



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

ANNUAL REPORT
YEAR-END REPORT ON GROWTH PLAN IMPLEMENTATION
FISCAL YEAR 2023
GO VIRGINIA REGION 9 COUNCIL
June 29, 2023

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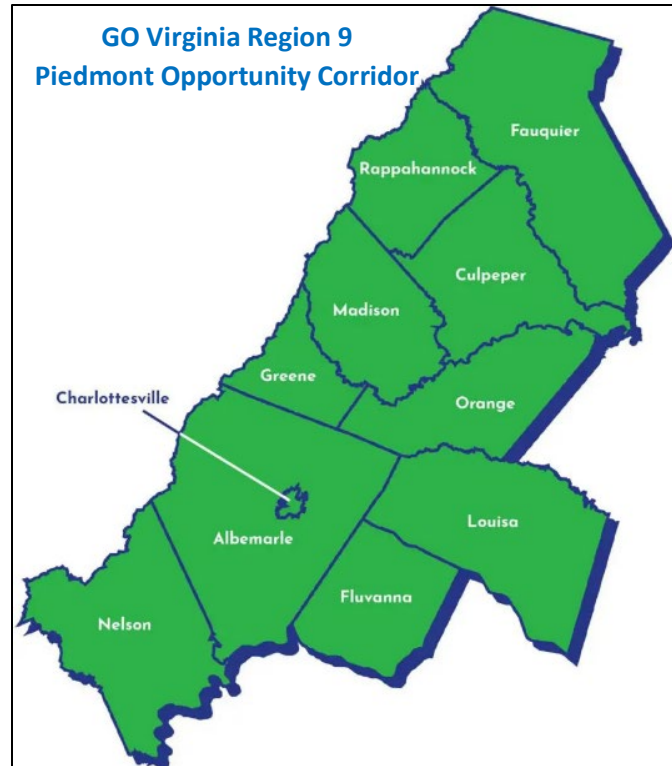
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I. INTRODUCTION

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 objective of the GO Virginia program is to foster private sector growth and job creation through state incentives for strategic regional collaboration.

GO Virginia Region 9, also known as the Piedmont Opportunity Corridor, includes the City of Charlottesville and the Counties of Albemarle, Culpeper, Fauquier, Fluvanna, Greene, Louisa, Madison, Nelson, Orange, and Rappahannock.

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 proposals 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.



This report is prepared annually for the Region 9 Council to review at their Annual Meeting in June of each year. The purpose of this report is to summarize activities and milestones accomplished during fiscal year 2023 from July 1, 2022 to June 30, 2023 (FY 2023 or FY23). These activities are designed to drive the creation of higher-paying jobs in target traded sectors and to incentivize collaboration between business, education, and local government.

The latest Growth & Diversification Plan Update (2021) defines the specific opportunities for grant funding in Region 9. Project proposals are expected to strengthen and enhance the regional economy and must focus on one or more of Region 9’s target sectors and fall within one of four project frameworks, as noted in the table below.

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

II. GROWTH & DIVERSIFICATION PLAN

Out of the 20 specific opportunities identified in Region 9's Growth & Diversification Plan (Growth Plan), nine were advanced by the projects awarded in FY23. The specific opportunities advanced are grouped by framework and each opportunity is followed by the relevant project. Projects awarded in previous years continue to advance these and other Growth Plan opportunities, as well, but are not listed here but are summarized later in this report section.

Talent Development Opportunities

- Accomplish a regionally focused implementation grant to execute labor sector strategies identified in the *Labor Sector Strategies Report* (Tech Talent Retention)
- Evaluate or drive strategies to address regional demand for Software Developers (SOC 15-1256) across IT, Biotech and Financial and Business Services Sector. (Tech Talent Retention)

Growing Existing Business

- Support sector led verticals, i.e., CvilleBioHub, to address business-identified sector gaps to traded sector growth. (CvilleBioLab)
- Support development of a large amount of new square footage, including wet and/or dry labs, to serve Biotech industry growth. (CvilleBioLab)

Startups/Innovation/Commercialization

- Support advancement of opportunities identified to serve regional entrepreneurship ecosystem in the *Region 9 Rural Entrepreneurship Report (2020)* and the *Venture Hub Report (2019)* (Carver Food Business Incubator, Rural Entrepreneurship Ecosystem Connector)
- Develop stronger ideation programming and support strategic expansion of existing programming targeting traded sector startups (Rural Entrepreneurship Ecosystem Connector, REI)
- Support advancement of integrated accelerators, incubators, entrepreneurial hubs, etc. to serve the Region (Carver Food Business Incubator, CvilleBioLab, Rural Entrepreneurship Ecosystem Connector, REI)
- Catalyze wider range of risk capital in the region (Rural Entrepreneurship Ecosystem Connector, REI)
- Strengthen networking of traded sector industry clusters to engage startups more actively (Rural Entrepreneurship Ecosystem Connector, REI)

Sites

No sites projects were awarded this fiscal year.

