



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

REGIONAL COUNCIL 9 – STRIKE FORCE

MAY 15, 2020

11:00 am to NOON

Due to the COVID-19 State of Emergency this meeting will be held via Zoom link or call-in. Info attached.

AGENDA

- | | |
|--|-------------------------------|
| 1. Welcome | Jim Cheng, Chair |
| 2. Roll Call | Shannon Holland, Staff |
| 3. Public Comment* | Jim Cheng |
| 4. Approve Minutes from Prior Meeting | Jim Cheng |
| 5. Review Project Pipeline and Available Funds | Jim Cheng |
| 6. Approve ERR and ECB Application Forms | Jim Cheng |
| 7. Other Business - Emergency and Time Sensitive Items Only | Jim Cheng |
| 8. Adjourn | Jim Cheng |

* Submit Public Comments by completing the attached form to sholland@centralvirginia.org by 7:00 am on Thursday, May 15, 2020. Those received will be read into the record.

Topic: Region 9 Strike Force COVID

Time: May 15, 2020 11:00 AM to NOON

Every week on Fri, until Jun 12, 2020, 5 occurrence(s)

May 15, 2020 11:00 AM

May 22, 2020 11:00 AM

May 29, 2020 11:00 AM

Jun 5, 2020 11:00 AM

Jun 12, 2020 11:00 AM

Please download and import the following iCalendar (.ics) files to your calendar system.

Weekly: [https://zoom.us/meeting/tJ0rdOChqD8uH9eBSm8I--](https://zoom.us/meeting/tJ0rdOChqD8uH9eBSm8I--6IBalaD3QtmswR/ics?icsToken=98tyKuChqDgJE9KRtByERox5BIjCXfPwpilbgvpYvizoWwkeL1XfFONrM5Yslczd)

6IBalaD3QtmswR/ics?icsToken=98tyKuChqDgJE9KRtByERox5BIjCXfPwpilbgvpYvizoWwkeL1XfFONrM5Yslczd

Join Zoom Meeting

<https://zoom.us/j/99639964453?pwd=QitTMUJlcFoycTdrSEcwYk9MNHA2UT09>

Meeting ID: 996 3996 4453

Password: 480705

One tap mobile

+19292056099,,99639964453#,,1#,480705# US (New York)

+13017158592,,99639964453#,,1#,480705# US (Germantown)

Dial by your location

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+1 312 626 6799 US (Chicago)

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Meeting ID: 996 3996 4453

Password: 480705

Find your local number: <https://zoom.us/u/adBimT1qcl>

Region 9 Council Meeting PUBLIC COMMENT FORM



Provide your public comments below. These comments will be read during the 15 Region 9 Strike Force Meeting. Please email as an attachment to sholland@centralvirginia.org with the subject line "GO Virginia Comments May 8 2020." Submissions will be accepted until 7 AM on May 15, 2020.

Name: _____

Organization: _____

Email: _____

Comments in the area below: _____

REGIONAL COUNCIL 9

MAY 8, 2020

11:00 AM to NOON

Due to the COVID-19 State of Emergency this meeting was held via Zoom link and conference line. The details were posted with the Agenda and is included herein.

MINUTES

Attending Strike Force Council Members: Jim Cheng, Cav Angels (Chair, Region 9); Ed Scott, EcoSeptix Alliance (Vice Chair, Region 9); Ed Dalrymple, Cedar Mountain Stone; Pace Lochte, University of Virginia Economic Development; Ray Knott, Union Bank & Trust; Tom Click, Patriot Aluminum

Absent Council Members: None

Staff: Shannon Holland

Guests: None

1. Welcome

Jim Cheng opened the meeting at 11:02 am when all members were present and he stated that the meeting was being held electronically via Zoom video and call-in due to the State of Emergency declared by the Governor.

2. Public Comment*

Jim Cheng stated the meeting had been publicly noticed and a public comment form was made available. All public comments were to be emailed by 7 am today. Shannon Holland stated that no public comments had been received.

3. Establish Goals

Jim Cheng summarized the reason that the Strike Force had been created by the Council on April 30 stating that the Strike Force was given the authority to review and approve ECB and ERR grants less than \$100,000 in order to be responsive to the economic crisis caused by COVID-19. The Strike Force authority will be on the June Annual Meeting Agenda for review. Jim Cheng asked if there was any discussion. None was offered.

