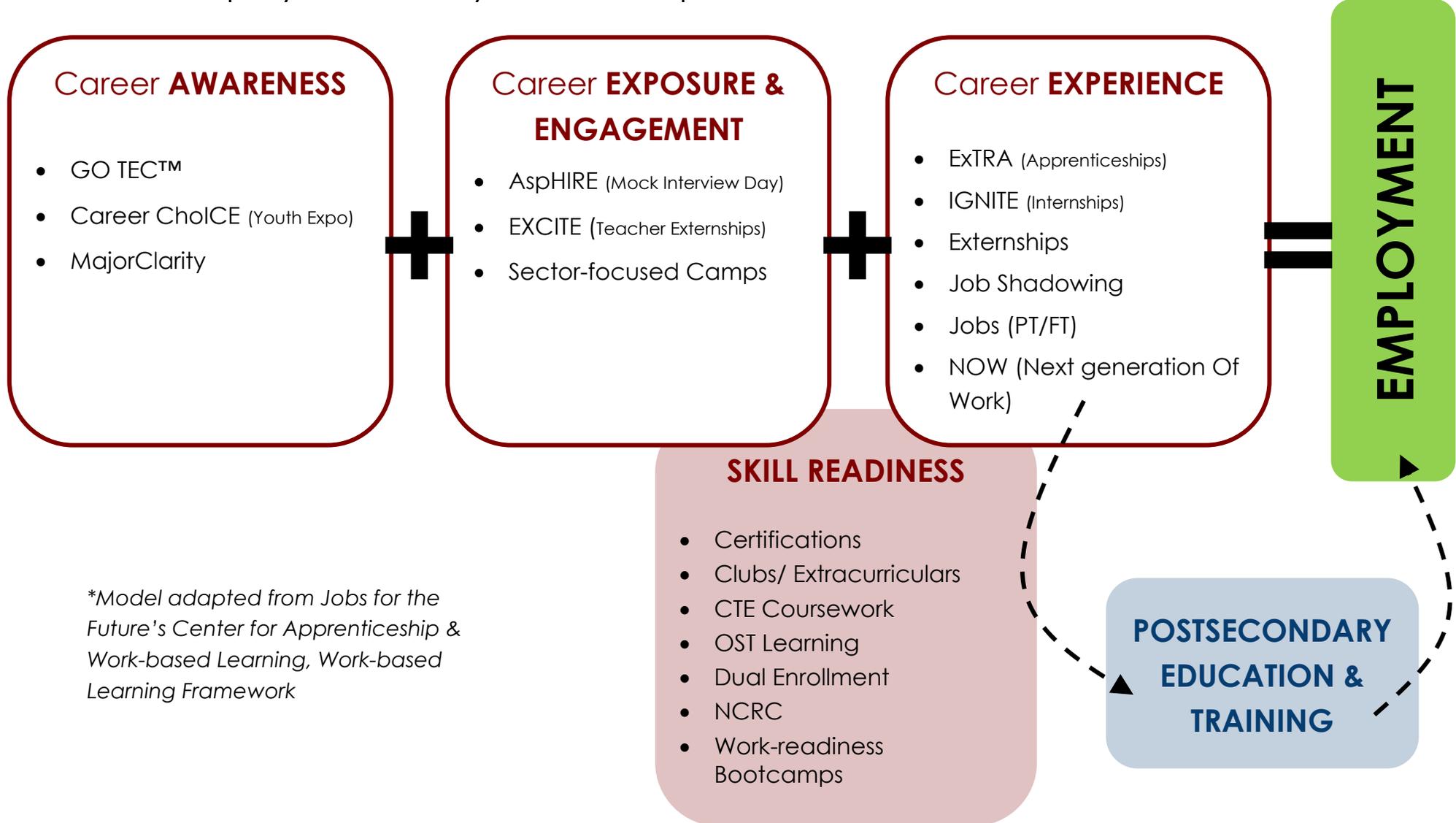
SUPERSESSION: This Board policy is new.

DHCD DIRECTOR: William Shelton

EmPOWER

Exhibit C

An Employer-driven system to empower and connect students to careers

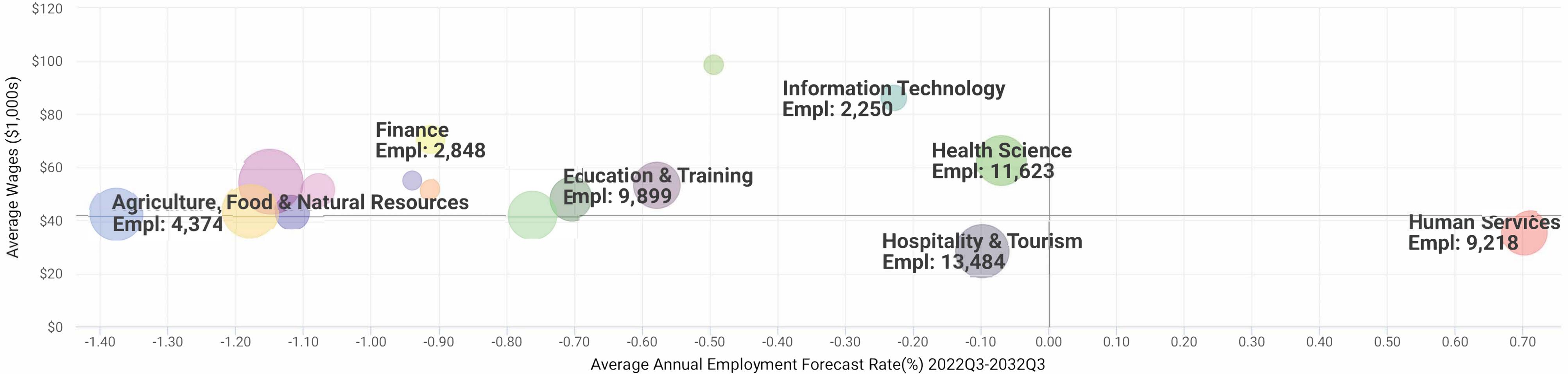


**Model adapted from Jobs for the Future's Center for Apprenticeship & Work-based Learning, Work-based Learning Framework*

