

**GOVA REGION 3
EXECUTIVE COMMITTEE
MEETING PACKET**

June 21, 2023



GO Virginia Region 3 Executive Committee

Date and Time: June 21, 2023
10:00 am – 12:00 pm
Location: SOVA Innovation Hub
715 Wilborn Ave, South Boston, VA

Link: <https://tinyurl.com/2p8ms3e7>
Dial-In: 1-312-626-6799
Meeting ID: 85000855401
Password: 080217

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 Vice Chairman's Opening Comments | Tim Clark |
| II. Roll Call and Confirmation of Quorum | Deb 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 | Deb Gosney |
| VII. GO Virginia Region 3 Project Funding Matrix Report | Deb Gosney |

Special Appearances and Presentations

Tim Clark

- VIII. GO Virginia Region 3 Entrepreneurship Investment and Innovation Strategy Assessment – Dr. Erik Pages, Entrenworks Consulting
- IX. SOVA Rise Collaborative Scaleup Per Capital Project – Lauren Mathena, Mid-Atlantic Broadband Communities Corp./SOVA Rise Collaborative and Sheri McGuire, Longwood University/SOVA Rise Collaborative

Old Business

- | | |
|--|-------------|
| X. Approved Projects Update (presented during meeting) | Bryan David |
| XI. Project Pipeline (presented during meeting_closed meeting_if needed) | Bryan David |

New Business

- | | |
|--|-----------|
| XII. Nominating Committee Report on Reappointments/Appointments for Region 3 Council Members | Tim Clark |
|--|-----------|

AGENDA (continued)

XIII. Letterpress Communications Marketing & Communications Contract
(FY2023-2024)

Bryan David

Program Director's Report

Bryan David

XIV. GO Virginia State Board – Region 3 Per Capita Applications

XV. 2023 Growth & Diversification Plan Review

XVI. 2023 All Hands Meeting Recap

XVII. UVA Weldon Cooper Center for Public Service and the Karsh
Institute for Democracy

Adjourn

MINUTES

**GO VIRGINIA REGION 3 EXECUTIVE COMMITTEE
VIRTUAL MEETING MINUTES
Wednesday, March 22, 2023**

REGULAR BUSINESS

Call To Order

Chair Clark called the GO Virginia (GOVA) Region 3 virtual Executive Committee meeting to order on Wednesday, March 22, 2023, at 10:00 a.m. This meeting is being held by electronic communications, via the web platform ZOOM.

Roll Call and Confirmation of Quorum

Chair Clark declared a quorum was present virtually.

Region 3 Executive Committee Members

Members	In Person	Absent	Virtual
Timothy J. Clark			X
E. Randolph Lail			X
Charles H. Majors		X	
Sherry Swinson			X
Lauren Willis			X

Region 3 Staff

Name – Organization - Role	In Person	Virtual	Absent
Bryan David (UVA Weldon Cooper Center) - Program Director – Region 3 Contract Staff		X	
Deborah Gosney - Southside PDC - Support Org. & Fiscal Agent			X
Ann 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	

Presenters & Guests

Name - Title	Organization	In Person	Virtual
Cynthia Lawrence- Director	Carillion Clinic- Office of Workforce Development		X
Dr. Caroline Sutter- Co-Director	George Mason University- Center for Health Workforce		X
Dr. Jenifer Meno-Denneny- Research Associate	George Mason University- Center for Health Workforce		X
Andrea Devening- Program Manager	DHCD GOVA		X
Annie Conte- Program Administrator	DHCD GOVA		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

Approval of Minutes

Chair Clark noted that the minutes were received via email prior to the meeting and included in the meeting packet. **Randy Lail made a motion that the minutes from the December 21, 2022, Executive Committee meeting be approved as presented; the motion was seconded by Lauren Willis and approved unanimously:**

Roll Call Vote	Yay	Nay	Abstain	Roll Call Vote	Yay	Nay	Abstain
Timothy Clark	x			Sherry Swinson	x		
Randolph Lail	x			Lauren Willis	x		

Financial Reports

Bryan David reviewed the Financial Reports and Funding Matrix that were included in the meeting packet for the period February 1, 2023, to February 28, 2023. **Randy Lail made a motion that the Financial Report be approved as presented; the motion was seconded by Lauren Willis and approved unanimously:**

Roll Call Vote	Yay	Nay	Abstain	Roll Call Vote	Yay	Nay	Abstain
Timothy Clark	x			Sherry Swinson	x		
Randolph Lail	x			Lauren Willis	x		

OLD BUSINESS

Region 3 Approved Projects Update

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 Committee members prior to the meeting. The following projects were discussed:

- GO Virginia Region 3 Entrepreneurship Investment & Innovation (EII) Strategy-Phase II (Per Capita)
- SOVA Innovation Labs (Per Capita)

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

NEW BUSINESS

Bryan David proposed a Region 3 Talent Pathways for Health Science Careers application to be submitted to the Talent Pathway Initiative (TPI) Program. He presented a working draft and timeline for the application to the Committee. There was only one response, from the Southern Virginia Partnership for Health Science Careers to the request for letters of interest for a Coordinating Entity/Project Manager.

There was discussion on this proposal. Andrea Devening commented that there was no GOVA precedent for funding healthcare projects outside of the ERR projects. She suggested the region pursue funding from the Virginia Healthcare Workforce Development Authority (VHWDA). Dr. Sutter noted that the VHWDA is an advisory authority only and does not have the resources to provide grants to localities. Additionally, Dr. Sutter noted that after thorough research, no other funding for a regional healthcare workforce development program has been identified for Virginia. Cynthia Lawrence discussed how Carillion has approached healthcare workforce development holistically, including career pathways in mechatronics and other technologies becoming more common in healthcare. Tim Clark and Randy Lail both stressed the importance of health care to rural America and how its deficiencies negatively impact Region 3’s ability to attract traded sector industries.

