



### Overview and Purpose

- ▶ Purpose – Review projects in the projects category and help guide the region in a strategic planning process
- ▶ Frequency of Meetings – As needed determined by project applications
- ▶ Structure – Staff will email project applications to workgroup and call a review meeting with applicants to review feedback
- ▶ In Project Timeline review by Workgroup will be once applicant submits final application. Dates are listed on the website, <https://govirginia6.org/apply/>

### GO Virginia - The Virginia Growth And Opportunity Fund

- ▶ Funds are provided to
  - ▶ Encourage collaboration among businesses, education, and government in each region
  - ▶ On activities that will enhance private sector job growth and opportunity, economic competitiveness, and alignment of workforce development programs with the needs of employers in the region

### GO Virginia Purpose Statement

"Create more higher paying jobs through incentivized collaboration, primarily through out-of-state revenue, which diversifies and strengthens the economy of every region"

**Growth and Opportunity Board**

State Board made up of 24 members, sets policy and reviews all grants

**9 Regional Councils**

15-25 members, majority private sector, but must have wide representation

**Annual Funding Allocations**

Region 6 receives about \$1M in annual funding

### How Does GO Virginia Work?

- ↓ **Support Organization - GWRC**  
Responsible for administrative support, project development, and grant management
- ↓ **Regional Council**  
Provides directional oversight for the region on what types of projects should be funded and project award recommendation to the State.
- ↓ **DHCD**  
Provides administration support, policy guidance, and oversight
- ↓ **State Board**  
Responsible for awarding projects that are recommended by the Regional Councils<sup>5</sup>

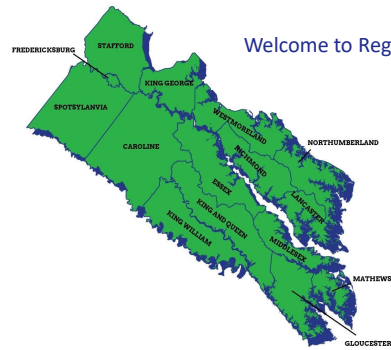
### Priority Investment Areas

- ▶ Workforce and Credentialing
- ▶ Entrepreneurship
  - ▶ Cluster Scale Up and Commercialization
- ▶ Site Development

## Statewide Project Guidance

- ▶ Virginia Growth and Opportunity Fund Grant Scoring Guidelines
  - ▶ Defines what is required in a project application, what is enhanced capacity building, how the state defines ROI, and grant scoring criteria
    - ▶ Region 6 recently matched our grant scoring sheet to these metrics
- ▶ GO Virginia Working Project Guidance and Metrics
  - ▶ Provides guidance and sample metrics for the development of funding applications for statewide project themes
- ▶ Memo: Areas of Opportunity for Future GO Virginia Funding
  - ▶ Gives guidance on areas in which the State Board would like to see projects
- ▶ Board Policy #9 : Use of GO Virginia Funds for Site Development Investments
- ▶ New Site Development Guidance - DRAFT

## Welcome to Region 6



## Growth and Diversification Plan

- ▶ GO Virginia is intended to facilitate regional collaboration to **grow and diversify the economy through supporting projects leading to the creation of more higher paying jobs (primarily based on revenue derived from out-of-state sources) and addressing gaps in workforce and other factors that impact the success of growth and diversification programs** at the regional level.
- ▶ Programs and projects recommended by the regional councils and approved by the Board shall be consistent with the regional economic growth and diversification plan.
- ▶ Provides strategic framework to solicit and approve grant funding
- ▶ Plan includes review of existing regional approaches, engaged regional stakeholders, examines current economic trends, summarizes workforce and commuting patterns and provides future objectives and investment strategies
- ▶ Plan identifies Priority Industry Clusters

## What is an Industry Cluster?

- ▶ Industry clusters are groups of similar and related firms in a defined geographic area that share common markets, technologies, worker skill needs, and which are often linked by buyer-seller relationships.
- ▶ The U.S. sub-divides industry clusters into traded vs. non-traded sectors
  - ▶ GO Virginia focuses on traded sectors only
    - ▶ Traded sectors are those that sell their output in competition with businesses in other states or nations.
    - ▶ Non-Traded/Local industries sell their goods and services primarily in the local market
      - ▶ EX: Real Estate Services, Hospitals, or Personal Services

