

Mary Ball Washington Regional Council
GO Virginia Region 6
February 11, 2019
Rappahannock Community College Glens Campus

Call to Order	Carlton Revere
Introductions	Carlton Revere
Public Involvement	Carlton Revere
January 3, 2019 Meeting Minutes Approval (ACTION ITEM)	Carlton Revere
Financial Report (ACTION ITEM)	Kate Gibson
Bylaws Amendment Approval (ACTION ITEM)	Carlton Revere
Executive Committee Approval (ACTION ITEM)	Carlton Revere
Nominating Committee Recommendations	Kate Gibson
FY20 Per Capita Application Packet Discussion & Approval (ACTION ITEM)	Carlton Revere
Capacity Building Applications Discussion & Determinations (ACTION ITEM)	Carlton Revere
Interview Panel Recommendations	Carlton Revere
Good Jobs Here – GWRC Region Community Based Economic Development Plan	
Northern Neck Site, Building & Infrastructure Study	
Entrepreneurial Ecosystem Study Outcomes Discussion	Carlton Revere
Summary Report	Neal Barber
Growth & Diversification Plan Update Discussion	Carlton Revere
Current Project Reports	Project Subgrantees
COIA Training Reminder	Kate Gibson
Meeting Schedule	Kate Gibson
Adjournment	Carlton Revere

**MINUTES OF THE MEETING OF THE
MARY BALL WASHINGTON REGIONAL COUNCIL**

January 3, 2019
Rappahannock Electric Cooperative
Bowling Green, Virginia

MEMBERS PRESENT AND VOTING: **Chair** – William Beale, **Vice-Chair** – Carlton Revere, Wally Beauchamp, Bruce Davis, Val Foulds, Steve Goodall, Stephanie Heinatz, Lisa Hull, Mike Jenkins, Ann Lewis, Kim McClellan, Morgan Quicke, Anne Richardson, Bryan Taliaferro, John Wells, Kimberly Young

MEMBERS ABSENT: Lou Belcher, Elizabeth Crowther

OTHERS IN ATTENDANCE: Brian Baker, Kathy Beard, Bill Blevins, Jackie Davis, Jerry Davis, Angela Freeman, Janet Gullickson, John Holden, Nick Minor, Chris Muldrow, Liz Povar, Jeanne Wesley

STAFF: **GWRC** – Kate Gibson, Linda Millsaps, **Community Futures** – Neal Barber

CALL TO ORDER

Mr. Beale called the meeting to order at 11:05 am with a quorum present.

PRESENTATION & DISCUSSION

Entrepreneurial Ecosystem Study

Jennifer Ozawa from TEconomy Partners presented on the Entrepreneurial Ecosystem Study in Region 6. The presentation focused on the results of the survey that was distributed to the stakeholder group and companies invited by UMW CED/Blue Eagle Incubator, as well as recommended strategies to further entrepreneurship within the region. The presentation was followed by a brief discussion among stakeholders and Regional Council members.

PUBLIC INVOLVEMENT

No members of the public wished to speak.

OCTOBER 15, 2018 MEETING MINUTES APPROVAL

Mr. Beauchamp moved to approve the October 15, 2018 Meeting Minutes, and Ms. Young seconded the motion. The motion passed unanimously.

FINANCIAL REPORT

Ms. Gibson presented the financial report for April 2017-October 2018. Mr. Davis moved to approve the financial report, and Mr. Goodall seconded the motion. The motion passed unanimously.

COUNCIL MEMBERSHIP TERMS

The Regional Council reviewed term start and end dates of current Council members. Any member who would like to roll off early should let staff know, otherwise members will be expected to serve full four-year terms.

COUNCIL MEMBERSHIP CHANGES APPROVAL

The Nominating Committee determined the following recommendation at their meeting:

- Accept Jackie Davis

The Nominating Committee's recommendation was accepted as a motion. Ms. Hull seconded the motion. The motion passed unanimously.

BYLAWS UPDATE DISCUSSION

Regional Council members discussed the need for an Executive Committee that can take action between bimonthly Regional Council meetings. Ms. Gibson will send Bylaws revisions that establish a five-member Executive Committee and give that committee the authority to act on behalf of the full Regional Council.

BUDGET UPDATE DISCUSSION & APPROVAL

Ms. Gibson presented the following proposed budget revisions:

1. Move \$199,010 in FY17 Capacity Building funds from Project Reserves to GWRC Staffing and Capacity Building Efforts
 - a. Use \$3,010 to increase GWRC staffing to 1.2 FTE starting March 1 (estimated annual staffing cost going forward would be \$135,616, including salary, fringe, and indirect)
 - b. Use \$196,000, plus \$4,000 currently unallocated, to fund \$200,000 in capacity building efforts that would not require a match
2. Move \$250,000 in FY18 Capacity Building funds from Project Reserves to Projects

Mr. Taliaferro moved to approve the budget update as proposed, and Mr. Beauchamp seconded the motion. The motion passed unanimously.

FY19 CAPACITY BUILDING APPLICATION PACKET DISCUSSION & APPROVAL

Ms. Gibson presented the draft application packet for FY19 capacity building proposals. Council members discussed the maximum amount of GO Virginia funds that could be requested per application, and determined that the cap should be set at \$50,000 but with flexibility for applicants

to request more than \$50,000 if they provide a compelling justification for the request. Mr. Revere moved to approve the application packet, with the changes discussed, and Mr. Davis seconded the motion. The motion passed unanimously.

Interview Panel Appointment

Mr. Beale appointed Mr. Revere, Mr. Davis, Ms. Lewis, and Mr. Goodall to the interview panel for FY19 capacity building applications.

PROJECT PIPELINE DEVELOPMENT RFP DISCUSSION & APPROVAL

Ms. Gibson presented the draft RFPs for project pipeline development in each of the Region 6 subregions. Council members discussed how many project-specific concepts and project applications should be developed within each subregion, and ultimately decided to require three concepts and two applications from each subregion. Council members also discussed adding development of an advisory group to the list of requirements and deliverables. Revere moved to approve the RFPs, with the changes discussed, and Mr. Beauchamp seconded the motion. The motion passed, with Mr. Beale opposed and all other Council Members in favor.

Review Committee Appointment

Mr. Beale appointed himself, Ms. Young, Mr. Beauchamp, and Ms. Heinatz to the review committee for FY19 pipeline project development proposals.

PROJECT APPLICATION DISCUSSION & DETERMINATIONS

UMW CISSP Certification

Ms. Gibson summarized the proposal and presented the staff recommendation, and Mr. Beale led the resulting discussion. Ms. Richardson moved that the UMW CISSP Certification application be approved for submission to the State Board with the following conditions:

- UMW revises the project proposal based on feedback from the Regional Council, subject matter expert(s), and/or DHCD, if applicable
- UMW submits any additional information and attachments required for the state application

Mr. Revere seconded the motion. The motion passed unanimously, with Mr. Davis, Mr. Jenkins, and Ms. Young abstaining.

CURRENT PROJECT REPORTS

Jerry Davis provided updates on the Flexible Office Space Due Diligence and Welding Training Program projects. Liz Povar provided an update on the PamunkeyNet Business Plan project. Ms. Gibson and Dr. Wells provided updates on the Virginia Sea Grant Planning Grant project.

MEETING SCHEDULE

The next meeting of the Regional Council will take place on February 11, 2019. Also, Council members agreed to permanently move the Bowling Green meeting location to the Rappahannock Electric Cooperative Bowling Green Office.

ADJOURNMENT

Being no further business, the meeting was adjourned at 1:20 pm.

