

**AGENDA**  
**VIRGINIA GROWTH AND OPPORTUNITY BOARD**  
**Tuesday, September 9, 2025**  
**2:15 PM – 4:00 PM**

**LOCATION:**  
**Reynolds Community College**  
**1651 E Parham Rd, Richmond, VA 23228**  
[Virtual Meeting Link](#)

- |       |                                                                                                                                           |         |               |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------|---------|---------------|
| I.    | OPENING                                                                                                                                   |         |               |
|       | a. Call to Order                                                                                                                          |         | Chair         |
|       | b. Introduction of New Members                                                                                                            |         | Chair         |
|       | c. Roll Call                                                                                                                              |         | Cody Anderson |
|       | d. Public Comment                                                                                                                         |         | Chair         |
| II.   | ELECTION OF OFFICERS                                                                                                                      |         |               |
|       | a. Chair                                                                                                                                  |         | Secretary     |
|       | b. Vice Chair – Performance Evaluation                                                                                                    |         | Chair         |
|       | c. Vice Chair – Regional Councils                                                                                                         |         | Chair         |
| III.  | CONSENT AGENDA – <b>Action Item</b>                                                                                                       | (pg.6)  | Chair         |
|       | a. June 10, 2025 Meeting Minutes                                                                                                          |         |               |
|       | b. FY25 Region 4 Capacity Building Budget Approval                                                                                        |         |               |
|       | c. 2026 State Board Quarterly Meeting Calendar                                                                                            |         |               |
|       | d. Regional Councils Certifications                                                                                                       |         |               |
|       | e. Amendment Board Policy #3: Administrative Grant Approval Process for Grants Under \$100,000 from regional Per Capita Grant Allocations |         |               |
|       | f. Amendment Board Policy #9: Use of GO Virginia Funds for Site Development Investments                                                   |         |               |
| IV.   | DEPUTY DIRECTOR’S REPORT                                                                                                                  | (pg.20) | Sara Dunnigan |
|       | a. <b>Action Item:</b> Implementation Grant Applications (9)                                                                              |         |               |
| V.    | GOVERNANCE AND POLICY COMMITTEE REPORT                                                                                                    |         | Emily O’Quinn |
| VI.   | REGIONAL COUNCIL COMMITTEE REPORT                                                                                                         |         | John King     |
| VII.  | INFORMATION ITEMS                                                                                                                         | (pg.51) | Sara Dunnigan |
|       | a. DHCD Administratively Approved Projects                                                                                                |         |               |
| VIII. | ADJOURNMENT                                                                                                                               |         | Chair         |

**2025 & 2026 Board Meeting Schedule**  
December 9, 2025  
Tuesday, March 24, 2026  
Tuesday, June 9, 2026



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Tuesday, September 15, 2026  
Tuesday, December 8, 2026  
All meetings will be held at 1:00 p.m.



# WILLIAM DOTSON

President & CEO, Modern Door and Equipment Sales, Inc.

## BIOGRAPHY

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William Dotson is a seasoned executive with over 38 years of leadership experience in commercial construction, economic development, and strategic business growth. As the President and CEO of Modern Door and Equipment Sales, Inc., William has been instrumental in transforming a family-owned business into North America's leading space management company, generating \$50–55 million annually. Under his guidance, the company has grown consistently for 25 consecutive years and expanded operations across six states.

William's influence extends beyond business. He was a founding Member of the IDNNA (Independent Dealer Network of North America) and is on the Board of Directors and on the "President's Council" for the major manufacturer in our construction field.

He currently serves as Senior Policy Advisor for the Institute for Legislative Analysis, a nonprofit dedicated to providing critical legislative research. From 2020 to 2023, he also served as a Judge on the Charles County Orphans' Court, overseeing estate and guardianship matters.

William's educational background includes prestigious institutions such as the Judicial College of Maryland, Cornell University, The Wharton School, Wharton School of Business, and Hillsdale College. He is well-versed in executive leadership, strategic planning, and public relations.

Passionate about giving back, William and his wife, Julie, have contributed over \$1 million to charitable organizations and have been deeply involved in initiatives such as the Charles Regional Hospital Foundation, Lifestyles of Southern Maryland, and the United Way. He has also led successful grassroots campaigns in Southern Maryland, advocating for community rights and civic engagement.

A devoted husband, community leader, and visionary executive, William Dotson continues to champion innovation, service, and principled leadership in both the private and public sectors.



# THOMAS RANSOM

President of the Virginia Region at Truist Financial

## BIOGRAPHY

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Thomas Ransom currently serves as the President of the Virginia Region at Truist Financial where he integrates and brings the full set of Truist Financial solutions to the market. Mr. Ransom leads the commercial, middle market, corporate, not for profit and other sales teams across the state where Truist enjoys significant market share. As the state president for Truist Financial, he leads and unites all lines of business across Virginia. Before this role, Thomas served as the first Head of Sales and Client Experience Strategy for Truist Financial and he is an inaugural member of the bank's Operating Council and the Executive Response Operations team. He is a twenty-five year veteran of Truist and has led high performing teams throughout his tenure.

In 2024, Thomas was appointed to the Board of Trustees for his Alma Mater, Hampden-Sydney College, where he serves on several committees. In 2022, Mr. Ransom was sworn onto the Virginia Governors' Advisory Council on Revenue Estimates where he applies his expertise on the economy to help move the state forward. Thomas has led, chaired and been a member of over a dozen high performing boards of directors and currently serves on the board of Virginia Foundation for Independent Colleges, RVA757, Management Round Table and the Virginia Business Council and he serves on the Executive Committee of the board for the Virginia Chamber of Commerce. He also serves on the board of the Virginia Bankers Association, and he is the Chair for the Forum Club in Richmond, VA.

Mr. Ransom served as the inaugural Chair of Truist Financials' corporate business resource group for black teammates and allies, and he sat on the Diversity, Equity and Inclusion committee. In that role, he produced strategies that helped the bank retain, advance and recruit diverse associates and clients. Mr. Ransom led the development of the Truist HBCU strategy which was a three-year \$25 million groundbreaking strategy to help ensure the success of those students and schools.

Representing Truist, Mr. Ransom launched a groundbreaking partnership with the U.S. Black Chambers, Inc. to address the urgent crisis facing black owned businesses in America. He served on the Professional Advisory Council for the University of Phoenix School of Business and helped develop entrepreneurship curriculum to support increased access to capital for minority owned businesses. Mr. Ransom is a recognized motivational and leadership speaker helping people tap into purpose.

As a Virginia native, Mr. Ransom attended Middlesex High School where he was captain of the football, basketball and track team and his team won the Virginia state championship in football. He went on to earn a Bachelor of Arts in Economics (Cum Laude) at Hampden-Sydney College where he was a four-year letterman on the football team, All Conference Academic and a member of Omicron Delta Kappa (Honor Society). He was also selected to complete a fellowship in Public Policy and International Affairs at Princeton University. He subsequently earned a Master's in Business Administration at the University of Baltimore where he was inducted into Sigma Iota Epsilon (Management Honor Society) and a Graduate Degree in Banking from Stonier held at the University of Pennsylvania. Mr. Ransom also completed the McKinsey Executive Leadership Program and he is a proud member of Sigma Pi Phi Fraternity.

## II. CONSENT AGENDA - ***Action Items***

- a. June 10, 2025 Meeting Minutes
- b. FY25 Region 4 Capacity Building Budget Approval
- c. 2026 State Board Quarterly Meeting Calendar
- d. Regional Councils Certifications
- e. Amendment Board Policy #3: Administrative Grant Approval Process for Grants Under \$100,000 from regional Per Capita Grant Allocations
- f. Amendment Board Policy #9: Use of GO Virginia Funds for Site Development Investments



VIRGINIA INITIATIVE FOR  
**GROWTH &  
OPPORTUNITY**  
IN EACH REGION

## **VIRGINIA GROWTH AND OPPORTUNITY BOARD MEETING**

**June 10, 2025**

**1:00 PM**

### **Virtual Meeting**

#### Members Present

The Honorable Steve Cummings  
Ben J. Davenport, Jr  
Senator Creigh Deeds  
Cliff Fleet  
W. Heywood Fralin  
Joel Griffin  
Kenneth Johnson  
Delegate Terry Kilgore  
John King  
Senator Ryan McDougle  
Emily O'Quinn  
Jon Peterson  
Fouad Qreitem  
Delegate Don Scott  
The Honorable Juan Pablo Segura  
The Honorable Bryan Slater  
Todd A. Stottlemeyer  
Delegate Luke Torian

#### Members Absent

Nancy Howell Agee  
Reggie Aggarwal  
Jim Cheng  
Leah Fremouw  
Senator L. Louise Lucas  
Delegate Michelle Maldonado

#### Call to Order

Mr. Todd Stottlemeyer, Vice Chair of the Virginia Growth and Opportunity (GO Virginia) Board, called the meeting to order.