## How Region 6 Chose Their Priority Growth Industry Clusters?

- ▶ 2017 – Analysis of all the industries within Region 6
  - ▶ Identified 16 priority industry clusters, narrowed it down to 6
- ▶ 2019 – Kept the original 6 with slight modification on Aquaculture, Seafood and Commercial Fishing cluster to capture a larger array of marine related businesses/industries

## Priority Growth Clusters

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

### What Does This Mean For Projects?

- ▶ Align with Region 6's priority industry clusters?
  - ▶ Aquaculture / Seafood / Commercial Fishing / Marine Industries
  - ▶ Forestry / Wood Products / Paper
  - ▶ Manufacturing
  - ▶ Logistics / Distribution
  - ▶ Information / Data Centers
  - ▶ Professional, Scientific and Technical Services
- ▶ Align with Statewide Project Themes?
  - ▶ Entrepreneurial Activities
  - ▶ Regional Site Development
  - ▶ Workforce Development
- ▶ Does the project create higher paying jobs?
- ▶ Does the project have collaboration from two or more localities?
- ▶ What is the budget for your idea?
- ▶ What kind of return on investment would your project expect to see?
- ▶ Proposed projects should benefit an industry or region as a whole, rather than a single business entity.

### Funding Sources

<i>Enhanced Capacity Building</i>	<i>\$100,000 maximum, 1:1 match, no local match required</i>
<i>Implementation</i>	<i>No maximum, 1:1 match, of which 20% or \$50,000 (whichever is greater) must be from local government sources (As of 4/2020 no local match required)</i>

THE PURPOSE OF GO VIRGINIA IS TO PROMOTE REGIONAL JOB GROWTH AND THEREFORE REQUIRES PARTICIPATION FROM TWO OR MORE LOCALITIES

### Funding Sources

<i>ERR Fast Access</i>	<i>\$100,000 maximum, 2:1 match, no local match required</i>
<i>ERR Implementation</i>	<i>No maximum, 2:1 match, no local match required</i>

THE PURPOSE OF GO VIRGINIA IS TO PROMOTE REGIONAL JOB GROWTH AND THEREFORE REQUIRES PARTICIPATION FROM TWO OR MORE LOCALITIES

### Eligible GO Virginia Projects

GO Virginia DOES FUND	GO Virginia DOES NOT FUND
Cluster Scale-Up	Healthcare or quality of life projects
Commercialization	Incentives to private companies
Site & Infrastructure Development	Scholarships
Workforce & Credentialing	Transportation projects (unless associated with site development)
	Implementation of broadband (currently funds Middle Mile Implementation and Planning Projects)

### Applying for Funding

Step 1: Work with Project Pipeline Development Grantees  
Fredericksburg Regional Alliance and Northern Neck PDC, or Contact GWRC!

Step 2: Rolling Deadlines

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    graph LR
      A[INITIAL PROJECT OVERVIEW  
Meeting with Council Members and GWRC staff for guidance on project development] --> B[APPLY TO COUNCIL  
Council reviews application and decides whether to table, ask for amendments, or approve and send along to the State Board]
      B --> C[STATE BOARD REVIEW  
State Board Reviews applications and approved or denies]
      C --> D[PROJECT REPORTING  
GO Virginia funding looks for a three-year return-on-investment and projects must be completed within two years of award]
    
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### Project Review by Staff vs Project Review Scoring Sheet by Workgroup

## Before you begin an application...

- ▶ Please read...
  - ▶ Virginia Growth and Opportunity Fund Grant Scoring Guidelines
    - ▶ Defines what is required in a project application, what is enhanced capacity building, how the state defines ROI, and grant scoring criteria
      - ▶ Region 6 recently matched our grant scoring sheet to these metrics
  - ▶ GO Virginia Working Project Guidance and Metrics
    - ▶ Provides guidance and sample metrics for the development of funding applications for statewide project themes
  - ▶ Memo: Areas of Opportunity for Future GO Virginia Funding
    - ▶ Gives guidance on areas in which the State Board would like to see projects
  - ▶ Board Policy #9 : Use of GO Virginia Funds for Site Development Investments
  - ▶ New Site Development Guidance - DRAFT
- ▶ Please talk with...
  - ▶ Region 6 Staff or your local REDO