4. Approve ERR and ECB Application Forms

Jim Cheng reminded those attending that the Council had also approved a request from staff to allow simplification of the ERR and ECB grant applications for less than \$100,000. Jim Cheng stated that links to the simplified applications had been emailed with members in the previous week and he asked if anyone had any questions. None were offered.

5. Review Project Pipeline

Jim Cheng asked Shannon Holland to review the project pipeline included in the meeting packet. Shannon Holland stated that there were a few updates to the pipeline including:

- The Fauquier County application was now expected to be around \$100,000 vs \$15,000
- The Fluvanna County website application was now likely not to be submitted
- A new conversation had occurred about a regional connectivity platform with the local tech council
- The VCW-Piedmont application would be a talent development project that would address needs of industry from the perspective of job seekers; whereas, today, the Strike Force might consider an application that would be a talent development project that addressed needs from the view of industry. Ultimately, both projects should dovetail efforts

6. Action Plan

Jim Cheng stated that, in order to promote the ERR grant program, staff had sent out promotional emails to Council, Economic Development Partners and regional stakeholders, emailed a press release to regional media contacts, and shared on the Council's LinkedIn page. Members made additional suggestions for promoting the program, such as local radio shows.

Jim Cheng then began a discussion on how the Strike Force should plan on reviewing and approving projects noting that time was of the essence. Jim Cheng stated that projects were being reviewed weekly at DHCD, therefore a similar model might be considered. The group decided on a standing meeting for each Friday at 11 am during through the COVID-19 crisis.

7. Other Business - Limited to Emergency Items Only

Jim Cheng noted that a time sensitive project application was received and included for review if the Strike Force was amenable to reviewing.

Ed Dalrymple made a motion to review the proposal. Tom Click seconded the motion. The motion carried.

Jim Cheng stated that the Central Virginia Workforce Initiative project requesting \$99,500 in GO Virginia funds was submitted as an ERR-FAST ACCESS application. A robust discussion ensued in regards to the project and whether it could also be considered an ECB project. Shannon Holland stated that the project could qualify for both funding sources because a line of sight to an ensuing implementation project was clear. There were suggestions for more specifics on establishing number of stakeholders engaged, etc. in the grant metrics. Shannon Holland clarified that in ECB grants outcomes would likely be more product based, in this case, the sector strategies.

Ray Knott made a motion to approve this project as an ECB project for less than \$100,000 subject to receipt of Letters of Support and clarification on the line of sight to a subsequent and larger implementation project. Tom Click seconded the motion. The motion carried.

Jim Cheng asked if there was additional Other Business. Ed Dalrymple asked that Region 9 do more to clarify that Lord Fairfax Community College is in our footprint, in addition to Germanna Community College and Piedmont Virginia Community College.

8. Adjourn

Jim Cheng

Ed Dalrymple made a motion to adjourn the meeting Ray Knott seconded the motion. The motion carried.

* Submit Public Comments by completing the attached form to sholland@centralvirginia.org by 7:00 am on Thursday, May 8, 2020. Those received will be read into the record.

Shannon Holland is inviting you to a scheduled Zoom meeting.

Topic: Reg. 9 Strike Force - COVID

Time: May 8, 2020 11:00 AM

Join Zoom Meeting

<https://zoom.us/j/92047069478?pwd=bHhwS1NCS3luUUVnVjZ4VGlsdTJSQT09>

Meeting ID: 920 4706 9478

Password: 937755

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Meeting ID: 920 4706 9478

Password: 937755

Find your local number: <https://zoom.us/j/92047069478?pwd=bHhwS1NCS3luUUVnVjZ4VGlsdTJSQT09>

GO Virginia Region 9 – ERR + ECB Pipeline**Strike Force Meeting – 5.15.2020**

Project Title	Possible Applicant Org.	Frame	Industry	Possible Application Date	Type	GO VA \$	Status
Regional Craft Bev	Nelson EDA	G/E	Food/Bev	5/13/2020	ERR	100,000	
Report on Project Rebound	Charlottesville Regional Chamber		all	5/13/2020	ERR	100,000	Pending Reg. 9 review 5/15/20
CV Workforce Recovery	CVPED/Counties	TD	all		ECB	99,500	Approved 5/8/20; pending review DHCD
Rural E-ship	Fluvanna County				ERR	15,000	Not active
Recovery Website	Fauquier County				ERR	100,000	
Renewable Energy Cluster	CvilleREA			5/26/2020	ECB	100,000	
Workforce Ecosystem	VCW-Piedmont	TD	all		ECB	100,000	
Venture Central	Albemarle County	I/E	all	5/26/2020	Per Capita	450,000	
Regional Connect	CBIC	I/E	All	5/26/2020	ERR	100,000	