Randy Lail made a motion to secure the Southern Virginia Partnership for Health Science Careers as the Coordinating Entity for the Talent Pathway Initiative project; the motion was seconded by Lauren Willis and approved unanimously:

Roll Call Vote	Yay	Nay	Abstain	Roll Call Vote	Yay	Nay	Abstain
Timothy Clark	x			Sherry Swinson	x		
Randolph Lail	x			Lauren Willis	x		

Sherry Swinson made a motion to authorize the Region 3 Program Director to continue developing the Region 3 Talent Pathway Plan for Health Science Careers and proceed as proposed; the motion was seconded by Lauren Willis and approved unanimously:

Roll Call Vote	Yay	Nay	Abstain	Roll Call Vote	Yay	Nay	Abstain
Timothy Clark	x			Sherry Swinson	x		
Randolph Lail	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 the approval of the Expanding GO TEC Pathways projects for both Patrick & Henry Community College and Southside Virginia Community College, the pending VGA Site Development application, and the new G&D Plan guidelines. Nancy Pool gave an update on the 2023 All Hands Meeting. There were no questions, nor comments, from the Council.

OTHER BUSINESS/ADJOURN

There being no additional business matters to go before the GO Virginia Region 3 Executive Committee, Chair Clark adjourned the meeting at 11:03 a.m.

These minutes were approved by the Executive Committee on _____.

 Bryan David, Region 3 Council
 Executive Director

 Timothy Clark, Region 3 Council
 Chair

FINANCIAL REPORT

FY23 GO VA OPERATING BUDGET

GO Virginia Region 3

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

Draw Period: May 1, 2023 to May 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 to be Submitted in Remittance 3	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	1,011.59	4,646.59	3,353.41
Meetings & Trainings	1,500.00	-	428.88	428.88	1,071.12
Total Meetings & Facilitation	9,500.00	3,635.00	1,440.47	5,075.47	4,424.53
Supplies	500.00	-	-	-	500.00
Salaries - SPDC	80,000.00	13,014.32	9,356.22	22,370.54	57,629.46
Contract Services					
SPDC UVA MOU	104,236.00	25,299.99	-	25,299.99	78,936.01
SPDC Contract Staff - Riverlink	9,000.00	750.00	-	750.00	8,250.00
SPDC Contract Staff - Nancy Pool	7,200.00	1,025.00	700.00	1,725.00	5,475.00
Total Contract Services	120,436.00	27,074.99	700.00	27,774.99	92,661.01
Marketing - Letterpress	31,900.00	5,812.40	2,645.00	8,457.40	23,442.60
Rent - SOVA Innovation Hub	5,415.00	893.00	446.50	1,339.50	4,075.50
Total Program Operations	248,921.00	50,429.71	14,588.19	65,017.90	183,903.10
Planning					
Technical Assistance					
All Hands Meeting	1,079.00	-	-	-	1,079.00
Total Planning	1,079.00	-	-	-	1,079.00
TOTAL	\$ 250,000.00	\$ 50,429.71	\$ 14,588.19	\$ 65,017.90	\$ 184,982.10

The Checking Account is	\$47,039.72	Local Funds - Unexpended (Martinsville/Henry County)
	\$4,300.00	Local Funds - All Hands Sponsorships
is comprised of:	389.42	Interest
	\$51,729.14	
	(14,588.19)	Checks to be Submitted in Remittance 3
	(4,300.00)	Checks Paid with Sponsorship Funds
	\$32,840.95	Checkbook Balance at May 31, 2023

Checks Submitted in Remittance 3	
9949 - Micah White - All Hands Meeting - Keynote Speaker	\$ 1,000.00
9953 - Nancy Pool - Contract Hours & All Hands Supplies	711.59
9954 - Letterpress Communications - Marketing - May 2023	2,645.00
9955 - SOVA Innovation Hub - Rent - May 2023	446.50
9957 - Southside Planning District Comm - Salaries - April	9,356.22
9958 - Southside Planning District Comm - Meetings	428.88
Total Checks Submitted in Remittance 3	\$ 14,588.19

Checks Paid with Sponsorship Funds	
9950 - Four Oaks Restaurant - All Hands Meeting - Meals	\$ 2,692.50
9951 - Hunting Creek Vineyards - All Hands Meeting - Wine	420.30
9952 - Swing Bridge Associates LLC - Mentimeter/Frames	161.27
9953 - Nancy Pool - All Hands Meeting - Supplies	183.95
9954 - Letterpress Communications - All Hands Photography	657.00
9958 - Southside Planning District Comm - All Hands Supplies	23.68
9965 - Southside Planning - Beer & ABC License	161.30
Total Checks Paid with Sponsorship Funds	\$ 4,300.00