Respectfully submitted,
Kate Gibson, Senior Planner
George Washington Regional Commission

DRAFT

Financial Report - Capacity Building Funding

Mary Ball Washington Regional Council (GO Virginia Region 6)

Report Period: April 2017 - December 2018

Report Date: 2/11/2019

GO VIRGINIA




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

	Budget				YTD Expenditures	Under/Over
	FY17 Capacity Building (No Match)	FY19 Capacity Building (No Match)	FY19 Capacity Building (50% Match)	Total		
GWRC Staffing (Salary, Fringe, and Indirect)	\$95,988.00	\$49,873.00	\$0.00	\$145,861.00	\$82,519.78	\$63,341.22
Community Futures Staffing	\$4,000.00	\$12,000.00	\$0.00	\$16,000.00	\$4,000.00	\$12,000.00
Meetings	\$3,374.00	\$1,073.00	\$0.00	\$4,447.00	\$2,822.90	\$1,624.10
Travel	\$2,217.00	\$536.00	\$0.00	\$2,753.00	\$2,490.88	\$262.12
Marketing/Outreach	\$521.00	\$0.00	\$0.00	\$521.00	\$521.68	-\$0.68
Legal Expenses	\$0.00	\$4,000.00	\$0.00	\$4,000.00	\$0.00	\$4,000.00
G&D Plan Development	\$93,900.00	\$0.00	\$0.00	\$93,900.00	\$93,900.00	\$0.00
Capacity Building Efforts (no match)	\$200,000.00	\$0.00	\$0.00	\$200,000.00	\$0.00	\$200,000.00
Project Pipeline Development	\$0.00	\$150,000.00	\$0.00	\$150,000.00	\$0.00	\$150,000.00
Future Consulting Needs	\$0.00	\$32,518.00	\$0.00	\$32,518.00	\$0.00	\$32,518.00
Project Reserves	\$0.00	\$0.00	\$111,111.00	\$111,111.00	\$0.00	\$111,111.00
Total	\$400,000.00	\$250,000.00	\$111,111.00	\$761,111.00	\$186,255.24	\$574,855.76
Under/Over	\$213,744.76	\$250,000.00	\$111,111.00			

Note: Region 6 is projected to receive another \$250,000 in capacity building funding (with no match requirement) on July 1, 2019.

Financial Report - Project Funding

Mary Ball Washington Regional Council (GO Virginia Region 6)				
Report Period: April 2017 - Present				
Report Date: 2/11/2019				
	FY18 Per Capita (100% Match)	FY18 Capacity Building (100% Match)	FY19 Per Capita (100% Match)	Total
Region 6 Allocation				
Total	\$640,182.00	\$250,000.00	\$1,000,000.00	\$1,890,182.00
Projects Funded				
Flexible Office Space Due Diligence	\$50,000.00	\$0.00	\$0.00	\$50,000.00
PamunkeyNet Business Plan	\$50,000.00	\$0.00	\$0.00	\$50,000.00
VASG Planning Grant	\$49,996.00	\$0.00	\$0.00	\$49,996.00
Welding Training Program	\$130,000.00	\$0.00	\$0.00	\$130,000.00
Projects in Pipeline				
Apprenticeship Network	\$289,200.00	\$0.00	\$0.00	\$289,200.00
Cybersecurity Certification Program	\$110,000.00	\$0.00	\$0.00	\$110,000.00
Under/Over				
Total	-\$39,014.00	\$250,000.00	\$1,000,000.00	\$1,210,986.00

Note: Region 6 is projected to receive another \$1,000,000 in project funding on July 1, 2019.

Virginia Growth and Opportunity ~~Regional~~ Act
Mary Ball Washington Regional Council
BYLAWS

ARTICLE I PURPOSE

Mary Ball Washington Regional Council (hereafter referred to as “Council”) is a public body certified by the Virginia Growth and Opportunity Board to receive grants pursuant to Code of Virginia section 2.2-2485 the Virginia Growth and Opportunity Act (hereafter referred to as “GO VA”). The Council will be supported or affiliated with an existing or newly established organization that engages in collaborative planning or execution of economic or workforce development activities within a region to support the Council’s activities and to ensure proper administration of the Council’s funds.

ARTICLE II DUTIES AND RESPONSIBILITIES

Section 1 Duties of the Regional Council

The Council shall:

1. Work in a collaborative manner, respecting all points-of-view, while soliciting and reviewing proposed projects for recommendation to the GO VA Board (hereafter referred to as “Board”).
2. Demonstrate extensive knowledge of the region’s potential for growth that lead to high paying jobs. Identify economic/regional projects that support or encourage collaboration and yield significant new job creation deliverables.
3. Review and understand the authority, governance, and administrative role of the GO VA Board in certifying qualified regions and regional councils; including how the Board develops and implements guidelines or procedures for such certification.
4. Partner with existing or newly established economic/workforce development organizations to create a focused collaborative project or programs consistent with the Council’s economic growth and diversification plan.
5. Identify the region’s economic growth potential independently or in partnership with neighboring regions. Identify the competitive advantages for collaboration with private-sector investments to accelerate job growth/economic development.
6. Advise the Board on best practice initiatives, projects, etc. that encourage collaboration and yield measurable outcomes for job growth in the region.
7. Have the authority to enter into agreements through the support organization in order to pursue the goals and objectives of the Virginia Growth and Opportunity Act pursuant to

the Code of Virginia and guidelines adopted by the GO VA Board.

8. Adhere to the Freedom of Information Act (FOIA) and the Conflict of Interest Act (COIA) except as exempted pursuant to §2.2-3711.A.48 of the Code of Virginia.
9. Provide for public participation as directed by the Code of Virginia and the Board.
10. Conform with guidelines as adopted by the Board.

ARTICLE III MEMBERSHIP

1. The Council should include representatives from (i) the education sector, including school divisions, community colleges, public institutions of higher education, and private institutions of higher education as appropriate; (ii) the public economic and workforce development sector; (iii) local government; (iv) planning district commissions; (v) nonprofit organizations; and (vi) other entities that significantly affect regional economic or workforce development. Membership may include one or more nonlegislative citizen members of the GO VA Board from the region. A majority of the members of the Council shall be from the private sector with demonstrated significant private-sector business experience. The Council shall be chaired by a citizen member from the region with significant private-sector business experience.
2. The Council will consist of 15-25 members. The GO VA Board will approve the member selection process, structure, composition, and leadership to meet the requirements of COV section 2.2-2485 of the Virginia Growth and Opportunity Act and the guidelines set forth by the GO VA Board. Council membership is subject to GO VA Board review and approval.
3. Council members shall have knowledge of workforce and economic development.
4. Council members shall serve staggered four-year terms as determined by the Council. Council members shall not serve more than (2) consecutive four-year terms. The time served by Chair/Vice-Chair will not count against the limit of two (2) consecutive terms. A Chair/Vice-Chair who has reached his or her term limit may serve another consecutive term.
5. A vacancy on the Council shall be filled per guidelines established by the GO VA Board as carried out by the Nominating Committee referenced in Article VIII of this document.
6. A Council member may be removed by the GO VA Board with a majority vote. The reasons for removal must be documented by the Council.

ARTICLE IV MEETINGS

1. The Council shall meet on a regular basis and at a minimum quarterly at a predetermined location and time. The meeting notice of time, location and purpose shall be given to all Council members at least 30 days prior to the date of meeting.
2. The Council will meet all of the Code of Virginia public meeting requirements (§2.2-

3707). Meetings will be advertised a minimum of three business days in advance of the meeting at the following locations: George Washington Regional Commission Website, Middle Peninsula Planning District Commission Website and Northern Neck Planning District Commission Website.

3. Attendance of a majority of Council members shall constitute a quorum and, unless a greater proportion is required by the GO VA Board for a particular act/vote, the majority (super majority) vote of the Council present and voting at any meeting, at which there is a quorum, shall constitute the Act of the Council (Council may decide if vote is majority or super majority).

ARTICLE V PARLIAMENTARY PROCEDURE

In all matters of procedure not specifically covered by these By-Laws, the most recent edition of Roberts Rules of Order shall be observed.

ARTICLE VI ORGANIZATION

1. During the inaugural meeting, the Council shall elect from among its members, a Chair and a Vice-Chair. The Chair and Vice Chair shall be a Council member with significant private-sector experience.
2. The Chair shall preside over all meetings. The Vice-Chair shall preside over all meetings in the absence of the Chair.
- ~~2.3.~~ The Chair and Vice-Chair shall serve four-year terms, and shall not serve more than (2) consecutive four-year terms.

ARTICLE VII SUPPORT ORGANIZATION

1. The support organization can be a new or existing organization with purposes and competencies including collaborative planning, economic development, or workforce activities within the region.
2. The support organization may provide data analysis, review of best practices, review and analysis of project proposals, and other duties as determined by the Regional Council.
3. The support organization will make project recommendations to the Regional Council for submission to the Board and will be responsible for monitoring the impacts of projects in carrying out the economic growth and diversification plan.
4. The support organization will be responsible for the receiving, use of, and auditing of funds received.
5. The support organization will have a contract with the regional council that provides for its role as outlined above.