DASHBOARD
Region 9 - Piedmont Opportunity Corridor
4/30/2020

PER CAPITA FUNDING

FY	Per Capita/ECB Allocation	Rollover from prior year	Added from Capacity Building	Total Available for Projects	YTD Total Awarded	Funds Remaining (if not used carried forward at FY end)
FY2018	546,301	0	250,000	796,301	727,447	68,854
FY2019	1,000,000	68,854	0	1,168,204	1,159,550	8,654
FY2020	1,000,000	8,654	0	1,008,654	548,000	460,654

* Up to 250k total may be awarded each year from Per Capita Allocations

ECONOMIC RESILIENCY AND RECOVERY (ERR) FUNDING

FY	ERR Allocation	Rollover from prior year	Added from Capacity Building	Total Available for Projects	YTD Total Awarded	Funds Remaining (if not used carried forward at FY end)
FY2020	1,000,000,	0	0	1,000,000	0	1,000,000

* Up to \$300,000 total may be awarded for FAST TRACK proposals



This review was completed without the complete application but enough to move forward in interest of responsiveness.

ERR/ECB Proposal Review

Final review with Strike Force
5/15/2020

Project Name: Central Virginia Recovery Workforce Initiative

Applicant: Central Virginia Partnership

Contact Name: Helen Cauthen, President

Grant Amount Requested: \$ 75k – 100k

Match Amount Proposed: amount tbd – narrative stipulates greater than 50%

Locality Match: \$45,000 from repurposed funds

Regional Impact Area: Albemarle, Culpeper, Fauquier, Fluvanna, Greene, Louisa, Madison, Nelson, Orange, and Rappahannock, City of Charlottesville

Locality Letters of Support: UVA Economic Development, City of Charlottesville, Albemarle County, Central Virginia Partnership

Non-Locality Partners: 300 participants; rural local economic developers, etc., UVA Organizational Excellence

Length of Project: 6 months est.

PROPOSAL: Collate and analyze the large amount of local input and develop it into a report to include both local insights and recommendations and a broader perspective on economic recovery.

REVIEWERS: Staff

Reviewers identified project as meeting the following goals:

ERR:	
Will help mitigate economic impact of COVID-19 in near and mid-term?	x
Connection made to advancing opportunities in Region 9 Growth Plan?	x
Advances critical needs in important locally traded sectors or priorities set by Council?	x
State Goals:	
Higher Paying Jobs	
Out of State Investment	
Transformative Project	
Collaboration between government, business, education, etc.	x
Region 9 Project Categories:	
Talent Development	
Innovation/Entrepreneurship	
Growing Existing Business	x
Sites	
Region 9 Target Industries:	
Information Technology	x
Food & Beverage Mfg	x
Financial & Business Services	x
Light Mfg	
Biotechnology	x
Budget is reasonable and realistic for scope of project. Efficiencies and Narrative supports proposed budget.	x

REVIEWER COMMENTS

ERR (Y/N) Yes

ECB (Y/N)

Economic Impact

COVID responsive

Regional Collaboration

Yes; Strong for sub-region of Charlottesville and Albemarle with added strength with rural localities engaged via Central Virginia Partnership support

Readiness

Yes, consultant is selected; program underway

Sustainability

FOR ERR GRANTS:

How will this grant mitigate the economic impact of COVID 19 in the region?

- Develop community solutions and narrative for moving forward.

How does this grant advance opportunities identified in the Region 9 Plan?

- Project Rebound targets most target sectors in Region 9
-

Advances critical needs in locally traded sectors and / or priorities identified by Council (caused by COVID-19?)