The following three tables summarize how the five grants awarded this fiscal year are grouped by framework and the sectors and localities which they will serve. Together, these tables demonstrate that all five target sectors and all eleven localities in Region 9 will be served by at least one funded project.

Project	Talent Development	Growing Existing Businesses	Entrepreneurship	Site Readiness
Carver Food Incubator			X	
CvilleBioLab		X	X	
Regional Entrepreneurship Initiative (REI)			X	
Rural Entrepreneurship Ecosystem Connector		X	X	
Tech Talent Retention	X			

Project	Biomedical & Biotechnology	Financial & Business Services	Food & Beverage Manufacturing	IT & Communications	Light Manufacturing
Carver Food Incubator			X		
CvilleBioLab	X				
Regional Entrepreneurship Initiative (REI)	X	X	X	X	X
Rural Entrepreneurship Ecosystem Connector		X	X	X	X
Tech Talent Retention	X	X		X	X

Project	Charlottesville	Albemarle	Culpeper	Fauquier	Fluvanna	Greene	Louisa	Madison	Nelson	Orange	Rappahannock
Carver Food Incubator			X	X				X		X	X
CvilleBioLab	X	X					X				
Regional Entrepreneurship Initiative (REI)	X	X	X	X	X	X	X	X	X	X	X
Rural Entrepreneurship Ecosystem Connector			X	X	X	X	X	X	X	X	X
Tech Talent Retention	X	X	X		X	X	X	X	X	X	



As mentioned previously, projects that were awarded in prior fiscal years are also driving Growth Plan opportunities. The following is a summary of projects that were active or closed out during FY 2023 and how their activities aligned with the Growth Plan.

Project	Project Types/Target Industries
Accelerating Regionally Significant Sites Central Virginia Partnership	Sits Readiness/ All Target Sectors
BEACON's Kitchen New Hill Development	Innovation & Entrepreneurship Food & Beverage Manufacturing
Digital Business Resilience (ERR) Central Virginia Small Business Development Center	Growing Existing Businesses All Target Sectors
Future of Workforce Outreach (ERR) Virginia Career Works – Piedmont Region	Talent Development All Target Sectors
Talent Supply Connector Virginia Career Works – Piedmont Region	Talent Development Food & Beverage Manufacturing, Light Manufacturing
Technology Academies Laurel Ridge Education Foundation	Talent Development All Target Sectors
Venture Central Charlottesville Regional Chamber	Innovation & Entrepreneurship All Target Sectors

III: SUMMARY OF PROJECTS AWARDED

During this fiscal year, the Region 9 Council advanced five project proposals to the Virginia Growth and Opportunity (GO Virginia) Board for final approval. Two of those projects were previously deferred by the Board. The newly awarded projects totaled \$1,107,527 and also attracted additional support from local government and other sources totaling \$1,048,695.

Projects	GO Virginia Funds	Locality Match	Non-Locality Match	Other Leverage
Carver Food Incubator	\$ 199,727	\$ 3,000	\$ 100,000	\$ 475,000
CvilleBioLab	\$ 100,000		\$50,000	
Regional Entrepreneurship Initiative	\$200,000	\$ 164,375		
Rural Entrepreneurship Ecosystem Connector	\$ 300,000	\$ 48,820	\$52,000	
Tech Talent Retention	\$ 307,800	\$ 80,000	\$ 75,500	
Total	\$ 1,107,527	\$ 296,195	\$ 277,500	\$475,000

Three of these projects were awarded as Per Capita Implementation grants. The other two projects, CvilleBioLab and Regional Entrepreneurship Initiative (REI), were awarded as planning grants. Planning grants are awarded with the expectation that once completed implementation grant proposals will be submitted. For example, Tech Talent Retention, is considered an implementation grant which followed a previously completed planning grant, CV Workforce Recovery.

The Council approved participation in one inter-regional planning grant for \$20,000 that is not listed above because it did not advance to the GO Virginia Board with Region 9 participation this fiscal year. The project, Life Science Workforce, is led by Region 5 and is likely moving forward without a Region 9 participation for various reasons.