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## Application Timeline

- ▶ Initial Project Review
- ▶ Initial Project Review Call
- ▶ Applicant Works on Application
- ▶ Applicant Submits Final Application
- ▶ Review of Final Application by Staff and Workgroup Members
- ▶ Applicant Meets with Staff and Two Workgroup Members
- ▶ Applicant Responds to Questions; Sends Final Application with Tracked Changes
- ▶ Staff Writes Final Comments
- ▶ Application Sent to Full Council
- ▶ Regional Council Meeting
- ▶ GWRC Submits Approved Applications to DHCD
- ▶ State Board Workgroup Review
- ▶ State Board Feedback Loop
- ▶ State Board Meeting (Applications Considered for Final Approval)

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## Example – Site Development Project A

- ▶ How does the project align with Region 6's priority industry clusters?
  - ▶ Site Development – Sub-Grantee has to show that the industry(s) they are targeting to bring to the site are reasonable within the region. This can be done through data analysis provided by Region 6 staff, the REDOS, VEDP, etc.
    - ▶ FRA recently completed their Industry Cluster analysis at a 6 digit level to show what types of industries would be attracted to the Fredericksburg region
- ▶ How does the project align with a Statewide Project Theme?
  - ▶ Site Development – Virginia is in dire need of business ready sites
- ▶ Does the project create higher paying jobs?
  - ▶ Based on the types of industry the site is looking to attract
  - ▶ This data is taken from a combination of current employer data and average salaries across the region – Region 6 staff and each REDO have access to this data!
- ▶ Does the project have collaboration from two or more localities?
  - ▶ Collaboration is defined as meaningful participation in the project (Cash or In-kind)
- ▶ What is the budget for this project?
  - ▶ Determined by what activities you are completing in the project
- ▶ What kind of Return on Investment (ROI) would your project expect to see?
  - ▶ GO Virginia calculates ROI based off of number of jobs created and salaries of those jobs. These are projected numbers if the site were to land a businesses in the targeted industry from above and the realistic size a business could build on a site

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## What type of funding?

- ▶ Enhanced Capacity Building - \$100,000 maximum, match must be at least equal to 50% of the GO Virginia request (EX: GO Virginia Request \$100,000; Match \$50,000), no local match requirement.
  - ▶ Examples of fundable activities include site characterization and prioritization (for sites not previously fully characterized by the Virginia Economic Development Partnership) and activities to develop collaborative cost/revenue sharing agreements.
  - ▶ Planning projects should be designed to include recommendations for future investments that would advance a site's business-readiness.
- ▶ Implementation - No maximum on ask, match must be at least equal to 50% of the GO Virginia request (EX: GO Virginia Request \$100,000; Match \$50,000), no local match requirement
  - ▶ Examples of fundable activities include necessary due diligence (soft costs) and infrastructure enhancements (hard costs) that advance a site's readiness for development.
- ▶ Statewide Competitive Projects - These projects are multi-regional and are accessed at the regional and state level. These projects are not funded at a regional level, but from a separate state fund.
- ▶ COVID-19 Economic Resilience and Recovery (ERR) Fast Access - \$100,000 maximum, match must be at least equal to 50% of the GO Virginia request (EX: GO Virginia Request \$100,000; Match \$50,000), no local match requirement
  - ▶ These funds are to assist the Virginia economy in COVID-19 recovery efforts. These Fast Access requests may include pre-implementation activities (needs assessments, etc.) and implementation or smaller-scale implementation projects. Applicants are encouraged to think holistically about the needs in their region and focus on efforts that produce near term impact in the region.
- ▶ COVID-19 Economic Resilience and Recovery (ERR) Implementation and Statewide Competitive Projects - These projects are to assist the Virginia economy in COVID-19 relief efforts. These funds will help the region build capacity to support and serve existing businesses, priority traded sectors, and essential businesses, including the healthcare system and its supply chain during this crisis.

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## Adjournment

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