- Recommendations should help build resilience and infrastructure for recovery in locally traded sector

STAFF COMMENTS

- High profile, timely and responsive project with high levels of business and community engagement
- Recommend approval subject to:
 - Receiving Acceptable Budget Table, Sources and Uses Worksheet
 - Receiving appropriate match documentation
- Comfort level of Strike Force that this is an actionable report that will make an impact

ECONOMIC RESILIENCY AND RECOVER (ERR) (<100k) FAST ACCESS APPLICATION

GENERAL

Date: May 11, 2020

Project Name: **Project Rebound**

Applying Organization: Charlottesville Regional Chamber of Commerce

Address: 209 5th Street, NE

Zip Code (+4): 22902

City: Charlottesville

Project Primary Contact:

Full Name: Elizabeth Cromwell

Title: President & CEO

Email: Elizabeth.cromwell@cvillechamber.com

Phone: 434-295-4031

Select the framework(s), target industries, program goals and participating localities for this project

Project Frameworks

	Talent Development	x	Growing Existing Business		Other: (specify)
x	Innovation/Entrepreneurship		Business Ready Sites		

Region 9 Target Industries

x	Information Technology	x	Food & Beverage Mfg.		Other: (specify)
x	Financial & Business Services	x	Light Mfg.		Other: (specify)
x	Biotechnology		Other: Emerging		Other: (specify)

GO Virginia Program Goals (if any)

	Create Higher Paying Jobs		Attract Out of State Investment
	Regional Transformational	x	Collaboration between business, government, education

Participating Localities (minimum of two)

x	Albemarle	x	Charlottesville	x	Culpeper		Fauquier
x	Fluvanna	x	Greene		Louisa	X	Madison
	Nelson		Orange		Rappahannock		Other: Specify

QUESTIONS

- Limit each response to 3,000 characters or less.
- Use no formatting, i.e. no bold, no italics, no tables, no bullets, no color, etc.

ECONOMIC IMPACT

1. Insert an Executive Summary style narrative of the project here limited to one page and include:
 - Brief, overarching goal(s), activities, possible metrics, and expected outcomes/products
 - Name key collaborative partners and roles
 - Describe how the project aligns with Region 9's Growth Plan.
 - Outline the total GO Virginia \$ requested, total match committed and how funds will be spent
 - COVID-19 Response
 - Describe how this project will mitigate the regional economic impact of the COVID-19 crisis in the short and mid-term.
 - Describe why this project should be a priority in Region 9.

EXECUTIVE SUMMARY

The Charlottesville Regional Chamber of Commerce and economic development partners at the University of Virginia, Albemarle County, and the City of Charlottesville recently announced the launch of Project Rebound, a local economic recovery initiative to address the COVID-19 economic crisis.

Since that launch about two weeks ago, more than 300 business and community leaders have volunteered their time to share ideas, insights and concerns through a structured, team-based exploration of industries and sectors facilitated by UVA's Office of Organizational Excellence. As the period of discovery and assessment winds down, the Project Rebound steering committee is seeking funding from GO Virginia to rapidly synthesize a large volume of innovative ideas into a "living" document to become a shared economic recovery tool for the region.

Project Rebound's industry-specific, team-based approach has generated actionable ideas for both urgent, immediate needs to re-open and/or rebuild capacity and for longer-range economic resiliency. Key industry clusters are well represented in this discovery phase and include business leaders in biotechnology, IT, financial services and food & beverage manufacturing. These business leaders are currently helping to identify specific opportunities, challenges, partnership opportunities, and potential solutions.

Among a variety of emerging themes from Project Rebound are: developing a consistent model for businesses to safely engage among employees and customers; building a common language for near-term, immediate regional recovery, with shared goals and benchmarks; relentlessly fostering innovation to pivot companies and leverage new opportunities; identifying partnerships among and across industry sectors; and identifying supply chain problems and solutions.

Due to the exceptional quality of the industry input and feedback, Project Rebound has decided to pursue a high-quality contractor to transform a large amount of data into the most effective report possible within an extremely short window of time. Energized by the breadth and depth of the information gleaned from 300 participants, the steering committee believes the resulting output should maximize the value of the many important insights that are being captured in real time from our highest performing sectors.

In the past two weeks, Project Rebound has received attention for its deeply collaborative spirit between the business community, municipalities and the university; we have been fielding inquiries and sharing materials with university communities such as Chapel Hill, Williamsburg, Hampton Roads, and Iowa City.

KPMG has become aware of Project Rebound, and after discussing their deep resources and desire to partner with a university community, we are negotiating a contract so they can take the large amount of local input and develop it into a report to include both local insights and recommendations and a broader perspective on economic recovery.

On behalf of my steering committee partners, Pace Lochte, Roger Johnson, Chris Engel Denise Herndon and myself, the Charlottesville Regional Chamber of Commerce respectfully requests \$80,000. \$75,000 will be utilized for the expedited development and execution of this document so that it can be completed. And, \$5,000 will be utilized for local distribution and marketing throughout the region within the next 3-4 weeks.