Public-Private Collaboration supports the system

***The EmPOWER System, a custom work-based learning system, is the intellectual property of the Institute for Advanced Learning and Research (IALR) in Danville, Va., and, as such, may not be used without express permission from IALR.*

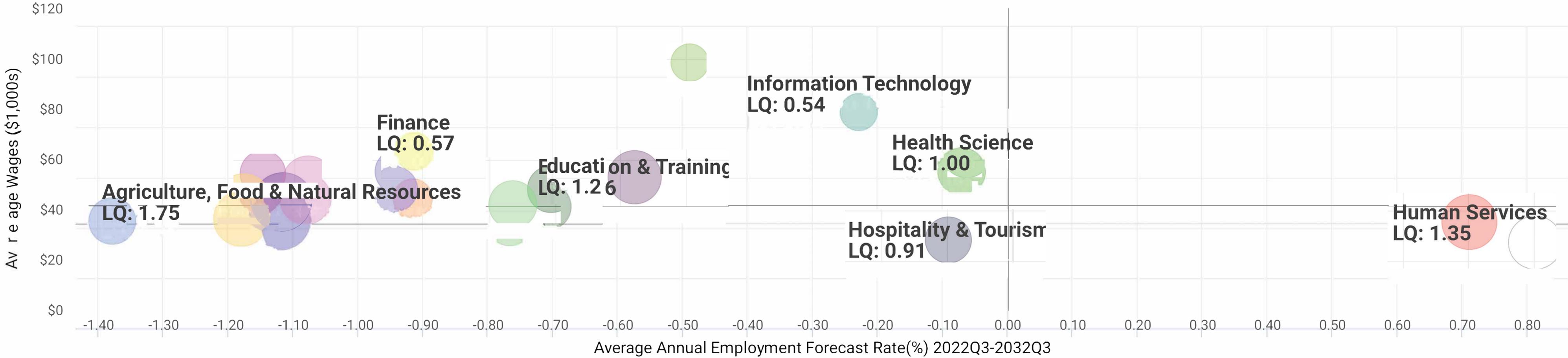
CTE Clusters for GoVirginia - Region 3 as of 2022Q3



- Agriculture, Food & Natural Resources
- Education & Training
- Hospitality & Tourism
- Manufacturing
- Architecture & Construction
- Finance
- Human Services
- Marketing, Sales & Service
- Arts, A/V Technology & Communications
- Government & Public Administration
- Information Technology
- Science, Technology, Engineering & Mathematics
- Business, Management & Administration
- Health Science
- Law, Public Safety, Corrections & Security
- Transportation, Distribution & Logistics

EXHIBIT D

CTE Clusters for GoVirginia - Region 3 as of 2022Q3



- Agriculture, Food & Natural Resources
- Education & Training
- Hospitality & Tourism
- Manufacturing
- Competitive Advantage Threshold
- Architecture & Construction
- Human Services
- Marketing, Sales & Service
- Arts, A/V Technology & Communications
- Government & Public Administration
- Information Technology
- Science, Technology, Engineering & Mathematics
- Business, Management & Administration
- Health Science
- Law, Public Safety, Corrections & Security
- Transportation, Distribution & Logistics



Talent Pathways Initiative (TPI) Planning Application

[prepared by Virginia Department of Housing and Community Development]

Date: April 10, 2023

Project: GO Virginia Region 3 Talent Pathway Plan for Health Science Careers

Applicants:

- Commonwealth Regional Council (PDC #14)
- Southside Planning District Commission (PDC #13)
- West Piedmont Planning District Commission (PDC #12)

Project Partners:

- Southern Virginia Partnership for Health Science Careers (SOVAPHSC)
- George Mason University's Center for Health Workforce
- The Claude Moore Charitable Foundation
- Blueridge Partnership for Health Science Careers
- Carilion Health

Amount Requested: \$ 150,000
 \$ 75,000 (cash and in-kind match provided by project partners_2:1 requirement met)
 [line-item Project Budget under development]

- I. Which priority industry cluster(s) will be supported by this initiative, and how were they selected by the regional council? How do these industry clusters align with those outlined in the most recent regional growth and diversification plan?
- The GO Virginia Region 3 Council has identified healthcare as its top priority industry cluster for a *Talent Pathways Initiative* planning grant. Since its formation in 2017, the Region 3 Council has found an ever-growing consensus among its business leaders and economic and workforce development professionals that the state of Southern Virginia's healthcare causes a significant competitive disadvantage for the recruitment and retention of traded sector businesses and the creation of high-paying jobs.
- This competitive disadvantage is created by Region 3 low healthcare outcomes, diminishing access to healthcare providers, and the availability of credentialed and degreed health science workers. These fundamental factors impose higher costs on traded sector businesses, mainly related to employer-provided health insurance expenses and the Region 3 workforce's work-ready capabilities. This higher cost of doing business may likely offset Region 3's Council's past investments to support traded sector business recruitment and retention.
- Based on first-hand reports from GO Virginia Region 3's local and regional economic development professionals, discussions with traded sector business investment principals, and during their site visits, the issues of healthcare availability, quality, and affordability in Southern Virginia are broached. These principals are keenly aware of how these issues may create challenges for recruiting and retaining qualified employees for hard-to-fill professional positions in management, production, finance, information technology, human resources, engineering, marketing, sales, and the like.



