



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

ANNUAL REPORT

YEAR-END REPORT ON GROWTH PLAN IMPLEMENTATION

FISCAL YEAR 2024

GO VIRGINIA REGION 9 COUNCIL

June 27, 2024

GO Virginia Region 9



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I. INTRODUCTION

GO Virginia is a bipartisan, business-led economic development initiative that is changing the way the Commonwealth’s diverse regions collaborate on economic and workforce development activities. The goal of the GO Virginia program is to foster private sector growth and job creation through state incentives for regional collaboration.

This report is prepared annually for the Region 9 Council to review at their Annual Meeting in June of each year. The purpose of this report is to summarize activities and milestones accomplished during fiscal year 2024 from July 1, 2023 to June 30, 2024 (FY24). These activities are designed to incentivize collaboration between business, education, and local government in order to drive the creation of higher-paying jobs in specific traded sectors.

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

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

The 2023 Region 9 Growth & Diversification Plan Update (Growth Plan) defines specific grant funding opportunities in Region 9. Project proposals are expected to strengthen and enhance the regional economy and must focus on one or more of Region 9’s target sectors and fall within one of four project frameworks, as noted in the following table.

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

II. GROWTH & DIVERSIFICATION PLAN

As mentioned, this report is designed to track the progress of the Region 9 Growth Plan. The Growth Plan is updated every two years and can be viewed at www.GOVirginia9.org.

In FY 2024, the Region 9 Council approved two grants: Wine Industry Planning Grant and Project VITAL: Charlottesville Biotechnology Accelerator.

These two projects advanced five of the 17 opportunities in Region 9’s Growth Plan Update under the Talent Development and Growing Existing Business project frameworks. These new projects did not advance the opportunities under the Sites or the Startups/Innovation/Commercialization frameworks.

The specific grant opportunities advanced this year through these new projects are organized below by the related strategy or framework.

Talent Development

- Develop sector driven credentialing, apprenticeship, and internship programs for target industries. (Project VITAL: Charlottesville Biotechnology Accelerator)

Growing Existing Business

- For each target cluster, re-evaluate industries within each cluster as defined in 2017 and identify gaps in growth to develop recommendations for future implementation grants. (i.e. using Cluster Based Economic Development Model, DHCD, 2023) (Wine Industry Planning Grant)
- Support implementation grants from gaps identified through planning grants or other regional reports such as the CEDS Plans to be published in 2024. (Project VITAL: Charlottesville Biotechnology Accelerator)
- Support sector led verticals to address business-identified and validated sector gaps to traded sector growth. (Project VITAL: Charlottesville Biotechnology Accelerator)
- Support implementation of a biotech wet lab accelerator/incubator model to support expansion in the sector. (Project VITAL: Charlottesville Biotechnology Accelerator)

In FY 2024, the Region 9 Council was again successful in awarding a portfolio of grant projects that collectively served all localities in the region, as noted below.

Project	Charlottesville	Albemarle	Culpeper	Fauquier	Fluvanna	Greene	Louisa	Madison	Nelson	Orange	Rappahannock
Wine Industry Planning Grant	X	X	X	X	X	X	X	X	X	X	X
Project VITAL: Charlottesville Biotechnology Accelerator	X	X									

In addition to the two newly awarded projects noted in the above table, ten other projects have been active during FY 2024 and collectively all projects have helped to advance Growth Plan Implementation. The following is a summary of how project activities align with the Growth Plan.