2. Provide a monthly project timeline of planned milestones and fund disbursement.

Friday, May 15, 2020

Contract executed between Charlottesville Chamber and KPMG, deposit of \$37,500 paid

Thursday, May 21, 2020

All input data delivered from Charlottesville Chamber to KPMG

Friday, May 29, 2020

Interim review – Project Rebound Steering Team and KPMG

Friday, June 5, 2020

Final report delivery, final payment of \$37,500

Friday, June 5, 2020

Local marketing firm, payment \$5,000

Monday, July 6, 2020

Reimbursement of \$75,000 from GO Virginia to Charlottesville Chamber

3. Expand on goals, activities, possible metrics, and expected outcomes noted above, as needed.

In addition to the immediate application of recommendations in the report, the Chamber plans to leverage this document as a framework to build action plans for the next several years, as this project fits squarely in the organization's new strategic plan adopted less than two months ago.

The overarching priorities targeted by the Chamber for the next three years are : 1) strengthening business and regional economic development; 2) increasing advocacy and public policy to support the business community; and 3) building a best-in-class Chamber. Insights and recommendations gleaned through Project Rebound will become the framework for standing membership committees including the Public Policy Committee, Defense Affairs Committee, Minority Business Alliance and Women's Business Roundtable. The Chamber plans to dedicate staff over the remainder of 2020 towards executing some of the concepts to be highlighted in the report.

REGIONAL COLLABORATION

4. Describe the regional service area and roles of localities, business, higher education, and other partners. Note any Letters or Support attached.

Attached to this application are letters of support from UVA, City of Charlottesville and Albemarle County Offices of Economic Development, as well as the Central Virginia Partnership for Economic Development. This project was developed from its inception as a shared vision for the local business community, the City of Charlottesville, Albemarle County and UVA. In an effort to extend the reach, economic development partners from surrounding counties are deeply engaged as participants in the project, providing us with a more regional perspective. We are freely sharing Project Rebound materials with a variety of other localities in Virginia and beyond and will continue sharing the project's best practices as developed.

The Assessing Key Industry Clusters team is focused on the six targeted industry sectors identified in CVPED's initial Comprehensive Target Markets Report. Five of these targets are also part of the GO Virginia Region 9's Growth and Diversification Plan. CVPED is a tremendous partner for Project Rebound, ensuring that local economic developers are participating in Project Rebound teams, enabling this project to expand beyond the footprint of Charlottesville and Albemarle County. Economic developers from the Counties of Culpeper, Fluvanna, Greene and Madison are at the table during many of the team meetings, and along with CVPED, will help disseminate the report and its recommendations to the entire Partnership region.

5. Describe how this project is additive, not duplicative of, other efforts, if any.

The steering committee is unaware of any other grassroots effort within our area to systematically develop ideas, build collaboration and partnerships, and craft a shared blueprint for moving into the economic recovery phase of COVID-19. The reason the steering committee joined forces was precisely to avoid any duplication of effort and ensure one umbrella organization (the Chamber) can succeed in this effort with enormous support from the other partners.

PROJECT READINESS

6. Summarize other regional stakeholders and their related roles or the plan to engage other key



stakeholders in this project. (i.e. businesses, school divisions, community colleges, higher education, economic and workforce development entities, regional organizations, planning districts, nonprofits, etc.)

More than 300 businesses of all sizes and industries have already met and shared valuable information.

The committees are:

1. Assessing Key Industry Clusters – group 1: IT, Financial, Defense; group 2: Biotechnology, Light Manufacturing; Food & Beverage Manufacturing
2. Leveraging Strengths of Anchor Institutions
3. Preparing Vital Infrastructure
4. Reviving Small Businesses
5. Restarting the Hospitality & Tourism Engine
6. Protecting the Arts and Creative Economy
7. Rebuilding Nonprofit & Community Organizations
7. Discuss prerequisite activities completed to engage localities, subject matter experts, regional partners and other stakeholders in developing this proposal.

The aforesaid committees (again with 300+ reps) have co-leads with community credibility to include presidents, CEOs, Executives, community thought leaders and subject matter experts. As such, we expect to share this information to have a broad appeal beyond our regional partners.