Given this situation, the Region 3 Council recognizes as an imperative to use established and tested workforce development strategies, methods, and measures to address this critical need to advance a talent pathway for health science occupations to address the region's low health outcomes. This approach, in turn, can contribute to creating both a **health-ready** and **skill-ready** workforce for traded-sector businesses.

- The GO Virginia Region 3 Council identified healthcare as a priority industry sector in its first Growth & Diversification Plan in 2017. Healthcare has continued as a priority industry cluster in the 2019 and 2021 updates. The original Growth & Diversification Plan, and the subsequent updates, were submitted and approved by the Department of Housing and Community Development and GO Virginia State Board as consistent and appropriate under the Virginia Growth and Opportunity Act.
- The Region 3 Council's key findings in the 2021 Growth & Diversification Plan found that job and wage growth in healthcare occupations has been and will continue to be among Southern Virginia's leading industry clusters. The wages for healthcare occupations are competitive with traded sector business occupations.
- Region 3's healthcare occupations are projected to increase during the next two (2) years, attributed to aging baby boomers, chronic diseases such as diabetes and obesity, an expansion of health insurance availability, and the underlying changes in the regional population.
- In 2020, the Department of Housing and Community Development GO Virginia staff reported to the GO Virginia State Board that a representative cross-section of GO Virginia Regional Council leadership and their staff support healthcare sector investments provided one (1) or more of the following three (3) conditions were met:
 - i. 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 healthcare services (non-state revenue generated).
 - ii. 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.
 - iii. If the lack of available healthcare services in a region is causing residents to leave the state to seek services in neighboring states and the investment would stop the leakage of dollars to neighboring states.
- This Region 3 Council-proposed *Talent Pathway Initiative* planning project will provide data and analysis to demonstrate that these conditions are present in Region 3 and require an investment in healthcare workforce development by GO Virginia.



- GO Virginia State Board Policy #4 (2017) holds that the Board will consider future applications from industry sectors that can demonstrate that the project will “...create higher-paying jobs across the industry sector and that the project will generate out-of-state revenue despite being a non-traded sector, such as a center of excellence or specialized/innovative model.”
- GO Virginia Region 3’s proposed *Talent Pathway Initiative* planning project will address with data and analysis each of the preconditions for GO Virginia investments in the healthcare sector expressed in 2020 and the criteria established in Policy #4.
- The current demand for workers by Region 3’s healthcare employers is outpacing the local educational pipeline production of new credentialed and degreed healthcare workers needed to support the health systems that serve Region 3’s residents and residents in the adjacent North Carolina counties.

In particular, Registered Nurses, Licensed Practical Nurses, and Nursing Assistance are the top three (3) needed health science occupations in Region 3. Due to the shortages of healthcare workers, many insured residents travel outside of Region 3 to meet their healthcare needs due to the lack of access or availability. The destinations for healthcare include Richmond, Roanoke, and North Carolina’s nearby metro area.

The shortages in these three (3) occupations are projected to grow in the coming years. Again, this growth can be attributed to aging baby boomers, chronic diseases such as diabetes and obesity, an expansion of health insurance availability, and the underlying changes in the regional population.

- The overarching outcome for this planning project is to facilitate and align key healthcare stakeholders to create a ***health-ready*** and ***skill-ready*** workforce in Region 3—a workforce which would enhance and support Southern Virginia’s competitive advantage for new and expanding traded-sector businesses.

II. The industry coalitions are a central part of the success of the TPI (See Element 1 in TPI Program Guidelines). How will the regional council work to engage business leaders in these priority industry clusters?

- The GO Virginia Region 3 Council will utilize the Southern Virginia Partnership for Health Science Careers (SOVAPHSC) to engage healthcare employers, educators, and traded sector businesses from its northern, eastern, and western subregions.



- An initial scan in Region 3 identifies multiple opportunities for the SOVAPHSC to proactively and collaboratively engage healthcare providers, including for-profit and non-profit organizations and educational institutions. These organizations include the following:
 - 4 healthcare systems
 - 5 hospitals
 - 18 assisted and rehabilitation living facilities
 - 3 behavioral health facilities
 - 5 home health organizations
 - 6 degree and credential granting academic institutions
 - 15 K-12 public school divisions through the GO TEC/EmPower talent pathway program managed by the Institute for Advanced Learning and Research
- The SOVAPHSC was initially convened in 2021 by the Interim Executive Director (Karen Jackson) of The New College Institute in Martinsville. Her effort was supported by the Claude Moore Charitable Foundation, George Mason University's Center for Health Workforce, Blue Ridge Partnership for Health Science Careers, and Carilion Clinic. For twelve (12) months, this regional workgroup brought together over forty (40) stakeholders interested in addressing healthcare as a workforce development initiative for Southern Virginia. This workgroup developed a workable consensus about the opportunities available for healthcare workforce development in Region 3.
- With the financial support of the Claude Moore Charitable Foundation and the Martinsville-Henry County Academic Foundation, the SOVAPHSC was supported with strategic planning, technical services, and large and small group meeting coordination and support by Deloitte Consulting.
- The SPVAPHSC hired Dr. John Creasy as its first Executive Director in the Fall of 2022. He has been charged with moving this initiative forward to create a talent pathway in Region 3 for healthcare workforce development. His work started in December 2022 by assisting the Region 3 staff in developing this application. He performs his duties under a cooperative agreement with the West Piedmont Planning District Commission.
- The Region 3 Program Director (Bryan David) and contract staff (Liz Povar) served on the SOVAPHSC.