The following project descriptions are intended to clarify how each of the projects awarded this year will help advance the Region 9 Growth & Diversification Plan:

Carver Food Business Incubator | County of Culpeper: This grant supports a component of a broader effort to revitalize the former George Washington Carver Regional High School (Carver Center) into a thriving agricultural education, production, research, and training hub. GO Virginia funds will support the development of a food business incubator and multi-use food processing facility that also offers business and technical assistance. This is an Entrepreneurship project that will target Food & Beverage Manufacturing in five counties in the region. *93 jobs created/filled are committed.*

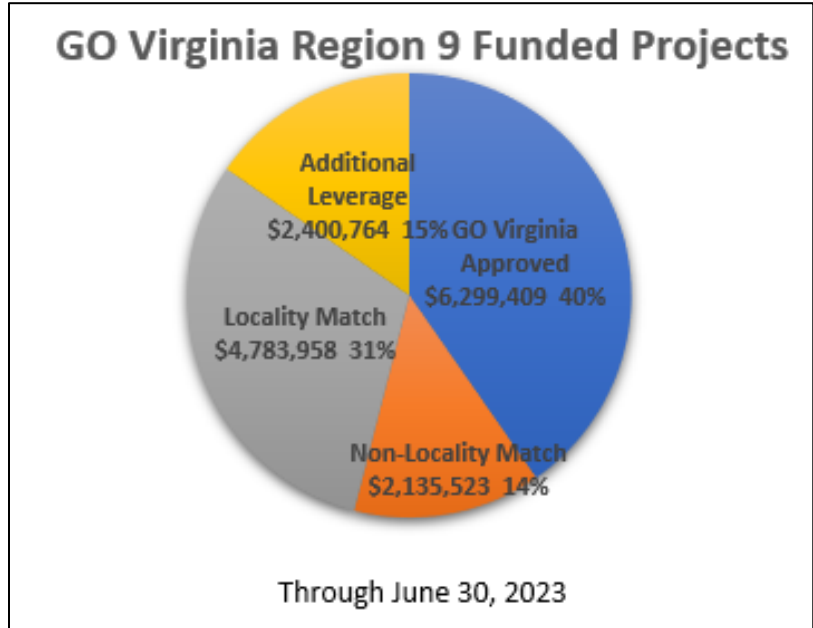
CvilleBioLab (CBL) | CvilleBioHub (CBH): This project advances planning for a wet lab accelerator which has been cited as a barrier to Biotech sector growth since the original Region 9 Growth and Diversification Plan in 2017. Through previous due diligence, partners are now at the table to make this opportunity a reality. And, in anticipation of the newly announced *Paul and Diane Manning Institute of Biotechnology at the University of Virginia (UVA)*, timing is aligned. This project will drive growth and expansion in Entrepreneurship and Grow Existing Businesses (Cluster Scale Up) in the Biomedical and Biotechnology sector. This project also includes an element of Talent Development by expanding internship opportunities through the new lab. It is expected that an implementation grant will be submitted following this planning phase that will further drive expansion of the Biotech sector. Planning grants do not require job projections.

Regional Entrepreneurship Initiative (REI) | Community Investment Collaborative and Venture Central: This project will develop a regional entrepreneurship investment strategy report that includes an ecosystem assessment, prioritized strategies, and a list of potential GO Virginia grant proposals. The project will engage entrepreneurship support organizations, entrepreneurs, higher education, and local government. Once completed this report and related products will inform the Region 9 Council's investment in future entrepreneurship ecosystem building efforts. The grant's focus is on all of Region 9's target sectors. Planning grants do not require job projections.

