



Mary Ball Washington Regional Council GO Virginia Region 6 FY 22 Annual Report

I: INTRODUCTION

Region six includes the counties of Caroline, Essex, Gloucester, King and Queen, King George, King William, Lancaster, Mathews, Middlesex, Northumberland, Richmond, Spotsylvania, Stafford and Westmoreland; and the city of Fredericksburg. The region is made up of three planning districts: The George Washington Regional Commission, the Northern Neck Planning District Commission, and the Middle Peninsula Planning District Commission. The make-up of region six is diverse and includes urban areas along the I-95 corridor leading to Northern Virginia and Washington, D.C., military bases that provide a large source of employment, rural counties depending on improvements to Broadband, and economies dependent on the rivers, bays, and creeks affected by coastal resiliency.

The Region Six Council, also known as the Mary Ball Washington Regional Council, is led by William Beale as chair, and is supported by the George Washington Regional Commission (GWRC), led by Executive Director Chip Boyles, Deputy Director Kate Gibson, and Program Director Ian Ginger. Region Six updated its Growth and Diversification Plan in August 2019 and its focus remains on six targeted industry sectors.

Target Sectors:

Aquacultures/Seafood/Commercial Fishing/Marine Industries

Forestry/Wood Products/Paper

Manufacturing

Distribution/Logistics

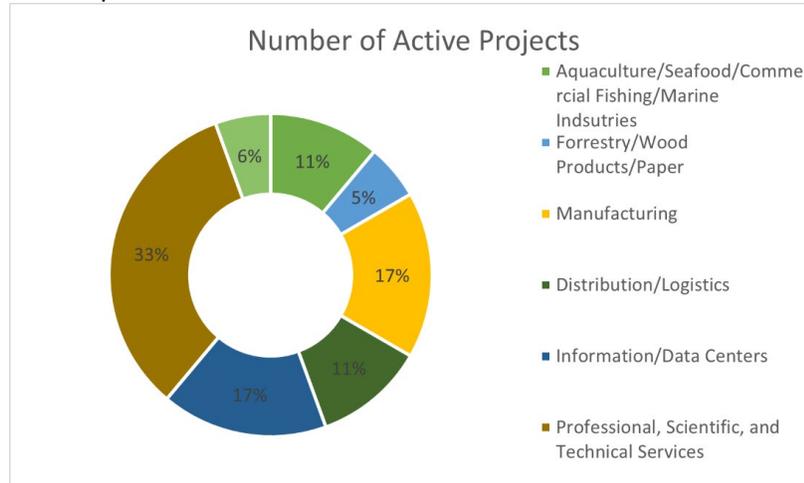
Information/Data Centers

Professions, Scientific and Technical Services

The Region 6 FY22 Annual Report will highlight the work done by staff and the Regional Council. FY22 included staffing change with a new Program Director and Program Coordinator and a focus on engaging a larger audience in Region 6 in order to cultivate more regional collaboration that will lead to successful projects which fit into our Growth and Diversification Plan.

II: GROWTH & DIVERSIFICATION PLAN

The Region 6 Council updated the Growth and Diversification Plan in 2021.



Although we envision our regional entrepreneurial entity to be formed in calendar year 2023, our Regional Council approved the RIOT and Pre-RIOT Accelerators in FY22. These two projects take significant steps in working towards some of our core goals around entrepreneurship. In particular, they allow Region 6 to accomplish the following strategies identified in the Growth and Diversification Plan: 1. Developing a robust network of entrepreneurs, 2. Developing programming to help businesses at all stages develop and grow, 3. Build awareness around existing business support programs and resources in the region, and 4. Provide counseling, mentoring, and other instructional programs for technology and venture-backed startups to facilitate innovators bringing new technologies to the marketplace. RIOT’s programming around entrepreneurship - which originally boasted success in the Research Triangle in Raleigh and is now a foundational element of Region 6’s entrepreneurship ecosystem – accomplishes strategies 1,2, and 4. Also, Stafford County’s participation in the Accelerator gives localities the ability to make businesses aware of services available to them and develop additional services to fit entrepreneurial needs.



