

**To: Region 2000/CVPDC Executive Committee
Regional and local Economic Development Professionals**

**From Gary Christie
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RE: Meeting on March 6, Noon – 1:45 p.m.

**Location: VDOT Ramey Auditorium
4303 Campbell Ave
Lynchburg**

The Local Government Council recently changed its makeup of the Council's Executive Committee which now consists of the Council Chair and the Managers/Administrators from the member jurisdictions.

(In addition to that change, we're also re-branding the organization beginning in March with our original name of Central Virginia Planning District Commission.)

At the first meeting of the new Executive Committee in January, there was discussion about priorities and the next regional project. We've had good success with our regional public safety radio communications system and with our regional solid waste disposal operation. So we began to discuss, "what's next".

Much of the conversation revolved around economic development infrastructure, GO Virginia grants, and education and workforce development. Staff was asked to:

- Set up a meeting with regional and local economic development professionals for a joint discussion about priorities and potential projects
- Refine and describe the economic and workforce development project ideas that we might pursue
- Create a list of the GO Virginia projects that GO Virginia Region 2 has funded to date

We've targeted Wednesday, March 6, at Noon, at VDOT's Ramey Auditorium, 4303 Campbell Avenue, Lynchburg, to have lunch together and look at some opportunities for regional initiatives.

Please let me know if you can attend and I look forward to seeing you then. We'll have lunch with some vegetarian choices available.

Attachments:

List of Potential Regional Projects presented 1-4-19, pp 2-3.

Potential Regional Economic and Workforce Development Projects, pp 4-6

Region 2 GO Virginia approved projects, pp 7-13

Presented to the LGC/CVPDC Executive Committee on 1-4-19

Discussion on Regional Initiatives and GO Virginia Projects:

Human Services

- Community Services Act: private day placements
- Regional Social Services

Public Safety

- EMS
- Shared Fire Marshall Services
- Animal Control and/or Animal Shelters
- Shared Academy for both Fire and EMS
- Coordinated/consolidated dispatch;
 - shared dispatcher training;
 - shared back-up dispatch center

Workforce Development

- Shared Vocational Education facility(ies)
- Expanding Beacon of Hope into the counties
- Workforce Development Center
- Enhanced early childhood education

Public Works

- Refuse Collection and hauling services
- Expanding access to Natural Gas
- Regional Water and Sewer Utilities

Planning and Development

- Circuit rider planning services
- Connecting trails throughout the region and to other regions

Local Government Operations

- Shared IT-Computer maintenance
- Real Estate Assessment
- Tourism
- Shared education support services like transportation, administration, food services
- Shared Library Services & management
- Erosion and Sediment Control Inspections/approval and Stormwater Management Planning
 - Shared back office operation Accounting
 - Risk Management
 - Human Resources

- Procurement

Economic Development

- Airport business/industrial/technology park
- Regionally owned/managed Industrial Parks
- Central Virginia Training Center
- Broadband
- Revolving Loan Funds
- Entrepreneurial and Small Business support
- Brownfield improvements
- Advance the use of rivers for tourism

Transportation

What questions should we be asking?

1. Do we have an adequate supply of housing that's affordable to attract and retain workers?
2. Do we have a workforce development plan that is/will be effective?
3. How important is land use development in making our region attractive
4. Is there adequate access to capital for the region's entrepreneurs?
5. Should we focus more effort to develop or capitalize on the "advanced manufacturing" sector of our economy?
6. Does the PDC have a role in broadband expansion?