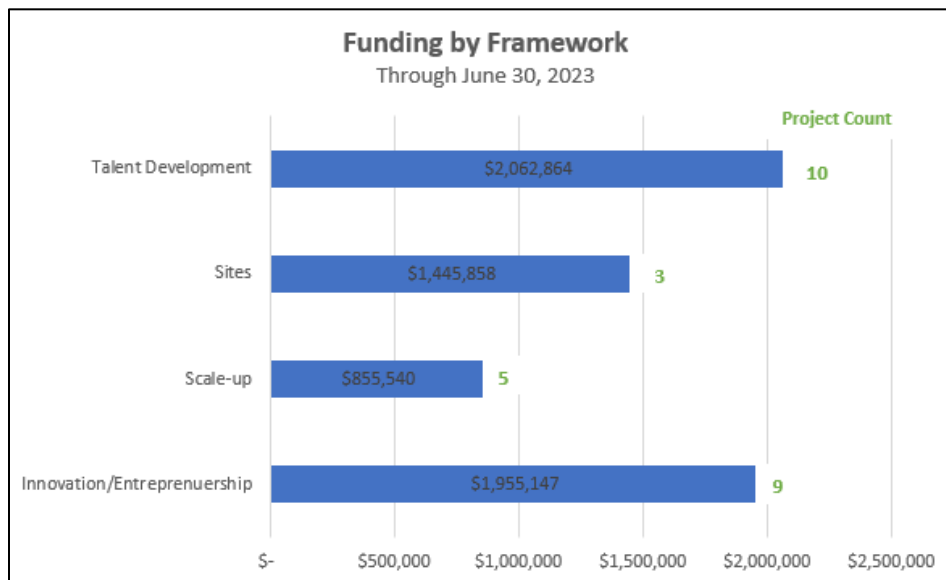
Rural Entrepreneur Ecosystem Building Connection (Rural Connection) | Community Investment Collaborative: As the name implies, the core of this project is rural ecosystem building. The project advances several recommendations in the *Region 9 Rural Entrepreneurship Report (2020)*. The project is focused on the target sectors of Financial & Business Services, Food & Beverage Manufacturing, IT & Communications and Light Manufacturing in the Counties of Culpeper, Orange, Fauquier, Madison, Rappahannock, Greene, Fluvanna, Louisa and Nelson counties. *40 created/filled jobs and 15 new businesses in two years are projected.*

Tech Talent Retention Tech Talent Retention (TTR) | Central Virginia Partnership for Economic Development: This is a talent development initiative focused on retaining college graduates to launch their careers within the Central Virginia region, thereby providing a talent pipeline for higher paying jobs in technology fields in GO Virginia Region 9 target sectors of IT, Light Manufacturing, Business and Financial Services, and Biotechnology. *55 new/retained jobs over three years are committed.*

Since it began awarding grants, the Region 9 Council has now awarded a total of \$6,299,409 to 26 projects targeting high-wage and export-oriented industries in the Piedmont Opportunity Corridor. These projects generated \$9,320,245 in additional leverage including \$4,783,958 contributed by local governments, as noted in the following chart.



The following chart shows the amount funded by program framework in Region 9 since program inception. Some projects address multiple frameworks and are double counted.



IV: REGIONAL COLLABORATION & PARTNER SUPPORT

Developing projects requires significant effort in building collaborations. During this fiscal year, the Council engaged either directly or through projects with at least 97 partners including: 50 businesses, 8 education institutions, 15 government entities, and 24 other non-profits or stakeholder organizations. A list of those organizations is included at the end of this report.

The Region 9 Council and staff have also supported many other initiatives outside of grant development. The following is a list of highlights:

- 1) Participated in Comprehensive Economic Development Strategy (CEDs) development with both the Rappahannock Rapidan Regional Commission (RRRC, PD-9) and the Thomas Jefferson Planning District Commission (TJPDC, PD-10).
- 2) Region 9 Council committed to financially support funding for a CEDs “Super Report”.
- 3) Participated in the Central Virginia Talent Collaborative meetings where three Region 9 focused talent development grants are convening to collaborate.
- 4) Provided a Letter of Support for the Region 3 Middle Mile Broadband project.
- 5) Participated in meetings for the GENEDGE statewide grant and the VA Bio Connect statewide grant.
- 6) Participated at GO Virginia staff retreat.
- 7) Collaborated with peer regions in sharing knowledge to help drive project pipelines statewide.

V: OUTCOMES AND IMPACT

The benchmark for GO Virginia program is average Annual Wages as measured in the first quarter (Q1) of each calendar year as sourced from Chmura JOBS EQ. As noted in the table below,

Average Annual Wages have risen by 16.9% since Q1 2018 in Region 9 as compared to 20.4% for the entire Commonwealth. Average Annual Wages have increased 8.8 % since Q1 2020 through Q1 2022 in Region 9. The trend of increasing Average Annual Wages continues. As of Q3 2022, Average Annual Wages in Region 9 are \$57,124 and \$67,587 in Virginia.