Vice Chair Stottlemeyer provided welcoming comments and formally welcomed Secretary of Commerce and Trade Juan Pablo Segura to the Board.

|                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Roll Call                | Mr. Cody Anderson, GO Virginia Program Administrator for the Department of Housing and Community Development (DHCD), called the roll and stated that a quorum was present.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Public Comment           | <p>Mr. Stottlemeyer opened the floor for public comment.</p> <p>Mr. Anderson noted that staff received one written public comment ahead of the meeting from William E. Amos, PhD, Chair of the GO Virginia Region 2 Council.</p> <p>Dr. Amos wrote that the Region 2 Council urges the GO Virginia Board to adopt a policy that would allow GO Virginia funds to be utilized to support workforce projects targeting the childcare industry.</p> <p>No other members appeared before the Board for public comment. The public comment period was closed.</p>                                                                                                                                                                      |
| Consent Agenda           | <p>Mr. Stottlemeyer noted that the consent agenda, including the March 11, 2025, meeting minutes, the FY26 Regional Per Capita and Competitive Allocation, the FY26 Regional Capacity Building Allocation and Continuation of the Capacity Building Match Waiver, the FY26 Regional Capacity Building Budget Approvals, and the update to the Board Bylaws would be voted on as a block.</p> <p>A motion was made by Delegate Kilgore and seconded by Delegate Torian to approve the consent agenda. The motion passed (Y – Davenport, Fleet, Fralin, Griffin, Johnson, Kilgore, King, McDougale, O’Quinn, Peterson, Qreitem, Scott, Slater, Stottlemeyer, Torian; N – none).</p>                                                 |
| Deputy Director’s Report | <p>Ms. Sara Dunnigan, Deputy Director of Economic Development and Community Vitality at DHCD, provided a brief overview of the application review process for GO Virginia grant applications.</p> <p>Ms. Dunnigan presented the Board with 8 Per Capita applications regarding cluster scale-up, startup ecosystems, and workforce development: Innovation District from Region 7, SOVA Fab Lab at the SOVA Innovation Campus from Region 3, Virginia Tidewater Aquaculture &amp; Maritime Innovation Incubator Program from Region 6, GO TEC Launch in the New River Valley and Roanoke Region from Region 2, SVCC Occupational Training Facility Expansion from Region 3, Advanced Engineering and Manufacturing Technician</p> |



Program from Region 4, GO TEC Expansion from Region 4, and Expressway to Power from Region 8.

Ms. Dunnigan noted that staff modified their recommendation for the Innovation District project, noting that the project is recommended for approval with the agreement that the Virginia Innovation Partnership Corporation would serve on the steering committee for the project.

Mr. Stottlemeyer noted that the Board would vote on the proposed projects as a block.

After discussion, a motion was made by Mr. Fleet and seconded by Mr. Johnson to approve the projects as recommended by staff. The motion passed. The motion passed (Y – Cummings, Davenport, Fleet, Fralin, Griffin, Johnson, Kilgore, King, McDougle, O’Quinn, Peterson, Qreitem, Scott, Segura, Slater, Stottlemeyer, Torian; N – none).

Ms. Dunnigan provided the Board with an overview of Board Policy #14, the Maximum Regional Per Capita Carryover Allowance. Ms. Dunnigan noted that GO Virginia Region 5 and GO Virginia Region 7 had balances in their per capita allocation in excess of one full year's allocation, and that excess would be swept into the GO Virginia Competitive Fund for all GO Virginia Regions to access.

Governance and Policy  
Committee Report

Mr. Stottlemeyer recognized Ms. O’Quinn, Chair of the Governance and Policy Committee to provide a report on the Committee’s work.

Ms. O’Quinn reported that the Board would be considering elections for the Chair of the Board and the Vice Chair of Program Performance and Evaluation at the September meeting. Ms. O’Quinn noted that the Governance and Policy Committee is charged with serving as a nominating committee for those Board leadership positions and that any member who wishes to be considered or who wishes to nominate another member for a leadership position should contact either the Board Chair or the Chair of the Governance and Policy Committee. Ms. O’Quinn announced that the meeting to consider nominations for these positions will take place virtually in July.

Regional Councils  
Committee Report

Mr. Stottlemeyer recognized Mr. King to provide an update on the Committee's work. Mr. King noted that the Committee met on May 29<sup>th</sup>. Mr. King reported that the Committee received a presentation of preliminary results from an analysis DHCD conducted to determine how effectively planning grants have translated to implementation projects. Mr. King also reported that the Committee discussed launching a self-assessment survey for the GO Virginia Board in addition to providing voluntary self-assessment tools to the GO Virginia Regional Councils. Mr. King noted that the Committee also received a presentation from the Virginia Economic Development Partnership about the work their doing and the opportunity for their sector leads to participate in the upcoming update to each Region's Growth and Diversification Plans.

Information Items

Mr. Stottlemeyer recognized Ms. Dunnigan to provide an overview of the information items. Ms. Dunnigan noted that in the Board Packet, members can find a list of DHCD administratively approved items.

Adjournment

The meeting was adjourned.



## Board Action: GO Virginia Capacity Building Approved Budgets

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**TITLE:** FY '26 Capacity Building Approved Budgets

**BACKGROUND:** To maintain consistency with the Board's June 4, 2024, action regarding FY 2025 capacity building funds and action on June 10, 2025, regarding FY 2026 capacity building funds for the other eight regions, it is requested that the Board approve the FY 2026 capacity building budgets submitted by the GO Virginia Region 4 Council. The council decided to submit the budget for approval at this meeting to allow additional time for development.

**RECOMMENDATION:** DHCD recommends that the Board move to approve the submitted regional capacity building budget.

**DATE APPROVED: 9.9.2025**

| FY 26 GO Virginia Regional Capacity Building Budgets |                  |                  |                  |                  |                  |                  |                  |                  |                  |
|------------------------------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                                                      | Region 1         | Region 2         | Region 3         | Region 4         | Region 5         | Region 6         | Region 7         | Region 8         | Region 9         |
| Admin (General)                                      |                  |                  |                  |                  | \$8,334          |                  | \$17,500         |                  | \$32,000         |
| Audit                                                |                  |                  | \$1,500          | \$11,500         | \$6,250          |                  | \$2,900          | \$1,500          | \$9,000          |
| Contract Services                                    | \$3,342          | \$6,950          | \$122,902        | \$25,000         |                  |                  | \$188,677        | \$100,000        | \$7,000          |
| Fiscal /Accounting Services                          | \$18,519         |                  |                  | \$20,250         | \$12,500         |                  | \$5,000          |                  |                  |
| Legal Expenses                                       |                  |                  |                  |                  |                  |                  | \$3,000          | \$500            |                  |
| Marketing, Outreach, and Websites                    | \$4,000          |                  | \$32,880         | \$1,200          | \$1,350          | \$500            | \$7,050          | \$4,000          | \$3,000          |
| Meetings and Workshops                               | \$3,000          |                  | \$6,750          |                  | \$1,000          | \$7,250          | \$4,000          | \$2,100          | \$2,500          |
| Rent                                                 | \$1,600          |                  |                  | \$10,800         | \$17,250         |                  |                  |                  | \$12,000         |
| Salaries (Fringe if applicable)                      | \$210,539        | \$232,895        | \$84,000         | \$177,750        | \$146,112        | \$219,688        |                  | \$130,000        | \$177,000        |
| Supplies & Equipment                                 | \$3,000          | \$6,155          | \$150            | \$1,500          | \$5,000          | \$3,750          | \$2,450          | \$1,500          | \$2,500          |
| Taxes and Insurance                                  |                  |                  |                  | \$2,000          | \$2,004          |                  | \$5,673          |                  |                  |
| Travel                                               | \$5,000          | \$4,000          |                  |                  | \$200            | \$4,749          | \$3,750          | \$3,000          | \$2,500          |
| <b>Program Support Total</b>                         | <b>\$249,000</b> | <b>\$250,000</b> | <b>\$248,182</b> | <b>\$250,000</b> | <b>\$200,000</b> | <b>\$235,937</b> | <b>\$240,000</b> | <b>\$242,600</b> | <b>\$247,500</b> |
| Contract Services                                    | \$1,000          |                  |                  |                  | \$50,000         |                  |                  | \$7,400          | \$2,500          |
| Technical Assistance                                 |                  |                  | \$568            |                  |                  | \$5,586          |                  |                  |                  |
| Growth and Diversification Plan Development          |                  |                  | \$1,250          |                  |                  | \$8,477          | \$10,000         |                  |                  |
| Planning Grants                                      |                  |                  |                  |                  |                  |                  |                  |                  |                  |
| <b>Planning Total</b>                                | <b>\$1,000</b>   | <b>\$0</b>       | <b>\$1,818</b>   | <b>\$0</b>       | <b>\$50,000</b>  | <b>\$14,063</b>  | <b>\$10,000</b>  | <b>\$7,400</b>   | <b>\$2,500</b>   |
| <b>Project Reserves</b>                              | <b>\$0</b>       | <b>\$0</b>       | <b>\$0</b>       | <b>\$0</b>       | <b>\$0</b>       | <b>\$0</b>       | <b>\$0</b>       | <b>\$0</b>       | <b>\$0</b>       |
| <b>TOTAL</b>                                         | <b>\$250,000</b> | <b>\$250,000</b> | <b>\$250,000</b> | <b>\$250,000</b> | <b>\$250,000</b> | <b>\$250,000</b> | <b>\$250,000</b> | <b>\$250,000</b> | <b>\$250,000</b> |

Note: All regions other than Region 4 had their budgets approved at the June 10, 2025 Board meeting.



## Virginia Growth and Opportunity Board

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### **2026 Board Meeting Schedule**

Tuesday, March 24, 2026

Tuesday, June 9, 2026

Tuesday, September 15, 2026

Tuesday, December 8, 2026

All meetings will be held at 1:00 p.m.

## Memorandum

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**TO:** Virginia Growth and Opportunity Board

**FROM:** Maggie Beal, Director, DHCD

**RE:** Annual Certification of Regional Councils

**DATE:** 09/9/2025

### Background

Virginia State Code describes the powers and duties of the Board and the Board's role in the formation and subsequent certification of the Regional Councils. In December 2019, the Board enacted a process change whereby DHCD would review the council composition and member selection in order to certify each council meets the program guidelines.

### Annual Certification

For the fiscal year of July 2024 through June 2025, DHCD has reviewed the council member composition and the council by-laws of each of the nine regional councils and recommends certification for all nine regional councils in accordance to the GO Virginia program guidelines. Each of the nine councils has a composition that meets the membership requirements as listed in § 2.2-2488 C. Each council has adopted by-laws that ensure accordance with GO Virginia program guidelines in terms of membership selection processes and general governance.

