



GO Virginia Core Performance Outcomes (Metrics Menu)

Per capita grant proposals are required to track at least 2-3 of the listed metrics based on the type of project proposed. Projected targets (i.e., 10 businesses served) for each selected metric must also be included in the proposal as projected grant performance outcomes. Definitions are attached. Contact Region 9 staff if you have any questions.

Talent Development	
1.	*Number of jobs created/filled
2.	Number of students trained
3.	Number of upskilled employees
4.	Number of existing jobs retained
5.	Number of businesses served
6.	Number of new internships created
7.	Number of new apprenticeships created
8.	Number of new programs/credentials implemented
9.	Number of credentials awarded
10.	Number of students enrolled in dual enrollment programs
Growing Existing Businesses	
1.	*Number of jobs created/filled
2.	Number of new internships created
3.	Number of existing jobs retained
4.	Number of businesses attracted
5.	Number of businesses retained
6.	Number of existing businesses expanded
7.	Number of businesses served
8.	Number of new products completed/released to production
9.	Revenues increased
10.	Total capital raised
Entrepreneurship	
1.	*Number of jobs created/filled
2.	Number of new internships created
3.	Number of existing businesses expanded
4.	Number of new businesses created
5.	Number of businesses served
6.	Number of entrepreneurs engaged
7.	Number of mentors engaged
8.	Total capital raised
9.	Total capital deployed by fund
10.	Number of fund investments
11.	Average deal size
12.	Venture capital investment in served businesses



13.	Research and development (R&D) funding deployed
14.	Number of new products completed/released to production
15.	Number of patents filed
16.	Number of patents awarded
17.	Revenues increased from export-sales
	Site Readiness
1.	Number of acres advanced to higher tier per Virginia Business Ready Sites Program (VBRSP)
2.	Number of increased locality engagement in establishing a RIFA/revenue sharing agreement
3.	Number of prospects (active company visits)
4.	Number of businesses attracted
5.	Number of linear feet of sewer infrastructure
6.	Number of linear feet of water infrastructure
7.	Number of linear feet of gas infrastructure
8.	Number of acres impacted/development
9.	Number of miles of middle mile broadband completed

Core Outcomes by Investment Area

Core Outcomes	Investment Category	Definition
Number of businesses retained	Growing Existing Businesses	The number of businesses supported by the effort that have remained in production and were kept from closing.
Revenues increased	Growing Existing Businesses	The increase in revenues (total dollar amount) from a baseline for all businesses served as a result of the effort.
Average deal size	Entrepreneurship	The average dollar amount of investments by professional investors (Venture Capital, other institutions, etc.) made to businesses served as part of the effort.
Number of entrepreneurs engaged	Entrepreneurship	The number of entrepreneurs who participated in the effort. An entrepreneur is an individual aspiring to own/operate a business and/or those entrepreneurs who already own an early-stage business who are interesting in scaling the business.
Number of fund investments	Entrepreneurship	The number of investments to businesses and startups made by a fund, created or supported by the effort.
Number of mentors engaged	Entrepreneurship	The number of mentors who participated in the effort. A mentor is an individual who provides advice and coaching on starting /growing a business.
Number of new businesses created	Entrepreneurship	The number of new businesses that were created as a part of the effort. A new business is official when it has a license or permit to operate.
Number of patents awarded	Entrepreneurship	The number of patents awarded as a result of the effort. A patent is a type of intellectual property that gives its owner the legal right to exclude others from making, using, or selling an invention for a limited period of years in exchange for publishing an enabling public disclosure of the invention.
Number of patents filed	Entrepreneurship	The number of patents filed as a result of the effort. A patent is a type of intellectual property that gives its owner the legal right to exclude others from making, using, or selling an invention for a limited period of years in exchange for publishing an enabling public disclosure of the invention.
Research and development (R&D) funding deployed	Entrepreneurship	The total dollar amount of research and development funding granted to businesses served as a part of the effort. Research and development or R&D is work directed toward the innovation, introduction, and improvement of products and processes. The R&D funding can be sourced from government and/or other institutions.
Revenues increased from export-sales	Entrepreneurship	The total dollar amount in revenues increased from a baseline due to sales outside of the state of Virginia. This metric is the total increase in revenues for all businesses served as part of the effort.
Total capital deployed by fund	Entrepreneurship	The total dollar amount of capital investments to businesses and startups made by a fund, created or supported by the effort.
Total capital raised	Entrepreneurship, Growing Existing Businesses	The total dollar amount in capital raised for the businesses served as part of the effort. Capital is defined as any cash or liquid assets being held for expenditures and any other additional asset that has monetary value, such as new equipment, real estate, and inventory.
Venture capital investment in served businesses	Entrepreneurship	The total dollar amount of venture capital (VC) investments in businesses/startup served as a part of the effort
Number of existing businesses expanded	Entrepreneurship, Growing Existing Businesses	The total number of existing businesses or startups that have demonstrated business growth specifically due to the effort
Number of new products completed/released to production	Entrepreneurship, Growing Existing Businesses	The total number of new products created by a business/startup served as part of the effort
Number of jobs created/filled	Entrepreneurship, Growing Existing Businesses, Talent Dev	The number of jobs estimated to be created by businesses supported by the effort and/or the expected number of trained individuals who will advance into employment.

