

PIEDMONT OPPORTUNITY CORRIDOR

Region 9

Grant Application Overview

This overview is to help stakeholders understand the GO Virginia program in Region 9. It's important to check in with Region 9 staff early while developing a project as this information can change over time as the program continues to grow.

As of July 1, 2021, Region 9 has approximately \$1,500,000 available in Per Capita Funds and approximately \$425,000 remaining in ERR funds.

PROGRAM GOALS

GO (Growth & Opportunity) Virginia is a statewide economic development initiative designed to drive the growth of higher paying jobs and diversify regional economies by incentivizing collaboration between business, higher education and local government through nine regional councils. Each of the nine councils establishes priorities for grant funding opportunities in a regionally developed Growth & Diversification Plan. These plans are updated every two years.

GO VIRGINIA REGION 9 COUNCIL

The GO Virginia Region 9 Council footprint includes the City of Charlottesville and the Counties of Albemarle, Culpeper, Fauquier, Fluvanna, Greene, Louisa, Madison, Nelson, Orange and Rappahannock.

The Central Virginia Partnership for Economic Development serves as the support organization for the Region 9 Council.

Details and can be found at www.GOVirginia9.org.

WHO MAY APPLY

To be eligible to submit an application, organizations must be a non-profit or public organization.

HOW TO QUALIFY

Applicants must first submit a Pre-Application and discuss it with the Region 9 staff listed below. Early conversations are encouraged.

GRANT TYPES

Each different type of grant may allow different activities. Review the grant application to gain a detailed understanding of requirements.

All GO Virginia grants are reimbursable grants.

- **Per Capita/Regional** – Regionally focused implementation projects that may last up to 2 years.
- **Competitive/Inter-Regional** - Collaborate with at least one other GO Virginia region with aligned goals to implement projects with multi-regional impact typically lasting up to 2 years
- **Enhanced Capacity Building (ECB)** (requesting <100k in GO VA funds) - Create capacity, develop plans or establish a platform in 1 year or less. There is an expectation that an immediate and

subsequent Per Capita implementation grant will follow an ECB grant.

- **Economic Resilience and Recovery (ERR)** (requesting >100k in GO VA funds) - High impact projects to drive economic resilience and recovery from the pandemic. Details in application.

PROGRAM GOALS

Projects must meet statewide program goals as well as the goals of GO Virginia Region 9.

- **Statewide Goals**
 - Drive growth of higher paying jobs
 - Generate a return on investment within 3 years or 5 years for Site projects, with an exception for ERR grants.
- **Region 9 GOALS**
 - Proposed projects must be framed as one or more of these projects types:
 - Talent Development, Growing Existing Businesses (Business Cluster Scale Up), Innovation and Entrepreneurship, and, Sites.
 - Proposed projects must target one or more of these specific industries:
 - Biotech/Biomedical, Financial & Business Services, Food & Beverage Manufacturing, IT/Communications, and, Light Manufacturing.
 - Proposed projects must drive one or more of the opportunities outlined in the Region 9 Growth Plan. A summary of the plan is included in this overview document.

KEY REQUIREMENTS

- Demonstrate collaboration between business, higher education and local government
- Demonstrate engagement with two or more localities in the region. Projects with a regional focus are more favorably viewed.

MATCH

- At this time projects are required to document commitment of \$1 of match for every \$2 of GO Virginia funds requested.
- Documented match may be cash or in-kind.

EXPENSE RESTRICTIONS

- GO Virginia funds may not be used for
 - Scholarships
 - Alcohol
 - Building construction
 - Infrastructure, with some exceptions for site development

HOW TO SUBMIT

Submit application and any other documents as email attachments to the contact below. Be sure to:

- Complete the application without formatting such as bullets, bold, italics, tables, etc.

- Comply with character limitations noted in the application

BEST PRACTICES

- Prepare – Review the GO Virginia Region 9 Growth and Diversification Plan Update (Aug. 2019) and other materials at www.GOVirginia9.org, before beginning.
- Clarity –When answering questions present the most important information first. Reference any attachments where reviewers may find further detail, if needed.
- Concise – Limit wordiness.

REVIEW TIMELINE

This path to approval typically takes 60-90 days for **Per Capita/Implementation, ERR, Competitive** proposals and 30 days for **ECB** proposals.

REPORTING REQUIRED

Quarterly Reporting on activities, metrics and outcomes of the grant

Quarterly Reimbursement Requests at a minimum

Fiscal and Performance Closeout Reporting at end of grant

POST AWARD

Grant Contracts are signed upon award and will include metrics, milestones, and outputs/outcomes as well as match commitments.

Match must be demonstrated in order to seek reimbursement.

DEADLINES

ECB: Submit any time

Per Capita/Regional, ERR, Competitive: September 9, 2021 | January 11, April 4, and June 22, 2022

CONTACT

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VIRGINIA INITIATIVE FOR
**GROWTH &
OPPORTUNITY**
IN EACH REGION
REGIONAL COUNCIL 9

GO Virginia is a statewide economic development initiative that incentivizes collaboration between **business, higher education, and local government** to grow and diversify regional economies through grants.

Grant Opportunities Identified in Region 9 Growth Plan Update

The Region 9 Council is seeking grant proposals that support these opportunities identified in the Region 9 Growth & Diversification Plan Update. In general, projects must be framed in one of the specific project types and focus on target industry. Each of the bullets below represents an identified opportunity.