ARTICLE VIII SUBCOUNCIL ORGANIZATION

1. The Council may appoint all ~~sub~~committees as deemed necessary to meet the Council requirements of COV 2.2-2485; the Virginia Growth and Opportunity Act and to fulfill the duties of the Council. In addition, the Council shall create a five-member Executive Committee and a Nominating Committee. The Executive Committee will include the Chair, Vice Chair, and three Regional Council members elected by the Council. The Executive Committee shall have the power to exercise the powers of the Council where action is necessary or advisable to conduct the day-to-day business of the Council between meetings of the Council, subject to any limitations on the authority of the Executive Committee established by the Council. All actions taken by the Executive Committee shall be reported to the Council at its next meeting The Nominating Committee will present a slate of ~~officers~~Executive Committee members, potential new members and fill vacancies on the Council.
2. Each ~~sub~~committee shall appoint a Chair and set meeting dates, times and locations.
3. The duties of each ~~sub~~committee member shall be implied by the name and function of the ~~sub~~committee. Each ~~sub~~committee shall report to the full Council.
- ~~3.4.~~Committee members shall serve two-year terms.

ARTICLES IX BYLAWS

The bylaws shall not be amended, modified or replaced except by a majority action of the Regional Council in an official meeting. Action on amended bylaws may not take place at the meeting in which they are introduced. Action on amended bylaws shall take place a minimum of thirty days after their introduction. The bylaws shall be amended to conform to statutory requirements as required. The Board shall review and approve amendments to the Bylaws.

SEVERABILITY

In the event that any portions of the bylaws are deemed invalid, the remaining portion shall stand.

**Draft Slate of Executive Committee Members
February 11, 2019**

William Beale, Chair
Carlton Revere, Vice Chair
Wally Beauchamp
Lisa Hull
Kim McClellan

Note: The Nominating Committee will finalize the Slate of Executive Committee Members at its meeting on February 11, 2019 from 10:30-11 am.

Mary Ball Washington Regional Council GO Virginia Region 6

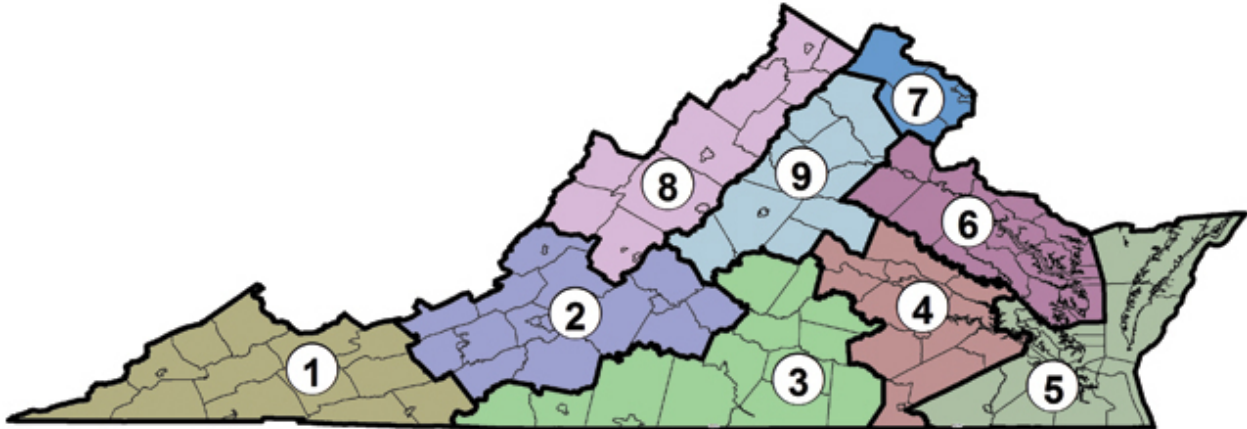
~~FY19~~ FY20 Project Application Packet

Table of Contents

I. Grant Guidelines.....	2
A. Applicant Eligibility & Requirements.....	2
B. Estimated Funding Available	3
C. Project Types	3
Enhanced Capacity Building Projects.....	3
Collaborative Projects.....	3
D. Project Requirements.....	3
Alignment with GO Virginia Strategies	4
Alignment with Region 6 Economic Growth & Diversification Plan	4
Creation of High-Paying Jobs	4
Local Participation.....	5
Match.....	5
Project Timeline	6
Performance Metrics	6
Return on Investment.....	6
Sustainability.....	7
E. Process & Timeline	7
Timeline	7
Letter of Intent Submission	8
Application Submission.....	8
Application Review Process	8
Staff Contact	9
II. Letter of Intent Template	10
III. Application Form (Enhanced Capacity Building/Collaborative)	11
IV. Project Milestones & Drawdown Schedule Template.....	17
V. Performance Metrics Template.....	18
VI. Return on Investment (ROI) Calculations Template.....	19
VII. In-Kind Contribution Form.....	20
VIII. Budget Overview Form.....	21

I. Grant Guidelines

The Mary Ball Washington Regional Council (MBWRC) is seeking applications for GO Virginia funding. MBWRC governs GO Virginia Region 6, which includes the George Washington region, Northern Neck, and Middle Peninsula (Planning Districts 16, 17, and 18).



GO Virginia is a statewide economic development initiative, that provides project-based incentives to encourage collaboration between private industry, higher education, and government partners in each region to produce results that will grow and diversify the regional economies and ultimately the Commonwealth. More information can be found on the following websites:

- GO Virginia Foundation Website: <http://govirginia.org/>
- DHCD GO Virginia Website: <http://www.dhcd.virginia.gov/index.php/go-virginia.html>
- GO Virginia Region 6 Website: <https://www.gwregion.org/our-work/gova>

A. Applicant Eligibility & Requirements

Public or private entities that may pursue and administer grant funding include, but are not limited to, local governments, other political subdivisions of the state, foundations, non-profit entities, colleges and universities, other educational entities, economic development organizations, workforce boards, regional council support organizations, and other stakeholders.

While a private company may apply, in cooperation with the collaborating localities and other stakeholders, to participate in or manage a project, grant funds are not to be used as economic development incentive payments or to promote the activities of a single entity. Instead, grant funds are to be used to support the implementation of requests aligned with the Region’s Economic Growth & Diversification Plan priorities and that offer broad community benefits.

Applicants must demonstrate capacity to manage GO Virginia grant funds appropriately.

B. Estimated Funding Available

MBWRC estimates that ~~\$1,500,000~~ \$2,000,000 in GO Virginia funds will be available in Fiscal Year ~~2019~~ 2020 (July 1, ~~2018~~ 2019-June 30, ~~2019~~ 2020).

C. Project Types

Enhanced Capacity Building Projects

Enhanced Capacity Building Projects can request GO Virginia funding for feasibility studies, pre-development activities, plans, and capacity building activities that will lead to implementation projects that align with the Region's Economic Growth & Diversification Plan. Enhanced Capacity Building Projects will not have direct economic outcomes and are not required to submit a Return on Investment (ROI) calculation.

Applications for enhanced capacity building should:

- Inventory existing programs with similar goals,
- Identify gaps in current programs that the proposed project will fill,
- Address resources and structures needed to ensure the success of the project, and
- Explore how the project could contribute to the success of associated future grant requests.

There is no cap on the amount of GO Virginia funding that can be requested for Enhanced Capacity Building Projects, but projects requesting no more than \$100,000 can seek administrative approval from DHCD. Administrative approval requirements are detailed in *Administrative Approval Process for Grants under \$100,000 from Regional Per Capita Grant Allocations*, available at <https://www.gwregion.org/our-work/gova>.

Project requirements are the same as those for Collaborative Projects; however, Enhanced Capacity Building Projects that seek administrative approval are not required to meet the local match requirement.

Collaborative Projects

Collaborative Projects can request GO Virginia funding for Cluster Scale-Up, Commercialization, Site & Infrastructure Development, and Workforce & Credentialing activities that align with the Region's Economic Growth & Diversification Plan and will have measurable outcomes. There is no cap on the amount of GO Virginia funding that can be requested for Collaborative Projects.