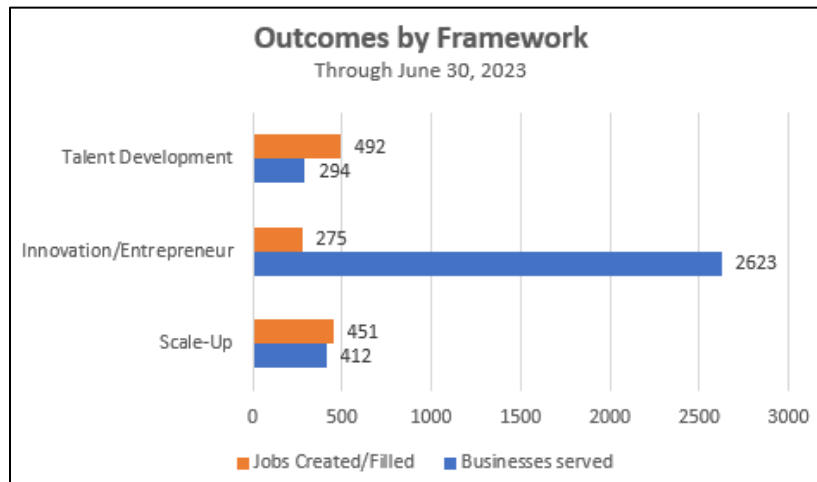
Q1	2018	2019	2020	2022
Region 9	\$48,154	\$49,130	\$51,750	\$56,326
Virginia	\$55,526	\$56,993	\$59,107	\$66,863

To date for all Region 9 projects, 1,290 regional jobs have been or will be created or filled. At this time, we are refining our metrics tracking so that we may accurately represent final outcomes for the Region 9 project portfolio.

This table demonstrates for closed implementation projects the committed jobs versus actual jobs reported during the performance closeout process. These closed projects do not include sites projects, Economic Resilience and Recovery (ERR) grants or planning grants, as they typically do not have jobs created or filled as a contractual outcome.

Projects (Closed Implementation Grants)	Jobs Committed	Jobs Actual	%
Biotech Innovation Cluster	70	416	494
Catalyst	116	115	99
Crafting Higher Paying Jobs and Adult Beverage Exports	88	88	100
George Washington Carver Piedmont Tech Education Center	7	7	100
TOTAL	281	626	345

The following table demonstrates the outcomes by framework for all projects awarded to date. Included in the totals are actual numbers for closed projects and projected numbers for active projects.



VI: COMMUNICATION AND OUTREACH

The Region 9 Council website at www.GOVirginia9.org is foundational sources for regional stakeholders to understand and engage with the Region 9 Council. Additionally, staff manages email lists, Constant Contact newsletters, and LinkedIn page to deploy important information to stakeholders.

In FY 2023, Region 9 staff continues to maintain a presence across the region to market the GO Virginia program to potential partners and support existing subgrantees. Staff regularly attend stakeholder gatherings and outreach events. The Region 9 staff also met frequently with regional economic development partners to stay up-to-date on their activities and identify opportunities for collaboration.

The Council continues to engage partners on Region 9’s official LinkedIn page, which in the last fiscal year has 363 followers.



VII: PROJECT PIPELINE

During FY 2023, staff discussed or evaluated at least 14 project ideas with potential applicants. Of those 14, three projects submitted proposals to the Region 9 Council. There are two additional projects currently refining their concepts for potential proposals in the coming fiscal year. Additionally, staff continues to promote the opportunity to drive a Talent Pathways Initiative (TPI) planning grant for the sectors prioritized by the Region 9 Council including Biotechnology, Financial & Business Services, and IT.

VIII: COUNCIL MEMBERS (FY 2023)

Ray Knott, <i>Chair</i>	Market President, Atlantic Union Bank
Ethan Dunstan, <i>Vice Chair</i>	Senior Vice President of Business Banking, UVA Community Credit Union
Patrick Mauney, <i>Treasurer</i>	Executive Director, Rappahannock-Rapidan Regional Commission
Kenny Allison (December 2022 – present)	Security Access Engineer, The Coleman Group
Rob Archer	CEO, Codebase Coworking
Kim Blosser	President, Laurel Ridge Community College
Antwon Brinson (through Dec. 2022)	Founder & President Culinary Concepts AB
Jim Cheng	Co-Founder, CAV Angels & former Virginia Secretary of Commerce and Trade
Tom Click	President & CEO, Patriot Industries
Brian Cole	Vice President of Operations, LexisNexis
The Hon. Jim Crozier	Supervisor, Orange County
Gizelle Curtis (April 2023- present)	Sr. Economic Development Market Specialist, Dominion Energy
Ed Dalrymple, Jr.	President, Cedar Mountain Stone
Christian Goodwin	County Administrator, Louisa County
Yolunda Harrell	Co-Owner, Taste of Home
Christine Jacobs	Executive Director, Thomas Jefferson Planning District Commission
Pace Lochte	Assistant Vice President for Economic Development, University of Virginia
Felix Sarfo-Kantanka, Jr. (end April 2023)	External Affairs Manager, Dominion Energy
Ed Scott	President, EcoSeptix Alliance & former member of the Virginia House of Delegates
Francoise Seillier-Moiseiwitsch, PhD	Managing Owner, Revalation Vineyards
The Hon. Tony O'Brien	Supervisor, Fluvanna County
Paige Read	Director of Economic Development & Tourism, Town of Culpeper
Jean Runyon	President, Piedmont Virginia Community College
Jonathon Weakley	County Administrator, Madison County
Andy Wade	Director of Economic Development, Louisa County