The Fredericksburg Regional Chamber’s Intern Expo employed many of the strategies identified in the Growth and Diversification Plan around workforce development. It took great strides in connecting employers with interns and potential employees of the future. Specifically, it kicked off one of the first regional career expos in Region 6, engaged employers in targeted industries through their participation in the actual expo and subsequent hiring workshops, enhanced job shadowing programs with employers, and developed a robust pipeline of interns for industry partners.

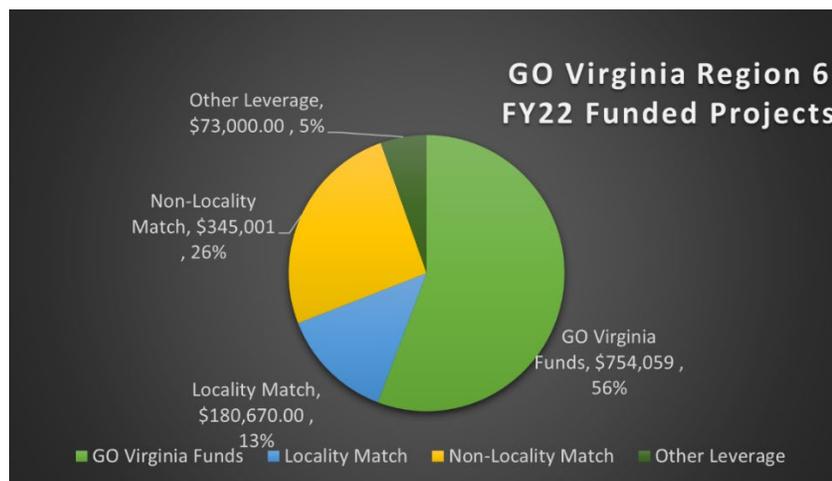


Our Careers in Aquaculture project directly impacts an industry that is not only a priority for our region, but is historically significant to both the Northern Neck and Middle Peninsula. It accomplished two major goals laid out in our Growth and Diversification Plan: 1. The creation of an aquaculture curriculum from scratch leading to a credential. Curriculum development is being led by Virginia Tech and industry partners and is being delivered at Rappahannock Community College and 2. The development of intern and apprenticeship opportunities for region employers in the aquaculture industry, especially oyster companies.

Finally, our region is not immune to the nationwide shortages in the healthcare industry, particularly in the nursing field. Through ERR funds, we were able to achieve several facets of our broader workforce development strategy by creating the Primary Care Technician (PCT). The PCT enhanced regional collaboration because of the need for employees in healthcare and brought together the two community colleges with footprints in our region. Although healthcare is not traditionally covered under GO Virginia, our regional council feels that this project will have positive implications for the growth of our identified priority industry clusters.

III: SUMMARY OF PROJECTS IN FY22

Project	GO Virginia Funds	Locality Match	Non-Locality Match	Other Leverage
Establishing a RIoT Accelerator Program in the Rappahannock Regional Entrepreneur Ecosystem	\$215,000	\$129,500	\$75,000	\$65,000
RIoT Pre-Accelerator Program	\$96,807.00	\$51,170.00	\$29,621.00	
FXBG Area Chamber Internship Expo	\$36,000.00		\$37,254.00	
RCC Careers in Aquaculture	\$100,000.00		\$50,000.00	\$8,000
RCC/GCC Patient Care Technician (ERR)	\$306,252.00		\$153,126	





