GO VIRGINIA REGION 9: Program Overview
Piedmont Opportunity Corridor

GO Virginia is a bipartisan, business-led economic development initiative that is changing the way the Commonwealth's diverse regions collaborate on economic and workforce development activities.

The GO Virginia Region 9 Council is responsible for overseeing the development and implementation of the GO Virginia program in Region 9, including receiving and assessing applications for funding. The Central Virginia Partnership for Economic Development (CVPED) serves as Region 9's fiscal and administrative support organization. The Virginia Department of Housing and Community Development (DHCD) is the state agency responsible for administering the GO Virginia program.

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

Who: Organizations eligible to apply include local and regional networks such as nonprofits, public-private partnerships, colleges and universities, community-based organizations, local governments and school divisions, business intermediaries, and economic development organizations, among others.

What: GO Virginia offers state-funded grants to drive the creation of higher-paying jobs in target traded sectors and incentivize regional collaboration between business, education, and local government. Region 9's latest Growth & Diversification Plan Update (2021) defines the specific opportunities for grant funding.

Target Sectors	Project Frameworks
Biomedical & Biotechnology Financial & Business Services Food & Beverage Manufacturing IT & Communications Light Manufacturing	Talent Development Growing Existing Businesses Entrepreneurship Site Readiness

When: Grant applications will be accepted and reviewed throughout the year, and funding is provided to grant recipients after expenses have been incurred. Project proposals must be approved by both the Region 9 Council and GO Virginia Board. The timeline for grant approval for **2023** is as follows:

Region 9 Proposal Deadline	Region 9 Council Meeting	GO Virginia Board Meeting
Friday, January 6	Friday, January 27	Tuesday, March 14
Tuesday, March 21	Friday, April 21	Tuesday, June 13
Wednesday, May 31	Thursday, June 29	Tuesday, September 12
Wednesday, June 28	Tuesday, August 8	Tuesday, December 12
Wednesday, September 20	Friday, October 20	Tuesday, December 12

How: Complete the Pre-Application or discuss with Region 9 staff. Early conversations are encouraged.

www.GOVirginia9.org

Getting Started

To ensure the project to be developed aligns with the GO Virginia program, consider this:

1. Does the project align with grant opportunities identified in Region 9's latest Growth & Diversification Plan Update?
2. Will the project engage business, education, and local government?
3. Will the project engage at least two Region 9 localities?
4. Can a return on investment be demonstrated through job creation?

Grant Types: Talent Development, Growing Existing Businesses, and Entrepreneurship

- ➢ Regional
  - o Projects targeting localities within the Region 9 footprint that will diversify and strengthen the regional economy, foster strategic regional collaboration, and create higher-paying jobs. Projects with a regional focus are more favorably viewed.
  - o Region 9 projects target the Biomedical & Biotechnology, Financial & Business Services, Food & Beverage Manufacturing, IT & Communications, and Light Manufacturing sectors.
  - o Projects must advance specific opportunities identified in Region 9's latest Growth & Diversification Plan Update. A summary of the plan is included with this overview.
  - o Proposals must demonstrate the meaningful participation of at least two Region 9 localities and grant periods may last up to two years.
- ➢ Interregional
  - o Collaborative projects that engage at least one other GO Virginia region with shared economic and workforce development needs.
  - o Proposals should align with the needs and opportunities identified in each region's respective Growth & Diversification Plan and produce outcomes in line with the GO Virginia program's objectives.
  - o Proposals must demonstrate the meaningful participation of at least two localities from the participating regions. Applicants are encouraged to collaborate with at least two localities in each region and grant periods may last up to two years.
- ➢ Enhanced Capacity Building (ECB) < $100,000
  - o Planning grants to support the development of a regional or interregional proposal and increase the potential for project success and impact.
  - o Activities may include feasibility studies, pre-development activities, strategic planning, and capacity building initiatives that will directly contribute to an implementation grant aligned with Region 9's latest Growth & Diversification Plan Update.
  - o Project proposals < $100,000 are eligible for administrative approval through DHCD and grant periods may last up to one year.

Grant Types: Site Readiness

- ➢ Site Development Planning
  - o Planning grants to assess and designate a site's current level of readiness for economic development activity and advance objective, data-driven site prioritization efforts.
  - o Funds may also be used to develop collaborative cost/revenue sharing agreements, define and develop multi-jurisdictional organizational structures, or establish contractual or option agreements with landowners.
  - o More information can be found at GOVirginia9.org/apply under "Grant Resources."
- ➢ Site Development Implementation
  - o Regional or interregional projects that support necessary due diligence activities (soft costs) and infrastructure enhancements (hard costs) that advance a site's readiness for development.
  - o Due diligence is the process of investigating a parcel of land for its viability and suitability for a particular project. Infrastructure enhancement activities are those directly related to the development or strengthening of "systems" required to support public facilities essential to community and business operations.
  - o More information can be found at GOVirginia9.org/apply under "Grant Resources."

Support and validation from the business community is vital to *any* GO Virginia project's success. Industry leaders should be meaningfully engaged in project development to ensure implementation strategies solve for gaps identified by target sector businesses and facilitate economic growth, diversification, and opportunity.

Match Requirements

A minimum two-to-one (2:1) match is required for all GO Virginia grants through June 2023. Matching funds are monies that will be supplied by the applicant or another supporting partner in an amount that equals or exceeds half the GO Virginia request. Matching funds may come from federal, private, nonprofit, local or other non-state sources and must support the proposed GO Virginia project.

Types of Match

- ➢ Cash: Cash match includes cash contributions used to pay for project expenses.
- ➢ In-Kind: In-kind match include any non-cash contribution of value provided to the project including equipment, facilities, personnel/expertise, services, training, travel, waived fees, etc., that are necessary to the completion of the project.
- ➢ Local: Local match may come from any combination of the participating localities (cities, counties, towns) and political subdivisions thereof (school systems, EDA, IDA, RIFA, etc.). The local contribution may take the form of cash, revenue sharing, dedication of locally-owned or controlled assets to the proposed project, reallocation of existing funds, or in-kind contributions.
- ➢ Additional Leverage: Contributions of state resources shall not be included as match, but can be demonstrated for additional consideration by the Region 9 Council and GO Virginia Board in awarding grants.

The GO Virginia Board also temporarily waived the requirement that matching funds include a local contribution of no less than 20% of the required match or $50,000 (whichever is greater) until June 2023. Applications that include local match are preferred and viewed as favorable for the project's regional support and sustainability.

Application

The project application must be completed and submitted to Region 9 staff via email ahead of the proposal deadline in order to be considered at the next Region 9 Council meeting. Each section includes several required and/or optional attachments, depending on the type of grant. Application questions and attachments can be found at GOVirginia9.org/apply.

Examples of required and/or optional attachments include:

- Budget Overview (Template)
- Executive Summary
- Letters of Support
- Match Verification Form (Template)
- Milestones Overview and Drawdown Schedule
- Performance Metrics
- Project Manager Resume
- Return on Investment (Template)

Grant Management

Project contracts are signed upon approval by the Region 9 Council and GO Virginia Board. These contracts include details on compensation, matching funds, activities, milestones, performance metrics, outcomes, and products. Funding is provided to grant recipients after expenses have been incurred and supporting documentation must be provided with requests for reimbursement.

Grant recipients are required to submit Quarterly Progress Reports to DHCD and are also expected to complete a Fiscal and Performance Closeout Report following the completion of the project. Region 9 staff are available to assist with all grant management processes and will schedule a meeting following the award to answer questions.

Contact

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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 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.