Project	Project Types/Target Industries
Accelerating Regionally Significant Sites Central Virginia Partnership	Sits Readiness/ All Target Sectors
BEACON's Kitchen New Hill Development	Innovation & Entrepreneurship Food & Beverage Manufacturing
Carver Food Incubator Culpeper County	Innovation & Entrepreneurship Food & Beverage Manufacturing
CvilleBioLab CvilleBioHub	Grow Existing Business Biomedical & Biotechnology
Project VITAL: Charlottesville Biotechnology Accelerator CvilleBioHub	Grow Existing Business Biomedical & Biotechnology
Regional Entrepreneurship Initiative (REI) Community Investment Collaborative	Innovation & Entrepreneurship All Target Sectors
Rural Entrepreneurship Ecosystem Connector Community Investment Collaborative	Innovation & Entrepreneurship Finance & Business, Food & Beverage Manufacturing, IT & Communications, Light Manufacturing
Talent Supply Connector Virginia Career Works – Piedmont Region	Talent Development Food & Beverage Manufacturing, Light Manufacturing
Tech Talent Retention Central Virginia Partnership	Talent Development Biomedical & Biotechnology, Finance & Business, IT & Communications, Light Manufacturing
Technology Academies Laurel Ridge Education Foundation	Talent Development All Target Sectors
Venture Central Charlottesville Regional Chamber	Innovation & Entrepreneurship All Target Sectors
Wine Industry Planning Grant County of Nelson	Grow Existing Business Food & Beverage Manufacturing

III: SUMMARY OF PROJECTS AWARDED

As previously mentioned, the Region 9 Council approved two project proposals that were then submitted to the Virginia Growth and Opportunity (GO Virginia) Board. The Board approved funding for both projects totaling \$4,402,887 from GO Virginia funds. Both projects also secured more support from local government, higher education, private industry, and other sources amounting to \$2,556,317 in matching funds and \$525,000 of added leverage.

Projects	GO Virginia Funds	Locality Match	Non-Locality Match	Other Leverage
Wine Industry Planning Grant	\$ 100,000	\$ 75,999	\$ 28,160	
Project VITAL: Charlottesville Biotechnology Accelerator	\$ 4,302,887	\$375,000	\$2,077,158	\$525,000
Total	\$ 4,402,887	\$ 450,999	\$ 2,105,318	\$525,000

The following project descriptions explain the planned activities and outcomes of each new project,

Project VITAL: Charlottesville Biotechnology Accelerator: *Project VITAL (Virginia Innovations and Technology Advancements in Life Sciences)* is the title of a collaborative project developed and submitted between GO Virginia Regions 9, 4, and 2. The *Charlottesville Biotechnology Accelerator* is the title for the Region 9 specific grant. Collectively this project is considered a Cluster Scale Up (Grow Existing Business) project.

Project VITAL is a collaboration between three regions to develop the biotechnology sector within each region and throughout Virginia. Each region has established unique partnerships. In Region 4, the partners were Richmond, Chesterfield, Henrico, VCU and Activation Capital; in Region 2, they were Roanoke, Blacksburg, Virginia Tech and VERGE; and, in Region 9, they were Charlottesville, Albemarle, UVA and CvilleBioHub. Each project addresses specific needs in their regions while also sharing resources.

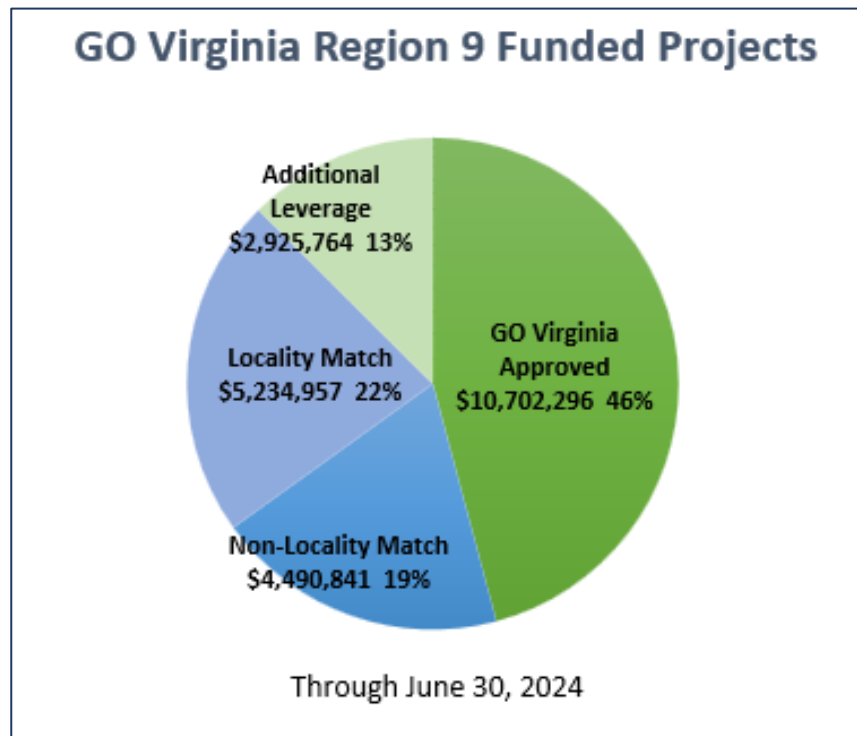
In Region 9, the project will build out office and wet lab space to create an accelerator space. When it is ready, the accelerator will use a cohort model to give intensive, critical support to early-stage companies. The project would also offer programs for the wider biotechnology community in the region. There is also an internship component, which opens opportunities for talent retention.