FY22 GO VA OPERATING BUDGET

GO Virginia Region 3

Report Period: May 1, 2022 to May 31, 2022

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

GO VIRGINIA



VIRGINIA INITIATIVE FOR
GROWTH & OPPORTUNITY
IN EACH REGION

FY 22 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	-	-	-	-	-
Meetings & Trainings	1,500.00	-	321.32	321.32	1,178.68
Total Meetings & Facilitation	1,500.00	-	321.32	321.32	1,178.68
Supplies	500.00	-	-	-	500.00
Salaries - SPDC	80,000.00	-	12,429.92	12,429.92	67,570.08
Contract Services					
SPDC UVA MOU	101,200.00	-	-	-	101,200.00
SPDC Contract Staff - Riverlink	9,000.00	-	1,500.00	1,500.00	7,500.00
SPDC Contract Staff - Nancy Pool	7,200.00	-	1,162.50	1,162.50	6,037.50
Total Contract Services	117,400.00	-	2,662.50	2,662.50	114,737.50
Marketing - Letterpress	31,900.00	-	4,470.00	4,470.00	27,430.00
Rent - SOVA Innovation Hub	5,415.00	-	902.50	902.50	4,512.50
Total Program Operations	237,885.00	-	20,786.24	20,786.24	217,098.76
Planning					
Technical Assistance					
All Hands Meeting	12,115.00	-	11,240.00	11,240.00	875.00
Total Planning	12,115.00	-	11,240.00	11,240.00	875.00
TOTAL	\$ 250,000.00	\$ -	\$ 32,026.24	\$ 32,026.24	\$ 217,973.76

The Checking Account is is comprised of:	\$47,039.72	Local Funds - Unexpended (Martinsville/Henry County)
	265.73	Interest
	\$47,305.45	
	(32,026.24)	Checks Submitted in Remittance 1
	<u>\$15,279.21</u>	Checkbook Balance at May 31, 2022

Checks Submitted in Remittance 1	
9788 - The Riverlink Group - February 2022	\$ 750.00
9789 - Nancy Pool - February 2022	150.00
9796 - The Prizery - All Hands Meeting - Venue	1,110.00
9798 - The Kitchen Table - All Hands Meetings - Food	6,555.00
9835 - SPDC - Salaries - March 2022	6,484.31
9836 - Letterpress Communications - March 2022	1,945.00
9837 - SOVA Innovation Hub - Rent - April/May 2022	902.50
9838 - Nancy Pool - March/April 2022	1,012.50
9839 - The Riverlink Group - March 2022	750.00
9840 - Letterpress Comm. - April 2022 - Marketing/T.A.	6,100.00
9841 - SPDC - Salaries - April 2022	5,945.61
9842 - SPDC - Meeting Meals - April 20/May 5, 2022	321.32
Total Checks Submitted in Remittance 1	\$ 32,026.24

BRIDGE TO RECOVERY

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

Report Period: May 1, 2023 to May 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
Awarded Total	\$ 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
Match Total	\$ 811,410.70	\$ 661,491.19	\$ 10,406.25	\$ 671,897.44	\$ 139,513.26

Status: GOVA funds are 67% expended. The final remittance request has been received and is being processed. Close out reports will be prepared and submitted in July.

SVRA SITE DEVELOPMENT

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

Report Period: May 1, 2023 to May 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
Awarded Total	\$ 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
Match Total	\$ 767,450.00	\$ -	\$ 547,999.14	\$ 547,999.14	\$ 219,450.86

Status: GOVA funds are 6% expended. The project is nearing completion and invoices are starting to come in. Work is coming in under budget. DD#2 is expected soon.

ENTREPRENEURSHIP & INNOVATION IMPLEMENTATION

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

Report Period: May 1, 2023 to May 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 #5 5/8/2023	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	\$ 53,249.26	\$ 11,030.34	\$ 64,279.60	\$ 25,308.37
Other : Youth entrepreneurship program	\$ 75,000.00	\$ 32,754.59	\$ 17,545.77	\$ 50,300.36	\$ 36,975.40
Other : Program branding/marketing	\$ 115,000.00	\$ 111,553.06	\$ 11,079.78	\$ 122,632.84	\$ 27,379.46
Other : Regional scorecard implement	\$ 5,000.00	\$ 2,318.52	\$ 1,406.25	\$ 3,724.77	\$ -
Other : Farmville innovation space	\$ 40,000.00	\$ 8,100.00	\$ -	\$ 8,100.00	\$ 13,900.00
Other : Consultants - out of region	\$ 80,000.00	\$ 36,852.10	\$ 11,005.00	\$ 47,857.10	\$ 43,542.10
Awarded Total	\$ 449,000.00	\$ 247,495.84	\$ 52,067.14	\$ 299,562.98	\$ 149,437.02

REQUIRED MATCHING FUNDS

Budget Categories (FROM CAMS)	Committed Match	Previous Match	Current Match 5/8/2023	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	\$ 45,938.10	\$ -	\$ 45,938.10	\$ 19,928.88
Other : Youth entrepreneurship program	\$ 5,000.00	\$ 1,620.00	\$ -	\$ 1,620.00	\$ 3,380.00
Other : Program branding/marketing	\$ 10,000.00	\$ 3,141.93	\$ 205.69	\$ 3,347.62	\$ 6,928.66
Other : Regional scorecard implement	\$ 20,000.00	\$ 25,493.46	\$ 22,653.35	\$ 48,146.81	\$ (19,161.80)
Other : Farmville innovation space	\$ 50,000.00	\$ 49,871.73	\$ -	\$ 49,871.73	\$ -
Other : Project Development/Admin	\$ 110,000.00	\$ 12,622.77	\$ 175.78	\$ 12,798.55	\$ 97,201.45
Match Total	\$ 280,000.00	\$ 143,325.49	\$ 23,034.82	\$ 166,360.31	\$ 113,639.69

STATUS: GOVA funds are 67% expended. DD#6 has been received and is being processed.