Many councils went beyond the membership requirements listed in Code and set standards to maintain a roster of council members that represent greater gender and ethnic diversity and represent a broad geography in their respective regions.

### Code References:

§ 2.2-2486. Powers and duties of the Board.

2. Certify qualifying regions and regional councils, including developing and implementing guidelines or procedures for such certification.

§ 2.2-2488. Formation of regional councils.

C. A regional council shall include representatives from (i) the education sector, including school divisions, community colleges, and public institutions of higher education; (ii) the economic and workforce development sector; (iii) local government; (iv) planning district commissions; (v) nonprofit organizations; and (vi) other entities that significantly affect regional economic or workforce development. Membership may include one or more nonlegislative citizen members of the Board from the region. A majority of the members of a regional council shall be from the private sector with demonstrated significant private-sector business experience. A regional council shall be chaired by a citizen member from the region with significant private-sector business experience.



D. The Board shall certify that the regional council member selection process, membership, governance, structure, composition, and leadership meet the requirements of this article and the program guidelines and procedures. The Board shall certify that the regional council has adopted bylaws and taken other such steps in its organizational activities and business plan as are necessary or required by Board guidelines and procedures to provide for accountability for and oversight of regional activities funded from the Fund.

## Board Policy #3

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**TITLE:** Administrative Approval Process for Grants under \$100,000 from Regional Per Capita Grant Allocations

**EFFECTIVE DATE:** ~~12/10/24~~07/01/2025

**AUTHORITY:** § 2.2-2486 - §2.2-2487 of the Code of Virginia

**POLICY STATEMENT:** It is the policy of the Virginia Growth and Opportunity Board that each Regional Council will have the option to receive administrative approval for up to \$250,000 of its Regional Per Capita grant funds each fiscal year, with a limit of \$100,000 per project for Planning, Feasibility, and Small-Scale Pilot projects.

To receive administrative approval, the Regional Council must submit a ~~planning grant~~Planning, Feasibility, and Small-Scale Pilot application for administrative approval to DHCD. An application considered for administrative approval must comply with all existing DHCD Planning Grant Guidance and match policies. Administratively approved planning grants shall not require local match but must demonstrate meaningful participation from two or more localities. At each Board meeting, DHCD staff will present a summary of all administrative approvals granted during the interim between meetings.

Note that site planning grants and broadband planning grants are excluded from the \$250,000 regional planning grant limit.

**APPROVAL AND REVIEW:** This Board policy was reviewed and approved on 02/13/2018 and amended on 12/10/2024 and 09/09/2025.

**SUPERSESSION:** N/A

**DHCD DIRECTOR:** ~~Bryan Horn~~Maggie Beal





## Board Policy #9

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**TITLE:** Use of GO Virginia Funds for Site Development Investments

**EFFECTIVE DATE:** ~~12/10/24~~07/01/2025

**AUTHORITY:** § 2.2-2486 - §2.2-2489 of the Code of Virginia

**POLICY STATEMENT:** It is the policy of the Virginia Growth and Opportunity Board that per capita and ~~statewide~~ competitive funds may be used for site development activities that increase the number of business-ready sites available to accommodate the expansion or attraction of businesses in the region's targeted industry sectors.

Activities must advance sites towards becoming a Tier 4 site using the Virginia Business Ready Sites Program tier descriptions for site readiness for sites of at least 25 contiguous acres. Applicants may request a waiver of the 25-acre minimum if they can demonstrate the site is of significant regional importance. GO Virginia investments will support regions in advancing priority sites in Tiers 1-3. Sites that have been certified as a Tier 4 or 5 may be considered for funding if the applicant can demonstrate that the investment will significantly increase the marketability of the site. The Virginia Economic Development Partnership staff will be consulted in the review of all site-related applications.

Applications must describe activities that lead to the development of regionally significant sites - those identified by regional councils as a priority and aligned to support industry sectors in their Growth and Diversification Plans. All projects must include the collaboration of at least two localities with efforts to jointly contribute to the project through cost/revenue sharing, joint workforce development efforts, and/or other partnerships or agreements, such as Regional Industrial Facility Authorities (RIFAs).

Applicants are encouraged to consider how the Virginia Collaborative Economic Development Act could be leveraged to advance the development of the site(s) in the future.

Funds may not be used for property acquisition, construction of speculative buildings, or any site developments that benefit only a single, known end user. Funds may be used for activities such as site characterization and prioritization, site due diligence, infrastructure enhancements, and the development of cost/revenue sharing agreements, such as a RIFA.

### **Per Capita Funds**

Regional Councils must demonstrate that they have considered VEDP site characterization and prioritization analysis and are focused on funding a limited number of sites within their region with the most potential to advance their Growth and Diversification plan, which enhance regional collaboration, and are most likely to attract private sector investment. Regions are encouraged to

consider sites' developability, location competitiveness, as well as sector suitability for their targeted sectors. Project activities should advance site readiness for future economic development opportunities. Applicants must describe their strategy to market and promote the site to targeted end users.

Project applications that include both planning and implementation activities will be considered and reviewed on a case-by-case basis.

Planning Activities - Examples of fundable activities include site characterization and prioritization (for sites not previously fully characterized by the Virginia Economic Development Partnership) and activities to develop collaborative cost/revenue-sharing agreements. Planning projects should be designed to include recommendations for future investments that would advance a site's business readiness.

For site-related funding requests for planning of less than \$100,000, the application may be submitted as a planning grant request, which shall be eligible for administrative approval under the authority granted by [Board Policy #3](#). ~~Administratively approved site planning applications shall count toward a region's \$250,000 annual planning grant limit.~~

Site development planning projects shall comply with existing [match policies](#). Site planning projects shall not require local match but must demonstrate [meaningful participation](#) from two or more localities.

Implementation – Examples of fundable activities include necessary due diligence (soft costs) and infrastructure enhancements (hard costs) that advance a site's readiness for development.

Site development implementation projects shall comply with existing [match policies](#).

### ~~Statewide~~ Competitive Funds

Competitive funds may be used to advance regionally significant sites of 25 acres or more that will help grow the region's targeted industry sectors as described in their Growth and Diversification plan while supporting the state's economic development objectives. The results of VEDP's site characterization and prioritization process will play a key role in awarding competitive funds for site development but additional elements such as regional impact will be considered.

Competitive funds will be considered for projects that ~~have a significant regional and statewide impact~~ present an extraordinary economic opportunity. Applicants must incorporate collaborative cost/revenue sharing agreements, such as Regional Industrial Facility Authorities (RIFAs), or demonstrate joint funding commitments in workforce development, transportation, or other collaborative partnerships that demonstrate significant involvement of two or more localities.

Sites with high location competitiveness for target industries and high developability will be prioritized; however, sites not meeting these criteria will be considered but will require significant justification. Applicants must describe their strategy to market and promote the site to targeted end users.

Fundable activities include those that have the participation of two or more localities that would advance the site towards a Tier 4 status and/or improve its marketability and investment

potential.

Site development implementation projects funded through the Competitive Fund shall comply with existing [match policies](#).

### **Privately Owned Sites**

GO Virginia funds may be used to provide public infrastructure investments in privately owned sites under guidelines developed by DHCD. The guidance shall establish eligibility requirements, relevant agreements with the subgrantee/locality, and a grant repayment mechanism should the site cease to be used for an eligible GO Virginia use.

### **Changes to Projects Post-Board Approval**

For site projects that have one or more sites that are sold or have pending sales before the execution of a contract, the Board will allow DHCD staff to administratively approve changes to the approved sites if the overall cost does not exceed the previously approved budget. The applicant must show that the new sites to be included in the project have been prioritized and meet all of the requirements as presented in the GO Virginia Regional Site Project Guidance.

**APPROVAL AND REVIEW:** This Board policy was approved on 12/9/2019, and amended on 12/7/2020 and 9/23/2021 and 12/10/2024 [and 09/09/2025](#).

**SUPERSESSION:** N/A

**DHCD DIRECTOR:** ~~Bryan Horn~~ [Maggie Beal](#)

#### IV. DEPUTY DIRECTOR'S REPORT

a. ***Action Item:***

i. Implementation Grant Applications (9)

# Implementation Applications

## Cluster Scale-Up

## Implementation Application

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### Hampton Roads Advanced Manufacturing Modernization with Emerging Robotics (HAMMER) Program

**Region:** 5

**Applicant(s):** GENEDGE Alliance

**Participating Localities:** City of Norfolk (in-kind), City of Newport News (in-kind)

**Targeted Industries:** Advanced Manufacturing

**Investment Strategy:** Cluster Scale-Up

**Type of Project:** Per Capita Implementation

**Project Goal(s):** To grow and expand the advanced manufacturing industry in GO Virginia Region 5 by providing workforce training and technical assistance to small and medium manufacturers regarding the integration of collaborative robotic welding technologies.

**Project Description:** Genedge seeks funding to expand collaborative robotic (COBOTIC) welding technology integration and training in GO Virginia Region 5. Currently, the organization offers these services to larger shipyards and affiliates in the region through funding from the National Shipbuilding Research Program. This application would broaden access to small and medium-sized manufacturers by providing integration assistance, support in developing weld-quality procedures, and guidance on accessing capital equipment funding.

To do so, they would provide integration assistance for firms considering cobotics, assistance with developing procedures to meet weld-quality requirements, and support accessing capital equipment funding. The applicant states that while these technologies increase productivity and competitiveness for manufacturing firms, the highly technical nature of implementation/challenges in sourcing capital present barriers to adoption among smaller manufacturers. The applicant worked with industry partners to better understand common points of difficulty with this type of technical integration, and the program is designed to respond to this validated demand.