ESTABLISHING A RIOT ACCELERATOR PROGRAM IN THE RAPPAHANNOCK REGIONAL ENTREPRENEUR ECOSYSTEM | RIOT & STAFFORD COUNTY

RIoT had previously conducted an ECB grant and confirmed the demand and desire for a regional accelerator and other entrepreneur workshops focused on local needs. In this Implementation grant, they will establish Virginia RIoT Accelerator Program (VA-RAP) by funding a RIoT VA-RAP lead in the testbed, assure integration of the testbed by installing a Technology Specialist. The Tech Specialist will help Smart Tech entrepreneurs pilot their products and services, establish locally-focused RIoT Workshops in KG and FXBG, and add RIoT to the regional entrepreneurial ecosystem who will seek out collaborations across Region 6 and help build a vibrant entrepreneurial network. The key to this project will be the establishment of VA-RAP and the integration of that program into the testbed. Participating localities are City of Fredericksburg, King George County, and Stafford County. *36 companies served with 6 total cohorts within 3 years, 72 jobs created, and 3 products or services to be either market ready or in production.*

RIOT PRE-ACCELERATOR | RIOT

The RIoT pre-accelerator program supports idea stage entrepreneurs with validating a market, establishing foundational business principles, and incorporating emerging technologies. The pre-accelerator includes bi-weekly in-person group workshops at the Stafford Smart Community Testbed with an option for virtual participation for those who prefer to join online. Content includes technology baselining, value proposition development, business fundamentals, and customer discovery and pipelining. Each idea-stage entrepreneur also receives bi-weekly 1-on-1 coaching, personalized to their specific needs. Participants exit the program with a clear understanding of next steps for establishing a business around a validated market opportunity. The expectation is that 60+% of pre-accelerator participants to become competitive RAP applicants at the completion of the pre-accelerator. RIoT partnering with Stafford County EDA. Participating localities are City of Fredericksburg, Stafford County, and King George County. *12 businesses created/25 jobs created/18 entrepreneurs engaged/54 mentoring sessions executed/\$1.5M capital raised*

INTERNSHIP EXPO AND HIRING WORKSHOP SERIES | FREDERICKSBURG AREA CHAMBER OF COMMERCE

The Fredericksburg Area Chamber of Commerce in partnership with five school divisions, Rappahannock Goodwill Career Works, Germanna Community College, and the University of Mary Washington hosted an Internship Expo in April 2022 and is holding five hiring workshops throughout the year. Part of the expo will include business seminars on how to successfully host interns. Students in attendance will be selected by their school's CTE or internship coordinator where students will be encouraged to visit booths of interest to drop off their resumes, make connections with business leaders, and schedule interviews. 50 businesses attended the Expo as well as over 450 students. Participating localities include Caroline County, City of Fredericksburg, King George County, Spotsylvania County, and Stafford County. The original expo was such a success, that the Fredericksburg Area Chamber is planning an application for an Implementation Grant to grow this program in the future. *50 businesses served/75 internships.*

CAREERS IN AQUACULTURE | RAPPAHANNOCK COMMUNITY COLLEGE, VT, & VIMS

Rappahannock Community College along with VT Center for Economic and Community Engagement, and Virginia Institute of Marine Science are leading the Careers in Aquaculture project to promote jobs in the aquaculture industry cluster by expanding high school students' understanding of what jobs are available in the aquaculture industry cluster, expanding educational opportunities that meet employers' needs, and supporting internship opportunities that help young people gain experience and awareness. This project will promote jobs in the aquaculture industry cluster by expanding high school students' understanding of what jobs are available and expanding educational opportunities with the following activities: develop and test-pilot online learning modules, develop one-week experiential hands-on education immersion summer course experience, develop four-week summer internship program (students will be able to intern with a local aquaculture business), and develop a



program certificate (RCC's Training Coordinator for Professional and Technical Programs will work with business partners to develop this non-credit aquaculture certificate and/or badge from Virginia Tech). Participating localities include Essex County, Gloucester County, Lancaster County, Mathews County, Middlesex County, Richmond County, and Westmoreland County. Private industry partners in this grant program are: KCB Oyster Holdings, Little Wicomico Oyster Company, LLC, Matheson Oyster Company, Rappahannock Oyster Company, Shores and Ruark Oyster Company, Virginia Institute of Marine Science, Ward Oyster Company, Oyster Seed Holdings. *8 businesses served/20 internships completed.*