EXPERIENCE WORKS

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

Report Period: May 1, 2023 to May 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 #3 5/10/2023	Total Paid After Remittance	Grant Balance
SPDC Project Monitoring/Reporting	\$ 15,018.00	\$ 1,340.38	\$ 2,887.00	\$ 4,227.38	\$ 10,790.62
Administration - IALR	\$ 37,082.00	\$ 1,885.44		\$ 1,885.44	\$ 35,196.56
Contract Services	\$ 25,000.00	\$ -	\$ 4,280.00	\$ 4,280.00	\$ 20,720.00
Fringe Benefits	\$ 21,000.00	\$ 5,342.98		\$ 5,342.98	\$ 15,657.02
Salaries	\$ 60,000.00	\$ 18,224.94		\$ 18,224.94	\$ 41,775.06
Supplies	\$ 10,500.00		\$ 602.07	\$ 602.07	\$ 9,897.93
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
Awarded Total	\$ 515,628.00	\$ 26,793.74	\$ 7,769.07	\$ 34,562.81	\$ 481,065.19

REQUIRED MATCHING FUNDS

Budget Categories from CAMS	Committed Match	Previous Match	Current Match 5/10/2023	Total Match To Date	Match Balance
Contract Services	\$ 63,000.00	\$ -	\$ 5,400.00	\$ 5,400.00	\$ 57,600.00
Fringe Benefits	\$ 14,000.00	\$ 3,942.01		\$ 3,942.01	\$ 10,057.99
Salaries	\$ 40,000.00	\$ 13,191.69		\$ 13,191.69	\$ 26,808.31
Supplies	\$ 3,000.00	\$ 755.10	\$ 595.21	\$ 1,350.31	\$ 1,649.69
Travel	\$ 7,380.00	\$ 2,561.19		\$ 2,561.19	\$ 4,818.81
Other: Internship Stipends	\$ 102,434.00		\$ 164,650.00	\$ 164,650.00	\$ (62,216.00)
Other: EXCITE Teacher Stipends	\$ 18,000.00			\$ -	\$ 18,000.00
Other: Career Expo and Camps	\$ 10,000.00		\$ 52,125.98	\$ 52,125.98	\$ (42,125.98)
Match Total	\$ 257,814.00	\$ 20,449.99	\$ 222,771.19	\$ 243,221.18	\$ 14,592.82

Status: GOVA funds are 7% expended. A project extension request is in process. The bulk of expenses are related to summer camp activities. Summer 2022 camp expenses have not been fully reported (due to IALR staff turnover) and will be submitted soon for reimbursement. The project extension will allow time for all invoices to be received for the summer 2023 activities.

CONTROLLED ENVIRONMENT AG (CEA)

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

Report Period: May 1, 2023 to May 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
Awarded Total	\$ 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
Match Total	\$ 38,543.00	\$ -	\$ -	\$ -	\$ 38,543.00

Status: IALR is still awaiting invoices from Virginia Tech to submit first/final draw request. It is anticipated by mid June.

SEED INNOVATION HUB

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

Report Period: May 1, 2023 to May 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
		\$ -	\$ -	\$ -	\$ -
Awarded Total	\$ 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
				\$ -	\$ -
Match Total	\$ 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 - August 31, 2023

Report Period: May 1, 2023 to May 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 #3 5/9/2023	Total Paid After Remittance	Grant Balance
SPDC Project Monitoring/Reporting	\$ 1,000.00	\$ -	\$ 1,000.00	\$ 1,000.00	\$ -
Studies	\$ 99,000.00	\$ 15,000.00	\$ 21,000.00	\$ 36,000.00	\$ 63,000.00
Awarded Total	\$ 100,000.00	\$ 15,000.00	\$ 22,000.00	\$ 37,000.00	\$ 63,000.00

REQUIRED MATCHING FUNDS

Budget Categories from CAMS	Committed Match	Total Paid to Date	Current Match Drawdown #3	Total Match To Date	Match Balance
Contract Services	\$ 36,000.00	\$ 6,512.50	\$ 8,725.00	\$ 15,237.50	\$ 20,762.50
Other: Advisory Committee	\$ 15,000.00	\$ 3,723.53		\$ 3,723.53	\$ 11,276.47
Match Total	\$ 51,000.00	\$ 10,236.03	\$ 8,725.00	\$ 18,961.03	\$ 32,038.97

Status: GOVA funds are 63% expended. Studies are nearing completion. A project extension request has been approved through August 31, 2023.

MBC MIDDLE MILE CONSTRUCTION

Grant Agreement Term: March 2022 - July 2024

Report Period: May 1, 2023 to May 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
		\$ -	\$ -	\$ -	\$ -
Awarded Total	\$ 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

Match Total	\$ 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. The deadline to execute the contract has been extended to September 1, 2023.

GUPTON INITIATIVE

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

Report Period: May 1, 2023 to May 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
				\$ -	
Awarded Total	\$ 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
Match Total	\$ 55,000.00	\$ 25,750.00	\$ -	\$ 25,750.00	\$ 29,250.00

Status: GOVA funds are 35% expended. Project activities are nearing completion.

CRC REDO

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

Report Period: May 1, 2023 to May 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
Awarded Total	\$ 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
Match Total	\$ 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: June 1, 2023 - May 31, 2025

Report Period: May 1, 2023 to May 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
Awarded Total	\$ 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				
Match Total	\$ 223,208.00	\$ -	\$ -	\$ -	\$ 223,208.00

Status: New project. Contract has been executed. No remittance requests to date.

P&HCC: Expansion of GO TEC: Welding Instructor

Grant Agreement Term: June 1, 2023 - May 31, 2023

Report Period: May 1, 2023 to May 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
Awarded Total	\$ 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				
Match Total	\$ 129,264.00	\$ -	\$ -	\$ -	\$ 129,264.00

Status: New project. Contract has been executed. No remittance requests to date.