## Hampton Roads Advanced Manufacturing Modernization with Emerging Robotics (HAMMER) Program

### Project Budget:

| Type of Funds               | Totals              |
|-----------------------------|---------------------|
| <b>GO Virginia Request</b>  | <b>\$ 669,783</b>   |
| <b>Matching Funds</b>       | <b>\$ 398,360</b>   |
| Local Match                 | \$ 15,000           |
| <b>Additional Leverage</b>  | <b>\$ 970,000</b>   |
| <b>Total Project Budget</b> | <b>\$ 2,038,143</b> |

GO Virginia funds will be used for contract services, rent/lease, indirect costs, and support organization grant administration. Matching Funds will be used for salaries, fringe benefits, travel, indirect costs, staff time, and meeting space. Of the \$398,360 in total match, \$383,359 is cash match and \$15,000 is in-kind match. The applicant requests a waiver of \$55,000 of the \$70,000 in required local match, and the application qualifies based on the local distress criteria previously established by the GO Virginia State Board.

**Previous Grant Performance:** GENEDGE was awarded an Economic Resilience and Recovery (ERR) grant of \$2,950,000 for a project in GO Virginia Region 1 in 2020. This project was focused on assisting Virginia manufacturers in emergent opportunities related to personal protective equipment (PPE) production during the COVID pandemic. The outcomes for that project included 462 jobs retained (250 committed), 273 jobs created/filled (250 committed), 56 businesses served (50 committed), and \$101,000,000 in new or retained revenue (\$104,000,000 committed).

### Project Impact/Outcomes:

- 30 businesses served
- 20 existing businesses expanded
- 90 people trained
- 60 job placements
- 2 new programs implemented
- 90 credentials awarded

## Hampton Roads Advanced Manufacturing Modernization with Emerging Robotics (HAMMER) Program

### Workgroup Discussion:

- Application has the potential to provide a valuable resource for small and medium-sized firms that otherwise would not have been able to utilize this advance in technology.
- The applicant has a strong past track record on a GO Virginia project.
- The applicant has piloted a program with larger firms in the region, and can apply learning from this to improve program delivery here.

### DHCD Staff Recommendation:

Based on workgroup discussion and review, staff recommends the project for approval and its accompanying local match waiver for approval.

| Application Review Checklist                     |     |
|--------------------------------------------------|-----|
| <b>Economic Impact</b>                           |     |
| Metrics and Outcomes Program Aligned and Defined | YES |
| Positive Return on Investment (3 or 5 years)     | YES |
| <b>Regional Collaboration</b>                    |     |
| Meaningful Local Participation                   | YES |
| Regional Plan Alignment (G&D, REI, or TPI)       | YES |
| Demonstrates Regional Coordination               | YES |
| <b>Project Readiness</b>                         |     |
| Defined Timeline and Milestones                  | YES |
| Budget Complete and Match Verified               | YES |
| <b>Sustainability</b>                            |     |
| Clear and Executable Plan                        | YES |
| Evidence of Sustained Demand for Project         | YES |



# Implementation Applications

## Start-up Ecosystem

## Implementation Application

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### Project RISE

**Region:** 2

**Applicant(s):** Virginia Tech Corporate Research Center

**Participating Localities:** Botetourt County (in-kind and advisory), Pulaski County (in-kind and advisory), City of Roanoke (in-kind and advisory), Roanoke County (advisory), and Montgomery County (cash and advisory)

**Investment Strategy:** Start-Up Ecosystem

**Targeted Industries:** Information and Emerging Technologies, Aerospace and Autonomous Systems; Advanced Manufacturing

**Type of Project:** Per-Capita Implementation

**Project Goal(s):** To create a start-up ecosystem based in the universities of the Roanoke and New River Valley regions by providing commercialization funding for promising technologies, an incubator for new ventures, and a suite of AI tools and on-demand mentors to assist regional entrepreneurs.

**Project Description:** Project RISE aims to develop the start-up ecosystem of the Roanoke and New River Valley regions. Based out of Virginia Tech's Corporate Research Center, Project RISE will expand the offerings of the Entrepreneurship Resource Center (ERC) through three primary activities:

1. Deploying technical assistance and commercialization funds to move promising technologies to market.
2. Establishing an entrepreneurial mentorship and development hub.
3. Providing access to on-call experts and AI tools to support entrepreneurs.

Ultimately, this is designed to develop a stronger start-up ecosystem for early-stage and pre-seed stage start-ups in the region.

## Project RISE

### Project Budget:

| Type of Funds               | Totals              |
|-----------------------------|---------------------|
| <b>GO Virginia Request</b>  | <b>\$ 648,000</b>   |
| <b>Matching Funds</b>       | <b>\$ 633,663</b>   |
| Local Match                 | \$ 90,000           |
| <b>Additional Leverage</b>  | <b>\$ 2,300,000</b> |
| <b>Total Project Budget</b> | <b>\$ 3,581,663</b> |

GO Virginia funds will be used for commercialization funding, contract services, training, outreach, and grant administration. Match for this project is being applied to construction, lease, and administration. Of the \$633,663 of match, \$435,000 is cash match and \$198,663 is in-kind match.

**Previous Grant Performance:** Virginia Tech Corporate Research Center was awarded an implementation grant of \$599,437 for a project in GO Virginia Region 2 in 2021. This project was focused on the development of lab space in support of life sciences and high-tech industries. The outcomes for that project included 9 jobs created/filled (32 committed), 3 businesses expanded (3 committed), 7 businesses served (8 committed), and \$4,185,000 in capital raised (\$7,500,000 committed).

### Outcomes:

- 35 Jobs Created
- 10 New Businesses Created
- 40 Businesses Served
- 40 New Mentors Providing Assistance
- 20 Patents Filed
- 10 Patents Awarded

### Workgroup Discussion:

- Aligns well with Region 2's Regional Entrepreneurship Initiative and Growth and Diversification Plans.
- The regional cooperation component requires further development to ensure alignment and to prevent duplication of existing efforts.
- The project requires additional time to validate faculty and researcher demand for the proposed activities.

## Project RISE

### Staff Recommendation:

Based on the workgroup discussion and application review, staff recommends this project for deferral.

| Application Review Checklist                     |              |
|--------------------------------------------------|--------------|
| <b>Economic Impact</b>                           |              |
| Metrics and Outcomes Program Aligned and Defined | YES          |
| Positive Return on Investment (3 or 5 years)     | YES          |
| <b>Regional Cooperation</b>                      |              |
| Meaningful Local Participation                   | YES          |
| Regional Plan Alignment (G&D, REI, or TPPI)      | YES          |
| Demonstrates Regional Coordination               | NO           |
| <b>Project Readiness</b>                         |              |
| Defined Timeline and Milestones                  | YES          |
| Budget Complete and Match Verified               | YES          |
| <b>Sustainability</b>                            |              |
| Clear and Executable Plan                        | YES          |
| Evidence of Sustained Demand for Project         | UNDETERMINED |

## Implementation Application

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### Empowering Founders Through Every Stage

**Region:** 4

**Applicant(s):** StartUp Virginia

**Participating Localities:** Henrico County (cash), City of Richmond (cash)

**Targeted Industries:** Advanced Manufacturing, Information Technology, Logistics

**Investment Strategy:** Startup Ecosystem

**Type of Project:** Per Capita Implementation

**Project Goal(s):** To grow and expand the regional entrepreneurial ecosystem in GO Virginia Region 4 by introducing new incubator programs, adding new physical space for programming, and expanding programming focused on capital access.

**Project Description:** Startup Virginia seeks funding to expand its programming in GO Virginia Region 4. To do so, this application proposes a three-pronged approach:

- 1) *Stage Specific Incubator Programming* - the organization would add three new stage-specific incubator programs to its current offerings: Ideate, Launch, and Grow. The Ideate program would focus on working with founders who are transitioning from a business concept to an early product. The Launch program would concentrate on founders going from first customers to consistent revenue (~\$1 million). The Grow program would focus on founders scaling their businesses past the ~\$1 million annual recurring revenue mark. This expansion would enable founders to continue receiving support as they grow their business and access guidance and support tailored to their current stage of growth.
- 2) *Increased Access to Services* - the organization would add programming in a new space in the Willow Lawn area of Henrico County. The applicant states that the location in Downtown Richmond can present barriers to participation among entrepreneurs in more suburban and rural areas. Henrico County's Economic Development Authority owns the building in which the facility will be located and has committed to covering renovation costs. The authority intends to provide long-term subsidization of the facility by waiving rent costs.

## Empowering Founders Through Every Stage

- 3) *Capital Access Programming* - Finally, the organization will add new programming and staff capacity focused on capital access for founders. This has been identified as a persistent challenge in the region. This component would look to educate and connect founders with sources of funding, including with private sources and through coordination with other public programs (such as VIPC's funding programs) which play a role through direct assistance to individual businesses that GO Virginia does not.

### Project Budget:

| Type of Funds               | Totals              |
|-----------------------------|---------------------|
| <b>GO Virginia Request</b>  | <b>\$ 1,473,710</b> |
| <b>Matching Funds</b>       | <b>\$ 737,112</b>   |
| Local Match                 | \$ 427,000          |
| <b>Additional Leverage</b>  | <b>\$ 2,540,000</b> |
| <b>Total Project Budget</b> | <b>\$ 4,750,822</b> |

GO Virginia funds will be used for salaries, fringe benefits, contract services for fractional support and startup coaches, program events, hardware/software, travel, website development, hardware integration, utility payments for internet, furniture and equipment for the new incubator space, indirect costs, and support organization grant management. Matching Funds will be used for salaries, rent/lease, scholarships for founders to participate in programming, and costs to renovate the Henrico space. Of the \$737,112 in total match, \$517,000 is cash match and \$220,112 is in-kind match.