Core Outcomes by Investment Area

Number of businesses served	Talent Development, Entrepreneurship, Growing Existing Businesses	The number of unique firms provided with business assistance.
Number of new internships created	Entrepreneurship, Growing Existing Businesses, Talent Dev	An internship is defined as a professional learning experience hosted by an employer that offers meaningful, practical work related to a student's field of study or career interest
Number of credentials awarded	Talent Development	A credential is a certificate, degree, or certification generally recognized by employers as evidence that a completer is qualified for work in a specific occupation.
Number of new apprenticeships created	Talent Development	An apprenticeship is structured employment/training arrangement, hosted by a sponsoring employer. It maybe registered or unregistered but must include a combination of paid employment and related academic or on-the-job instruction.
Number of new programs/credentials implemented	Talent Development	The number of new workforce training programs or credentialing programs created.
Number of students enrolled in dual enrollment programs	Talent Development	The number of high school students who are enrolled dually in a community college level course.
Number of students trained	Talent Development	The number of students who successfully complete a course or combination of courses required to enter employment.
Number of upskilled employees	Talent Development	Number of incumbent workers who complete an industry-recognized skills development program.
Number of existing jobs retained	Talent Development, Growing Existing Businesses	The number of at-risk jobs retained or the sum of the individuals employed by businesses served by the effort.
Number of acres advanced to higher tier per Virginia Business Ready Sites Program (VBRSP)	Site Readiness	The number of acres moved to a higher level on the VBRSP scale. Go to https://www.vedp.org/vbrsp for more information on the VBRSP.
Number of acres impacted/developed	Site Readiness	The number of acres that the infrastructure improvements will impact.
Number of increased locality engagement in establishing a RIFA/revenue sharing agreement	Site Readiness	The localities that are involved in a RIFA or other shared revenue agreement. This could also include the discussion among localities regarding the development of a RIFA.
Number of linear feet of water infrastructure	Site Readiness	The total number of linear feet of water lines and supporting infrastructure improvements.
Number of linear feet of gas infrastructure	Site Readiness	The total number of linear feet of gas lines and supporting infrastructure improvements.
Number of linear feet of sewer infrastructure	Site Readiness	The total number of linear feet of sewer lines and supporting infrastructure improvements.
Number of prospects (active company visits)	Site Readiness	The total number of prospects who visited the site(s).
Number of miles of middle mile broadband completed	Site Readiness	The total number of fiber and/or conduit, which extend telecommunication networks in partnerships with the private sector and focus on meeting the business needs of a community.
Number of businesses attracted	Site Readiness, Growing Existing Businesses	Total number of new businesses who committed to locate to the site(s).