D. Project Requirements

Projects must adhere to the requirements outlined in the *Virginia Growth and Opportunity Act* and *Virginia Growth and Opportunity Fund (GO Fund) Grant Scoring Guidelines*, both available at <https://www.gwregion.org/our-work/gova>. These requirements, as well as policy decisions made to date by the State Board, are summarized below.

Alignment with GO Virginia Strategies

The purpose of GO Virginia is to “create more higher paying jobs through incentivized collaboration, primarily through out-of-state revenue, which diversifies and strengthens the economy in every region.”

Projects requesting GO Virginia funding must fall into at least one of the following categories:

- Cluster Scale-Up
- Commercialization
- Site & Infrastructure Development
- Workforce & Credentialing

GO Virginia does NOT fund the following:

- Healthcare or quality of life projects
- Incentives to private companies
- Scholarships
- Transportation projects (unless associated with site development)

Also, funding for broadband implementation projects is on hold, pending the development of a strategic plan under the newly appointed Chief Broadband Advisor.

Alignment with Region 6 Economic Growth & Diversification Plan

The Region’s Economic Growth & Diversification Plan creates a strategic framework for applicants to translate prioritized needs and opportunities into actionable grant requests for GO Virginia funding. The final Plan, as well as supporting documents, are available at <https://www.gwregion.org/our-work/gova>.

Projects must align with the Plan and at least one of its six priority clusters:

- Seafood Processing/Aquaculture/Commercial Fishing
- Forestry/Wood Products/Paper
- Manufacturing
- Logistics/Distribution
- Professional/Technical/Scientific Services
- Information/Data Centers

Creation of High-Paying Jobs

Projects must create “high-paying jobs”, defined as above the average wage of the GO Virginia Region and/or project service area. The following chart shows average wage for Region 6 as a whole and for each planning district.

	Hourly	Weekly	Annually
Region 6	\$19.90 <u>21.18</u>	\$796 <u>847</u>	\$41,392 <u>44,058</u>
George Washington Region	\$20.68 <u>22.58</u>	\$827 <u>903</u>	\$43,004 <u>46,959</u>
Northern Neck	\$17.78 <u>16.83</u>	\$711 <u>673</u>	\$36,972 <u>35,013</u>
Middle Peninsula	\$17.23 <u>16.69</u>	\$689 <u>668</u>	\$35,828 <u>34,725</u>

Local Participation

Projects must have at least two participating localities, political subdivisions, or public bodies corporate and politic. "Participation" can include financial participation, in-kind contribution, participation on a project advisory team, and/or administration of the project.

Examples of partners that count toward this requirement include:

- County/City/Town
- Local EDA/IDA
- School District
- Planning District Commission

A town and the county it is within would need to partner with an additional locality/political subdivision/public body corporate and politic to meet this requirement. The same is true for a county and its planning district commission.

Match

Total Match Requirement (1:1): Match from non-state appropriated sources (cash or in-kind) must equal or exceed the GO Virginia fund request. Match should be necessary to the completion of the project and reasonable. Funds may only be used to match one GO Virginia project; however, GO Virginia does not restrict the use of matching funds being used to match other grants if allowable by the other granting entity.

Potential for Waiver: The State Board has the authority to waive up to half of the required \$1:1 match, where the applicant can demonstrate significant fiscal distress or an exceptional economic opportunity in the collaborating localities.

Local Match Requirement: Of the total match amount, 20% or \$50,000 (whichever is greater) must be from local sources (cash or in-kind). Local match can be from local governments, school districts, or single-jurisdiction EDA/IDAs, including funds passed through regional or statewide entities that originated with local entities. The local contribution may take the form of cash, revenue sharing, dedication of locally-owned or controlled assets to the proposed regional project, reallocation of existing funds, in kind contributions, or other local resources.

Potential for Waiver: The State Board has the authority to waive the local match requirement for projects that demonstrate the ability to benefit the majority of the region or region(s). The local match waiver should only be requested if the applicant can demonstrate that the benefitting localities were approached but unable to financially contribute to the project.

Potential for Waiver (Enhanced Capacity Building Projects only): Enhanced Capacity Building Projects that seek administrative approval are not required to meet the local match requirement.

Match Documentation: Cash match will be documented through letters of commitment. Local match that is passed through a regional entity requires both 1) a letter from the matching entity indicating the original source of the funds and the total funding committed and 2) a letter from the locality of origination, indicating that they contribute to the matching organization and support the

reprogramming of their funds for the GO Virginia project. In-kind match will be documented through the In-Kind Match Form (template provided).

Project Timeline

Projects must be completed within two years.

Performance Metrics

Performance metrics should reflect both the outputs and the outcomes of a project.

Outputs reflect project activities. Examples include:

- Acreage or square feet developed
- Credentials awarded
- Individuals reached
- New participants engaged
- New partnerships established
- Plans/reports completed
- Workers trained
- Workshops hosted

Outcomes reflect project impact. Examples include:

- Businesses created
- Clusters expanded
- Costs reduced
- Graduates/trainees hired
- Jobs created/retained
- Leveraged private investment (LPI)
- Revenues increased
- Tax revenue increased

An Enhanced Capacity Building Project will have outputs but not outcomes if the project does not involve implementation.

Return on Investment

A Return on Investment (ROI) measures how much money or profit is made from an investment relative to the cost of the investment (%).

$$\text{ROI \%} = \frac{\text{Revenues from Investment} - \text{Cost of Investment}}{\text{Cost of Investment}}$$

GO Virginia project ROIs should reflect the Commonwealth's return on investment over a 3-year period after initial phase outputs are complete.

Project ROIs should be calculated using the Commonwealth's total investment in the project, including the GO Virginia request and any other funding. An ROI Calculation template is provided.

ROI Calculations are not required for Enhanced Capacity Building Projects.

Sustainability

Projects must be sustainable after GO Virginia funding has been exhausted.

E. Process & Timeline

Timeline

	Round 1	Round 2	Round 3	Round 4	Round 5	Round 6
Letters of Intent Due to GWRC	Aug 17, 2018 <u>Apr 12, 2019</u>	Oct 12, 2018 <u>Jun 14, 2019</u>	Dec 14, 2018 <u>Aug 9, 2019</u>	Feb 8, 2019 <u>Oct 11, 2019</u>	<u>Dec 6, 2019</u>	<u>Feb 14, 2020</u>
Interested Applicants Meet with Staff	Aug 20-31, 2018 <u>Apr 15-26, 2019</u>	Oct 15-26, 2018 <u>Jun 17-28, 2019</u>	Dec 17-28, 2018 <u>Aug 12-23, 2019</u>	Feb 11-22, 2019 <u>Oct 15-25, 2019</u>	<u>Dec 9-20, 2019</u>	<u>Feb 18-28, 2020</u>
Applications Due to GWRC	Sept 28, 2018 <u>May 24, 2019</u>	Nov 23, 2018 <u>Jul 26, 2019</u>	Jan 25, 2019 <u>Sept 20, 2019</u>	Mar 22, 2018 <u>Nov 22, 2019</u>	<u>Jan 24, 2020</u>	<u>Mar 27, 2020</u>
Staff Review	Oct 1-5, 2018 <u>May 28-31, 2019</u>	Nov 26-30, 2018 <u>Jul 29-Aug 2, 2019</u>	Jan 28-Feb 1, 2019 <u>Sept 23-27, 2019</u>	Mar 25-29, 2018 <u>Nov 25-27, 2019</u>	<u>Jan 27-31, 2020</u>	<u>Mar 30-Apr 3, 2020</u>
Applicants Meet with Interview Panel	Oct 15, 2018 <u>Jun 3-7, 2019</u>	Dec 10, 2018 <u>Aug 5-9, 2019</u>	Feb 11, 2019 <u>Sept 30-Oct 4, 2019</u>	Apr 8, 2019 <u>Dec 2-6, 2019</u>	<u>Feb 3-7, 2020</u>	<u>Apr 6-10, 2020</u>
Regional Council Meeting (Applications Considered for Region 6 Approval)	Oct 15, 2018 <u>Jun 10, 2019</u>	Dec 10, 2018 <u>Aug 12, 2019</u>	Feb 11, 2019 <u>Oct 7, 2019</u>	Apr 8, 2019 <u>Dec 9, 2019</u>	<u>Feb 10, 2020</u>	<u>Apr 13, 2020</u>
GWRC Submits Approved Applications to DHCD	Nov 9, 2018 <u>Aug 9, 2019</u>	TBD* <u>Oct 28, 2019</u>	TBD* <u>Oct 28, 2019</u>	TBD*	<u>TBD*</u>	<u>TBD*</u>
<u>State Board Workgroup Review</u>	<u>Aug 20-21, 2019</u>	<u>Nov 5-6, 2019</u>	<u>Nov 5-6, 2019</u>	<u>TBD*</u>	<u>TBD*</u>	<u>TBD*</u>
<u>State Board Feedback Loop</u>	<u>Aug 23-30, 2019</u>	<u>Nov 8-19, 2019</u>	<u>Nov 8-19, 2019</u>	<u>TBD*</u>	<u>TBD*</u>	<u>TBD*</u>
State Board Meeting (Applications Considered for Final Approval)	Dec 18, 2018 <u>Sept 10, 2019</u>	TBD* <u>Dec 10, 2019</u>	TBD* <u>Dec 10, 2019</u>	TBD*	<u>TBD*</u>	<u>TBD*</u>

*These dates will be determined by the State Board.