Talent Development

- Support development of a regional workforce project to convene stakeholders for developing regional target sector based strategies.
- Support growth of Information Technology, as well as all other target sectors, through a Tech Talent pipeline initiative.
- Evaluate how credentialing, apprenticeship, and /or internship programs for target industries could support higher paying jobs and/or growth of the traded sector.
- Continue supporting and monitoring Talent Development projects including George Washington Carver-Piedmont Technical Education Center (GWC-PTEC), Central Virginia Cybersecurity, and Crafting Higher Paying Jobs and Adult Beverage Exports.



Growing Existing Businesses

- Support growth of the biotechnology and biomedical cluster to attain a critical mass of enterprises, talent and intellectual property.
- Support development of a large amount of new square footage serving the biotech industry in a strategically concentrated area including wet lab space.
- Identify scale-up opportunities in other targeted sectors, such as export growth for Food & Beverage Manufacturing, Light Manufacturing, and Information Technology.
- Monitor the opportunity for supporting broadband initiatives as the access to broadband is a critical need in most Region 9 localities.

Project Types	T a r g e t i n g
Talent Development	
Growing Existing Businesses	
Startup/Innovation/ Commercialization	
Site Readiness	
Target Industries	
Financial & Business Services	
Food & Beverage Manufacturing	
Information Technology & Communications	
Light Manufacturing	
Biomedical & Biotechnology	

Who can apply?

How much funding is available?

How do to apply?

When are upcoming deadlines?

What projects have been funded?

Find out more at:

www.GOVirginia9.org



Startups/Innovation/Commercialization

- Facilitate initiatives that advance opportunities outlined in the TEconomy Region 9 Assessment, including:
 - Develop stronger ideation programming targeting traded sector startups.
 - Support advancement of integrated accelerators-incubators-coworking-entrepreneurial hubs across the region
 - Catalyze wider range of risk capital in the region
 - Strengthen networking of traded sector industry clusters
- Review the opportunity for developing a plan to set aside specific Per Capita funds to invest in the entrepreneurship ecosystem as outlined by the GO Virginia Board.
- Support development of a rural entrepreneurship coalition in rural counties.

Region 9 Piedmont Opportunity Corridor



Sites

- Encourage and support the creation of a Regional Industrial Facilities Authority (RIFA) or equivalent regional collaborative partnerships, as appropriate to support regional site development.
- In collaboration with partners, outline a regional approach to addressing the region's site readiness needs by advancing sites through the Virginia Business Ready Sites Program (VBRSP).
- Support and encourage the continued development of the regional business park in Louisa County.
- Advance further development of current sites and seek opportunities for regional collaboration on new sites.

Download at
www.GOVirginia9.org



Other

- Review the 2019 Central Virginia Partnership Strategic Plan to identify areas for collaboration and efficiencies to drive the creation of high paying jobs and grow the traded sector in Region 9.
- Explore opportunities to assess and support the development of emerging industries that could help the region grow high paying jobs and expand the traded sector (i.e. Hemp Industry, Renewable Energy Industry, and Environmental Sustainability Industry).

Available funding:

\$1,000,000 for Regional Projects

\$550,000 Economic Resiliency and Recovery Projects

Statewide, GO Virginia has funded 74 projects totaling \$26,000,000 and leveraging \$32,000,000 in non-state funds.

Region 9 has awarded 15 projects totaling \$3,143,037.

Contact:

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GO Virginia Grant Scoring Criteria

Economic Impact – 35%

1. Project application outlines the expected return on investment of the proposed project and the timeline for achieving that return.
2. Project application demonstrates the proposed project's alignment with and how it will address the prioritized needs and opportunities of the growth and diversification plan.
3. Grant requests that have a larger impact with regard to the creation of higher paying jobs and economic diversification, based on a return on investment model, in a smaller economic region shall receive higher scores.
4. Project outlines both behavioral as well as anticipated tangible results that will come from the collaboration.

Regional Collaboration – 30%

1. The number and percentage of localities within the region that are participating in the proposed project and the portion of the region's population represented by the participating localities.
2. Participation of localities or regions (including interstate collaborations) that are outside the applying region.
3. Cost efficiencies, repurposing of existing funds, leveraging of existing assets, or other evidence of collaboration that can be demonstrated as a result of the proposed project.
4. The amount of involvement in the project by businesses, colleges and universities, and other public and private entities within the region in the conceptualization of and the implementation of the project.
5. The amount, timing, and form of the proposed project match that outlines the depth of the commitment by the public and private funding partners to the effort.
6. Inventory existing grant requests or programs with similar goals to ensure the proposed project is not duplicative of, but additive to, other efforts to support economic diversification and the creation of more higher-paying jobs.

Project Readiness – 20%

1. Project application demonstrates that the project partners have the capability to successfully execute the project.
2. Project application demonstrates that the regional council has consulted with subject matter experts regarding the efficacy and viability of the proposal
3. Project application outlines how the project may be coordinated with existing efforts in the region.
4. Project application fully analyzes the barriers to successful implementation and other associated risks along with a plan to overcome them.
5. Project application reviews any prerequisite activities undertaken by the collaborating parties to increase efficiency with regard to program delivery and to ensure a deeper and consistent level of support for the project once launched.
6. Project application demonstrates the project partners, including the lead public or private administering entity, have sufficient financial management and personnel to ensure compliance with the grant agreement.

Project Sustainability – 15%

1. Plan for how a project will be sustained after grant funds are exhausted.
2. Demonstrated ability to meet the project performance metrics and to take remedial actions in the event those measures are not achieved.
3. Demonstrate leverage above the required amounts from any source.