Core Outcomes in Alphabetical Order

	Core Outcomes	Investment Category	Definition
1	Number of acres advanced to higher tier per Virginia Business Ready Sites Program (VBRSP)	Site Readiness	The number of acres moved to a higher level on the VBRSP scale. Go to https://www.vedp.org/vbrsp for more information on the VBRSP.
2	Number of acres impacted/developed	Site Readiness	The number of acres that the infrastructure improvements will impact.
3	Number of businesses attracted	Site Readiness, Growing Existing Businesses	Total number of new businesses who committed to locate to the site(s).
4	Number of businesses retained	Growing Existing Businesses	The number of businesses supported by the effort that have remained in production and were kept from closing.
5	Number of businesses served	Talent Development, Entrepreneurship, Growing	The number of unique firms provided with business assistance.
6	Number of credentials awarded	Talent Development	A credential is a certificate, degree, or certification generally recognized by employers as evidence that a completer is qualified for work in a specific occupation.
7	Number of entrepreneurs engaged	Entrepreneurship	The number of entrepreneurs who participated in the effort. An entrepreneur is an individual aspiring to own/operate a business and/or those entrepreneurs who already own an early-stage business who are interesting in scaling the business.
8	Number of existing businesses expanded	Entrepreneurship, Growing Existing Businesses	The total number of existing businesses or startups that have demonstrated business growth specifically due to the effort
9	Number of existing jobs retained	Talent Development, Growing Existing Businesses	The number of at-risk jobs retained or the sum of the individuals employed by businesses served by the effort.
10	Number of fund investments	Entrepreneurship	The number of investments to businesses and startups made by a fund, created or supported by the effort.
11	Number of increased locality engagement in establishing a RIFA/revenue sharing agreement	Site Readiness	The localities that are involved in a RIFA or other shared revenue agreement. This could also include the discussion among localities regarding the development of a RIFA.
12	Number of jobs created/filled	Entrepreneurship, Growing Existing Businesses, Talent Development	The number of jobs estimated to be created by businesses supported by the effort and/or the expected number of trained individuals who will advance into employment.
13	Number of linear feet of water infrastructure	Site Readiness	The total number of linear feet of water lines and supporting infrastructure improvements.
14	Number of linear feet of gas infrastructure	Site Readiness	The total number of linear feet of gas lines and supporting infrastructure improvements.
15	Number of linear feet of sewer infrastructure	Site Readiness	The total number of linear feet of sewer lines and supporting infrastructure improvements.
16	Number of miles of middle mile broadband completed	Site Readiness	The total number of fiber and/or conduit, which extend telecommunication networks in partnerships with the private sector and focus on meeting the business needs of a community.
17	Number of mentors engaged	Entrepreneurship	The number of mentors who participated in the effort. A mentor is an individual who provides advice and coaching on starting /growing a business.

Core Outcomes in Alphabetical Order

18	Number of new apprenticeships created	Talent Development	An apprenticeship is structured employment/training arrangement, hosted by a sponsoring employer. It maybe registered or unregistered but must include a combination of paid employment and related academic or on-the-job instruction.
19	Number of new businesses created	Entrepreneurship	The number of new businesses that were created as a part of the effort. A new business is official when it has a license or permit to operate.
20	Number of new internships created	Entrepreneurship, Growing Existing Businesses, Talent Development	An internship is defined as a professional learning experience hosted by an employer that offers meaningful, practical work related to a student's field of study or career interest
21	Number of new products completed/released to production	Entrepreneurship, Growing Existing Businesses	The total number of new products created by a business/startup served as part of the effort
22	Number of new programs/credentials implemented	Talent Development	The number of new workforce training programs or credentialing programs created.
23	Number of patents awarded	Entrepreneurship	The number of patents awarded as a result of the effort. A patent is a type of intellectual property that gives its owner the legal right to exclude others from making, using, or selling an invention for a limited period of years in exchange for publishing an enabling public disclosure of the invention.
24	Number of patents filed	Entrepreneurship	owner the legal right to exclude others from making, using, or selling an invention for a limited period of years in exchange for publishing an enabling public disclosure of the invention.
25	Number of prospects (active company visits)	Site Readiness	The total number of prospects who visited the site(s).
26	Number of students enrolled in dual enrollment programs	Talent Development	The number of high school students who are enrolled dually in a community college level course.
27	Number of students trained	Talent Development	The number of students who successfully complete a course or combination of courses required to enter employment.
28	Number of upskilled employees	Talent Development	Number of incumbent workers who complete an industry-recognized skills development program.
29	Research and development (R&D) funding deployed	Entrepreneurship	The total dollar amount of research and development funding granted to businesses served as a part of the effort. Research and development or R&D is work directed toward the innovation, introduction, and improvement of products and processes. The R&D funding can be sourced from government and/or other institutions.
30	Revenues increased	Growing Existing Businesses	The increase in revenues (total dollar amount) from a baseline for all businesses served as a result of the effort.
31	Revenues increased from export-sales	Entrepreneurship	The total dollar amount in revenues increased from a baseline due to sales outside of the state of Virginia. This metric is the total increase in revenues for all businesses served as part of the effort.
32	Total capital deployed by fund	Entrepreneurship	The total dollar amount of capital investments to businesses and startups made by a fund, created or supported by the effort.
33	Total capital raised	Entrepreneurship, Growing Existing Businesses	The total dollar amount in capital raised for the businesses served as part of the effort. Capital is defined as any cash or liquid assets being held for expenditures and any other additional asset that has monetary value, such as new equipment, real estate, and inventory.
34	Venture capital investment in served businesses	Entrepreneurship	The total dollar amount of venture capital (VC) investments in businesses/startup served as a part of the effort