PATIENT CARE TECHNICIAN (ERR) | RAPPAHANNOCK COMMUNITY COLLEGE & GERMANNA COMMUNITY COLLEGE

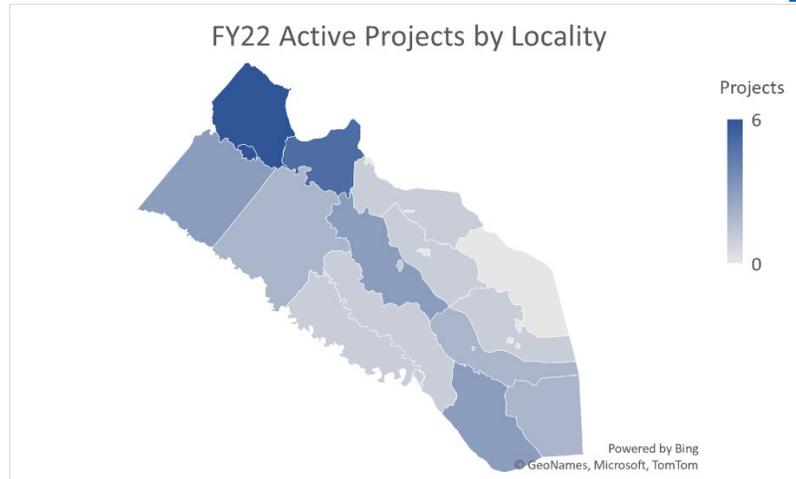
Rappahannock Community College (RCC) and Germanna Community College (GCC) are going to refine previously developed programs in Nurse Aide and Medical Assisting into one Patient Care Technician (PCT) non-credit workforce development program that produces an advanced level of patient care provider for care provision across all clinical sites (inpatient, outpatient and long term) where patient care is delivered. Through this grant, they will develop and deliver a non-credit workforce development Patient Care Technician (PCT) program: to provide enhanced patient care education above the standard nurse aide requirements; prepare students for enhanced task/care roles typically performed by other members of the health care team; support and extend patient care delivered by Registered Nurses (RNs); positively impact patient care outcomes across all clinical settings; partially offset the vacancies, particularly those exacerbated by the COVID pandemic, in RN staffing across all clinical areas by adding another qualified caregiver to the care team; and prepare the learner for two distinct certifications/licenses in the Commonwealth of Virginia. GCC and RCC are using Federal HEERF funds as match and participating localities include Essex County, City of Fredericksburg, Gloucester County, Spotsylvania County, and Stafford County. *Patient Care Technician Program (non-credit)/62 jobs filled/120 students trained/82 students credentialed (110 students will complete the program)*

IV: REGIONAL COLLABORATION & PARTNER SUPPORT

Region 6 was able to engage more localities throughout the region with FY22 projects than in previous years. While the majority of projects still center on the more urban areas of the region, subgrantees have started to collaborate with localities in the more rural areas, such as the Middle Peninsula and Northern neck. We are seeing the educational system, both community colleges and K-12, start to reach out to private industries in order to partner on projects.

Specifically, the two newest projects in FY2022, Careers in Aquaculture and RCC/GCC's Patient Care Technician (PCT) projects covered multiples localities and sub-regions in Region 6. The Careers in Aquaculture project has a total 7 participating localities in two planning districts with multiple private industry and education partners. The PCT project shows collaboration across 5 localities and two different planning districts with collaboration between two community colleges in order to cover a larger geographic region.

In addition, staff made a concerted effort to connect with the more rural localities in Region 6 and foster relationships between the economic development authorities/directors, educational institutions, and private industry partners in order to encourage collaboration on future projects.