Letter of Intent Submission

In order to submit a project application to GO Virginia Region 6, applicants are required to submit a letter of intent, using the template included in this packet. This letter will initiate early discussions regarding project ideas. The Regional Council understands that proposed information and figures included in the letter may change as the project application is finalized.

Letters of intent must be submitted to Kate Gibson via email (gibson@gwregion.org) by the dates indicated in the timeline above to be considered at the corresponding Regional Council meeting.

Application Submission

Applications must be submitted to Kate Gibson via email (gibson@gwregion.org) by the dates indicated in the timeline above to be considered at the corresponding Regional Council meeting.

Failure by an applicant to present all required application information and documentation may result in the application being declared ineligible for funding consideration.

Application Review Process

Submitted applications will go through the following levels of review at the Regional Council level:

- Regional Council Staff Review
- Interview Panel Review
- Regional Council Review & Determination

Regional Council staff will review submitted applications for conformance with project requirements and GO Virginia policies. Staff will conduct the following threshold review:

THRESHOLD – required criteria to be considered for GO Virginia funds	
a. Does the applicant demonstrate capacity to manage the grant?	YES / NO
b. Does the project align with GO Virginia strategies?	YES / NO
c. Does the project carry out the goals/objectives of the Region 6 Economic Growth & Diversification Plan?	YES / NO
d. Does the project contribute, either directly or indirectly, to the creation of higher-paying jobs for the region?	YES / NO
e. Does the project address, either directly or indirectly, businesses that receive more than 50% of their revenue from out of state?	YES / NO
f. Does the project have at least two participating localities, political subdivisions, or public bodies corporate and politic?	YES / NO
g. Does the project have non-state source(s) of revenue at least equal to the requested GO Virginia grant?	YES / NO
h. If no, is there a fiscal distress or unique economic opportunity justification for the reduced match? (In no instance will the match be less than half of the requested GO Virginia grant request.)	YES / NO
i. Are the participating localities contributing at least 20%, or \$50,000, whichever is greater, of the required match? (Not required for Enhanced Capacity Building Projects seeking administrative approval.)	YES / NO

j. If no, does the project demonstrate the ability to benefit the majority of the region or region(s) and that the benefitting localities were approached but unable to financially contribute to the project?	
k. Is the project sustainable after GO Virginia funds?	YES / NO

Applicants will then meet with the Interview Panel, made up of Regional Council members, to present the project and respond to any questions. The Interview Panel will submit recommendations to the Regional Council.

Finally, the Regional Council will consider submitted applications at the corresponding Regional Council meeting and take one of the following actions for each application:

- Approve the application for submission to the State Board as submitted
- Approve the application for submission to the State Board with conditions or at a lower funding level
- Request the applicant modify the application for action at a future meeting
- Deny the application

Applications that the Regional Council approves for submission to the State Board will go through the following levels of review at the State Board level:

- State Board Staff (DHCD) Review
- ~~Working Group~~Workgroup Review
- State Board Review & Determination

Projects must receive final approval from the State Board in order to receive funding, except Enhanced Capacity Building Projects for \$100,000 or less that are administratively approved.

Staff Contact

For help with initial brainstorming, clarification on guidelines, technical assistance, or any other questions that may arise during the application process, please contact Regional Council staff:

Kate Gibson, ~~Senior Planner~~Deputy Director
George Washington Regional Commission
406 Princess Anne Street
Fredericksburg, VA 22401
Phone: (540) 642-1579
Email: gibson@gwregion.org

II. Letter of Intent Template

Mary Ball Washington Regional Council
c/o Kate Gibson, ~~Senior Planner~~Deputy Director
George Washington Regional Commission
406 Princess Anne Street
Fredericksburg, Virginia 22401
Email: gibson@gwregion.org

[Date]

Regional Council Members:

[Organization Name] is interested in applying for Fiscal Year ~~2019-2020~~ funding through GO Virginia Region 6. Details of the proposed project are included below.

Project Description:

Proposed Partners:

-

Proposed Budget:

GO Virginia Request:	\$
Total Match/Leverage:	\$
Total Project Cost:	\$

Proposed Sources of Match:

-

The point of contact for this project is as follows:

- Name:
- Email:
- Phone:

III. Application Form (Enhanced Capacity Building/Collaborative)

Application Information

Project Name:

Type of Project (select one):

- Enhanced Capacity Building
- Collaborative

Project Applicant

Legal Name:

EIN/TIN:

Address:

Website:

Application Contact

Name:

Title:

Phone:

Email:

Funding Request Summary

GO Virginia Request*:	\$
Total Match**:	\$
Additional Leverage***:	\$
Total Project Cost:	\$

*There is no cap on the amount of GO Virginia funding that can be requested for Enhanced Capacity Building Projects, but projects requesting no more than \$100,000 can seek administrative approval from DHCD. There is no cap on the amount of GO Virginia funding that can be requested for Collaborative Projects.

**Match from non-state appropriated sources (cash or in-kind) must equal or exceed the GO Virginia fund request. Of the total match amount, 20% or \$50,000 (whichever is greater) must be from local sources (cash or in-kind), unless the project is seeking administrative approval. Local match can be from local governments, school districts, or single-jurisdiction EDA/IDAs, including funds passed through regional or statewide entities that originated with local entities. The local contribution may take the form of cash, revenue sharing, dedication of locally-owned or controlled assets to the proposed regional project, reallocation of existing funds, in kind contributions, or other local resources.

***State appropriated resources cannot be used as match but can be included as “additional leverage.”

Economic Impact

1. Project Description: Provide a detailed overview of the proposed project and project activities included in the project budget (scope of work). If the full project scope goes beyond the reflected budget, please provide a breakdown of the current and later phases of project activities. (Character Limit: 6,000) Related attachment(s): 1-2 Page Executive Summary

2. Project Goals, Approach, and Outcomes: Identify the project goals, approach, and outcomes, and how the project relates to the region’s Economic Growth and Diversification plan and the goals of GO Virginia. (Character Limit: 6,000)

3. Demand Indicators: Describe any feasibility studies that have been conducted or other efforts that have been made to establish the demand for the proposed outputs/outcomes of the proposed project. (Character Limit: 6,000) Related attachment(s): Feasibility Study or Demand Documentation (letters from businesses/community stakeholders indicating demand for project)

4. Project Timeline and Milestones: Describe the project timeline and the specific project milestones that will be utilized to track project progress and fund disbursement. Address the project administrator’s ability to meet these milestones and to take remedial actions in the event that are not achieved. (Character Limit: 6,000) Related attachment(s): Project Milestones & Drawdown Schedule

5. Performance Measures and Return on Investment (ROI): Provide a detailed description of the performance metrics that will be used to quantify success, both quantitative and qualitative, and how the metrics were developed. For Collaborative Projects only, describe the Return on Investment (ROI) methodology and calculated ROI and the timeline for achieving the expected ROI. Include an explanation and source of any data used as the basis for ROI and outcome projections. (Character Limit: 6,000) Related attachment(s): Performance Metrics; Return on Investment (ROI) Calculations (ROI not required for Enhanced Capacity Building Projects)