8. Referencing the Budget Table and the Sources and Uses Worksheets (attached), describe how requested GO Virginia dollars will be spent as well as the sources and types of match funding. Note any Letters of Financial Commitment and In-kind Commitment forms attached.

100% of the funds requested from this grant will be used to engage KPMG and a local marketing firm to develop the Project Rebound Report. KPMG will be discounting the project significantly from the standard hourly rate previously negotiated in the State of Virginia, so their in-kind contribution to this project is more than a 100% match. They are committing a team of five senior consultants with expertise in strategic planning and economic development. Most are Virginia-based, and their likely project lead is based in Charlottesville.

Each of Project Rebound's key partners has already contributed, and will continue to contribute, many hours of professional staff time to bring the Project Rebound report to fruition. UVA, the City of Charlottesville, Albemarle County and the Chamber have multiple staff members working essentially full-time on this project, starting in April and continuing through mid-summer at minimum.

PROJECT SUSTAINABILITY



9. Explain the expected direct line of sight to a larger and subsequent GO Virginia implementation grant proposal as the result of the enhanced capacity building activity funded by this proposal.

It is likely that as a result of this project, future collaborative efforts are envisioned, or re-envisioned in a post-COVID environment. Our goal is to continue supporting entrepreneurship and creative partnerships in support of GO Virginia's efforts. This effort will continue to inform stakeholders as to "who's doing what" so that as a region, we can maximize our output going forward.

10. Discuss any potential barriers to a successful grant and the plan for addressing such challenges.

Our primary potential barrier is the short timeline for this project, as we cannot engage an outside contractor to synthesize Project Rebound's findings until financial support is secured. The steering committee and preferred vendor have made this project a top priority and can work within the required timeframe once funding is secured.



SUPPORTING DOCUMENTATION

Templates for some attachments are available to download at www.GOVirginia9.org

REQUIRED

- Letters of Support
- Letters of Financial Commitment, if needed
- Budget Table
- Budget Overview: Sources & Uses (an optional Excel format can be downloaded)
- In-Kind Commitment Form(s), if needed (complete for each source of In-kind match)

OPTIONAL

- Resume for Project Managers
- Project Timeline and Milestones + Drawdown Schedule
- Return on Investment Worksheet
- Performance Metrics (selected from the GO Virginia Projects Metrics List Template)
- Other

QUESTIONS

Shannon Holland, Director

GO Virginia Region 9

Central Virginia Partnership

sholland@centralvirginia.org (preferred)

434-979-5610 ext. 103

GO Virginia Grant – BUDGET TABLE

COST/ACTIVITY CATEGORY	GO VIRGINIA AMOUNT REQUESTED	MATCH SUPPORT COMMITTED	OTHER FUNDING	TOTAL
Administration				
Other* (8%)	6500			6500
Program Operations				
Acquisition				
Architectural and Engineering				
Clearance and Demolition				
Construction				
Contract Services	68500	100000		168500
Equipment				
Fringe Benefits				
Legal Expenses				
Machinery/Tools				
Planning/Assessment				
Rent/Lease				
Salaries				
Site Work				
Studies				
Training				
Travel				
Other – specify – PRINTING	5000			5000
TOTAL	\$80000	\$100000	\$	\$ 180000

- All grants must include 8% of GO Virginia dollars requested in this *Other* category for contract management and admin by the Central Virginia Partnership.

In-Kind Commitment Form

Support Organization: Central Virginia Partnership for Economic Development
Regional Council: Region 9

Contributor Information

Name of Business/Individual: KPMG LLP
Name of Primary Contact: Tricia Harper
Address: 1021 E Cary Street, Suite 2000
City: Richmond State: VA Zip: 23219-4023
Telephone: 804-651-3434 Email: tlharper@kpmg.com

Contributed Goods or Services

Description of Contributed Goods or Services: KPMG will provide advisory services in support of Project Rebound in the form of highly-discounted rates for the services rendered. Work will include synthesizing inputs from public forums, forming hypotheses around the path forward by business classification, drafting a report and a summary presentation.

Date(s) Contributed: 5/13/2020 - 6/19/2020

Real or Estimated Value of Contribution: \$ \$100,000

How was the value determined?: ☒ Actual Value ☐ Appraisal ☐ Other

If other, please explain: Value is based on the discount provided from already discounted public sector rates charged by KPMG for similar services. Discount rate applied was 50%.