III. Identify the participating localities (a minimum of 2 is required) and describe their role in the project.

- The project will actively involve the three (3) Planning District Commissions in GO Virginia Region 3:
 - Commonwealth Regional Council (Counties of Amelia, Buckingham, Charlotte, Cumberland, Lunenburg, Nottoway, and Prince Edward)
 - Southside Virginia Planning District Commission (Counties of Brunswick, Halifax, and Mecklenburg)



- West Piedmont Planning District Commission (Counties of Henry, Pittsylvania, and Patrick, and the Cities of Danville and Martinsville)

- The Executive Director from each Planning District Commission and a Chief Administrative Officer from a member locality, respectively, will serve on the SOVAPHSC for the project.

IV. What process did the regional council utilize to identify and select their industry cluster talent coordinating entity/entities (the coordinating entity will serve as project manager and may engage third parties to complete all or parts of the projects)? The Regional Council must utilize a selection process that is inclusive and encourages competing organizations to apply in order to strengthen regional collaboration through this application process.

- The Region 3 Executive Committee issued a *Request for Letters of Interest* for organizations to serve as the *Coordinating Entity/Project Manager* for the GO Virginia Region 3 Talent Pathway Plan for Health Science Careers on March 8, 2023.

One (1) Letter of Interest was submitted to the Executive Committee, which was by the SOVAPHSC. The Executive Committee, on behalf of the Region 3 Council, selected the SOVAPHSC to serve as the *Coordinating Entity/Project Manager* at its meeting on March 22, 2023. The Region 3 Council ratified this action at its meeting on April 19, 2023.

- The SOVAPHSC was selected because it initiated an intra-region collaboration on healthcare workforce development in 2021. The Region 3 Council and its Executive Committee were briefed on the SOVAPHSC through Region 3 Program Director's participation and his regular reporting on this workforce development collaborative in 2021 and 2022.
- The Region 3 Executive Committee recognized the work of the SOVAPHSC collaborative as the only one that can efficiently and effectively serve the entire geography of Region 3. Moreover, the SOVAPHSC is ready and capable of undertaking this *Talent Pathway Initiative* planning project because it has a full-time Executive Director solely focused on managing and leading a coalition of Region 3's healthcare stakeholders.
- The Region 3 Executive Committee understands the SOVAPHSC has the mission and capacity to engage representatives proactively and ensure diverse perspectives are heard.
- The Region 3 Executive Committee will use a competitive selection process to award future *Talent Pathway Initiative* implementation projects as may be identified as part of this planning project. These awards will be made to organizations that are qualified and have the capacity to implement such projects successfully.



V. What experience does the industry cluster talent coordinating entity have in talent pathways development and/or workforce system planning efforts?

- The SOVAPHSC's Executive Director and George Mason University's Center for Health Workforce are experienced and have the capacity to convene and lead the healthcare workforce development stakeholders to assess employer needs and employment trends, prepare workforce supply and demand projections, and conduct a gap analysis between employer's workforce needs and the available workforce.
- The SOVAPHSC's Executive Director and George Mason University's Center will use these findings to facilitate healthcare employers, educators, and other allied stakeholders for data-driven strategic decision-making, to prioritize implementation mechanisms and initiatives, and to support Region 3's Growth & Diversification Plan. This effort intends to use a Region 3-centric approach to meet the current needs of its healthcare workforce.
- As the coordinating entity, the SOVAPHSC will utilize the subject matter expertise and practical experience of a diverse group of healthcare businesses, organizations, and academic organizations so that current knowledge is included from Region 3's northern, eastern, and western subregions.
- The Executive Director of the Blue Ridge Partnership for Health Science Careers will serve as a complementary organization and subject matter expert for the project. This support will include best practices and a planning resource.

VI. Briefly describe how the industry cluster talent coordinating entity will address, in its plan, each of the following six required elements in the program guidelines.

- a. Development of industry coalitions directed by industry leaders and engaging workforce system partners to guide and advise on the following:

Under the leadership of the Executive Director and supported by Region 3 staff, the SOVAPHSC will be reconstituted to include principals from the following organizations:

- Major Healthcare Providers (SOVA Health/LifePoint Health, Sentra, Centra Health, and VCU Health)
- Healthcare Practitioners
- Non-profit Healthcare Organizations
- Regional Universities, Colleges, and Higher Education Centers (viz., Averett University, Longwood University, Hampden-Sydney College, Institute for Advanced Learning and Research, The New College Institute, Southern Virginia Higher Education Center, Southside Virginia Area Health Education Center/Virginia Health Workforce Development Authority, and the Lake Country Knowledge Center.)
- Community Colleges (Danville CC, Patrick & Henry CC, and Southside Virginia CC)



- Representatives from Region 3's major traded sector employers
- Southside Virginia Area Health Education Center Virginia Health Workforce Development Authority
- Representatives from K12 public school divisions
- Regional Foundations
- Other allied stakeholder groups will be invited to participate as may be identified

Through the work of George Mason University's Center for Health Workforce, the following items will be completed:

- b. A quantitative and qualitative situational analysis of the workforce needs for healthcare occupations.
- c. A gap analysis related to the jobs needed to help the healthcare workforce grow by utilizing commercial and regional data to identify partnership needs and current local efforts of developing and recruiting healthcare talent to Region 3.
- d. Identification of the required skills and training for Region 3 workers to fill in-demand healthcare occupations, including the skills and training already provided through high school career and technical education, credentials, certifications, apprenticeships, internships, and other degree and non-degree programs. This work will include a concurrent gap analysis to assess where current offerings need improvement to meet healthcare employers' occupation demands.
- e. Develop an asset map that evaluates the region's capacity (institutions, programs, or civilian/education partnerships) to support the identified and unmet workforce needs.

With a collaborative effort by the Executive Director, George Mason University's Center for Health Workforce, and Region 3 staff, the SOVAPHSC will use these data, assessments, and associated information to:

- f. -Develop strategies and a high-impact talent pathway project list for future implementation to meet healthcare workforce needs in Region 3 and identify potential grant projects for funding by the Region 3 Council and other State, Federal, and Non-profit grant funding partners.
- Develop a strategy and associated project list with the assistance of the Institute of Advanced Learning Research to expand and enhance health science careers as part of the successful GO TEC/EmPower* talent pathway now serving Region 3's employers, K12 school divisions, and community colleges.