Regional Collaboration

6. Service Area and Local Partners: Identify localities participating in the project (financially or administratively) as well as those localities that are served by the project. (Character Limit: 6,000)

	Participating Locality	Part of Project Service Area	Population Estimates (2016 Census Data)
Caroline County	<input type="checkbox"/>	<input type="checkbox"/>	30,178

Essex County	<input type="checkbox"/>	<input type="checkbox"/>	11,123
City of Fredericksburg	<input type="checkbox"/>	<input type="checkbox"/>	28,297
Gloucester County	<input type="checkbox"/>	<input type="checkbox"/>	37,214
King and Queen County	<input type="checkbox"/>	<input type="checkbox"/>	7,159
King George County	<input type="checkbox"/>	<input type="checkbox"/>	25,984
King William County	<input type="checkbox"/>	<input type="checkbox"/>	16,334
Lancaster County	<input type="checkbox"/>	<input type="checkbox"/>	10,972
Mathews County	<input type="checkbox"/>	<input type="checkbox"/>	8,782
Middlesex County	<input type="checkbox"/>	<input type="checkbox"/>	10,778
Northumberland County	<input type="checkbox"/>	<input type="checkbox"/>	12,222
Richmond County	<input type="checkbox"/>	<input type="checkbox"/>	8,774
Spotsylvania County	<input type="checkbox"/>	<input type="checkbox"/>	132,010
Stafford County	<input type="checkbox"/>	<input type="checkbox"/>	144,361
Westmoreland County	<input type="checkbox"/>	<input type="checkbox"/>	17,592
Other (specify):	<input type="checkbox"/>	<input type="checkbox"/>	
Other (specify):	<input type="checkbox"/>	<input type="checkbox"/>	
Other (specify):	<input type="checkbox"/>	<input type="checkbox"/>	

Does the application request a waiver of the local match requirement? (\$50,000 or 20% provided by participating localities, whichever is greater).

Are there localities or other GO Virginia regions (including interstate collaborations) that are outside the applying region that are participating in the project? If so, describe the nature of the collaboration and the anticipated impact.

7. Collaboration and Cost Efficiencies: Identify cost efficiencies, repurposing of existing funds, leveraging of existing assets, or other evidence of collaboration that can be demonstrated as a result of the project. (Character Limit: 6,000)

8. Coordination with Existing Programs: Discuss existing grant requests or programs with similar goals and indicate how the proposed project is not duplicative of, but additive to, other efforts to support economic diversification and the creation of higher-paying jobs. Have existing efforts been successful and sustainable? (Character Limit: 6,000)

For Enhanced Capacity Building Projects, discuss how the enhanced capacity building effort could contribute to the success of associated future grant requests and how the project could be replicated or used across multiple grant requests and/or regions.

Project Readiness

9. **Partner Roles and Resources Committed:** Describe all partner organizations involved with the implementation of the project, including the entity's role, financial or in-kind commitment, and capacity to successfully execute their duties as they relate to the project. (Character Limit: 6,000) Related attachment(s): Letters of Commitment; In-Kind Contribution Forms; Letters of Support

10. **Project Barriers:** Discuss any major barriers to successful implementation and other associated risks along with a plan to overcome them. How will the project administrator address these barriers? The response also should include any items that must occur prior to initiation of the project or execution of the contract (acquisitions, funding, agreements, partnerships, permits, etc.) and potential timeline impacts for those items. (Character Limit: 6,000)

11. **Consultation with Localities:** Discuss how the project developers have consulted with local government entities regarding the strategy and implementation of the project. The response should include how local government and economic development partners were actively engaged in the development of the project. (Character Limit: 6,000)

12. **Efficiency Measures:** Discuss prerequisite activities undertaken by the collaborating parties to increase efficiency with regard to program delivery and support for the project once launched. The response should cover any substantial work done to date, and if available, the investments associated with those items. (Character Limit: 6,000)

13. **Project Budget:** Identify the total project budget and the sources and uses for matching funds and leverage. If the project is requesting a waiver of the total (1:1) match requirement and/or local match requirement, please explain the justification for the waiver. (Character Limit: 6,000) Related attachment(s): Budget Overview Form

Project Sustainability

14. **Project Sustainability:** Discuss how the program will achieve stable, long-term sustainability beyond the initial funding period? Have any funding sources been secured to continue implementing the program or strategy following the exhaustion of these funds? (Character Limit: 6,000)

Required Attachments

1. 1-2 Page Executive Summary
2. Feasibility Study or Demand Documentation (letters from businesses/community stakeholders indicating demand for project)
3. Project Milestones & Drawdown Schedule (template attached)
4. Performance Metrics (template attached)
5. Return on Investment (ROI) Calculations (template attached; not required for Enhanced Capacity Building Projects)
6. Letters of Commitment

Partner Name	Amount of Cash Contribution	If Letter Pending, Date Expected
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	

7. In-Kind Contribution Forms (if applicable; template attached)

Partner Name	Amount of In-Kind Contribution	If Form Pending, Date Expected
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	

V. Performance Metrics Template

Project Name:

Performance Metrics

Outputs (Project Activities, i.e. # acreage or square feet developed, # credentials awarded, # individuals reached, # new participants engaged, # new partnerships established, # plans/reports completed, # workers trained, # workshops hosted)

Outcomes* (Project Impact, i.e. # businesses created, # clusters expanded, \$ costs reduced, # graduates/trainees hired, # jobs created/retained, \$ leveraged private investment (LPI), \$ revenues increased, \$ tax revenue increased)

*Not required for Enhanced Capacity Building Projects

(Word version available at <https://www.gwregion.org/our-work/gova>)

VI. Return on Investment (ROI) Calculations Template

Project Name:

Return on Investment (ROI) Calculations

GO Virginia Request	
Additional State Leverage (if applicable)	
Total State Investment	

	Year 1	Year 2	Year 3	Total
Direct Jobs Created				
Average Annual Salary				
State Income Tax Revenue Generated				
State Sales Tax Revenue Generated				
Total State Revenue Generated				

Commonwealth's ROI %	
----------------------	--

Instructions: Only include the direct number of jobs being created each year. The formula contained in the excel version will aggregate jobs year-over-year. For example, if your project is creating 20 jobs in year 1, 20 jobs in year 2, and 20 jobs in year 3, DO NOT input 40 jobs in year 2 and 60 jobs in year 3. Commonwealth's ROI % should reflect a positive return.

Assumptions:

- State income tax revenue is based on \$720 + 5.75% of taxable income over \$17,0000 for each direct job
- State sales tax revenue assumes a worker's net income will be 70% of their salary, and that worker will spend 1/3 of their net income on goods/services subjected to the state sales tax of 4.3%

Formulas:

- **State Income Tax Revenue Generated** = [Direct Jobs Created] * (720 + 0.0575 * ([Average Annual Salary] - 17000))
- **State Sales Tax Revenue Generated** = [Direct Jobs Created] * (([Average Annual Salary] * 0.7)/3) * 0.043
- **Commonwealth's ROI %** = $\frac{[\text{Total State Revenue Generated}] - [\text{Total State Investment}]}{[\text{Total State Investment}]}$

(Excel version available at <https://www.gwregion.org/our-work/gova>)

VII. In-Kind Contribution Form

In-Kind Contribution Form

Support Organization: George Washington Regional Commission
 Regional Council: Mary Ball Washington Regional Council (Region 6)

Contributor Information

Name of Business/Individual: _____
 Name of Primary Contact: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Telephone: _____ Email: _____

Contributed Goods or Services

Description of Contributed Goods or Services: _____

Date(s) Contributed: _____
 Real or Estimated Value of Contribution: \$ _____
 How was the value determined?: Actual Value Appraisal Other
 Please explain: _____

Who Made this Value Determination?: _____

Is there a restriction on the use of this contribution?: No Yes
 If yes, what are the restrictions?: _____

Contribution Obtained or Supported with State funds?: No Yes
 If yes, please provide the name of the State agency and grant/contract number: _____

Signature of Contributor

Date Contributed

(Excel version available at <https://www.gwregion.org/our-work/gova>)

VIII. Budget Overview Form

GO Virginia Region 6 Budget Overview - Project Revenues

Instructions: Below, please indicate total project revenues, including both GO Virginia funds and match contributions. For match contributions, indicate type, source, and status of match.