PROJECT FUNDING MATRIX

GO VIRGINIA REGION 3 PER-CAPITA PROJECTS

Project Name	G & D Plan Investment Strategy	Project Status	Award Amount	Budget Project Type	Date of Award	FY18	FY19	FY20	FY21	FY22	FY23	
						Per Capita	Per Capita	Per Capita	Per Capita	Per Capita	Per Capita	
						757,401	1,000,000	1,000,000	1,000,000	1,000,000	84,413.65	
											1,000,000	1,084,413.65
GO TEC Phase 1	Workforce Dev	Closed	648,000	Per Capita	02/13/18	617,172.79						
SOVA Innovation Hub	Startup Ecosystem	Closed	80,000	Per Capita-ECB	07/25/18	79,919.80						
GO TEC Phase 2A	Workforce Dev	Closed	1,320,787	State Competitive	03/12/19							
E&I Strategic Initiative	Startup Ecosystem	Closed	100,000	Per Capita-ECB-REI	10/09/19	60,308.41	17,353.71					
Operation Last Mile Drone	Cluster Scale Up	Closed	75,000	COVID ERR Fund	04/15/20							
IALR Common Platform	Workforce Dev	Closed	90,140	Per Capita-ECB	04/15/20		88,914.96					
GO TEC Phase 2B	Workforce Dev	Closed	3,575,741	State Competitive	06/23/20							
MBC Middle Mile Planning	Broadband	Closed	100,000	Per Capita-ECB	08/04/20		99,017.68					
Bridge to Recovery	Cluster Scale Up	Active	925,000	COVID ERR Fund	06/23/20							
E&I Implementation	Startup Ecosystem	Active	449,000	Per Capita-REI	03/16/21		449,000.00					
SVRA Site Development	Site Development	Active	1,534,900	Per Capita	09/23/21		345,713.65	1,000,000.00	189,186.35			
ExperienceWorks	Workforce Dev	Active	515,628	Per Capita	09/23/21				515,628.00			
Controlled Environment Ag (CEA) Planning	Cluster Scale Up	Active	77,803	Per Capita-ECB	11/29/21				77,803.00			
SEED Innovation Hub	Startup Ecosystem	Active	674,304	Per Capita	12/15/21				217,382.65	456,921.35		
VGA Refresh	Site Development	Active	100,000	Per Capita-ECB	01/19/22					100,000.00		
MBC Middle Mile Construction	Broadband	Approved	5,000,000	State Competitive	03/10/22							
Gupton Initiative**	Workforce Dev	Active	99,200	Per Capita-ECB	06/23/22					34,200.00		
CRC REDO	Startup Ecosystem	Active	65,000	Per Capita-ECB	8/18/2022					65,000.00		
GO TEC Virginia 2025	Workforce Dev	Approved	3,474,821	State Competitive	12/13/2022							
PHCC GO TEC Welding Instructor	Workforce Dev	Approved	119,733	Per Capita	3/14/2023					119,733.00		
SVCC GO TEC Mechatronics Instructor	Workforce Dev	Approved	139,732	Per Capita	3/14/2023					139,732.00		
VGA Site Development	Site Development	Approved	326,225	Per Capita	6/13/2023						326,225.00	
SoVA Partnership for Health Sciences Careers	Workforce Dev	Deferred	133,000	Talent Pathways								
TOTAL PROJECT FUNDING			19,624,014			757,401.00	1,000,000.00	1,000,000.00	1,000,000.00	915,586.35	326,225.00	
Available Balance						\$0.00	\$0.00	\$0.00	\$0.00	\$84,413.65	\$758,188.65	

** This is a multi-region grant; only \$34,200 is R3 per capita allocation.

SPECIAL APPEARANCES & PRESENTATIONS



DATE: June 8, 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:' line.

RE: GO Virginia Region 3 Entrepreneurship Investment and Innovation Scale-Up Per Capital Project – Lauren Mathena, Mid-Atlantic Broadband Communities Corp./SOVA Rise Collaborative and Sheri McGuire, Longwood University/SOVA Rise Collaborative

As previously communicated to the Executive Committee and the Region 3 Council, the project principals, L. Mathena from SOVA Rise Collaborative/Mid-Atlantic Broadband Communities Corp. and S. McGuire from Longwood University SBDC, have engaged a third-party subject matter expert in entrepreneurial ecosystem development in rural areas for the Entrepreneurship Investment & Innovation (EII) Strategy project. The purpose of this engagement was to assess the current project and provide recommendations on the next steps for implementing Region 3's EII Strategy, as well as suggest updates to the strategy.

Dr. Erik Pages from Entreworks Consulting (<https://entreworks.net/>) was selected for this assessment. He has conducted the assessment and presented his findings to the Board of Directors of the Mid-Atlantic Broadband Communities Corporation, which supports the SOVA Rise Collaborative and the SOVA Innovation Hub. Dr. Pages' report was well-received by the Board members and other stakeholders.

I have arranged for Dr. Pages to present his assessment and recommendations to the Region 3 Executive Committee during the June 21st meeting. Dr. Pages will be providing his presentation virtually.

RECOMMENDATION:

For Region 3 Executive Committee information. No action is needed.





DATE: June 8, 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:' line.

RE: GO Virginia Region 3 Entrepreneurship Investment and Innovation Scale-Up Per Capital Project – Lauren Mathena, Mid-Atlantic Broadband Communities Corp./SOVA Rise Collaborative and Sheri McGuire, Longwood University/SOVA Rise Collaborative

Now that the initial stage of the Region 3 Entrepreneurship Investment and Innovation Strategy has been completed and the SOVA Rise Collaborative is functioning as the region's operating platform, the project principals (L. Mathena and S. McGuire) are developing a follow-on Per Capita application. This application is currently being reviewed by the Region 3 Entrepreneurship Investment and Innovation Committee, composed of Region 3 Council members J. Parkinson and A. Reynolds. Subsequently, the Project Review Committee will conduct its review in the coming weeks. The application will be presented to the Region 3 Council for approval at its meeting on July 19th. The GO Virginia State Board will consider the application during its meeting on September 12th.