**Previous Grant Performance:** Startup Virginia previously received two GO Virginia Economic Resilience and Recovery (ERR) grants in 2020 (Idea Factory) and 2021 (Growing the Pipeline: Expanding Early State Entrepreneurship Support). Idea Factory focused on assisting very early-stage entrepreneurs with business planning and developing minimal viable products (MVP). The Growing the Pipeline: Expanding Early State Entrepreneurship Support project focused on providing early-stage startup incubator services tailored to entrepreneurs experiencing COVID-era challenges. In both cases, the organization exceeded its committed outcomes, including the following: 44 businesses created (29 committed), 76 businesses served (70 committed), and 5584 entrepreneurs engaged (294 committed).

## Empowering Founders Through Every Stage

### Project Impact/Outcomes:

- 210 jobs created
- 60 existing businesses expanded
- 165 businesses served
- \$55 million in total funds raised by businesses served

### Workgroup Discussion

- Past projects from the subgrantee have exceeded their committed outcomes, and the organization has sustained the programs after the project period ended
- Henrico County is making a substantial investment in the project by renovating the building the facility will be located, and by discussing providing ongoing support to the new facility after the project period. Meaningful support by the City of Richmond and industry partners as well.
  - Both locations are accessible by highways and by the Pulse Bus Rapid Transit (BRT) system; this helps to ensure a broader range of participants may be able to access in-person programming
- Clear plan of providing support that is targeted towards entrepreneurs/firms for the stage of growth that they are currently in
- Clear explanation of program's role in the ecosystem, and good coordination to ensure that GO Virginia and VIPC support of the organization is complimentary and not duplicative

## Empowering Founders Through Every Stage

### DHCD Staff Recommendation:

Based on the workgroup discussion and application review, staff recommends this project for approval.

| Application Review Checklist                     |     |
|--------------------------------------------------|-----|
| <b>Economic Impact</b>                           |     |
| Metrics and Outcomes Program Aligned and Defined | YES |
| Positive Return on Investment (3 or 5 years)     | YES |
| <b>Regional Collaboration</b>                    |     |
| Meaningful Local Participation                   | YES |
| Regional Plan Alignment (G&D, REI, or TPI)       | YES |
| Demonstrates Regional Coordination               | YES |
| <b>Project Readiness</b>                         |     |
| Defined Timeline and Milestones                  | YES |
| Budget Complete and Match Verified               | YES |
| <b>Sustainability</b>                            |     |
| Clear and Executable Plan                        | YES |
| Evidence of Sustained Demand for Project         | YES |



# Implementation Applications

## Workforce Development

## Implementation Application

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### Say Yes to LYH Region

**Region:** 2

**Applicant(s):** Lynchburg Regional Business Alliance

**Participating Localities:** City of Lynchburg (cash match) and Campbell County (cash match)

**Investment Strategy:** Workforce Development

**Targeted Industries:** Advanced Manufacturing

**Type of Project:** Per-Capita Implementation

**Project Goal(s):** To develop, retain, and attract new workers to the Lynchburg region through the development of a resource portal, thereby bolstering the regional workforce.

**Project Description:** Say Yes to LYH Region aims to expand the Lynchburg region's workforce by attracting and retaining talent through the development of a web-based talent attraction and retention portal. The core of the project will be focused on the manufacturing sector. This is aligned with the recommendations of the Region 2 Talent Pathways Initiative (TPI) plan and is based off of a previously implemented GO Virginia-funded regional talent portal, [get2knownoke.com](http://get2knownoke.com) - an activity included in the Regional Talent Strategy Implementation project.

#### Project Budget:

| Type of Funds               | Totals            |
|-----------------------------|-------------------|
| <b>GO Virginia Request</b>  | <b>\$ 99,999</b>  |
| <b>Matching Funds</b>       | <b>\$ 50,000</b>  |
| Local Match                 | \$ 14,390         |
| <b>Additional Leverage</b>  | <b>\$ 0</b>       |
| <b>Total Project Budget</b> | <b>\$ 149,999</b> |

GO Virginia funds will be used for planning, website development, initial website maintenance, and grant management. Match for this project is being applied to website development and administration. Of the \$50,000 in match, \$33,266.43 is cash match and \$16,703.57 is in-kind.

## Say Yes to LYH Region

**Previous Grant Performance:** The applicant, the Lynchburg Regional Business Alliance, has received five previous GO Virginia grants. These grants totaled \$828,564 in GO Virginia funds awarded with \$739,122 in committed match. The total outcomes resulting from these grants that have been completed are the following: 237 Acres Advanced on the VBRSP Scale (227 committed) and 177 Acres Developed (227 committed).

### Products:

- Regional Talent Portal with
  - Talent Attraction Tools and Relocation Resources
  - Resource Navigation System
  - Career Pathways Portal

### Outcomes:

- 20 Businesses Served
- 50 Job Placements

### Workgroup Discussion:

- Strong industry demand for the project activities.
- Alignment with the regional TPI Plan.
- Strong local collaboration and commitment to the project.

## Say Yes to LYH Region

### DHCD Staff Recommendation:

Based on the workgroup discussion and application review, staff recommends this project for approval.

| Application Review Checklist                     |     |
|--------------------------------------------------|-----|
| <b>Economic Impact</b>                           |     |
| Metrics and Outcomes Program Aligned and Defined | YES |
| Positive Return on Investment (3 or 5 years)     | YES |
| <b>Regional Cooperation</b>                      |     |
| Meaningful Local Participation                   | YES |
| Regional Plan Alignment (G&D, REI, or TPPI)      | YES |
| Demonstrates Regional Coordination               | YES |
| <b>Project Readiness</b>                         |     |
| Defined Timeline and Milestones                  | YES |
| Budget Complete and Match Verified               | YES |
| <b>Sustainability</b>                            |     |
| Clear and Executable Plan                        | YES |
| Evidence of Sustained Demand for Project         | YES |

## Implementation Application

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### UWCV Childcare & Workforce Development Project

**Region:** 2

**Applicant(s):** United Way of Central Virginia

**Participating Localities:** Lynchburg City (advisory), Bedford County (advisory)

**Targeted Industries:** Information and Emerging Technologies; Advanced Manufacturing

**Investment Strategy:** Workforce Development

**Type of Project:** Planning, Feasibility, and Small-Scale Pilot

**Project Goal(s):** To address childcare capacity in GO Virginia Region 2.

**Project Description:** The applicant proposes undertaking research and planning activities to support the development of a childcare and workforce center. This effort will include the preparation of a comprehensive business plan, as well as the following additional activities:

- Establishing an advisory/steering committee
- Creating an employer roundtable to assess childcare infrastructure needs
- Conducting a demand analysis for the proposed childcare center
- Develop marketing materials for the center

| Type of Funds               | Totals            |
|-----------------------------|-------------------|
| <b>GO Virginia Request</b>  | <b>\$ 101,000</b> |
| <b>Matching Funds</b>       | <b>\$ 52,500</b>  |
| Local Match                 | \$ 0              |
| <b>Additional Leverage</b>  | <b>\$ 50,000</b>  |
| <b>Total Project Budget</b> | <b>\$ 203,500</b> |

GO Virginia funds will be used for salaries, needs assessment, fiscal management, outreach, travel, contract services, architectural and engineering fees, and administration by the Support Organization. Match for this project is being applied to the acquisition of the childcare facility building (\$17,000 cash contribution), salaries (\$20,000 cash contribution), indirect costs (\$1,965 cash contribution), and planning and assessment (\$2,500 in-kind contribution).

### Project Product:

- Childcare Facility Business Plan

### Workgroup Discussion:

- This project is ineligible for approval because it does not support a targeted traded industry cluster, which violates Board Policy #4: Use of GO Virginia Funds to Promote the Growth of Traded Industry Clusters.
- This project would not lead to a GO Virginia fundable implementation project, which is a requirement of GO Virginia's Planning, Feasibility, and Small-Scale Pilot administrative guidance.

### DHCD Staff Recommendation:

Based on workgroup discussion and application review, staff recommends this project for denial.

| Application Review Checklist                     |            |
|--------------------------------------------------|------------|
| <b>Economic Impact</b>                           |            |
| Metrics and Outcomes Program Aligned and Defined | <b>NO</b>  |
| Positive Return on Investment (3 or 5 years)     | <b>N/A</b> |
| <b>Regional Collaboration</b>                    |            |
| Meaningful Local Participation                   | <b>YES</b> |
| Regional Plan Alignment (G&D, REI, or TPPI)      | <b>NO</b>  |
| Demonstrates Regional Coordination               | <b>YES</b> |
| <b>Project Readiness</b>                         |            |
| Defined Timeline and Milestones                  | <b>YES</b> |
| Budget Complete and Match Verified               | <b>YES</b> |
| <b>Sustainability</b>                            |            |
| Clear and Executable Plan                        | <b>NO</b>  |
| Evidence of Sustained Demand for Project         | <b>N/A</b> |

## Implementation Application

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### Energy Resilience and Sustainability (ERAS) Program

**Region:** 5

**Applicant(s):** Tidewater Community College (TCC)

**Participating Localities:** City of Portsmouth (in-kind), City of Virginia Beach (cash)

**Targeted Industries:** Clean Energy

**Investment Strategy:** Workforce Development

**Type of Project:** Per Capita Implementation

**Project Goal(s):** To increase the pool of qualified workers in GO Virginia Region 5.

**Project Description:** The applicant proposes developing and launching a Global Wind Organization (GWO) Certification program to support the offshore wind industry. This new program will include the following components:

- Plan and either construct a new facility or lease and renovate an existing one to serve as the GWO Certification Center.
- Launch a Basic Safety Training (BST) and Basic Technical Training (BTT) curriculum in mechanical, hydraulic, and electrical systems.