Match from non-state appropriated sources (cash or in-kind) must equal or exceed the GO Virginia fund request. Of the total match amount, 20% or \$50,000 (whichever is greater) must be from local sources (cash or in-kind), unless the project is seeking administrative approval. Local match can be from local governments, school districts, or single-jurisdiction EDA/IDAs, including funds passed through regional or statewide entities that originated with local entities. The local contribution may take the form of cash, revenue sharing, dedication of locally-owned or controlled assets to the proposed regional project, reallocation of existing funds, in kind contributions, or other local resources.

State appropriated resources cannot be used as match but can be included as “additional leverage.”

Source of Revenue (Dropdown)	Amount	Type of Revenue (Dropdown)	Type of Match (Dropdown)	If other, specify	Source of Match	Status of the Match
GO VA Funds	\$0.00	Cash				
	\$0.00					
	\$0.00					
	\$0.00					
	\$0.00					
	\$0.00					
	\$0.00					
	\$0.00					
	\$0.00					
	\$0.00					
	\$0.00					
	\$0.00					
	\$0.00					

Good Jobs Here – GWRC Region Community Based Economic Development Plan Staff Review

Application Submitted: 1/25/2019

Summary of Application

The George Washington Regional Commission is requesting \$50,000 in GO Virginia capacity building funding for 1) creation of a community-based economic development plan for the George Washington Region; 2) development of a new workforce skills study for the GW Region; and 3) development of a community-wide, stakeholder-driven vision for the future of the GW Region. Grant funds will support planning and facilitation consultant services (\$20,000), development of the workforce and commuter study (\$20,000), and costs associated with three stakeholder visioning sessions (\$10,000). Lead project partners include the Fredericksburg Regional Alliance, Fredericksburg Regional Chamber of Commerce, Fredericksburg Area Association of REALTORS®, Rappahannock United Way, Germanna Community College, University of Mary Washington, and Rappahannock Goodwill Industries.

Threshold Review

THRESHOLD – required criteria to be considered for GO Virginia funds	
a. Does the applicant demonstrate capacity to manage the grant?	YES
b. Does the project align with GO Virginia strategies?	YES
c. Does the project carry out the goals/objectives of the Region 6 Economic Growth & Diversification Plan?	YES
d. Does the project relate directly or indirectly to the creation of higher-paying jobs for the region?	YES
e. Does the project relate to businesses that receive more than 50% of their revenue from out of state?	YES
f. Is the request \$50,000 or less?	YES
g. If no, is a compelling justification provided?	N/A

Staff Comments

The application proposes to further the goals of GO Virginia by creating higher-paying jobs in traded, priority growth sectors, but it does not spell out the linkage between each of the three components of the planning effort and the Growth & Diversification Plan.

While the application indicates that the three components will be woven together in the final report, it appears that the three components are stand alone efforts.

The application indicates that private businesses will be engaged in the visioning process but does not provide detail on how that will be accomplished.

The workforce skills study could be strengthened by including a stronger connection to the priority growth sectors of the Growth & Diversification Plan.

Staff is concerned that the proposed budget may not provide sufficient funding to do a credible effort in all three components of the project.

Northern Neck Site, Building & Infrastructure Study Staff Review

Application Submitted: 1/24/2019

Summary of Application

The Northern Neck Planning District Commission/Northern Neck Chesapeake Bay Region Partnership (NNPDC/NNCBRP) is requesting \$88,000 in GO Virginia capacity building funding for 1) a review of all inventory of sites & buildings in the Northern Neck; 2) feasibility studies for three potential commercial/industrial sites located in three NN counties; and 3) an infrastructure capacity evaluation to address potential business growth in two NN localities, Montross and Callao. Grant funds will support architectural and engineering fees (\$80,960) and project administration by NNPDC/NNCBRP (\$7,040). Project partners include the Counties of Lancaster, Northumberland, Richmond, and Westmoreland, and the Town of Montross.

Threshold Review

THRESHOLD – required criteria to be considered for GO Virginia funds	
a. Does the applicant demonstrate capacity to manage the grant?	YES
b. Does the project align with GO Virginia strategies?	YES
c. Does the project carry out the goals/objectives of the Region 6 Economic Growth & Diversification Plan?	YES
d. Does the project relate directly or indirectly to the creation of higher-paying jobs for the region?	YES
e. Does the project relate to businesses that receive more than 50% of their revenue from out of state?	YES
f. Is the request \$50,000 or less?	NO
g. If no, is a compelling justification provided?	YES

Staff Comments

The application addresses a high priority in the Growth & Diversification Plan, the development of marketable sites and buildings for the priority growth sectors.

The application does not reflect the site rating that was done for the Richmond County Commerce Park in the September 2017 Region 6 Site Assessments Report by Draper Aden.

The application does not address potential intergovernmental collaboration that may be needed in the development of the three sites. This could be addressed in the feasibility analysis.

The infrastructure capacity analysis for Callao does not have a linkage to expansion of facilities supporting traded sector businesses or priority growth sectors.

The water system PER for Montross addresses service to existing basic, traded sector industries and the future flexible office space that has received a GO Virginia grant.

FY19 Region 6 Capacity Building Applications Interview Panel Review

Carlton Revere, Vice Chair
Steve Goodall
Ann Lewis
Neal Barber
Kate Gibson

February 4, 2019 – RCC Warsaw Campus

1) Good Jobs Here - GWRC Region Community Based Economic Development Plan

The Interview Panel met with Linda Millsaps who provided an overview of the project. The Panel reviewed staff comments and Dr. Millsaps provided details regarding how the 3 tasks fit together as promotion of economic sustainability and stability for the region. The panel recommends approval of the project with the following comments:

- The budget may not be sufficient to complete each task. While the submitter did due diligence on contractor cost it's possible that certain tasks may cost more than anticipated. The Council should be aware that the submitter may need to adjust the budget for the project if there is sufficient justification.
- Similar to the budget note, the timeline for the project appears to be very aggressive. If more time is necessary, the submitter should notify the council as soon as this possibility is known.
- Engaging local government officials during Track 1 & 3 will assist in buy-in and furthering the results of the region's economic vision.
- The workforce skills study should include analysis of what it would take for commuters to take a job locally.
- The effort should consider Opportunity Zones and what it would take for the region to receive its own MSA designation.
- King George and Caroline Chambers of Commerce should be added to the stakeholder group.

2) Northern Neck Region-Wide Site, Building & Infrastructure Study

The Interview Panel met with Jerry Davis about the project wherein he gave the Panel an overview of how the project meets the Growth & Diversification plan and how great emphasis will be placed on communicating with VEDP to ensure alignment with what businesses are requesting. The Applicant received rough estimates from a contractor for the work, and while the proposed budget is over the application guideline of \$50,000, the Panel recognizes the value in bundling these activities under one project. The Applicant intends to follow procurement rules and put the project out to bid. The Panel recommends approval of the project with the following comments:

- Intergovernmental cooperation may be needed to further the results of the site, building and infrastructure analysis. The scope of the feasibility studies should include analysis of organizational structures needed for implementation if the studies are favorable.
- Panel agrees that engagement with VEDP is key to ensuring focus on areas that are marketable to businesses that wish to locate in Northern Neck.