VII. How did your region’s most recent growth and diversification plan inform the proposed TPI approach, and how will the larger strategies and goals from the most recent G&D plan be achieved through this planning process?

- As approved by the GO Virginia State Board, the 2021 Region 3 Growth & Diversification Plan and its earlier editions identify the healthcare sector as a top priority because of its inextricable relationship to support and grow traded sector businesses and their accompanying high-paying jobs.
- In each iteration of the Region 3 Growth & Diversification Plan, workforce development for traded sector clusters has been a top priority, and a number of successful projects have been awarded funding since 2017 to implement this priority:
 - GO TEC (Phases 1 & 2)
 - GO TEC Virginia 2025
 - ExperienceWorks
 - The Gupton Initiative
 - Major Clarity/Common Platform
- The Region 3 Talent Pathway Plan for Health Science Careers under the auspices of the SOVAHSCP will enable the Region 3 Council to take a reasonable and responsible first step towards aligning Southern Virginia’s healthcare sector with an overriding priority in the Talent Evolution section of the 2021 Region 3 Growth & Diversification Plan:

Goal	Objective	Strategy
Support sector-based partnerships by identifying career paths for cross-walks incorporating new and emerging target sectors	Strengthen and expand non-degree programs (e.g., certifications and credentials) that enable employment pathways into new or emerging target sectors.	-Support efforts that analyze current course offerings and gaps among educational institutions with the needs of employers -Assess training gaps based on employers’ input -Support efforts to promote collaborative workforce development and training solutions.

- Using data and information produced for these elements, the SOVAPHSC will develop a strategic plan and roadmap to coordinate and implement initiatives and projects which address identified challenges and opportunities for a successful and transformational healthcare workforce development program in GO Virginia Region 3.
- Given the ongoing investments and successes realized in traded sector workforce development and to take advantage of the opportunity presented by the *GO Virginia Talent Pathway Initiative*, the Region 3 Council believes the opportunity to address healthcare workforce development in Southern Virginia is now.



VIII. Identify any anticipated challenges to the development of the TPI and how will the industry cluster talent coordinating entity address these challenges.

- No challenges are anticipated in developing the TPI planning project either from the data collection and analysis or the operations of the SOVAPHSC. If challenges arise, the SOVAPHSC's Executive Director, George Mason University's Center for Health Workforce, and GO Virginia Region 3 staff will assess the challenge, develop options to address the challenge, and implement the best-fit solution to resolve the challenge.

IX. Outline the method that the regional council will use to oversee the talent pathways planning initiative throughout the grant cycle or grant period.

- The Region 3 Program Manager will serve as an advisory member of the SOVAPHSC to ensure oversight and consistent knowledge about the project's status.
- The Region 3 Council and its Executive Committee will receive regular and routine reports on the SOVAPHSC as it completes tasks and produces the deliverables. The project principals will make these reports with the support of the Region 3 Executive Director.
- Given the Region 3 Council's membership composition, some members will likely serve on the SOVAPHSC for the project. Those members will be encouraged to report on the project to the Region 3 Council and Executive Committee.

X. How will the regional council actively support this initiative and use the insight and recommendations to develop potential talent pathways projects for future funding?

- Like previous planning projects, the Region 3 Council will use the SOVAHSCP's strategic plan to facilitate the development of projects eligible for future GO Virginia *Talent Pathways Initiative* funding.

Additionally, these projects will advance the 2021 Region 3 Growth & Diversification Plan and its future iterations to maintain healthcare as a target sector because of its inextricable link to the attraction and retention of traded sector business investment, resulting in high-wage jobs.

- By way of example, previous Region 3 planning projects converted to future implementation projects eligible for GO Virginia funding include the following:
 - *GO TEC/EmPower Talent Pathway**, developed and managed by the Institute for Advanced Learning and Research, was initially an Enhanced Capacity Grant, launched with a Per Capita grant and significantly expanded and scaled with a Statewide Competitive grant that will lead to enterprise sustainability



- The Region 3 Entrepreneurship Innovation and Investment Strategy, which was initiated as an Enhanced Capacity Building Grant, led to a Per Capita grant that is currently nearing completion of its first phase and is expected to continue to an expansion phase in September 2023 with a second Per Capita grant award by the GO Virginia State Board.

- Past actions can indicate future actions. The GO Virginia Region 3 Council has shown it to be deliberate in ensuring continuous assessment and growth of its investments, and healthcare workforce development will be no exception.

Project Deliverable:

-Healthcare Workforce Development Strategic Plan and High-Impact Project List for GO Virginia Region 3

Attachments:

- Project timeline and milestones (under development)
- Line-Item Project Budget with Cash and In-Kind Match (under development)
- Letters of Support (in-process_planning district commissions and healthcare academic institutions, health systems, and other allied stakeholders)

***GO TEC/EmPower Talent Pathway used by permission_Institute for Advanced Learning and Research**



Virginia Growth and Opportunity Fund (GO Virginia) Talent Pathways Initiative Program- Planning FAQs

Frequently Asked Questions

What is the Talent Pathways Initiative Planning Program?

House Bill 29, approved by the 2022 General Assembly, provided \$2.5 million to the GO Virginia State Board for planning grants to support analysis of the workforce needs of regional businesses and the identification of the skills and training that can help prepare Virginians to fill available jobs in regional markets. It is anticipated that regional councils will focus this analysis on prioritized industry clusters identified in their approved 2021 Growth and Diversification plan. Using this analysis, it is anticipated that the Board, with subsequent funding, will be able to support implementation projects for talent pathways initiatives. Such efforts will seek to align training curricula with the needs of business through collaboration incentives as well as facilitate increased work-based learning experiences (internships, apprenticeships, on-the-job upskilling, and re-skilling programs) and to develop entrepreneurial talent.