Potential Regional Projects – more detail

Site Development

- a) CEDs Initiative #9 Develop and implement a regional **Site Evaluation and Improvement** Program to accelerate the preparation and availability of shovel-ready industrial sites in the region.
- **Status:** Site Evaluation Analysis is complete. The Alliance is applying for a GO Virginia grant to assist with completing due diligence work on 6 regional sites which would move the sites from a tier 2 to a tier 3. The sites recommended are in the following industrial parks: Dearing Ford, Brockman, Seneca, Appomattox Center for Business, Montvale and Jefferson Ridge.
 - **Cost:** The cost to move the six sites from a tier 2 to a tier 3 is \$165,000. The cost to move the six sites from a tier 2 to tier 4 is \$488,000. The Alliance has \$50,000+\$15,000 grant=\$65,000. GoVA requires a dollar for dollar match. Half of \$165,000 is \$82,500 which means we are currently \$17,500 short. The Alliance staff has said that they may be able to make that up “in-kind.”
- b) **CVTC (Central Virginia Training Center).** The Central Virginia Training Center sits on approximately *340 acres* in the southern portion of Amherst County, immediately contiguous to the James River and across from the City of Lynchburg. The Center along with the adjoining property, potentially exceeding one thousand acres, provides an unusual opportunity for adaptive reuse. Deliberate analysis of this potential is needed to ensure the Lynchburg regional community has a full understanding of its redevelopment potential and is able to market the property, appropriately. This opportunity does not preclude retaining a portion of Center operations, as appropriate, into the future. This analysis is both needed and advisable given the significant economic disruption the Center closing will have on the regional community. The normal state approach to disposing of surplus property poses a risk to accomplishing this analysis.
- **Status:** HDR, Inc. has been selected (pending funding) to conduct a full scale redevelopment plan of the CVTC location. The scope: Working in collaboration with the Client (Lynchburg Regional Business Alliance), Steering Committee (Amherst County, City of Lynchburg, State of Virginia, etc.), and Key Stakeholders, the HDR Team will collect, organize, and analyze the relevant background data and support materials necessary to underpin the conceptual redevelopment master plan process.
 - **Cost:** \$500,000.00. Current funding strategies are only conceptual but to apply for a GO Virginia grant we’d need to have at least half the funds \$250,000.
- c) **Airport business/industrial/technology park**

Adjacent to the airport is valuable land that might be developed into a business/industrial/technology park. We should develop the infrastructure that will support the development of this asset.

Workforce Development

d) Enhanced Vocational Education network

CVCC was awarded \$352,506 to support planning efforts for a regional Career and Technical Education (CTE) Academy for dual-enrollment students, recent high school graduates, and unemployed or underemployed adults and to improve or create program pathways in the targeted industry sectors of Information Technology/Computer Science, Healthcare, Manufacturing and Trades, and Public Safety.

Should we focus efforts to supplement vocational development by coordinating and supporting the use of facilities in local secondary schools?

e) Expanding Beacon of Hope into the surrounding counties

Beacon of Hope is a non-profit that pledges to pay for a Community College education or up to \$4,000 in scholarships to area colleges for Lynchburg City High School Graduates.

Beacon of Hope solicits funding from businesses in the greater Lynchburg area. How can we support/incentivize the Beacon of Hope to expand their services to the surrounding counties?

Trails & Rivers (CEDs Initiative #10)

f) Connecting trails throughout the region and to other regions

The development of a connecting trail system within the region which also connects to trail systems east and west would be a valuable tourism asset.

g) Advance the use of rivers for tourism

The creation of infrastructure which utilizes our rivers would be an important tourism asset. Infrastructure may include river access for boating, fishing, and water recreation.

Miscellaneous

h) Broadband

The counties in our region are taking steps to bring broadband into their underserved, rural areas. What, if anything, should the region do to support those efforts? Are broadband services adequate in the urbanized areas of the region?

i) Revolving Loan Funds

Are existing loan funds for entrepreneurs and small business development adequate in our region? Should we work to expand access to capital for businesses in the region?

j) Entrepreneurial and Small/Medium Business support

Is there more that we should be doing to support our entrepreneurs and small/medium businesses?

Other ideas:

k) Workforce Development Center

The Career Center on Odd Fellows Road in Lynchburg provides a single point of contact for people looking for work and for businesses who need employees. However, it is crowded and in need of training/meeting space.

Can we build an addition onto the facility that would serve as a training/meeting facility and offices to house the Workforce Development Board?

l) Enhanced early childhood education and enhanced public school education systems

Poverty rates in the City of Lynchburg exceed 20% and some portions of our surrounding counties have less, but still troubling, poverty rates. Several non-profits are seeking to strengthen our early childhood education services, but are limited by available funding. Should we do more to support the efforts of preparing children for the public school system and ultimately the workforce? Are there areas of our public school system that we should make a greater effort to support?

m) Expanding access to Natural Gas

Are there areas of the region where an investment in the installation of natural gas lines would pay dividends for the region?

n) Regional systems to invest in industrial/business parks

What is the most impactful investment that we can make, regionally, in our industrial park system? Would a system of shared revenues change where we develop and what we develop in terms of industrial/business parks?

