AGENDA

Call to Order   William Beale

Introductions   Jennifer Morgan

Public Involvement   William Beale

Presentation of Stafford Cyber and Smart Tech Application   Jennifer Morgan
    Staff Report
    Panel Discussion
    Applicant Interview

Presentation of Northern Neck Workforce Training Feasibility Study Application Jennifer Morgan
    Staff Report
    Panel Discussion
    Applicant Interview

Adjournment   William Beale

Stafford County Cyber & Smart Tech Entrepreneurial Development Program Staff Review

Original Application Submitted: 11/22/19

Summary of Application

The Industrial Development Authority of Stafford County Virginia is requesting a $75,000 grant to support a $167,000 to $172,000 project to assess the market demand for a Cyber and Smart Tech Entrepreneur program and the capacity of Stafford County's Economic Development Authority and Economic Development and Tourism Department to deliver such a program. The test program proposed by the applicant will allow the applicant to assess the market and build a business model for a sustained program and Cyber and Smart Technologies Accelerator Program in Stafford. The applicant will hold 4-5 events. The first event will celebrate the region's position as a Center of Cyber and the Smart City project and introduce cyber and "smart" initiatives in Stafford, entrepreneurial activities, and a mission-critical panel on Cybersecurity Maturity Model Certification. The other events will initiate an entrepreneurial development program to foster cyber and smart internet of things (IoT) development. These programs will serve as a market assessment for a sustained program in Stafford.

Project partners include Stafford Economic Development Authority ($15,000 cash match), Stafford County Economic Development and Tourism Department ($35,000 in-kind and $15,000 cash match), OST, Inc ($15,000 in-kind match), and anticipated additional in-kind leverage of $12,000 from local partners. Additional support partners include the City of Fredericksburg Department of Economic Development and Tourism, King George County Department of Economic Development and Tourism, the Fredericksburg Regional Chamber of Commerce, the American Cyber League, GCubed, Inc, HarkCon, Selling Power Magazine, and Intuit.

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 contribute, either directly or indirectly, to the creation of higher-paying jobs for the region?	MAYBE
e. Does the project address, either directly or indirectly, businesses that receive more than 50% of their revenue from out of state?	YES
f. Does the project have at least two participating localities, political subdivisions, or public bodies corporate and politic?	YES
g. Does the project have non-state source(s) of revenue at least equal to the requested GO Virginia grant?	YES
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.)	N/A
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
	N/A

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?	N/A

Staff Considerations

Staff concerns center around the lack of information on what the project applicant will use GO Virginia funding for. This project is focused around the implementation of 4-5 events to try and gauge the market demand for cyber entrepreneurial activities. This project application does not address how the applicant will examine what is currently happening in cyber entrepreneurship in the region, nor does it address what the current gaps are and how their project will fill the gaps. Staff recommends a detailed proposal on what services R!OT will provide as a consultant on this project and what in-kind staff time will be used for.

The applicant does not state what market demand they are analyzing, what benchmarks they are using, or how this will compare across the region. Staff suggest applicant detail what will be included in the final report as well as ensuring 1) how they will coordinate ongoing efforts with existing programs, 2) recommended sources of ongoing funding, 3) how they will meet regional needs while based in Stafford, and 4) how the events would develop a scope of services that would be offered by an accelerator once established or how the events would gauge what type of facility is needed for a potential accelerator based on current demand.

The applicant does not state how they would assess participants at events to gauge their needs and desire for an accelerator program and/or events. Staff recommends developing an evaluation based and will work with applicant to develop this.

Staff recommends the applicant clarify what types of jobs this program would potentially produce and what the hourly wage of these jobs would be. Staff will work with applicant to supply this data.

Staff suggests clarifying that applicant will engage businesses across Region 6 and removing language about other jurisdictions implementing similar programs, if this project is intended to serve whole region/possibly state.

The applicant centers their project around a start date of February 1, 2020, detailing it as "mission critical" to their project to begin funding by then and missing a key component of the project if funding is not available. The applicant will need to update their project timeline to match funding cycles and detail how this will not affect the structure of their program.