Summary of Region 6 Entrepreneurial Ecosystem Study by TEconomy Partners

Prepared by Neal Barber, Community Futures

I. Approach

- Virginia lags in creation and growth of new ventures
- Entrepreneurial development is localized
- Region must address specific needs:
 - Better access state resources
 - Local stakeholders participate in entrepreneurship development

II. Importance of Entrepreneurship in Region 6

- 1,086 traded sector companies formed in 2007 still in business in 2017
- These companies employ 6,090 workers
- Traded sector industry employment grew by 5,202 jobs (2007 - 2017)
- Traded sector startups account for 1/2 traded sector companies
- Traded sector startups accounted for most of the net new job growth

III. Strategic Framework: Focus on Entrepreneurial Development in Traded Sector Industries

GO Virginia focus - new start-ups in “traded sectors”
“Traded Sector Companies” - serve customers and markets beyond Virginia

Traded Sector Industries include:

- Manufacturing
- Professional, scientific and technical services
- Information technology
- Finance and insurance
- Transportation and warehousing
- Mining
- Agriculture and food processing

IV. Stages of Entrepreneurial Development



V. Region 6 Assessment

- Less traded sector employment in startups 0-5 years old (6.6% vs. 7.1% for VA)
- Higher share of employment in startups 6-10 years (8.8% vs. 7.3% for VA)
- Eight Inc. 5000 companies - lower than other mid-sized regions
- Peer Regions have universities with Colleges of Engineering
- **Traded sector “high-growth” companies tied to Federal contracting**
- Venture Capital activity minimal – 12 deals, 6 with one company (2010 – 2017)

VI. Region 6 Assessment – Surviving “High-Growth” Startups by Traded Sector

Major Industry Cluster	Number of Start-ups Surviving by 2017	Number of High Growth Start-ups in 2017**
Agriculture & Food Processing	101	6
Business Services	514	77
Energy, Natural Resources, & Finished Products	57	14
Engineering, R&D, Testing & Technical Services	94	23
Financial & Insurance Services	127	7
Health Care Services	36	8
Information Technology & Communications Services	74	26
Life Sciences	34	10
Manufacturing	72	16
Ship Building, Aerospace, & Defense	3	2
Transportation, Distribution and Logistics	128	22

VII. Region 6 Assessment – Inc. 5000 Companies 2017 (defense contracting)

Region 6: Mary Ball Washington	Founded	Revenue	Employees	Inc. 5000	SBIR	Patents	VC
IntelliWare (Fredericksburg) Cyber security	2005	\$27M	155	2016 2017	x	x	x
IST Research (Fredericksburg) Software	2008	\$7M	44	2015 2016 2017	yes	yes	x
MarathonTS (Kilmarnock) IT recruitment	2009	\$19M	165	2015 2016 2017	x	x	x
ATSI (Fredericksburg) Govt. contract management	2011	\$12M	65	2015 2016 2017	x	x	x

VIII. Region 6 Assessment - Opportunity – “Increase traded sector startup activity and growth”

- *Expand existing programs serving startup companies through more industry engagement and mentoring*

IX. Entrepreneurial Survey Responses

- 44 responses
 - 15 companies (startup and existing)
 - 12 economic and community development organizations
 - 5 higher education
 - 2 financial institutions
 - 10 other
- Not “representative” in each category
- No R&D institutions responded

- **Survey Results – Regional Startup Ecosystem Strategy**
 (“1” least important - “5” most important)

Principles – Regional startup ecosystem strategy	Ave. Rating
Connects startups to the right resources and removes barriers	4.6
Pilots new approaches that can be scaled	4.3
Supports “local-growth” companies	4.2
Builds community within and across regions	3.7
Supports “high-growth” companies	3.6
Driven by a sense of service – Low Ego	3.2

- **Survey Results – Potential Initiatives** (“1” least important - “5” most important)

Potential Initiative	Rating of Importance						Survey N
	Ave.	“1”	“2”	“3”	“4”	“5”	
“High-growth” startup programming	4.02	2	4	4	15	19	44
Talent pipeline	4.02	3	1	7	14	19	44
“Local-growth” startup programming	4.05	1	2	8	16	17	44
Technology Commercialization	3.93	0	3	14	10	17	44
Capital	3.89	2	2	10	15	15	44

X. 5 Key Initiatives Recommended

- 1) Entrepreneur Pipeline**
- 2) “High-Growth” Startup Programs**
- 3) “Local Growth” Programs**
- 4) Capital Access**
- 5) Technology Commercialization**

XI. Entrepreneur Pipeline

Strategies

- Expand youth entrepreneurship programs to more schools
- Establish student internships with startups corporations
- Sponsor entrepreneurship events at high schools

XII. “High-Growth” Startup Programs

Strategies

- Identify “high-growth” startup companies
- Fill resource gaps
- Expand mentorship programs
- Increase angel investor activity
- Expand networking opportunities

XIII. “Local Growth” Programs

Strategies

- Expand peer-to-peer networks (e.g., Main Street orgs, UMW veteran-owned, women-owned, etc.)
- Host additional networking events
- Aspiring entrepreneur referral service

XIV. Capital Access

Strategies

- Link entrepreneurs to micro loan programs
- Link successful startups to the existing micro loan programs
- Feature financial resource providers at networking events

Issues:

- Limited access to a variety of capital types: grants, micro loans, loans, equity
- Uncertain demand for micro loans
- Only 19% of entrepreneurs access a bank loan or Venture Capital

- Chattanooga example - CO.LAB's Kiva Platform – microloans for entrepreneurs seeking to scale up

Existing Loan Programs

- Fredericksburg Main Street Micro Loan Program
- Stafford County Micro Loan Program
- Virginia Small Business Financing Authority Micro Loan Program
- UMW SBDC provides SBA 7(a) program assistance
- Rappahannock Economic Development Corporation runs SBA-504 program
- DC ArchAngels
- New Richmond Ventures Private Investment Fund
- Middle Peninsula Revolving Loan Program
- Northern Neck Revolving Loan Program

XV. Technology Commercialization Strategies

- Create technology council(s)
- Establish entrepreneurship programs at research institutions
- Engage entrepreneurial researchers in technology councils
- Make technology commercialization a part of the “high-growth” startup strategic initiative

XVI. Next Steps

- Establish a working committee with a “champion” for each initiative
- Maximize the use of existing programs and fill programmatic gaps
- Expand and refocus existing programs to provide a better division of labor and fill gaps
- Remove bottlenecks and help companies find needed resources as quickly as possible



Regional Council COIA Policy

PURPOSE:

The purpose of this guidance is to assist Regional Council's wishing to adopt a policy in relation to the Conflict of Interest Act (COIA). Currently, Regional Council members are only subject to the online training required by the COIA Council and not subject to the State and Local Statement of Economic Interests filing. One goal of the Regional Councils is to encourage collaboration among localities, the education sector, and the private sector. With projects being brought forth at the regional level, along with Council representation at the regional level, there will be times when individuals may need to recuse themselves from reviewing or voting on a project to be submitted to the state Board. The proposed policy below outlines when such recusal would be appropriate.

MODEL POLICY:

The Conflict of Interest Act is set out to prevent situations in which a person is in a position to derive personal benefit from actions or decisions made in their official capacity. Therefore, abstention from project reviews and approvals may only be appropriate if the member of the Regional Council was to derive a direct personal benefit, i.e. a Regional Council member's company is a partner in a project that would increase the company's revenue. However, local government representatives whose localities are partners would not need to recuse themselves since they would have no personal benefit from the project and are already subject to COIA in their official roles.

STATEMENT OF ECONOMIC INTERESTS:

Since it is not required by the COIA Council for Regional Council members to file the State and Local Statement of Economic Interests, the Department of Housing and Community Development (DHCD) does not advise that the Regions create their own statement of economic interest form. However, if a Regional Council feels strongly otherwise, DHCD would recommend it model its form based on the COIA Council's State and Local Statement of Economic Interests.

ONLINE TRAININGS

All members of the regional councils are required to take an approved COIA training at least one ever two consecutive years they serve on the regional council. The first training should be within two months of their appointment to the regional council. Online training modules offered by the State Ethics Council can be found online here: <http://ethics.dls.virginia.gov/> by clicking on "State Employee and Officer Training Module".

Support organizations are responsible for ensuring that their regional council members stay in compliance with COIA trainings, and an up-to-date list of those that have taken the COIA training online can be requested from ethics@dls.virginia.gov.

**Mary Ball Washington Regional Council
GO Virginia Region 6
Upcoming Meetings**

April 8, 2019: 11 AM-1 PM

Rappahannock Community College, Warsaw Campus
52 Campus Drive
Warsaw, VA 22572

June 10, 2019: 11 AM-1 PM

Rappahannock Electric Cooperative, Bowling Green Office
14380 Fredericksburg Turnpike
Woodford, VA 22580

August 12, 2019: 11 AM-1 PM

Rappahannock Community College, Glens Campus
12745 College Drive
Glens, VA 23149

October 7, 2019: 11 AM-1 PM

Rappahannock Community College, Warsaw Campus
52 Campus Drive
Warsaw, VA 22572

December 9, 2019: 11 AM-1 PM

Rappahannock Electric Cooperative, Bowling Green Office
14380 Fredericksburg Turnpike
Woodford, VA 22580