

## **Statewide Competitive Project Materials**



## Statewide Competitive How to Apply and Timeline

Due to the economic effects of COVID-19 on the Virginia economy, these projects have updated match requirements; grants will require 50% match of the GO Virginia grant request, to be from any non-state source, with no local match required. This policy is in effect until further notice.

### How to Apply

\*Staff highly encourages applicants meet with staff to discuss their project idea, prior to submission.

1. Complete the attached “Statewide Competitive Projects Initial Project Review Form” and submit it to Jennifer Morgan, [morgan@gwregion.org](mailto:morgan@gwregion.org).
2. Within 1-week, staff will schedule an initial project review call to discuss the application and suggest changes.
3. Applicants will have 4 weeks to make edits to the application.
4. Applicants will submit their final application for review by staff and two Council members.
5. Applicants will have 1-week to respond to any questions and submit a final application with tracked changes.
6. Staff will write final comments and submit to the Regional Council for review.

\*Applicants will have to work with another region and their grant cycle too. Please be mindful of these dates and each region’s process.

Recommended Call/Meeting with Region 6 Staff			
Applicant Submits Initial Project Review Form	Feb 28, 2020	May 15, 2020	Aug 14, 2020
Initial Project Review Call	March 2 – 6, 2020	May 18-22, 2020	Aug 17 – Aug 21, 2020
Applicant Works on Application	March 9 – April 3, 2020	May 25 – June 19, 2020	Aug 24 -Sept 18, 2020
Applicant Submits Final Application	April 3, 2020	June 19, 2020	Sept 18, 2020
Review of Final Application by Staff and Two Council Members	April 6 – April 17, 2020	June 22– July 2, 2020	Sept 21 – Oct 2, 2020
Applicant Responds to Questions; Sends Final Application with Tracked Changes	April 20-April 24, 2020	July 6-10, 2020	Oct 5-9, 2020
Staff Writes Final Comments	April 24, 2020	July 10, 2020	Oct 9, 2020
Application Sent to Full Council	April 24, 2020	July 10, 2020	Oct 9, 2020
Regional Council Meeting	May 4, 2020	July 20, 2020	Oct 19, 2020
<b>GWRC Submits Approved Applications to DHCD</b>	<b>May 15, 2020</b>	<b>Jul 31, 2020</b>	<b>Oct 30, 2020</b>
<b>State Board Workgroup Review</b>	<b>May 26-28, 2020</b>	<b>Aug 11-13, 2020</b>	<b>Nov 10-12, 2020</b>
<b>State Board Feedback Loop</b>	<b>Jun 1-8, 2020</b>	<b>Aug 14-21, 2020</b>	<b>Nov 16-24, 2020</b>
<b>State Board Meeting (Applications Considered for Final Approval)</b>	<b>June 23, 2020</b>	<b>September 3, 2020</b>	<b>December 8, 2020</b>

\*Dates in **Red** are determined by the GO Virginia State Board

\*\*These dates and this application will be updated once the GO Virginia State Board selects dates for calendar year 2021.



**Statewide Competitive Projects - Initial Project Review Form/Cover Sheet**

**Project Name:**

**Project Applicant Name:**

**Project Applicant Organization:**

**Date:**

**Partnering Regions:**

**What Region 6 Growth and Diversification plan priority industry cluster/s is your project in?**

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

**What other partnering regions Growth and Diversification plan priority industry cluster/s is your project in?**

**What statewide category does your project fall into?**

- Entrepreneurial Activities
- Site Development
- Workforce Development

**Participating Localities (Minimum 2 Required)**

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

Caroline County		King William County		Spotsylvania County	
Essex County		Lancaster County		Stafford County	
City of Fredericksburg		Mathews County		Westmoreland County	
Gloucester County		Middlesex County		Other (specify):	
King and Queen County		Northumberland County		Other (specify):	
King George County		Richmond County		Other (specify):	

**Please define the level of participation by each of the localities.**



**Proposed Localities to be Served by Project**

Caroline County		King William County		Spotsylvania County	
Essex County		Lancaster County		Stafford County	
City of Fredericksburg		Mathews County		Westmoreland County	
Gloucester County		Middlesex County		Other (specify):	
King and Queen County		Northumberland County		Other (specify):	
King George County		Richmond County		Other (specify):	

**What other Regions localities does this project cover?**

**Other Proposed Partners and Collaborators:**

- 

**Project Description**

Provide a one-page summary of the proposed project. This should convey your project concept(s) assuming no prior knowledge of the project, including:

1. The expenses that GO Virginia funding and match will pay for,
2. Project activities
3. The expected outcome/final product(s) of this project,
4. How this project will create higher paying jobs (or line of sight for potential jobs for an enhanced capacity building grant)?