The proposed certification center and programming will be the first in-state facility to offer these courses, which are industry-recognized as vital to addressing the projected workforce needs for the offshore wind industry in the region.

| Type of Funds               | Totals              |
|-----------------------------|---------------------|
| <b>GO Virginia Request</b>  | <b>\$ 1,188,330</b> |
| <b>Matching Funds</b>       | <b>\$ 621,976</b>   |
| Local Match                 | \$ 242,976          |
| <b>Additional Leverage</b>  | <b>\$ 570,028</b>   |
| <b>Total Project Budget</b> | <b>\$ 2,380,335</b> |

## Energy Resilience and Sustainability (ERAS) Program

GO Virginia funds will be used for contract services, audits, fees and licenses, hardware and software, training, travel, rent/lease, equipment, indirect costs, and administration by the Support Organization. Match for this project is being applied to equipment (\$574,976 cash contribution), salaries (\$24,000 in-kind contribution), and supplies (\$23,000 cash contribution).

**Previous Grant Performance:** TCC was awarded an Economic Resilience and Recovery (ERR) grant of \$99,137 for a project in GO Virginia Region 5 in 2020. This project was focused on meeting the growing demand for its Marine Trades Training program for welding and marine coating training during the COVID pandemic. The outcomes for that project included 175 people trained (124 committed).

### Project Impact/Outcomes:

- 160 people trained
- 120 job placements
- 10 businesses served
- 2 new apprenticeships created
- 4 new programs implemented
- 150 credentials awarded

### Workgroup Discussion:

- This project is designed to support industry-recognized workforce skills in support of the offshore wind industry, which is a critical component of the all-of-the-above energy planning strategy.
- The application's milestones, budget, and long-term sustainability are highly dependent on finalizing a location for the proposed GWO facility. At present, it is uncertain whether the facility will need to be constructed, purchased, or leased and renovated. Each scenario poses challenges: construction raises significant capital cost and timeline risks, while leasing presents concerns about ongoing sustainability due to indefinite commitments. These uncertainties could affect the project's ability to achieve outcomes within the grant period



## Energy Resilience and Sustainability (ERAS) Program

### DHCD Staff Recommendation:

Based on workgroup discussion and application review, staff recommends this project for deferral.

| Application Review Checklist                     |     |
|--------------------------------------------------|-----|
| <b>Economic Impact</b>                           |     |
| Metrics and Outcomes Program Aligned and Defined | YES |
| Positive Return on Investment (3 or 5 years)     | NO  |
| <b>Regional Collaboration</b>                    |     |
| Meaningful Local Participation                   | YES |
| Regional Plan Alignment (G&D, REI, or TPPI)      | YES |
| Demonstrates Regional Coordination               | YES |
| <b>Project Readiness</b>                         |     |
| Defined Timeline and Milestones                  | NO  |
| Budget Complete and Match Verified               | YES |
| <b>Sustainability</b>                            |     |
| Clear and Executable Plan                        | NO  |
| Evidence of Sustained Demand for Project         | N/A |

## Implementation Application

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### FAA Uncrewed Aerial Systems College Initiative and Talent Pipeline

**Region:** 5

**Applicant(s):** Accomack-Northampton Planning District Commission

**Participating Localities:** Accomack County (advisory), Northampton County (advisory)

**Targeted Industries:** Uncrewed Systems and Aerospace

**Investment Strategy:** Workforce Development

**Type of Project:** Per Capita Implementation

**Project Goal(s):** To increase the pool of qualified workers in GO Virginia Region 5.

**Project Description:** The applicant proposes developing an Unmanned Aircraft Systems (UAS) focused business and workforce development program.

The business aspect of the project will deliver advanced air services to area businesses and partners, including the U.S. Navy, NASA Wallops, regional research institutions, private businesses, and local governments across the Eastern Shore.

The workforce component aims to strengthen STEM education and expand workforce opportunities for Eastern Shore residents.

Grant funding will support key upgrades to a Proxy Fixed Wing UAS airframes and control systems, launch a new UAS curricula, and enable a scalable, revenue-generating business model.

## FAA Uncrewed Aerial Systems College Initiative and Talent Pipeline

| Type of Funds               | Totals              |
|-----------------------------|---------------------|
| <b>GO Virginia Request</b>  | <b>\$ 721,216</b>   |
| <b>Matching Funds</b>       | <b>\$ 1,972,540</b> |
| Local Match                 | \$ 0                |
| <b>Additional Leverage</b>  | <b>\$ 35,000</b>    |
| <b>Total Project Budget</b> | <b>\$ 2,728,756</b> |

GO Virginia funds will be used for salaries, fringe, equipment, rent/lease of hangar space, taxes and insurance, fees and licenses, outreach, hardware and software costs, contract services, administration by the fiscal agent, indirect costs, and administration by the Support Organization. Match for this project is being applied to equipment (\$1,807,500 in-kind contribution) and curriculum development (\$165,040 cash and in-kind contribution). This application is requesting a local match waiver.

### Project Impact/Outcomes:

- 24 people trained
- 10 people upskilled
- 26 jobs created/filled
- 5 businesses served
- 6 internships created
- 4 new programs/credentials implemented
- 12 credentials awarded

### Workgroup Discussion:

- This project demonstrates a clear connection to a traded industry sector that is key for the growth and development of the economy on the Eastern Shore; however, a majority of the application is focused on a revenue-generating business plan for the community college as opposed to providing in-demand skills that meet employer demand.
- The application does not provide sufficient evidence that the proposed UAS airframe—representing the overwhelming majority of the match—will be utilized for student training purposes.

## FAA Uncrewed Aerial Systems College Initiative and Talent Pipeline

### DHCD Staff Recommendation:

Based on workgroup discussion and application review, staff recommends this project for deferral.

| Application Review Checklist                     |            |
|--------------------------------------------------|------------|
| <b>Economic Impact</b>                           |            |
| Metrics and Outcomes Program Aligned and Defined | <b>NO</b>  |
| Positive Return on Investment (3 or 5 years)     | <b>NO</b>  |
| <b>Regional Collaboration</b>                    |            |
| Meaningful Local Participation                   | <b>YES</b> |
| Regional Plan Alignment (G&D, REI, or TPPI)      | <b>YES</b> |
| Demonstrates Regional Coordination               | <b>YES</b> |
| <b>Project Readiness</b>                         |            |
| Defined Timeline and Milestones                  | <b>YES</b> |
| Budget Complete and Match Verified               | <b>YES</b> |
| <b>Sustainability</b>                            |            |
| Clear and Executable Plan                        | <b>NO</b>  |
| Evidence of Sustained Demand for Project         | <b>NO</b>  |

## Implementation Application

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### Cybersecurity Dual Enrollment Program

**Region:** 8

**Applicant(s):** Rockbridge County Public Schools

**Participating Localities:** Rockbridge County (in-kind match) and the City of Lexington (in-kind match)

**Targeted Industries:** IT and Emerging Technologies (Cybersecurity)

**Investment Strategy:** Workforce Development

**Type of Project:** Implementation

**Project Goal(s):** To increase the pool of qualified workers supporting the IT and Emerging Technologies industry cluster, within Cybersecurity subsector.

**Project Description:** The proposed initiative will establish a robust Cybersecurity Program designed to build a pipeline of workforce-ready graduates prepared for high-demand fields in information technology and emerging technologies. In partnership with Mountain Gateway Community College (MGCC), the program will offer industry-recognized certifications and hands-on technical training, empowering students with the skills required to excel in today's evolving digital economy.

This scale-up project will introduce a structured, progressive curriculum in cybersecurity, which includes:

- Computer Information Systems (DE): Introduction to core IT concepts and systems architecture.
- Cybersecurity I (DE): Cybersecurity Fundamentals – Focuses on the basics of digital security, threat awareness, and network protection strategies.
- Cybersecurity II (DE): Cybersecurity Operations – Provides intermediate-level training in ethical hacking, intrusion detection, firewalls, and secure systems management.
- Cybersecurity III (DE): Cybersecurity Operations, Advanced – Deepens student expertise in cyber threat intelligence, security analytics, risk mitigation, and advanced operational defenses.

## Cybersecurity Dual Enrollment Program

In addition, students will be eligible to earn industry-standard certifications that are highly sought after by employers in the IT field:

- CompTIA A+ – Validates foundational IT skills, including hardware, software, and troubleshooting.
- CompTIA Network+ (Net+) – Demonstrates the ability to design, manage, and troubleshoot wired and wireless networks.
- CompTIA Security+ – Establishes core knowledge required for any cybersecurity role.
- Security Pro Certification – Reinforces practical skills in information assurance and security protocols.

| Type of Funds               | Totals           |
|-----------------------------|------------------|
| <b>GO Virginia Request</b>  | <b>\$ 38,227</b> |
| <b>Matching Funds</b>       | <b>\$ 20,000</b> |
| Local Match                 | \$ 20,000        |
| <b>Additional Leverage</b>  | <b>\$ 0</b>      |
| <b>Total Project Budget</b> | <b>\$ 58,226</b> |

GO Virginia funds will be used for equipment and support organization grant administration costs. Matching funds will be used for instructor salaries (\$20,000 in-kind contribution).

### Outcomes:

- 20 people trained
- 10 jobs placements
- 3 businesses served
- 16 credentials awarded
- 16 students completing dual enrollment programs

### Workgroup Discussion:

- Industry engagement confirmed the demand of entry-level cybersecurity and IT professionals, and their feedback validated the choice of certifications.
- Mountain Gateway Community College will be a certified Pearson VUE testing center by the end of 2025.
- Rockbridge County Public Schools will be paying the costs of dual enrollment and exam costs on behalf of the students.