REGIONAL PARTNERS

- Virginia Sea Grant
- Rise
- Middle Peninsula Chesapeake Bay Public Access Authority
- Old Dominion University
- Virginia Institute of Marine Science
- Rappahannock Community College
- Virginia Tech
- KCB Oyster Holdings
- Little Wicomico Oyster Company, LLC
- Matheson Oyster Company
- Rappahannock Oyster Company
- Shores and Ruark Oyster Company
- Ward Oyster Company
- Oyster Seed Holdings
- Fredericksburg Area Chamber of Commerce
- University of Mary Washington
- Germanna Community College
- Stafford County EDA
- King George County EDA
- Fredericksburg Regional Alliance
- RIoT
- GCubed, Inc.
- G2 Community Services
- Bay Consortium Workforce Investment Board
- Middle Peninsula Planning District Commission
- Northern Neck Planning District Commission
- George Washington Regional Commission

V: OUTCOMES & IMPACT

Region 6's RIoT Accelerator and Pre-Accelerator projects, engaged over 206 entrepreneurs during FY22, served 57 businesses, and resulted in 15 mentor session. One product is also in development at the test bed, which is a

central component of both projects' success. Programs aimed at serving entrepreneurs were also developed in tandem with the test bed and will allow for future entrepreneurship engage through RIoT's cohorts.

The Intern Expo served 50 businesses through the actual Expo, served a total of 75 companies through subsequent workshops around hiring and how to establish an internship program. Companies were also engaged through 5 breakout sessions in FY22. 450 students were served through the Expo and 15 of those students interned at participating companies.

One of our longstanding projects – Germanna's Tech Talent Pipeline – kicked off its first round of summer camps in FY22. 250 students in the region attended the camps, which exposed them to a wide array of careers in emerging technology fields, especially cybersecurity. In addition, 9 teachers were certified and the project laid the groundwork for establishing tech-industry related pathways in the K-12 system.

One of our most impactful projects is the statewide competitive initiative, Launching the Coastal Resilience and Adaptation Economy, with Region 5 – which began in FY21 and is a follow-up to an ECB project. The scope of this project is wide and includes research components, the creation of a consortium steering committee, education to industry and partners about the potential of an economy revolving around coastal resiliency and adaptation. There was also a pitch contest aspect of this project that identified 8 companies with the potential to commercialize conceptual products in the coastal resiliency space. We envision the future of this project affecting the region from entrepreneurship, site development, and workforce development perspectives.

VI: COMMUNICATION & OUTREACH

In FY22 Region 6 staff made an effort to personally go out and meet with private industry, government, and economic development entities all throughout the region. This included a tour of Colonial Beach with the new Economic Development Director and Grant Manager and an all-day tour of oyster farms in the Northern Neck to learn more about the challenges facing the Aquaculture industry cluster. During the Aquaculture trip, staff were able to travel and tour three different oyster farms of varying size and production level. Topics that were discussed included workforce development, innovation, distribution, and the possibility of co-ops or cluster scale ups in the future. One of the oyster farms, Little Wicomico Oyster Co, LLC, is a current private industry partner in the Careers in Aquaculture project.



Region 6 Council Chair, Billy Beale, served as a guest judge for GO Virginia funded RIoT Pre-Accelerator's pitch event. The event was held on August 24, 2022 in downtown Fredericksburg and included graduates of the first ever RIoT Accelerator Program that began in April of 2022. Entrepreneurs pitched their ideas to a panel of judges, and the winner, Latticet, received a \$5,000 reward provided by Stafford County EDA.



Mary Ball Washington Regional Council

GO Virginia Region 6

www.govirginia6.org

Region 6 is also partnering with the Urban Land Institute to hold a Technical Assistance Panel with a locality in the region. Staff reached out to all the localities and stakeholders asking for project ideas to be submitted. Fourteen ideas were submitted and sent to ULI to be scored. After ULI scored the projects, two Executive committee members with Site Development knowledge did their own scoring of the top 4 projects. The full Executive Committee then took a vote and selected the Old Page Middle School site in Gloucester County for the ULI Technical Assistance Panel. Staff is currently working with the Gloucester County to organize the ULI TAP to be held in November, 2022. The hope is that projects submitted could lead to future Site Development Projects funded by GO Virginia.



An effort was made in FY22 to increase regular outreach via newsletter and social media outlets in order to educate potential partners and stakeholders about the work being done by GO Virginia funded projects. The newsletter was redesigned, and we hope to re-vamp the current website in FY23.