Regional Councils may apply for up to \$250,000 for a TPI-Planning grant. The TPI-Planning grant program requires a 2:1 match and the match must come from non-state sources of revenue. No local match is required. All GO Virginia projects require the participation of two or more localities. If no local match (cash or in-kind) is provided, letters of endorsement from two or more localities or a public body representing the interest of two or more localities will be required and the project must demonstrate meaningful participation of those public bodies (See [GO Virginia Regional Collaboration and Local Participation](#) memo for additional guidance).

This planning grant program shall last no longer than a year from its start date, and represent a one-time regional allocation of funds for this purpose. The Board will accept applications for Talent Pathways Planning Initiative through December 2024. Any unobligated funds not obligated to projects will be returned to the statewide competitive pool.

Please find more detail at the following links at the DHCD [GO Virginia Regional Materials](#) page:
[Talent Pathways Initiative Planning Guidelines](#)
[Talent Pathways Initiative Planning Application Questions](#)

What is the recommended order of operations in developing the TPI-Planning application?

First, the regional councils should identify the priority industry sectors. Second, the regional council should take the steps necessary to identify a coordinating entity(ies) for the planning effort (See question below about requests for proposal). Third, the coordinating entity completes the application in partnership with the regional council through the established GO Virginia process.



How should regions select “priority” priority industry sectors? Is there a max number of industry sectors on which to focus?

The selection of priority clusters for this initiative should be first and foremost informed by which industry clusters from the region’s latest Growth and Diversification Plan support the highest growth opportunities within a region. The TPI-Planning effort is an opportunity for a regional council to reflect on the industries that present the greatest economic impact to the region in terms of number of jobs created and/or highest percentage growth in jobs. Emerging industry clusters (i.e. offshore wind, advanced pharmaceutical manufacturing, etc). should be considered for their potential percentage growth of jobs created. Other factors to consider include how ready an industry sector is to dive deep into any issues around talent development specific to their industry.

How should Regional Councils be engaged?

Before an TPI-Planning grant application is approved, the council should be heavily engaged in the process of selection of the priority industry sectors and the coordinating entity in addition to the actual review of the application to ensure the TPI- Planning guidelines are met. After approval by the State Board, the council should be engaged in the recruitment of industry coalition members and support the coalitions’ direction and advising of the TPI-Planning effort. Private sector Regional Council members can also join the industry coalitions, if appropriate.

How will the Virginia Office of Education Economics be a part of the TPI-Planning effort?

VOEE staff are willing and eager to be a part of the planning process once the applications are approved by GO Virginia. VOEE has a wealth of gap analysis data to share and will consult with each region. DHCD will facilitate the discussions with VOEE staff upon approval of the application and during contract negotiations. During the TPI-Planning application review, VOEE staff will participate in the GO Virginia application workgroup and be able to provide feedback.

Can a regional council submit more than one TPI-Planning application?

Each regional council is allocated up to \$250,000 for this planning effort and there is no restriction on limiting the TPI-Planning allocation to one application. A single application does not have to be limited to one industry cluster and could instead identify more than one industry cluster to prioritize and involve several industry coalitions. Attention to the capacity of the coordinating entity to manage any such planning effort is crucial.

Can one coordinating entity be selected to manage more than one industry cluster?

Yes, the coordinating entity must demonstrate the capacity for the planning effort and a council may choose to contract with an entity that is more specific to the industry sector(s).

Can two or more regions collaborate on a TPI-Planning application?



Two or more regions may collaborate on planning efforts for a common industry cluster. While there is no statewide competitive fund for planning efforts, regions may combine their TPI allocations for this purpose. A lead region and partnership regions must be identified and each participating council must approve the application.

Is the Regional Council required to do a Request for Proposals (RFP) to select the TPI-Planning coordinating entity?

An RFP is encouraged but not required. However, even if an RFP is not completed, the Regional Council must utilize a selection process that is inclusive and encourages competing organizations to apply in order to strengthen regional collaboration through this application process. The process of selecting the coordinating entity needs to be described as part of the application (see [Application Question 4](#)).

Can the Support Organization be selected as the Talent Pipeline Coordinating Entity?

Yes, the Support Organization can be selected. The Regional Council must provide clear justification for the selection and be assured that the entity has the needed capacity for the planning effort and any future implementation efforts. It is advised that the Regional Council coordinate a workgroup to review the application with members other than the Support Organization staff to avoid any conflict of interest.

Is a TPI-Planning effort required for any future TPI-implementation effort or future regional per capita workforce development applications?

Right now in the current proposed Governor’s budget amendment, the TPI-Planning effort is required for future TPI Implementation efforts. This guidance will be amended upon finalization of the budget.

Is a TPI-Planning effort required for any future regional per capita workforce development application?

The TPI-Planning effort is uniquely designed to drive smart investments in workforce development broadly and to help regions think critically about developing new industry-driven workforce development systems. Although not required for future regional per capita workforce development applications, the planning effort is a good opportunity and its creation of industry leader insight would be a valuable contribution to future per capita application.

* Please note that this is a working document and may be updated periodically.