## Cybersecurity Dual Enrollment Program

### DHCD Staff Recommendation:

Based on workgroup discussion and application review, staff recommends this project for approval.

| Application Review Checklist                     |     |
|--------------------------------------------------|-----|
| <b>Economic Impact</b>                           |     |
| Metrics and Outcomes Program Aligned and Defined | YES |
| Positive Return on Investment (3 or 5 years)     | YES |
| <b>Regional Collaboration</b>                    |     |
| Meaningful Local Participation                   | YES |
| Regional Plan Alignment (G&D, REI, or TPPI)      | YES |
| Demonstrates Regional Coordination               | YES |
| <b>Project Readiness</b>                         |     |
| Defined Timeline and Milestones                  | YES |
| Budget Complete and Match Verified               | YES |
| <b>Sustainability</b>                            |     |
| Clear and Executable Plan                        | YES |
| Evidence of Sustained Demand for Project         | YES |

## Implementation Application

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### Rockbridge Advanced Manufacturing Workforce Development

**Region:** 8

**Applicant(s):** Rockbridge County Public Schools

**Participating Localities:** Rockbridge County (in-kind match) and the City of Lexington (in-kind match)

**Targeted Industries:** Advanced Manufacturing

**Investment Strategy:** Workforce Development

**Type of Project:** Implementation

**Project Goal(s):** To increase the pool of qualified workers supporting the advanced manufacturing industry cluster.

**Project Description:** This proposal will ensure high school students graduate with the certifications, skills, and experiences necessary for immediate employment and continued education. In partnership with Mountain Gateway Community College (MGCC) the initiative focuses on expanding certification offerings in both the manufacturing and welding labs, supporting the regional economy and addressing the talent needs of local employers.

This scale-up project will provide program expansion and certification pathways in the following areas:

**1. Manufacturing Programs at RCHS IC:**

- a. *Manufacturing Technician Level 1 (MT1)* - This credential prepares students for entry-level positions in modern manufacturing environments, teaching foundational knowledge in math, quality, production processes, and maintenance.
- b. *OSHA Forklift Operator Certification* - Essential for safe and efficient operation in industrial settings, this certification gives students an edge when entering the workforce.



## Rockbridge Advanced Manufacturing Workforce Development

### 2. Welding Lab at RCHS IC:

- a. *NCCER Core* – Introduction to Basic Construction Skills: This nationally recognized credential introduces students to construction site safety, hand and power tools, construction math, and employability skills.

### 3. Dual Enrollment Welding Certifications at MGCC:

- a. *Flux Core Arc Welding (FCAW)* – AWS Certification
- b. *Gas Metal Arc Welding (GMAW)* – AWS Certification
- c. *Gas Tungsten Arc Welding (GTAW)* – AWS Certification
- d. *Shielded Metal Arc Welding (SMAW)* – AWS Certification
- e. *These American Welding Society (AWS)* - certifications provide graduates with immediate job qualifications in high-demand welding roles throughout the region.

### 4. Fluids Fundamentals – CTE Integration:

- a. Fluid power education is a growing component of modern industrial training. Through this program, students will explore applications in hydraulics and pneumatics, opening career pathways in fields such as automation, robotics, aerospace, and industrial maintenance. This component will be integrated across relevant CTE programming to broaden student exposure to in-demand technologies.

| Type of Funds               | Totals            |
|-----------------------------|-------------------|
| <b>GO Virginia Request</b>  | <b>\$ 131,128</b> |
| <b>Matching Funds</b>       | <b>\$ 71,000</b>  |
| Local Match                 | \$ 71,000         |
| <b>Additional Leverage</b>  | <b>\$ 0</b>       |
| <b>Total Project Budget</b> | <b>\$ 202,128</b> |

GO Virginia funds will be used for equipment and support organization grant administration costs. Matching funds will be used for the purchase of a forklift (\$35,000 cash contribution) and the gas infrastructure to have gas lines run directly in the welding lab (\$36,000 in-kind contribution).

## Rockbridge Advanced Manufacturing Workforce Development

### Outcomes:

- 30 people trained
- 20 jobs placements
- 5 businesses served
- 30 credentials awarded
- 30 students completing dual enrollment programs

### Workgroup Discussion:

- The design and the development of the program has been closely guided by input from private industry partners.
- Clear pathway from training to job placements.
- Great partnership between the City of Lexington, Rockbridge County, and MGCC.

### DHCD Staff Recommendation:

Based on workgroup discussion and application review, staff recommends this project for approval.

| Application Review Checklist                     |     |
|--------------------------------------------------|-----|
| <b>Economic Impact</b>                           |     |
| Metrics and Outcomes Program Aligned and Defined | YES |
| Positive Return on Investment (3 or 5 years)     | YES |
| <b>Regional Collaboration</b>                    |     |
| Meaningful Local Participation                   | YES |
| Regional Plan Alignment (G&D, REI, or TPPI)      | YES |
| Demonstrates Regional Coordination               | YES |
| <b>Project Readiness</b>                         |     |
| Defined Timeline and Milestones                  | YES |
| Budget Complete and Match Verified               | YES |
| <b>Sustainability</b>                            |     |
| Clear and Executable Plan                        | YES |
| Evidence of Sustained Demand for Project         | YES |

## VII. INFORMATION ITEMS

### a. DHCD Administratively Approved Projects

## Planning Grant Application

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### NRV Site Advancement Strategy

**Region:** 2

**Applicant(s):** New River Valley Regional Commission

**Participating Localities:** Floyd County (in-kind), Giles County (in-kind), Montgomery County (in-kind), Pulaski County (in-kind), City of Radford (in-kind)

**Investment Strategy:** Site Development and Infrastructure

**Targeted Industries:** Materials and Machinery Manufacturing and Transportation  
Manufacturing & Automation

**Type of Project:** Planning Grant

**Project Goal(s):** To increase the inventory of shovel-ready sites in GO Virginia Region 2.

**Project Description:** The applicant will collaborate with participating localities to identify and evaluate five (5) sites—one in each locality—as well as one (1) regional commerce park. Each locality will self-select its site for evaluation. The assessment of each site will include the following components:

- A review of infrastructure assessments, including access to water, sewer, broadband, and transportation networks.
- An evaluation of energy infrastructure, including power distribution capacity and potential substation upgrades required to support industrial expansion.
- A compilation of existing information regarding each site's environmental and site constraints, such as wetlands, topography, and permitting requirements.
- An assessment of industry alignment by evaluating how sites can be primed to meet the needs of advanced manufacturing and automation.

## NRV Site Advancement Strategy

### Project Budget:

| Type of Funds               | Totals            |
|-----------------------------|-------------------|
| <b>GO Virginia Request</b>  | <b>\$ 94,400</b>  |
| <b>Matching Funds</b>       | <b>\$ 108,479</b> |
| Local Match                 | \$ 108,479        |
| <b>Additional Leverage</b>  | <b>\$ 0</b>       |
| <b>Total Project Budget</b> | <b>\$ 202,879</b> |

GO Virginia funds would be used for site planning and assessment, contract services, project administration, and grant administration for the support organization. Matching funds will be used for salaries of participating localities (\$6,479 in-kind contribution) and for site work (\$102,000).

### Products

- Updated Site Inventory Reports for each site
- Roadmap for elevating sites on the VBRSP site readiness scale

### Staff Discussion:

- Increasing site identification and evaluation fulfills a stated economic development goal for GO Virginia of identifying and analyzing the next generation of sites to be developed.
- Core sector tie-ins for each site will provide strategies for both business/sector targeting and future up tiering of the identified sites.
- The sites spread across the region help to promote a regional site portfolio across the New River Valley, thereby promoting regional collaboration in future economic planning.

## Planning Grant Application

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### VGR: Preparing the Region for Energy-Intensive Industry

**Region:** 4

**Applicant(s):** Virginia's Gateway Region (VGR)

**Participating Localities:** City of Petersburg (cash), City of Colonial Heights (cash), City of Hopewell (cash), City of Emporia (cash), Brunswick County (cash), Dinwiddie County (cash), Greensville County (cash), Prince George County (cash), Sussex County (cash)

**Investment Strategy:** Site Development and Infrastructure

**Targeted Industries:** Pharmaceutical Manufacturing, Advanced Manufacturing, Information Technology

**Type of Project:** Planning Grant

**Project Goal(s):** To identify and prioritize industrial sites within the VGR footprint for future development in order to expand the portfolio of shovel-ready economic development site.

**Project Description:** Virginia's Gateway Region, a Regional Economic Development Organization (REDO) covering the southern portion of GO Virginia Region 4, requests GO Virginia funding to identify and prioritize potential industrial sites for development within their footprint. The organization has added new localities in recent years, and has seen a shift in targeted end-users towards more energy-intensive industries.

The project aims to identify the top 10-20 sites which meet criteria for the target industry, and prioritize the top five to 10 sites for up-tiering along VEDP's Virginia Business Ready Sites Program (VBRSP) scale. This work would look to replenish the sub-region's inventory of business ready sites after VGR was able to successfully up-tier several sites on a previous GO Virginia grant. Several sites from the original grant have been sold to end-users since the project closed out.

GO Virginia Region 3 voted to transfer \$11,111 from their Per Capita Allocation to Region 4 to cover Brunswick County's participation in the project.

## VGR: Preparing the Region for Energy-Intensive Industry

### Project Budget:

| Type of Funds               | Totals            |
|-----------------------------|-------------------|
| <b>GO Virginia Request</b>  | <b>\$ 100,000</b> |
| <b>Matching Funds</b>       | <b>\$ 50,000</b>  |
| Local Match                 | \$ 50,000         |
|                             | \$ -              |
| <b>Additional Leverage</b>  | <b>\$ -</b>       |
|                             | \$ -              |
| <b>Total Project Budget</b> | <b>\$ 150,000</b> |

GO Virginia funds would be used for contract service expenses for outreach and project management, architectural and engineering fees associated with site selection and identification and developing a GIS Database for data compiled during the project, and support organization administration costs. Matching funds would be used for cost-share on the contract service expenses for the consultant and grant reporting and salaries associated with VGR salaries for staff time spent on the project. Of the \$50,000 in matching fund, all of it is cash match via locality contributions to VGR.