VII: PROJECT PIPELINE

PATHWAYS TO SUCCESS | STAFFORD COUNTY SCHOOLS AND JASON LEARNING

The purpose of this project, co-designed by nationally renowned K-12 STEM curriculum and training provider, JASON Learning (JASON), and Stafford County Public Schools (SCPS) is to ensure middle schoolers in Region 6 are receiving career preparation and exploration and gaining workplace skills that employers desire in their future employees. In Virginia, all middle schoolers are required to complete a career investigations course selected from the career and technical education (CTE) state-approved list or complete a school division-provided alternative means of delivering the career investigations course content, provided that the alternative is equivalent in content and academic rigor (8VAC20-131-140, section C part 2).

JASON is requesting \$100,000 in Enhanced Capacity Building funding to allow the partnership to design, develop, and implement a unique career investigation and readiness curriculum to be delivered for grades 6, 7, or 8, called



“Pathways to Success.” To support these efforts, JASON will design and develop teacher training modules to support effective classroom instruction of the course material and deliver that training to up to 50 educators from SCPS and other regional school district partners. JASON submitted a final ECB application and it is being considered by the Regional Council on 10/24/2022.

INTEGRATED COMMUNITY CAPACITY BUILDING INITIATIVE | BAY CONSORTIUM WORKFORCE DEVELOPMENT BOARD

The Bay Consortium Workforce Development Board seeks \$100,000 of GO Virginia funding to support the Integrated Community Capacity Building Initiative (ICCB). The program will provide region-wide integration of an employer-led approach to closing the skills gap, addressing the talent shortage, and creating better alignment with the education and workforce systems. Additionally, the proposed Initiative is designed to build partnerships and work with and support existing projects in the region that are focused on building a sustainable talent pipeline. This ECB application was approved by the Region 6 Executive Committee and sent to DHCD for approval on September 14, 2022.

YOUNG ENTREPRENEURS PROGRAM | KING GEORGE COUNTY EDA

Innovation and entrepreneurship are essential components of a successful economy. A steady supply of young, growing businesses help maintain economic vitality, creates job opportunities, and serves as a significant inducement for new firms to locate. Thus, entrepreneurs are the lifeblood of a local economy. In recognition of this fact, several organizations, both public and private, have created programs and services to support entrepreneurship. This program will be a pilot program creating entrepreneurship courses and clubs in local high schools, ending in a pitch event for students to pitch their ideas. A resource guide will also be developed through data and research throughout the life of the pilot program. The subgrantee is requesting \$98,000 in GO Virginia funds for a total budget of \$147,000. King George County submitted a draft review plan on September 22, 2022.

RIVER’S REGION ENTREPRENEURIAL ECOSYSTEM | FREDERICKSBURG REGIONAL ALLIANCE

The Fredericksburg Regional Alliance (FRA) has been approved to establish River’s Region Coordinating Council (RRCC), a 501c3 entrepreneurial support organization serving Region 6. RRCC will be led by a separate board which will be made up of geographically diverse entrepreneurs, both high growth and main street. The vision is to enhance the vibrancy of the Fredericksburg region and bring new venture into the region to build funding connections. The goal is to connect entrepreneurs with investing opportunities and to educational institutions, create entrepreneurial gathers for both main street and high growth opportunities, connect with adjoining regions, develop an internal startup network, hire ecosystem builders, support the growth of veteran-owned businesses and the Virginia Innovation Partnership Authority, and identify and fill gaps that impede entrepreneurial activity in the region among other things. The FRA is asking for \$300,000 in GO Virginia funds with a match of \$150,000, and have submitted an initial review form.