The project principals will attend the Executive Committee's meeting on June 21st to provide an overview of the project's scope and outcomes. They will be present in person to deliver the presentation.

RECOMMENDATION:

For Region 3 Executive Committee information. No action is needed.

OLD BUSINESS

APPROVED PROJECT UPDATE

PROJECT PIPELINE

NEW BUSINESS



DATE: June 8, 2023

TO: Region 3 Council

FROM: Tim Clark, Chair, Nominating Committee

RE: Nominating Committee Report for Reappointments/Appointments for Region 3 Council Members

The Nominating Committee (T. Clark, R. Lail, and S. Swinson) has commenced the reappointment and appointment process for members of the Region 3 Council whose terms are set to expire on June 30th. There are seven (7) current members who are eligible for reappointment, and their four-year term would span from 2023 to 2027. Additionally, three (3) vacant positions are available for appointment, also for the same four-year term.

During the meeting on June 21st, the Executive Committee will receive updated information regarding the reappointment and appointment process.

RECOMMENDATION:

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





DATE: June 13, 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: Letterpress Communications Marketing & Communications Contract (FY2023-2024)

The Region 3 Council has retained Letterpress Communication on an annual service contract to provide professional public relations and communications strategies. These services include the bi-monthly Region 3 newsletter, social media content development and distribution, periodic press releases, and annual All Hands Meeting support.

Attached is the updated contract and Statement of Work for FY2023-2024. The pricing for the work remains the same for FY2023-2024 from the prior year, except for the annual maintenance of the GO Virginia Region 3 Council website. It is increasing from \$1,250 to \$1,380 per year.

Alex Veatch, Region 3 Account Executive, will attend the June 21st meeting to represent this matter.

RECOMMENDATION:

Approve the contract and Statement of Work for Letterpress Communications for FY2023-2024 as presented.

VENDOR CONTRACT - MARKETING & COMMUNICATIONS

DATE: 7/1/2023

VENDOR: LetterPress Communications

CONTRACT OVERVIEW:

The Southside Planning District Commission (PDC) is the designated Support Organization and Fiscal Agent for the GO Virginia Region 3 Council. As such, it entered into a contract with Letterpress Communications on **July 1, 2023**, to provide marketing and website maintenance and to facilitate public relations and communications strategies.

SCOPE OF WORK:

- I. The primary objective of this engagement is to utilize the communications strategy leadership of Letterpress Communications to effectively engage and leverage Council members and committee members that extends the reach of the Region 3 Council's mission and message.

- II. The services provided by Letterpress Communications consist of the following:
 - a. Core services at twenty-three (23) hours of staff support per month to include the following tasks:
 - i. Strategic consulting and planning through meetings (monthly);
 - ii. Develop content for the Region 3 e-newsletter (6/year);
 - iii. Develop and post content for Facebook and LinkedIn (2/week);
 - iv. Maintain and update the Region 3 website as needed;
 - v. Maintain and update targeted media lists (local, state, national); and,
 - vi. Develop press release content and distribute (4/year).

 - b. Special projects services will include the following:
 - i. Support development and promotion of All Hands Meetings (1/year), as well as content development for dissemination post-event;
 - ii. Provide marketing support for Region 3 Council events such as All-Hands meetings; and,
 - iii. In addition to the quarterly press releases, develop special press releases content and distribute as needed.

CONTRACT TERM:

The term of this contract will be from **July 1, 2023**, through **June 30, 2024**. This contract is subject to additional terms as detailed in the LetterPress Communications Statement of Work for GO Virginia Region 3, attached herein as Appendix A.

PERFORMANCE OUTCOMES:

The *Performance Outcomes* to be accomplished during the term of the contract based on the core services and special project services:

- a. Increase Facebook and LinkedIn followers by ten percent (10%);
- b. Maintain an average reach of 30,000 annually on Facebook;
- c. Maintain an average of 600 visitors annually on LinkedIn;
- d. Complete website edits on average within three business days of edit request; and
- e. Maintain newsletter engagement at a thirty-five percent (35%) open rate and six percent (6%) click-through rate.

Performance Outcomes are based on the following commitment from the Region 3 team:

- a. Monthly planning meetings with shared agreement on the upcoming month's goals and outcomes;
- b. Facilitate engagement and communications with core stakeholders (board, committee members, ambassadors) four times per year (*Annual Communications Recap at October meeting and three email communications to Council*);
- c. Respond to emails and complete project/item reviews within 5 days of submission from the LetterPress Team; and
- d. Commit to \$100/month toward social media advertising.

OTHER MATTERS:

- I. Unless otherwise noted, the primary Point of Contact for Letterpress Communications from Region 3 will be the Program Director.
- II. Letterpress will meet with Region 3 Communications Committee and other stakeholders for guidance and input regarding the core services and special projects as needed.
- III. Letterpress Communications will represent the Region 3 Council respectfully and

professionally and will not make policy or financial commitments on behalf of the Region 3 Council.

- IV. Additional services and expenses not included in this contract are subject to approval by the Region 3 Council prior to initiating such services or incurring such costs.
- V. This contract is subject to continuing appropriations provided to the GO Virginia Region 3 Council from the Commonwealth of Virginia and the Virginia Department of Housing and Community Development.