Committed outcomes, over three years, include 90 entrepreneurs engaged, 68 jobs created, 15 new internships created, 15 existing jobs retained, 10 businesses attracted, 15 existing businesses retained, 10 businesses expanded, 60 businesses served, 5 new products releases, \$12M capital raised.

Wine Industry Planning Grant: This is a one-year Scale-Up (Growing Existing Business) project targeting the Food & Beverage Manufacturing cluster, specifically the Wine industry. The Region 9 footprint currently includes over 116 wineries and vineyards. These wineries are an integral part of the Food & Beverage Manufacturing Cluster in the region. As of Q1 2023 wineries employed over 1,130 people with a location quotient of 12.43. The 2022 Commercial Wine Grape Report indicates that of the 5,000 acres of vineyards planted in Virginia a minimum of 2,186 are listed as being within seven of the ten counties in GO Virginia Region 9. As an important traded sector, also connected to the maturing agriculture industry and the region’s hospitality industry, a report is needed to find supply chain gaps and issues facing this cluster that are inhibiting growth in the region and exports outside of Virginia.

The project deliverable is a report that analyzes the needs of this sector focusing on traded sector. The report will include a strategy for meeting the needs as well as a list of possible GO Virginia projects.

Through FY 2024, the Region 9 Council has now awarded \$10,702,296 to 28 projects in the Piedmont Opportunity Corridor that will grow the regional economy through target traded sectors. These project teams have raised \$5,234,957 of support from local governments, \$4,490,841 from other sources, and \$2,925,764 more leverage as shown in the following chart:



This chart shows how awarded grant funds are distributed among projects strategies or frameworks since the GO Virginia program began in Region 9. Though individual projects might serve more than one framework each

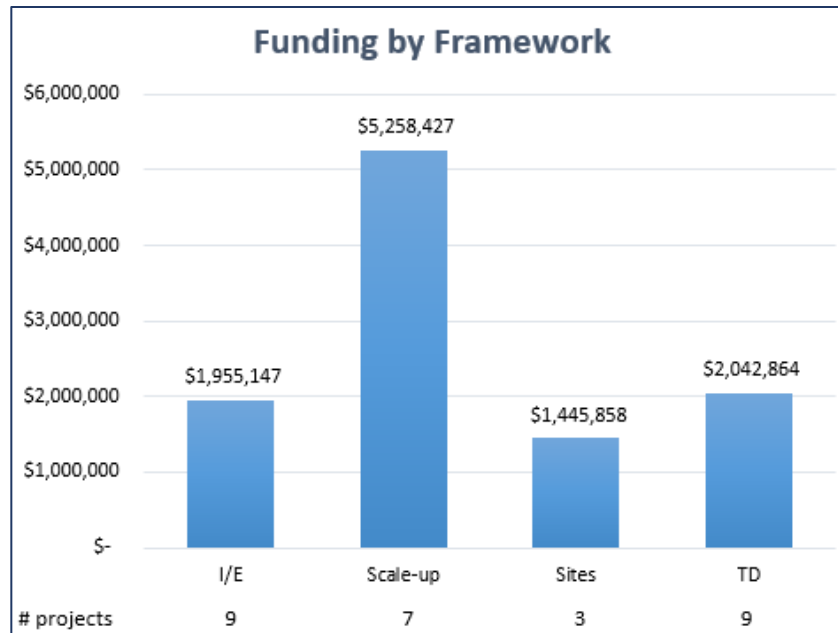
project is assigned a primary framework for data collection and program management reasons.