— REGION 3 —

FY24 Capacity Building Funds Budget

Date:	04/19/23	Region: 3	 
Agency Name:	Department of Housing & Community Development		
Agency Address:	600 East Main Street Suite 300 Richmond, VA 23219		

Budget Period:	From: 07/01/23	Through: 6/30/2024
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	Budget Item	Amount	
A Administration:			
	Salaries (Fringe if applicable)	\$80,000.00	Southside PDC serves as the Region 3 Support Organization/Fiscal Agent and is responsible for managing the daily operational activities. An MOU is executed each year between Southside PDC and GO VA Region 3 Council that details the various administrative responsibilities needed to effectively manage GO VA Region 3.
	Contract Services	\$104,236.00	Program Director - A contract is in place with UVA Weldon Cooper Center which directs the duties and responsibilities of the Region 3 Program Director. An average of 35 hours per week are dedicated to Region 3 duties which include building the project pipeline, overall strategic visioning, developing new partnerships, and a plan for sustainability.
	Contract Services	\$9,000.00	Staff Support - A contract is in place with Riverlink Group to provide support services in 1) Entrepreneurship & Innovation Strategy, 2) Project Pipeline Developments, and 3) Special Projects and Technical Services. The contract terms are \$750 per month for an average of 15 hours per month.
	Contract Services	\$4,000.00	Staff Support - A contract is in place with Nancy Pool that defines the various support services provided to PDC Staff and the Program Director on an as needed basis. It is projected that \$600 per month will be expended for these services.
	Marketing, Outreach, and Websites	\$44,799.00	Contract Services - The contract with Letterpress specifies that communication services will be billed at \$2,500 per month, and an additional \$1,900 for routine website updates, total of \$31,900; All Hands Outreach Event-\$12,899
	Rent	\$5,415.00	The SOVA Innovation Hub leases office space to house the Program Director. The current lease arrangement is \$451.25 per month.
	Meetings and Workshops	\$1,100.00	Council Meetings, Executive Committee Meetings, and GO VA Workshops/Retreats.
	Supplies & Equipment	\$150.00	Projected costs to be incurred for the purchase of needed supplies and equipment.
	Audit	\$1,300.00	Southside PDC as Region 3 Fiscal Agent is responsible for contracting an auditor to perform an audit of the GO VA financials. Last year's audit fee was \$1,300
Total Administration Budget:		\$250,000.00	
B Planning Services:			
Total Planning Services Budget:		\$0.00	
TOTAL Expense Budget:		\$ 250,000.00	

PROGRAM DIRECTOR'S REPORT



DATE: April 7, 2023

TO: Region 3 Council

FROM: R. Bryan David, Program Director

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

RE: Virginia Department of Housing and Community Development – 2023 Growth & Diversification Plan Review Guidelines

The Virginia Department of Housing and Community Development (DHCD) GO Virginia staff has distributed a draft set of guidelines to each regional council staff (copy attached). These guidelines are to be used by each GO Virginia Regional Council for its Growth & Diversification Plan update. The updated Growth & Plan is due by October 15, 2023.

A new feature proposed for the update allows each Regional Council to conduct a review and complete a corresponding template. Essentially, the comprehensive process used by the Region 3 Council for 2017, 2019, and 2021 updates can be modified for the 2023 update. This modification allows for a staff-level review followed by a review by the Region 3 Executive Committee and Council. The Region 3 Council incurred significant costs for earlier updates which will be avoided with the 2023 update.

The modification is being made at the request of regional council staff primarily because the underlying econometric data typically remains unchanged over a two (2) year period. Further, each Regional Council's targeted industry clusters will likely remain the same over this period.

Using this approach recognizes, each Regional Council will meet the two (2) year review period required by the State's Growth & Opportunity Act. Moreover, it gives some flexibility and financial relief to each regional council when undertaking the update. A comprehensive update may be best suited every four (4) years, all things being equal.

The following is the anticipated timeline for the 2023 Region Growth & Diversification Plan update:

- **April** – Region 3 Council briefed on update process (4.19 meeting)
- **May-August** – Following the Chair's appointment, a 2023 Growth & Diversification Plan Review Committee (ad hoc) empaneled to develop a draft of the 2023 Growth & Diversification Plan
- **July** – Region 3 Council review preliminary draft of the 2023 Growth & Diversification Plan (7.19 meeting)
- **September** – Region 3 Executive Committee reviews and approves the final draft of the 2023 Growth & Diversification Plan
- **October** – Region 3 Council 2023 Growth & Diversification Plan submitted to GO Virginia State Board, and DHCD GO Virginia staff
- **October** – Region 3 Council ratifies approval of the 2023 Growth & Diversification Plan approved by the Executive Committee (10.18 meeting)



Region 3 Council
April 7, 2023
Page 2

The following is the goal statement presented by DHCD GO Virginia staff regarding the guidance:

“The overall goal of this review is to provide Regional Councils an opportunity to reflect on the plan, restate their commitment to the targeted industries, plan goals and strategies, and revise their 2021 Growth and Diversification Plan if needed to ensure it is a living document that will shape strong project development and impact existing regional economic development goals.”

RECOMMENDATION:

For the Region 3 Council’s information. No action is needed.

Attachment



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

Virginia Growth and Opportunity Fund (GO Virginia) Growth & Diversification Plan - 2023 Review Guidance

Section 1: Overview

GO Virginia is a collaborative economic development program that promotes private sector growth in targeted, traded industry clusters and creates high-paying jobs through regional collaboration. Each region has a Growth & Diversification Plan - the guiding strategy to achieve its economic development goals. **Every project recommended by the Regional Councils and approved by the GO Virginia state board should be consistent with the strategies and goals outlined in the region's Growth and Diversification Plan.**

Each Regional Council is required to review their G&D Plan biennially while receiving grants from the GO Virginia fund. For the required 2023 review, each Regional Council will submit an review of their growth and diversification plan to DHCD no later than October 15, 2023 for consideration at the December 2023 GO Virginia Board meeting, based on the accompanying template. The overall goal of this review is to provide Regional Councils an opportunity to reflect on the plan, restate their commitment to the targeted industries, plan goals and strategies, and revise their 2021 Growth and Diversification Plan if needed to ensure it is a living document that will shape strong project development and impact existing regional economic development goals.