SERVICE FEES AND TERMS:

- I. Core services during the term of this contract are twenty-three (23) hours per month at \$115 per hour. LetterPress will invoice \$2,645 at the beginning of each month for core services. Any estimated overages in hours will be discussed for prior approval.
- II. Special project services are provided at a fee of \$115 per hour and are funded through the annual budget established by the GO Virginia Region 3 Council.
- III. Annual hosting and maintenance registration fee for GO Virginia Region 3 Council website (FY2023-2024 estimate is \$1,380).

SOUTHSIDE PDC

Deborah Gosney, Executive Director

LETTERPRESS COMMUNICATIONS

Ilsa Loeser, Principal

LETTERPRESS COMMUNICATIONS STATEMENT OF WORK

GO Virginia Region 3

Prepared by: Ilsa Loeser & Lyndsie Blakely

Services: Marketing, Website, & Public Relations

Date: June 28, 2022

Version: 1

Company: GO Virginia Region 3

SERVICE CONTRACT

This Agreement for community outreach and public relations services is entered into by and between GO Virginia Region 3 (hereinafter "Client"), and Letterpress Communications LLC (hereinafter "Letterpress") and is effective upon signed receipt by Letterpress.

WHEREAS, CLIENT has need for the professional services of a marketing firm for marketing, website, and public relations services;

WHEREAS, the proper performance of these services requires particular equipment, training, ability, knowledge, and experience possessed by Letterpress.

In consideration of the mutual covenants set forth herein, and intended to be legally bound, the parties hereto agree as follows:

SERVICES TO CLIENT

Marketing, Website, & Public Relations

To meet the Council's objectives, Letterpress will provide a retainer of 23 hours per month from July 1, 2022 to June 30, 2023 to accomplish the following pieces of foundational work. The client will be billed monthly for 23 hours, but unused time can be carried forward to be used by the end of the contract.

- **Strategic Consulting:** Meet once monthly to review status of and discuss tactics; could be under a variety of marketing channels including but not limited to social media, public relations, graphic design and collateral, event communications, photography, videography, advertising, website, and newsletter. (2 hours/month)
- **Bi-Monthly Email Newsletter:** Design and implement monthly Region 3 digital newsletter (4 hours/month)
- **Social Media:** Develop and post 2 times/week on Facebook and LinkedIn as well as monitor engagement (10 hours/month)
- **Website Content:** Update the Region 3 website as needed (2 hours/month)
- **Public Relations:** Maintain and update targeted media lists (local, state, national). Develop press release content and distribute four times a year and/or pitch stories to larger national outlets. Monitor economic news via traditional and digital channels in Region 3. (5 hours/month)

PROJECT TERMS AND CONDITIONS

ASSUMPTIONS

1. Letterpress will be in sole control of managing this project from start to finish. Any third party participants in this project must report/submit work to Letterpress.
2. Any work beyond this project scope will be specified in a separate document and will be considered new work subject to charge.
3. In regards to the project timeline, should the client go more than 60 days without reaching an outlined milestone, the project will be voided automatically.
4. Client must submit the requested files (media clips, images, documents, etc.) in the proper format. These files should be submitted to Letterpress during the planning phase of the project. If content is lacking, it will be requested by Letterpress and must be delivered by the client before any design and/or development work may

begin.

5. For any required updates to an already approved deliverable, the project timeline will be pushed back one day per update. Additional fees may also apply if the maximum number of revisions for a deliverable (two [2], unless otherwise specified) has been surpassed.

6. Should the client want any modifications or changes made to the contract's deliverables at the completion of the contract or in addition to those listed in this SOW, the client will be charged for each update based on Letterpress' \$115/hour rate for additional work.

CHANGES

Please Note: Letterpress delivers high quality, competitively priced marketing services and websites in a timely manner.

Being that numerous projects are often simultaneously in progress, it is imperative that client interacts with us by providing timely feedback and authorizations. When the client does not provide timely feedback and/or authorization(s) required from the milestones provided in the Project Timeline, time overruns occur.

Updated Statements of Work (SOW's) are designed to help solve scope creep issues. If the client needs to make a scope change, an updated SOW will be submitted to the client from Letterpress.

RECOGNITION

Letterpress retains the right to reproduce, publish and display the Final Deliverables in portfolios and websites, and in galleries, design periodicals and other media or exhibits for the sole purpose of recognition of creative excellence or professional advancement, and to be credited with authorship of the Final Deliverables in connection with such uses. Either Party, subject to the other's written approval, may include a link to the other Party's website.

PAYMENT FOR SERVICES & INVOICING TERMS

Payment & Invoicing.

Client will be invoiced \$2,645 each month (23 hours at \$115/hour) at the beginning of each month. Any estimated overages in hours will be discussed with the client for approval.

Payment for invoices is due 30 days from invoice date. Unless otherwise provided for in this Agreement or in a revised agreement or change order, payment for all other services rendered by Letterpress shall be contracted under a separate agreement between Letterpress and Client.

Mileage for trips more than 25 miles from Farmville will be charged at the current IRS rate.

OTHER FEES

Any work beyond this project scope will be specified in a separate document and will be considered new work subject to charge. Additional support and maintenance will be invoiced at Letterpress' \$115/hour rate.

Accepted Forms of Payment

All payments made to Letterpress under this Agreement shall be in United States currency in the form of Credit Card (Visa or MasterCard), company check or cashier's check. If credit card is used for payments over \$3,000.00 a 3% processing charge will be applied.

Late Payments

An invoiced payment is considered past due after 30 calendar days (net 30) of receipt by client. If payments are not made in full within such time period, Letterpress may suspend all services with seven days written notice to Client until the amounts outstanding are paid in full.

If Client disputes an invoice, Client will notify Letterpress of the specific reasons within 7 calendar days of receipt of invoice by client. If no such notification is given, the invoice will be deemed valid.