Who Made this Value Determination?: Chamber

Is there a restriction on the use of this contribution?: ☐ No ☒ Yes

If yes, what are the restrictions?: Advisory services within the scope of support services agreed with the Chamber.

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

5/12/2020

Date Contributed

In-Kind Commitment Form

Support Organization:

CVPED

Regional Council:

Region 9

Contributor Information

Name of Business/Individual:

Charlottesville Regional Chamber of Commerce

Name of Primary Contact:

Elizabeth Cromwell

Address:

209 5th Street NE

City:

Charlottesville

State:

VA

Zip:

22902

Telephone:

301-602-8335

Email

Elizabeth.cromwell@cvillechamber.com

Contributed Goods or Services

Description of Contributed Goods or Services:

Project management throughout the remainder of 2020 in support of Project Rebound

Date(s) Contributed:

May 15-December 31, 2020

Real or Estimated Value of Contribution: \$

\$20,000

How was the value determined?:

☐

Actual Value

☐

Appraisal

☐

Other

If other, please explain:

Existing hourly rate for staff member

Who Made this Value Determination?:

Chamber CEO

Is there a restriction on the use of this contribution?:

No

☐

Yes

If yes, what are the restrictions?:

no restrictions

Contribution Obtained or Supported with State funds?:

☐

No

☐

Yes

If yes, please provide the name of the State agency and grant/contract number:

no state funding

Elizabeth Cromwell

Signature of Contributor

15-May-20

Date Contributed



May 8, 2020

Charlottesville Regional Chamber of Commerce
209 Fifth Street, N.E.
Charlottesville, Virginia 22902

Re: Project Rebound

Dear Elizabeth:

Albemarle County is pleased to be part of the collaboration with the Charlottesville Regional Chamber, University of Virginia and City of Charlottesville on Project Rebound to promote local economic recovery in the wake of the COVID-19 crisis.

The County recognizes the import of this initiative and the value in convening. The County will commit 15 hours per week of in-kind support to provide scribes, team members and participate in the steering committee if Project Rebound secures a GO Virginia award.

Project Rebound is off to an excellent start and this economic recovery effort should lead to future joint economic development endeavors, including implementing Project Rebound. I believe in the mission to reopen the regional economy safely and successfully. I strongly support this Go Virginia grant application.

Sincerely,

Roger Johnson
Director of Economic Development
Albemarle County
Rjohnson2@albemarle.org
434.972.4016



May 8, 2020

Elizabeth Cromwell
President & CEO
Charlottesville Regional Chamber of Commerce
209 5th St NE
Charlottesville, VA 22902

Re: Project Rebound

Dear Elizabeth,

On behalf of the City of Charlottesville's Office of Economic Development (OED), I am writing to enthusiastically support the efforts of the Chamber to seek a GO Virginia grant to assist with the completion of the Project Rebound report.

Project Rebound is a truly unique community driven economic recovery initiative for our region. It seeks to assess seven critical sectors of our economy with the direct input of subject matter experts and community members to develop a framework for our local recovery from the impact of the COVID-19 pandemic. I can think of no better use for the newly dedicated GO Virginia Economic Resiliency and Recovery Grant program than to assist with the completion of this important initiative.

Thank you for your efforts on behalf of the Chamber to lead this project to a successful conclusion for our community and we are pleased to offer our continued support of this initiative.

Sincerely,

A handwritten signature in blue ink that reads "C Engel".

Chris Engel
Director of Economic Development



UVA Research Park
1001 University Research Blvd. Suite 301
Charlottesville, VA 22911
434.979.5610

May 11, 2020

Elizabeth Cromwell
President and CEO
Charlottesville Regional Chamber of Commerce
209 5th Street NE
Charlottesville, VA 22902

Dear Elizabeth:

As President of the Central Virginia Partnership for Economic Development, it is my pleasure to support the Charlottesville Regional Chamber's application for a GO Virginia grant to help underwrite KPMG's work to develop the Project Rebound findings into a clear, actionable report. The Assessing Key Industry Clusters team is focused on the six targeted industry sectors identified in the Partnership's initial Comprehensive Target Markets Report. Five of these targets are also part of the GO Virginia Region 9's Growth and Diversification Plan. As a co-lead with Chris Engel, Director of Economic Development for the City of Charlottesville, of the Industry Clusters Team, I have seen first-hand an incredible and exciting level of engagement from business leaders in each of these sectors.