Section 2: General G&D Plan Criteria

The following G&D Plan criteria are required ([VA Code § 2.2-2489](#)). If any of these criteria are not covered in a region's existing plan, the plan should be updated to include the missing criteria - DHCD staff will review each plan to ensure all criteria are met. If regional councils are satisfied with the coverage of each criteria, they can submit the 2023 G & D Plan Review alongside their 2021 G&D Plan document.

Requirement	Description (see 2021 Update Guidelines for more information)
Performance of regional economy	Reflect on the performance of their regional economy with a focus on the performance of their previously identified targeted industry sectors.
Situational analysis for each targeted industry sector	Consider current targeted sectors, as well as any potential new targeted sectors identified in the data analysis, and are encouraged to conduct a situational analysis that identifies strengths, weaknesses, opportunities, and threats to the future economic performance of each sector.



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

<p>Skills gap analysis for targeted industry sector</p>	<p>Evaluate labor requirements and regional capacity to train workers. Update the previously identified workforce gaps in the availability of immediately employable talent in the targeted sectors or clusters. Specifics include the skills/credentialing/ experience/education required, and whether these efforts are adequate to address the shortage and to support long-term growth.</p>
<p>Plan goals + strategies</p>	<p>Provide priority goals and strategies to advance the goals of the GO Virginia Program. Map your active project portfolio against these strategies, including those in your project pipeline. Use the GO Virginia program’s four priority investment areas (Talent Development, Start Up Ecosystem, Cluster Scale Up, and Sites/Infrastructure) as a framework.</p>
<p>Partners for collaboration</p>	<p>The plan should identify opportunities for collaboration or complementary efforts for each of the strategies. Councils should identify organizations and other non-GO Virginia activities to support goals.</p>

Section 3: 2023 Review & Summary

Regional Councils may choose to update and amend their Growth & Diversification plans beyond what is required in this review, however, at a minimum, each council should 1) review their current plan and 2) complete the corresponding template. The template is intended to provide Regional Councils the opportunity to reflect on their current plan, address any updates, evaluate what is working, and summarize their key goals and how they will be addressed through project development.



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

Virginia Growth and Opportunity Fund (GO Virginia) Growth & Diversification Plan - 2023 Review Template

INSTRUCTIONS: Please use the following template to guide your plan review. Please attach the Review Template to the front of your 2021 G&D Plan as a cover sheet or to a revised G&D Plan or revised section, if changes are made.

TITLE PAGE:

- Include Region, 2023 Growth & Diversification Plan Review, Support Organization contact information

PRIORITY INDUSTRY CLUSTERS:

- Please summarize the region's priority industry clusters identified in the Growth & Diversification Plan using the below table format. Please note any NEW clusters. If clusters have been removed, please name and describe the reason for the removal in the narrative. Example:

Priority Industry Cluster	<u>NAICS Sector & Description</u> (2-digit or 3-digit level)

WHERE WE ARE - STATE OF THE REGIONAL ECONOMY:

- Please summarize the state of the regional economy *as presented in your plan*, and reflect on any major trends, shifts, or developments that impact the picture, if any.

SKILLS GAP ANALYSIS AND TALENT PATHWAYS - TARGETED INDUSTRY SECTOR PATHWAYS:

- Please discuss the **skills gap analysis for targeted industry sectors** *as presented in the 2021 plan* and in the context of the new Talent Pathways Initiative Planning funding opportunity. What existing goals and strategies in the plan could be addressed through the new TPI Planning funding?



GOALS, STRATEGIES, AND HOW TO ACHIEVE THEM:

- Please as succinctly as possible summarize the identified goals and strategies *as presented in the 2021 plan*, using a table format. You should have at least one row for each targeted industry but could have multiple rows and repeated industry sectors listed, if a goal and/or strategy applies to multiple industries. If strategies or goals are updated in this process, please highlight any new goals or strategies and explain these changes from the previous plan version.

TARGETED INDUSTRY(IES) *	GOALS	STRATEGIES	OUTCOMES / IMPACT MEASURES	STRATEGIC PARTNERS	CURRENT PROJECTS
<i>Instructions: Fill in identified industry</i>	<i>List goal identified in 2021 G&D Plan</i>	<i>List related strategy(ies) identified in 2021 G&D Plan</i>	<i>How will success be measured? Reference core GOVA Outcomes if relevant</i>	<i>List identified strategic partners for achieving goals and strategies</i>	<i>List current projects that are working in this industry and addressing the goal and/or strategy outlined</i>
PROVIDE EXAMPLE					

- [GO Virginia funds cannot be used for projects in non-traded sectors.](#)

PROJECT DEVELOPMENT

- Please discuss how this 2023 G&D Plan Review will impact project development. Please discuss current projects and how they relate to the Review.

FUTURE PLANNING/G&D PLAN EFFORTS:

- Please describe how this 2023 G&D Plan Review was facilitated. Please detail how regional council members and whether stakeholders were involved in the process.





DATE: April 7, 2023

TO: Region 3 Executive Committee

FROM: R. Bryan David, Program Director

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

RE: 2023 All Hands Meeting Update

Planning for the 2023 All Hands Meeting has continued, and this year's installment is taking good shape. The event will include the following:

- May 4th at The Prizery in South Boston
- from 5:00 pm – 8:00 pm to include dinner and social time
- the program will be comprised of a panel discussion on small, entrepreneurial businesses supporting larger businesses in Region 3; an interactive session for attendees with the Mentimeter; and a keynote speaker (after dinner)
- Letterpress Communications is supporting invitation distribution, registration, and other publicity-related matters

The planning team led by Nancy Pool will provide the Region 3 Council with a brief update at the April 19th meeting.

RECOMMENDATION:

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