Region Two GO Virginia Projects

2-11-19

Capital Ecosystem Development

Funding Request - \$77,207

Administering Entity - Valley Innovation Council (VIC)

Project Description

This enhanced capacity building project will include a two-year strategic planning process to assess weaknesses in the current capital landscape that inhibit entrepreneurship and the commercialization of regional research that would lead to greater economic prosperity in the region. The project consists of a two-pronged approach that includes an inventory of capital assets and subsequent “Innovation Blueprint,” a plan for strengthening the formal pathways to capital such as angel investors and seed funds. Completion of this initial project would better situate the applicant to secure an EDA i6 Challenge grant to accelerate cluster-focused proof-of-concept and commercialization programs throughout Region 2, as has occurred in other regions. GO Virginia funds will be used for survey work, consultant fees, and report production.

Participating Localities - City of Roanoke and the County of Roanoke

Strategy - Enhanced Capacity Building

Targeted Clusters - Manufacturing, Life Sciences and Healthcare, Food and Beverage Processing, and Emerging Technology and IT

Projected Outcomes

- Surveys and stakeholder engagement
- Capital landscape study and online dashboard
- *Innovation Blueprint* plan

Center for Energy Research and Education (CERE) Industry Labs (Phase 1)

Funding Request - \$300,000

Administering Entity - Liberty University

Project Description

This project will create a Center for Energy Research and Education (CERE) at Liberty University. CERE Industry Labs will contain four industry labs including chemical/material, electromagnetic compatibility, calibration, and non-destructive testing labs. These labs will offer regional companies, institutions of higher education, and local government partners the facilities needed to foster knowledge, facilitate research and development, as well as to improve the attraction and retention of the scientific and engineering workforce. GO Virginia funds will be used in the design and construction of the labs, as well as transportation of donated equipment from private industry partners.

Participating Localities - City of Lynchburg; the Counties of Bedford and Campbell; and the Town of Bedford

Partners - Framatome and Lynchburg Regional Business Alliance

Impacted Localities - 33% of the region's population impacted

Strategy - Infrastructure

Targeted Clusters - Emerging Technology and IT

Projected Outcomes

- Design and construction of CERE Industry Labs
- Transportation and installation of Framatome equipment
- Configuration, calibration, and certification of test equipment
- Launch of operations
- Creation of at least 58 jobs over three years
- \$71,760 vs \$39,012 average wages for the region
- Return on Investment (ROI) - increase state and local revenue by \$526,897 over three years

Enhancing the Region through New Technology for Unmanned Systems

Funding Request - \$76,000

Administering Entity - Dabney S. Lancaster Community College (DSLCC)

Project Description

This project will implement a new drone technology training program to capitalize on the Alleghany Highlands Drone Zone Initiative surrounding the development of facilities for businesses engaged in the design, testing, manufacturing, and development of applications for unmanned autonomous vehicles. DSLCC will launch an Unmanned Aerial Systems Maintenance and Operations Technician program in Fall 2018. In coordination with this program, DSLCC will offer high school students project-based learning opportunities through dual enrollment and will forge innovative relationships with the universities to create a pathway from high school to four-year degrees. The project will result in the creation of new jobs in an emerging high-wage sector for the region. GO Virginia funds are requested to fill a financing gap between previously committed DHCD and local funds, and will be utilized for software, training, and contract services.

Participating Localities -The City of Covington and the County of Alleghany

Partners - The Advancement Foundation, Appalachian Regional Commission, and Quest Knight Enterprises

Impacted Localities - 10% of the region's population impacted

Strategy - Workforce Development

Targeted Clusters - Emerging Technology and IT

Projected Outcomes

- New unmanned systems career pathway from K-12 to post-secondary education
- *Unmanned Aerial Systems Maintenance and Operations Technician* program launch
- 12-24 community college students
- 10-20 dual enrollment high school students
- 18 jobs created over two years
- 6 businesses created over two years
- \$40,000 vs \$39,012 average wages for the region
- Return on Investment (ROI) - increase regional wages by \$720,000 over two years

Regional and Mentorship Program (RAMP) Expansion

Funding Request - \$245,000

Administering Entity - Roanoke Blacksburg Technology Council (BRTC)

Project Description

This project enhances and expands the reach of the Regional Acceleration and Mentorship Program (RAMP), a partnership between RBTC, the City of Roanoke, and the Virginia Western Community College. The RAMP-in-Residence program offers technology-based startups access to classroom education, mentoring, and assistance in identifying capital. GO Virginia funds will be utilized to expand the services offered to participating companies by hiring additional personnel, purchasing web-based software, and ongoing outreach efforts.