The Partnership ensured that local economic developers participated in Project Rebound teams, enabling this project to expand beyond the footprint of Charlottesville and Albemarle County. Economic developers from the Counties of Culpeper, Fluvanna, Greene and Madison were at the table during many of the team meetings, and along with my organization, they will help disseminate the report and its recommendations to the entire Partnership region.

The Partnership looks forward to seeing the final blueprint for restoring business operations and building economic resiliency after COVID-19 and believes KPMG would be an exceptional partner. We are delighted to be a supporter of and participant in this initiative.

Best regards,

A handwritten signature in black ink that reads "Helen Cauthen".

Helen Cauthen
President



Office of Economic Development

May 8, 2020

Charlottesville Regional Chamber of Commerce
209 Fifth Street, N.E.
Charlottesville, Virginia 22902

Re: Project Rebound

Dear Elizabeth:

The University of Virginia's Office of Economic Development is pleased to collaborate with the Charlottesville Regional Chamber of Commerce in Project Rebound to promote local economic recovery in the wake of the COVID-19 crisis.

The University recognizes the importance of regional collaboration and sees value in convening efforts such as those promoted by Project Rebound. The UVA Office of Economic Development will commit 10 hours per week of in-kind support to provide strategic consulting if Project Rebound is successful in securing a GO Virginia award.

Project Rebound has made great strides in convening business leaders across our community to discuss important issues related to economic restart. This bodes well for future collaboration and economic recovery efforts. I firmly support Project Rebound's effort to guide businesses as they seek to reopen safely, and I strongly support their Go Virginia grant application.

Sincerely,

Pace Lochte

Pace Lochte
Assistant Vice President for Economic Development
University of Virginia
lochte@virginia.edu
434.924.7566

Uses of GO Virginia Funds	Amount (\$)	Description
Contract for advisory services to synthesize inputs from business leaders from public forums , providing hypotheses around the path forward by business classification, drafting a report and summary presentation	\$ 75,000.00	Contract with KPMG at highly discounted rate
Online and print publishing of report for wide distribution	\$ 5,000.00	Local print producer tbd
\$ 80,000.00	Total GO Virginia Request	

Directions: Please list all uses associated with GO Virginia Funds. The budget categories and amounts should match "DHCD Request" column in the CAMS application budget.

Uses of Matching Funds	Amount (\$)	Type of Match (Dropdown)	Source of Match	Documentation Submitted (Dropdown)
Contribution of hours donated by KPMG from a senior team of analysts, writers and economists	\$ 100,000.00	Private	KPMG	Yes
Contribution of hours donated by the City of Charlottesville Office of Economic Development in support of project	\$ 3,000.00	Local	City of Charlottesville	Partial
Contribution of hours donated by Albemarle County Office of Economic Development in support of project	\$ 4,500.00	Local	Albemarle County	Partial
Contribution of hours donated by Charlottesville Regional Chamber of Commerce in support of project	\$ 20,000.00	Non-Profit	Charlottesville Regional Chamber of Commerce	Yes
	\$ 127,500.00	Total Matching Funds		
	\$ 7,500.00	Total Local Match		
<p>Directions: Please list all sources and uses associated with the required matching funds. The budget categories and amounts should match the "Other Funding" column in the CAMS application budget. NOTE: State funds may NOT be used as match, but may be listed as additional leverage.</p>				

Uses of Additional Leverage	Amount (\$)	Type of Match (Dropdown)	Source of Match	Documentation Submitted (Dropdown)
UVA will dedicate 10 hours per week on project management for 4 weeks	\$ 3,000.00	State	University of Virginia Office of Economic Development	Partial
	\$ 3,000.00	Total Matching Funds		

Directions: Please list all sources and uses associated with additional leverage beyond the required match. **Additional leverage does not need to be included in the CAMS application budget.** **NOTE:** State funds may only be used as additional leverage and will may not contribute to the required \$1:1 match.

Type of Funds	Totals
GO Virginia	\$ 80,000.00
Matching Funds	\$ 127,500.00
Total CAMS Budget	\$ 207,500.00
Additional Leverage	\$ 3,000.00
Total Project Budget	\$ 210,500.00

**These answers will autofill from previous tabs.*

Type of Match	Totals
Matching Funds	\$ 127,500.00
At least \$1:1	YES
Local Match	\$ 7,500.00
At least \$50,000	NO
At least 20% of GO VA Request	NO
Local Match Waiver Requested?	YES

Select answer from dropdown menu.