Drawdown schedule may need to be revised to ensure match funds are expended prior to or in proportion to GO Virginia funds.

Applicant has indicated that Intuit and Quantico letters will be submitted soon.

Staff will work with applicant and DHCD to add numbers to the metrics.

Northern Neck Workforce Training Feasibility Study

Original Application Submitted: 11/26/19

Summary of Application

The Northern Neck Planning District Commission is requesting a $62,500 grant to support a $125,000 project to examine current and future workforce needs and the requirements for undertaking appropriate training to meet the available jobs of today and in the future. The assessment will include a blueprint of what is needed by local companies and other workforce needs, prioritization for implementation, cost estimates, and the necessary steps to improve the quality and quantity of workforce training in the region. The Northern Neck Planning District Commission will contract with a consultant who will survey the region and determine a path forward for workforce training delivery in the Northern Neck, with private sector input. The feasibility study will include an assessment of the entire Rappahannock Community College service area, determine demand for training, estimate the cost for training delivery (operations, equipment, curriculum, staff) for every type of training, determine potential building locations, provide regional site selection analysis, and recommendations for further steps.

Project partners include Bay Consortium Workforce Development Board ($62,500 cash match), Virginia Governor's Chief Workforce Development Advisor, and Rappahannock Community College. Letters of Support have been received from Richmond County, Westmoreland County, Lancaster County, and Northumberland County.

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 contribute, either directly or indirectly, to the creation of higher-paying jobs for the region?	YES
e. Does the project address, either directly or indirectly, businesses that receive more than 50% of their revenue from out of state?	YES
f. Does the project have at least two participating localities, political subdivisions, or public bodies corporate and politic?	YES
g. Does the project have non-state source(s) of revenue at least equal to the requested GO Virginia grant?	YES
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.)	N/A
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
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?	N/A
k. Is the project sustainable after GO Virginia funds?	YES

Staff Considerations

Staff concerns center around ensuring that the project will examine all localities located in the Rappahannock Community College (RCC) service area as established in section 6 of the application, Service Area and Local Partners. The applicant has stated that the project will be located on the Northern Neck and program delivery will be in Northern Neck localities. The applicant has not shown how they will examine workforce needs and program delivery in the Middle Peninsula, areas serviced by RCC and listed as service area and local partners. To date, staff has received two letters of support from Middle Peninsula localities with indicated additional letters of support are pending.

The application should clarify how the analysis will differ from or elaborate on the workforce analysis of the Growth and Diversification Plan or the WIB plan.

Staff recommends clarification on how at least one of the six priority industry clusters will be examined in the study.

Staff recommends additional letters of support from local businesses that will be surveyed as part of the study supporting this work.

Staff suggests including in the final report 1) how proposed programs can coordinate with existing programs, 2) recommended sources of ongoing funding for proposed programs, and 3) recommended partners for proposed programs.

Staff recommends applicant provide more information on the role of the steering committee and of each project partner.

The applicant will need to update their project timeline to match funding cycles and detail how this will not affect the structure of their program.

Drawdown schedule may need to be revised to ensure match funds are expended prior to or in proportion to GO Virginia funds.

Applicant has indicated that a letter of support will be received from Virginia Governor's Chief Workforce Development Advisor but has not yet been received.

Staff recommends clarification on:
- Will the project solely examine the workforce needs of businesses or will it also examine the current and potential curriculum capacity of RCC?
- What businesses will be contacted? Who will determine what businesses are contacted? What is the criteria for selecting businesses? What information will be collected from businesses? Will businesses from all identified localities be surveyed?
- How sites for the study will be considered and selected? What criteria will be used to examine sites included in the study? How many sites will be considered? Who will have input on the site selection process? What is the threshold for sites?
- How will the RFP be developed? Who will review it? Who will approve the RFP? Who will select the final consultant?
- Who will be on the technical steering committee? Staff recommends a definition of "grant partners and local industry representatives".