INTERN EXPO AND WORKFORCE PROGRAM | FREDERICKSBURG AREA CHAMBER OF COMMERCE

The Fredericksburg Regional Chamber of Commerce in partnership with 900(+/-) businesses, other non-member businesses, Fredericksburg Public City Schools, Caroline County Public Schools, King George County Public Schools, Spotsylvania County Public Schools, Stafford County Public Schools, Germanna Community College, various trade schools and the University of Mary Washington is requesting a \$250,000 (\$125,000 per year) in GO Virginia



Implementation Grant funding spanning over 2 years (2023 – 2024) for workforce development programming. The funding will be matched with both cash and in-kind from all partners up to \$150,000, dividing it over the 2-year span. The workforce development programming will be implemented and managed by the Fredericksburg Regional Chamber of Commerce. The programming will include building new strategic partnerships, a larger internship expo with up to 600 students and 100 businesses, Intern/Extern/Apprentice Systems (tracking), Intern & Hiring Workshop Series, Workforce Staff Person, Workforce NOW Committee; Intern Expo Sub-Committee; and Student-Ambassador Committee Support, and a Workforce Scholarship Fund. The Fredericksburg Chamber submitted a review form and is planning to submit a final application on October 14, 2022.

INNOVATON PATHWAYS | G3 COMMUNITY SERVICES

G3 Community Services (G3CS) is requesting \$996,500 in GO Virginia funding in support of a \$1,613,500 Innovation Pathways, Workforce Development Project to provide a continuous supply of qualified individuals entering “high-demand” engineering, information technology (IT), computer science and cyber related professions in the Stafford, Fredericksburg, and King George region. The goal of the 2-year project is to create and implement career training pathways for over 200 middle/high school students and new adult entrants to the workforce seeking engineering, information technology, computer science and cyber related occupations. The project is designed to create a seamless career pathway for middle/high school students and veterans entering the workforce wishing to pursue occupations in IT, computer science or cyber technology. G3 Community Services submitted a review form and is planning to submit a final application on October 14, 2022.

TOWN OF WEST POINT SITE DEVELOPMENT | MIDDLE PENINSULA PLANNING DISTRICT COMMISSION

The town of West Point is seeking a Site Development grant to tier up an abandoned black ops training site and airport located in King and Queen County. West Point owns the site and there is already existing water and sewer among other infrastructure. Draper Aden has done Due Diligence study on the site and the Middle Peninsula Planning District Commission plans to be the applicant and match with federal funds. This will be an implementation grant and we are still awaiting some details before application is submitted.

VIII: COUNCIL MEMBERS

Councilmember Name	Organization
William Beale (Chair)	Union Bankshares Corporation (Retired)
Rob Quartel (Vice-Chair)	NTELX
Felicia Ainsa	Rappahannock Electric Cooperative
Dr. Derek Aday	Virginia Institute of Marine Science
John Anzivino	Middlesex County EDA/Citizen Member
Sarah Calveric	Caroline County Public Schools
Rene Daniels	Spotsylvania County Public Schools
Bruce Davis	Beltone Hearing Centers (retired), Germanna Community College
Jackie Davis	Bay Consortium Workforce Development Board
Jan Erkert	Spangler Erkert and Associates
Val Foulds	Bank of America (Retired), Town of Colonial Beach (Retired)
Steve Goodall	WestRock
Joel Griffin	JG Financial Group



Merthia Haynie	Abilities Abound Physical Therapy and Wellness Center
Lisa Hull	Northern neck Tourism Commission
Dr. Shannon Kennedy	Rappahannock Community College
Kim McClellan	Fredericksburg Area Association of Realtors
Mogan Quicke	Richmond County
Jeff Szyperski	Chesapeake Bank
Linda Worrell	Worrell Management Group
Kimberly Young	University of Mary Washington

IX: SUPPORT ORGANIZATION

Support Organization for Region 6 is:

The George Washington Regional Commission



406 Princess Anne Street, Fredericksburg, VA 22401.

(540) 373-2890

Executive Director: Chip Boyles, boyles@gwregion.org

Deputy Director: Kate Gibson, gibson@gwregion.org

GO Virginia Program Director: Ian Ginger, ginger@gwreion.org

GO Virginia Program Coordinator: Sarah Oldaker, oldaker@gwregion.org