Identify the project’s approach, outcomes, and goals and how the project relates to the region’s Economic Growth and Diversification plan and the goals of GO Virginia. Specify the evidence of demand/community need for this project.

**Proposed Budget:**

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

Please explain in the chart below your proposed sources of revenue and how you plan to expend these funds. These totals must match.

**Project Revenues**

Source of Revenue	Amount	Type of Revenue (Cash/In Kind)	Source of Match	Status of the Match
GO VA Funds	\$0.00	Cash		
	\$0.00			

**Project Expenditures**

Line Item (These come directly from project activities)	If other, specify	Cost Estimate	Description	Funding Source(s)
		\$0.00		



## Statewide Competitive Application

### Application Information

**Project Name:**

**Date:**

**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 Implementation Projects.

\*\*Normally, 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). \*Note: The total match requirement has been reduced to 50% of the grant request, and the local match requirement has been waived until further notice.

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



## Economic Impact

**1. Identify the project goals, approach, and outcomes, and how the project relates to the goals of GO Virginia.** (Character Limit: 3,000)

**ATTACHMENT:** 1-2 Page Executive Summary that explains to someone who does not know anything about the project what it is trying to accomplish. What are the goals of the project? What is the approach to the project? What are the expected outcomes of the project?

**2. Provide a detailed overview of the proposed project scope of work and the specific activities included in the project budget. If the full project scope goes beyond the reflected budget, please provide a breakdown of the current and later phases of project activities.**

**3. Project Timeline and Milestones: Describe the project timeline in terms of rough months/quarters and the specific project milestones that will be utilized to track project progress and fund disbursement. (GO Virginia is a reimbursement-based grant and funds will only be disbursed after funds are expended. Match funds must be expended prior to or in proportion to GO Virginia funds.)** Projects must be completed within two years from the start date agreed upon in the final contract. Projects should base their timeline on beginning approximately 30 days after the date of approval at the State Board meeting. **Address the project administrator's ability to meet these milestones and to take remedial actions in the event that are not achieved.** (Character Limit: 3,000)

**ATTACHMENT:** Project Milestones & Drawdown Schedule

**4. Performance Measures: 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.**

**ATTACHMENTS:** Performance Metrics

**5. Return on Investment (ROI): Describe the methodology utilized to calculate the State's Return on Investment (ROI) to the Commonwealth over a 3-year period. Include an explanation and identify the sources of any data used as the basis for ROI and outcome projections.**

**ATTACHMENTS:** Return on Investment (ROI) Calculations

- a) **If applicable, please explain the expected economic impact of the project that may not be captured within the ROI calculation. This may include both indirect and induced jobs as a result of a relevant multiplier effect, as well as qualitative impacts that cannot be quantified.**

(Character Limit: 3,000)

**6. In terms of interregional collaboration, how do the ROI, performance metrics, and economic impact take into consideration the varying populations of the participating localities and/or regions. For example, for urban-rural collaborations, do the calculations take into account how the project's economic impact may be proportionally greater in a locality/region with a smaller population and lower average wages?**



## Regional Collaboration

**7. Service Area and Local Partners:** Describe the service area of the project. Identify localities participating in the project (financially or administratively) as well as those localities that are served by the project. Please define the level of participation by each of the localities. "Participation" can include financial participation, in-kind contribution, participation on a project advisory team, and/or administration of the project. (Character Limit: 3,000)

Does the application request a waiver of the local match requirement? (\$50,000 or 20% provided by participating localities, whichever is greater). \*Beginning in April 2020 all local match is waived by the GO Virginia State Board until otherwise noted.

**8. 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: 3,000)

**9. 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: 3,000)

**10. Does this project align with the Economic Growth & Diversification Plan for each of the participating regions? Does the project align with any previously funded GO Virginia per capita or enhanced capacity building projects?**

**ATTACHMENT:** If the project does not align with the Economic Growth & Diversification Plan for a participating region, please attach the subsequent addendum to the plan that demonstrates such alignment and why this project is a priority for the region(s).