IX: Collaborating Partners

The following is a list of partners that participated in GO Virginia project proposal development including providing letters of support.

Business

- AgroSpheres
- Aire Serv Heating & Air Conditioning
- Ampel Bio Solutions
- AOR Logistics
- Artemisia Farm & Vineyard
- Astraea
- Atlantic Union Bank
- Avant Genomics
- Avondale Dècor
- Bean Hollow Grassfed
- Bearfence Leadership Solutions, LLC
- Bingham & Taylor
- Bold Rock Hard Cider
- Botanical Bites & Provisions, LLC
- Cedar Mountain Stone
- Champion Brewing Company
- Codebase Coworking
- CRCL Solutions, LLC
- Culpeper Cheese Company
- Dominion Energy
- EcoSeptix Alliance
- Gadino Cellars
- Gardens of Khmet
- Gaston & Wyatt
- Genesis Home Improvement, LLC
- HydroHeal Therapeutics
- KellyBronze
- LexisNexis
- Liquet
- Lytos Technologies
- MITRE
- Naked Mountain Winery & Vineyards
- Nouveau Biosciences, LLC
- Owl Peak Labs
- Patriot Industries
- Pearl Island Foods
- Pross Construction Company
- Rappahannock Electric Cooperative
- Rivanna Medical, Inc.
- Seek Lavender
- Slate Bio Inc.
- South Duvall
- Small Batch Empire
- Storyware
- Taste of Home
- The Coleman Group
- The Farm at Sunnyside
- Thornton River Orchard & Market
- University of Virginia Community Credit Union
- 4P Foods

Education

- Fauquier County Public Schools
- Germanna Community College
- Greene County Public Schools
- Laurel Ridge Community College
- Louisa County Public Schools
- Piedmont Virginia Community College
- Rappahannock County Public Schools
- University of Virginia

Government

- Albemarle County
- City of Charlottesville
- Culpeper County
- Fauquier County
- Fluvanna County
- Greene County
- Louisa County
- Madison County
- Nelson County
- Orange County



- Rappahannock County
- Rappahannock-Rapidan Regional Commission
- Sperryville Fire Company
- Thomas Jefferson Planning District Commission
- Town of Culpeper

Other

- Businesses of Rappahannock
- CAV Angels
- Catalyst
- Central Virginia Partnership for Economic Development
- Central Virginia Small Business Development Center (CV SBDC)
- Charlottesville Area Community Foundation (CACF)
- Charlottesville Business Innovation Council (CBIC)
- Charlottesville Regional Chamber of Commerce
- Community Investment Collaborative (CIC)
- Culpeper Chamber of Commerce
- CvilleBioHub
- Fauquier Chamber of Commerce
- Fredericksburg Food Co-op
- George Washington Carver Center
- Girl Scouts of Virginia Skyline
- GovSmart
- Laurel Ridge Community College Educational Foundation, Inc.
- Louisa County Chamber of Commerce
- New Hill Development Corporation
- PATH Foundation
- Quantitative Foundation
- SCORE Central Virginia
- Virginia Bio
- Virginia Career Works – Piedmont Region

X: SUPPORT ORGANIZATION

Central Virginia Partnership for Economic Development
 1001 Research Park Blvd., Suite 301, Charlottesville, VA 22911
www.centralvirginia.org
 434-979-5610



Shannon Holland, Director, GO Virginia Region 9
 Christie Taylor, Grant Manager Region 9
 Helen Cauthen, President
 Rahul Maitra, Finance Director | Kristine Dancy, Accounting

THANK YOU: *Without the passion and time invested by Council members, the support of the Central Virginia Partnership team, the drive demonstrated by applicants and stakeholders, along with the support of business, higher education, and local governments in Region 9, none of these accomplishments would have been possible – so thank you!*