Participating Localities - Cities of Lynchburg, Roanoke, and Salem; the Counties of Montgomery and Roanoke; and the Town of Blacksburg

Partners - BB&T, Corvesta Inc., First Bank & Trust, Freedom First Credit Union, Gentry Locke, Hagmaier Donor Advised Fund, Hometown Bank, Member One Federal Credit Union, National Bank, Richfield Living, Spilman Thomas & Battle, Union First Market Bank, United Parcel Service, and Wood Rogers PLC

Impacted Localities - 100% of the region's population impacted

Strategy - Commercialization

Targeted Clusters - Life Sciences and Healthcare and Emerging Technology and IT

Projected Outcomes

- 6 pitch and polish clinics annually, assisting 36+ entrepreneurs
- 4 mentor events annually, engaging 60+ mentors
- Startup-mentor connections for 20+ startups
- RAMP website redesign
- Creation of mentor database
- 10% increase in cohort applications
- Creation of 20 jobs in three years
- \$60,000 vs \$39,012 average wages for the region
- Return on Investment (ROI) - increase regional wages by \$7.7 million and \$600,000 in start-up investments over three years

Stopping the Brain Drain

Funding Request - \$65,300

Administering Entity - Roanoke Regional Partnership

Project Description

This enhanced capacity building project will create a talent attraction and retention plan in order to help reduce the out-migration of recent graduates from the region's 25 colleges and universities. GO Virginia funds will be used to identify the regions challenges through surveys, focus groups, and interviews, to produce an action plan for recruiting and retaining talent, and to establish a new Talent Action Coalition to implement talent-focused programming.

Participating Localities - City of Roanoke and the County of Roanoke

Partners - Lynchburg Regional Alliance and Onward New River Valley

Impacted Localities - 100% of the population impacted

Strategy - Enhanced Capacity Building

Targeted Clusters - Manufacturing, Life Sciences and Healthcare, and Emerging Technology and IT

Projected Outcomes

- Survey, Interview, and Focus Group Research
- Establishment of the Talent Action Coalition
- Talent Recruitment and Retention Action Plan

Talent Collaborative

Funding Request - \$300,000

Administering Entity - Region 2000 Local Government Council/Workforce Development Board

Project Description

This project addresses the skills and interest gaps in middle and high-skill occupations in manufacturing, healthcare, and information technology. The project consists of a two-pronged approach to address this gap: (1) a campaign to increase awareness and interest in these industries, (2) the creation of an existing worker-training program to upskill existing employees into higher-skilled vacant jobs. GO Virginia funds will be used for an awareness campaign and to establish the new training program.

Participating Localities - City of Lynchburg, and the Counties of Amherst, Appomattox, Bedford, and Floyd

Partners - New River/Mt. Rogers Workforce Development Board and Virginia's Blue Ridge Works

Impacted Localities - 100% of the region's population impacted

Strategy - Workforce Development

Targeted Clusters - Manufacturing, Life Sciences and Healthcare, Food and Beverage Processing, and Emerging Technology and IT

Projected Outcomes

- Establishment of an existing worker training program
- Upskilling of 75 workers in three years
- \$53,120 vs \$39,012 average wages for the region
- Return on Investment (ROI) - Increase regional wages by \$360,000 over three years

Wood Haven Road Water and Sewer Infrastructure Enhancement

Funding Request - \$200,000

Administering Entity - Western Virginia Regional Industrial Facility Authority (WVRIFA)

Project Description

This project improves the site readiness and marketability of an industrial site near the intersection of Routes 81 and 581 that will accommodate a 52-acre pad and a 20-acre pad. The scope of work includes the necessary water and sewer utility extensions and connections to prepare the site for development. This timeline for this project is simultaneous with other due diligence activities and the development of a master plan, which will help propel the site to a Tier 4 Business Ready Site Certification through VEDP. GO Virginia funds will be used to extend the water main infrastructure to the pad sites.

Participating Localities - Cities of Roanoke and Salem, and the County of Roanoke

Partners - The Roanoke Regional Partnership and Roanoke Valley-Alleghany Regional Commission will be responsible for administering the RIFA.

Impacted Localities - 39.6% of the region's population impacted

Strategy - Infrastructure

Targeted Clusters - Advanced Manufacturing, Food and Beverage Processing

Projected Outcomes

- Two pad site of approximately 20 and 52 acres with Tier 4 Business Ready Site Certification
- Creation of 100 - 150 jobs over three years
- \$42,936 vs \$39,012 average wages for the region
- Private investment of up to \$100 million based on comparable sites
- Return on Investment (ROI) - Increase state revenues by \$826,530 over three years