## Project Readiness

**11. 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. These may include but are not limited to school divisions, community colleges, public and private institutions of higher education, economic and workforce development entities, local governments, regional organizations, planning district commissions, and nonprofit organizations. (Character Limit: 3,000)

**ATTACHMENTS:** Letters of commitment from localities and other partners participating in project detailing commitment, in-kind contribution forms, and letters of support from localities, local government entities, and other partners, or businesses that support this project.

**12. Identify the primary project manager(s) from each region, and how they will facilitate project implementation across regions. Describe the division of responsibility and the plan for communication between project administrators, support organizations, higher education institutions, private businesses, etc. from across regions.**



**13. 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: 3,000)

**14. Demand Indicators:** Describe any feasibility studies that have been conducted or other prerequisite efforts that have been made to establish the demand for the proposed outputs/outcomes of the proposed project. Has this type of effort been tried and failed in the past? How will this be different? Why is this project needed? For site development, what is the demand from targeted industry sectors for this project? (Character Limit: 3,000)

**ATTACHMENTS:** Previously completed feasibility studies (if applicable) and demand documentation.

**15. Consultation with Subject Matter Experts:** Discuss how each regional council and project developers have consulted with subject matter experts regarding the efficacy and viability of the proposal and how the methodology and approach has been validated. (Character Limit: 3,000)

**16. Consultation with Localities:** Discuss how each regional council and project developers have consulted with local government entities regarding the strategy and implementation of the project. (Character Limit: 3,000)

**17. 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 match requirement and/or local match requirement, please explain the justification for the waiver. (Character Limit: 6,000)

**ATTACHMENTS:** Budget Overview Form, Financial Letters of Commitment, and In-Kind Contribution Forms.

- a) Does the project have the required \$1:1 match? If so, what are the sources/uses for these funds?
- b) Does the project have the required 20% (or \$50,000 if request is less than \$250k) local match? If so, what are the sources/uses for these funds? \*Beginning in April 2020 all local match is waived by the GO Virginia State Board until otherwise noted.
- c) Are any additional funds or in-kind contributions serving as leverage for the project? If so, what are the sources/uses for these funds?

## **Project Sustainability**

**18. 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)

**19. Describe how this project has been structured to allow for replication in other regions or statewide?**

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



## Required Attachments Forms

\*Documents must be submitted in order as listed below as one PDF. Only the budget document should be submitted as an Excel document.

1. 1-2 Page Executive Summary (template attached)
2. Feasibility Studies (if applicable) and Demand Documentation.
  - a. Please list included studies here.
3. Cost Estimation Documentation (PER, PAR, etc.) (if applicable).
  - a. Please list included Cost Estimation Documentation here.
4. Project Milestones & Drawdown Schedule (template attached)
5. Performance Metrics (template attached)
6. Return on Investment (ROI) Calculations (template attached)
7. Letters of Financial (Cash) Commitment (Must clearly state locality contribution, amount, and description)
8. In-Kind Contribution Forms (if applicable; template attached)
9. Letters of Support (should include local businesses, chambers, universities, and local governments on why this project is necessary to move the region forward and any others interested in project, template attached)
10. Budget Overview Form (template attached)

## Optional Attachments

- Project Manager Resume
- Other Supporting Documentation
- Memorandums of Understanding between all project partners detailing roles and responsibilities



## **Executive Summary**

This should be a 1-2 page overview of the project, that explains to someone who does not know anything about the project what it is trying to accomplish. This document should be able to stand alone from the application and provide a full summary of the project.





## Performance Metrics Template

### 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://govirginia6.org/apply/>)



## Return on Investment (ROI) Calculations Template

### 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 \$17,000 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://govirginia6.org/apply/>)



### Letters of Financial (Cash) Commitment Cover Sheet

(Must clearly state amount committed). Please place letters in order behind this section of the application.

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



### In-Kind Contribution Forms Cover Sheet

\*If applicable; template attached. Please place in-kind forms in order behind this section of the application.

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



**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://govirginia6.org/apply/>)



### Letters of Support Cover Sheet

Letters from organizations not providing financial or in-kind contribution. Please place letters of support in order behind this section of the application.

Partner Name



**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.

Normally, 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). \*Note: The total match requirement has been reduced to 50% of the grant request, and the local match requirement has been waived until further notice.

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

Source of Revenue	Amount	Type of Revenue (Cash or In-Kind)	Type of Match (Local, Regional, Federal, Private, Non-Profit, Other)	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					