### Products

- Report on 10 to 20 most appropriate sites within the region for the targeted industries, including five to 10 of the highest priority sites

### Staff Discussion:

- Application demonstrates strong regional support
- Well aligned with the project development framework for targeted industries.
- The applicant has a proven track record, having previously led GO Virginia site development implementation work. Several of the sites included in that project have since been successfully sold or developed for end users following project completion.

## Planning Grant Application

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### Hampton Roads Investment Playbook

**Region:** 5

**Applicant(s):** Hampton Roads Alliance

**Participating Localities:** Hampton Roads Alliance on behalf of its member localities - the Cities of Chesapeake, Franklin, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach, and Williamsburg and Isle of Wight County, James City County, Southampton County, and York County (cash match), Hampton Roads Workforce Council on behalf of its member localities listed above, as well as Gloucester County (cash match)

**Investment Strategy:** Cluster Scaleup

**Targeted Industries:** Advanced Manufacturing, Uncrewed Systems and Aerospace, Cybersecurity/Data Analytics/ Mod-Sim, Water Technologies, Shipbuilding and Repair

**Type of Project:** Planning Grant

**Project Goal(s):** To grow and diversify the regional economy by creating an action plan for drive growth by identifying high-potential projects leveraging strengths in targeted industry sectors.

**Project Description:** The Hampton Roads Alliance, the regional economic development organization for Hampton Roads, is requesting GO Virginia funds to identify growth opportunities across several targeted industry sectors in the region. A previous phase of the project, managed and funded by the Alliance and its partners, determined which sectors should be prioritized for further study. This new phase will conduct the in-depth analysis.

The project aims to develop seven to ten initiatives designed to strengthen targeted industries, along with identifying relevant funding structures to support implementation. The application notes that while Hampton Roads has historically concentrated on end-product assembly, this effort will focus on opportunities for the region to expand its role in research and innovation earlier in the production process.

The Hampton Roads Workforce Council (the workforce board in the region) is a partner in the project, contributing match and ensuring that the project proposals will align with regional workforce strategie



## Hampton Roads Investment Playbook

### Project Budget:

| Type of Funds               | Totals            |
|-----------------------------|-------------------|
| <b>GO Virginia Request</b>  | <b>\$ 100,000</b> |
| <b>Matching Funds</b>       | <b>\$ 50,000</b>  |
| Local Match                 | \$ 0              |
| <b>Additional Leverage</b>  | <b>\$ 0</b>       |
| <b>Total Project Budget</b> | <b>\$ 150,000</b> |

GO Virginia funds would be used for contract service expenses for hiring a consultant to prepare the plan. Matching funds would be used for cost-share on the contract service expenses for the consultant. All of the \$50,000 in match funds is cash match.

### Products

- Investment Playbook report and presentation

### Workgroup Discussion:

- Strong alignment with program goals, and applicant has been successful on previous GO Virginia grant
- Strong collaboration shown by Hampton Roads Alliance and Workforce Council
- Clear focus on the line of sight to implementation

## Planning Grant Application

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### River to Table – Blue Catfish Industry Study for the Northern Neck and Middle Peninsula

**Region:** Region 6

**Participating Localities:** Essex County (in-kind match), Gloucester County (in-kind match), King George County (in-kind match), Lancaster County (in-kind match), Matthews County (in-kind match), and Middlesex County (cash and in-kind match)

**Investment Strategy:** Cluster Scale-up

**Targeted Industry(s):** Aquaculture/Seafood/Commercial Fishing/Marine Industries

**Type of Project:** Planning, Pilot, and Feasibility Project

**Applicant(s):** Middlesex County

**Project Goal(s):** To determine the feasibility of creating a marketplace for the invasive Blue Catfish within Middle Peninsula and Northern Neck.

**Project Description:** The application proposes a study that will provide an initial assessment of the Blue Catfish industry, including harvesters, processors, and wholesale/retail sales. It will identify options, priorities, and cost estimates for actionable recommendations to scale up the industry. In addition, the study will produce an asset map of existing and potential infrastructure—such as landings and ramps, transportation and storage facilities, processing capacity (filets and by-products), manufacturing for non-food uses, and retail/wholesale/restaurant outlets. The final recommendations will address opportunities to expand landings, reduce processing and cold storage costs, and strengthen demand for products produced within the region.

This effort will be driven by an advisory committee consisting of local government representatives of the Middle Peninsula and Northern Neck subregions and local aquaculture businesses. A future GO Virginia implementation application could include a partnership with GO Virginia Region 5 (Hampton Roads).

Blue Catfish, an invasive species with no natural predators in the Chesapeake Bay watershed, poses a significant threat to native fisheries due to its prolific reproduction and indiscriminate feeding habits. Increasing the harvest of Blue Catfish not only protects the vitality of aquaculture, crabs, oysters, and other native species, but also creates new economic opportunities. Expanding this harvest offers a dual benefit: supporting the growth of the aquaculture industry while strengthening the sustainability of traditional marine harvests.

## River to Table – Blue Catfish Processing and Marketing Study for the NN and MP

### Project Budget:

| Type of Funds               | Totals            |
|-----------------------------|-------------------|
| <b>GO Virginia Request</b>  | <b>\$ 99,840</b>  |
| <b>Matching Funds</b>       | <b>\$ 62,590</b>  |
| Local Match                 | \$ 62,590         |
| Additional Leverage         | \$ 6,600          |
| <b>Total Project Budget</b> | <b>\$ 165,574</b> |

GO Virginia funding will be used to pay for contract services for a consultant to undertake the study and support organization grant management costs. Match for this project includes retaining the consultant (\$7,500 cash contribution), and locality staff time for serving on the advisory committee (\$55,090 in-kind contribution). All the match being contributed is from local units of governments.

### Products:

- Blue Catfish Feasibility and Implementation Plan
  - Asset Map of existing and potential industry related infrastructure – ramps/landings, transportation/storage, processing (filets and by products), manufacturing (non-food uses), and retail/wholesale/restaurants
  - Analysis of supply and demand for harvesting
  - Actionable recommendations to help scale-up the industry

### Staff Discussion:

- Great regional collaboration with 100% of match being committed coming from local units of government.
- Strong industry support to create a viable marketplace for Blue Catfish.
- The study align with the Blue Catfish Work Group (HB 135 – Chapter 218), and intends to integrate finding of that report due to the General Assembly in September 2025.
- DHCD is working closely with VDACS and VEDP to ensure all relevant state resources and strategies are aligned with this effort.

## Planning Grant Application

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### Practice Management Certification Program

**Region:** Region 6

**Participating Localities:** King George County (advisory board), Stafford County (advisory board), and the City of Fredericksburg (advisory board)

**Investment Strategy:** Workforce Development

**Targeted Industry(s):** IT Data Centers; Manufacturing; and Professional, Technical, and Scientific Services

**Type of Project:** Planning, Pilot, and Feasibility Project

**Applicant(s):** University of Mary Washington

**Project Goal(s):** To evaluate how healthcare workforce gaps influence economic development in Region 6 industry clusters and to pilot a Practice Management Certification Program aligned with regional healthcare needs and employer demand.

**Project Description:** The University of Mary Washington will undertake two key activities in response to the GO Virginia Healthcare Addendum:

1. **Conduct a Healthcare Workforce Impact Study**  
A regional survey will assess how healthcare workforce shortages—particularly in healthcare roles—affect broader business attraction and retention strategies across Region 6’s target industry clusters. The study will be designed in consultation with an advisory board of regional healthcare providers and employers, ensuring alignment with high demand occupations and emphasis on employer engagement and data-driven workforce planning.
2. **Pilot the Practice Management Certification Program**  
To address the gap in qualified Medical and Health Services Managers—a role increasingly critical for primary care, outpatient clinics, and rural health providers—the University will launch a pilot cohort of 20 participants, with a goal of at least 17 passing the Certified Medical Office Manager exam. The program aims to build credentialing capacity in a role not widely available in existing training pipelines but in demand across healthcare practices.

The pilot program will be coordinated by a newly hired program director who will run the grant, market the program, and coordinate with the adjunct professors and certifying body of the Practice Management Institute. The adjunct instructors will be UMW employees and develop and teach courses to address gaps identified from the research and the Certified Medical Office Manager certificate.

## Practice Management Certification Program

### Project Budget:

| Type of Funds               | Totals            |
|-----------------------------|-------------------|
| <b>GO Virginia Request</b>  | <b>\$ 78,014</b>  |
| <b>Matching Funds</b>       | <b>\$ 40,000</b>  |
| Local Match                 | \$ -              |
| Additional Leverage         | \$ 32,204         |
| <b>Total Project Budget</b> | <b>\$ 150,218</b> |

GO Virginia funding will be used to pay for salary of a program director, the researcher, the adjunct instructors, general classroom materials, and marketing the program. Match for this project includes training for course materials and exam vouchers (\$24,500 cash contribution), food and supplies for training days (\$9,500 cash contribution), and salaries for course instructors and the researcher (\$6,000 cash contribution).

### Project Impact/Outcomes

- 20 people trained
- 6 jobs placements
- 1 new program implemented
- 17 credentials awarded

### Products:

- Region business survey study

### Staff Discussion:

- DHCD staff recommend this application for approval contingent that the project is phased so the regional business survey study is completed first, and successfully demonstrate validated business demand for healthcare-related roles within Region 6's identified industry clusters. Specific milestones should be included to confirm that demand is established before initiating the pilot certification program.
- The project presents a strong opportunity for the region to understand how limited healthcare services may hinder the growth of Region 6's traded sector industry clusters.
- Line of sight will scale up the pilot element if successful. Need to confirm how this will help build upon the Region 6 TPI Plan and how will it be connected with the recently funded Career Advancement and Resource Education (CARE) project?