A \$100 late fee is payable on all overdue balances for reissuing each invoice at 30, 45, 60, 75, and 90 days from the date of original invoice. The grant of any license or right of copyright is conditioned on receipt of full payment. Design costs do not include stock photography.

NON-SOLICITATION

During the term hereof and for a period of twelve (12) months after the completion of the services as set forth herein, or after any other termination of this agreement for any reason, whichever occurs first, Client shall not, on Client's own behalf or on behalf of any other person or entity, other than Letterpress, solicit for employment or hire, or

assist in the solicitation or hiring of, any employee, agent, independent contractor or any other personnel of Letterpress providing services to Client hereunder. Client acknowledges and agrees that the restrictions and covenants set forth in this agreement are reasonable and necessary for the protection of Client's legitimate business interests.

SOW ACCEPTANCE

This SOW serves to:

1. Bridge both the Client's and Letterpress' expectations.
2. Identify project components and their associated functionality.
3. Display project timelines and milestones.

The original document is considered to be "Version 1." If, after this document is signed by the client, the scope of work changes on this project, a new "Version 2" (followed by Version[s] 3, 4, 5, etc., if necessary) series will be created. This new series will supersede all other previous series and will need to be signed by both the client and a representative of Letterpress in order to achieve validity.

I, the undersigned, acting as a representative of GO Virginia Region 3, hereby state that I fully understand and accept the enclosed Statement of Work.

This Agreement contains the entire understanding of the parties and may not be amended without the specific written consent of both parties. Any notice given under this agreement shall be sufficient if it is in writing and if sent by certified or registered mail, fax or email.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, Client and Letterpress Communications LLC have duly executed this Agreement as of the day and year first above written.

Client /Client Representative Name: _____

Signature: _____

Date: _____

Letterpress Representative Name: Ilsa Loeser

Signature: 

Title: Principal

Date: June 28, 2022

Contact E-mail: ilsa@letterpresscommunications.com

Mailing Address: 118 N. Main Street, Suite 3, Farmville, VA 23901

PROGRAM DIRECTOR'S REPORT



DATE: June 8, 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:' line.

RE: GO Virginia State Board – Region 3 Per Capita Applications

GO Virginia Region 3 has the following applications under consideration by the GO Virginia State Board at its meeting on June 13th:

- Virginia Growth Alliance's Site Development (Per Capita)
- Southern Virginia Partnership for Health Science Careers (Talent Pathway Initiative Planning Grant)

An update on the GO Virginia Board's disposition of these applications will be provided to the Executive Committee at the June 21st meeting.

RECOMMENDATION:

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





DATE: June 9, 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: 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.

One of the proposed new features for this update is to allow each Regional Council to conduct a review and complete a corresponding template. This modification builds upon the comprehensive process used by the Region 3 Council for the 2017, 2019, and 2021 updates. By implementing this modification, the Region 3 Council will be able to streamline the review process, reducing costs incurred in previous updates. 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 two (2) years. Further, each Regional Council's targeted industry clusters will likely stay the same over this period.

This modification is being made in response to the request of regional council staff, primarily due to the underlying econometric data typically remaining unchanged over two years. Additionally, each Regional Council's targeted industry clusters are expected to stay the same during this timeframe.

Adopting this approach ensures that each Regional Council meets the two-year review requirement outlined in the State's Growth & Opportunity Act. It also provides flexibility and financial relief for regional councils during the update process. A comprehensive update may be more suitable every four years, assuming all other factors remain constant.

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

- **June-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 updated on 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 Executive Committee

June 9, 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 Executive Committee's information. No action is needed.





DATE: June 9, 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 Recap

Nancy Pool and others will provide a recap of this year's installment of the All Hands Meeting to the Executive Committee at the June 21st meeting.

RECOMMENDATION:

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





DATE: June 9, 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: UVA Weldon Cooper Center for Public Service and the Karsh Institute for Democracy

The GO Virginia Region 3 Council and the Cooper Center have maintained a partnership since 2020, working together to provide a Program Director who supports the Council's activities. This position not only represents the Cooper Center but also the University of Virginia, serving as a facilitator for community and economic development in Southern Virginia.

Earlier this year, Dr. Larry Terry stepped down as the Cooper Center's Executive Director to assume a leadership position within the Penn State University system. Following his departure, Michael Phillips, the Assistant Executive Director, was promoted to Assistant Vice Provost for one of UVA's finance units. These personnel changes coincided with President Ryan's announcement of the Cooper Center's merger with the Karsh Institute for Democracy ([Karsh Institute for Democracy](#)), effective July 1st.

In my discussions with other Cooper Center Program Directors and in light of these events, the merger with the Karsh Institute is widely regarded as a positive move for the Cooper Center. It will significantly enhance the Cooper Center's visibility within UVA and at the state level and position its functions for a greater national reach. The recruitment process for the next Executive Director was delayed due to the merger, but it is currently underway and expected to conclude by late Fall.

The Region 3 Personnel Committee (T. Clark, R. Lail, C. Majors) has been informed about these developments since earlier this year. Recently, an informal meeting took place between the Personnel Committee and Charles Hartgrove, Program Director for the Virginia Institute for Government at the Cooper Center. This meeting reaffirmed the advantages of the ongoing partnership between the Region 3 Council and the Cooper Center, emphasizing the need for its continuation in the future.

For further information, please refer to the following links:

[UVA Today Cooper Center Integrating with Karsh Institute for Democracy](#)

[UVA Today Board of Visitors Endorse Karsh Institute for Democracy Building Plans](#)

The Personnel Committee members and I will be prepared to further represent this matter at the Executive Committee's meeting on June 21st.

RECOMMENDATION:

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