IV: REGIONAL COLLABORATION & PARTNER SUPPORT

Developing projects requires significant effort in collaboration building. The Council has engaged either directly or through projects with at least 130 partners including:

76 businesses, 11 education institutions,

17 government entities, and 26 other non-profits or stakeholder organizations. A list of those organizations is included at the end of this report.



Other activities that the Region 9 Council and staff have done in addition to grant development are:

1. Completed 2023 Growth Plan Update
2. Organized process around Bylaws revision
3. Participated in Comprehensive Economic Development Strategy (CEDs) development with both the Rappahannock Rapidan Regional Commission (RRRC, PD-9) and the Thomas Jefferson Planning District Commission (TJPDC, PD-10).
4. Facilitated acceptance of the CEDs and Super Regional Strategies to update the Growth Plan
5. Region 9 Council supported a CEDs Super Regional Strategy Report
6. Developed an infographic on Region 9 program impact
7. Participated in JLARC sessions and gave feedback on recommendations in workgroups
8. Participated in the Central Virginia Talent Collaborative meetings where three Region 9 focused talent development grants are convening to collaborate.
9. Served on REI Advisory Committee
10. Served on Winery Planning Grant Advisory Committee
11. Participated in monthly GO Virginia Organization Support meetings
12. Participated in GO Virginia Board Retreat
13. Participated in DHCD Policy and Outcomes Feedback Sessions
14. Attended VEDA, CBIC, CvilleBioHub and other community events
15. Collaborated with peer regions in sharing knowledge to help drive project pipelines statewide.

V: OUTCOMES AND IMPACT

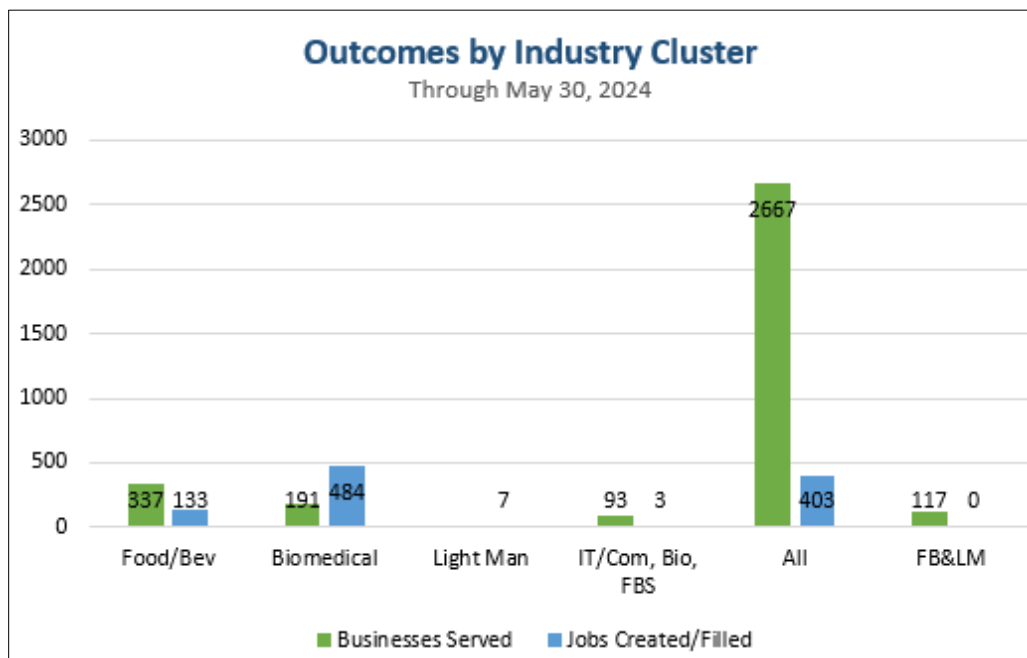
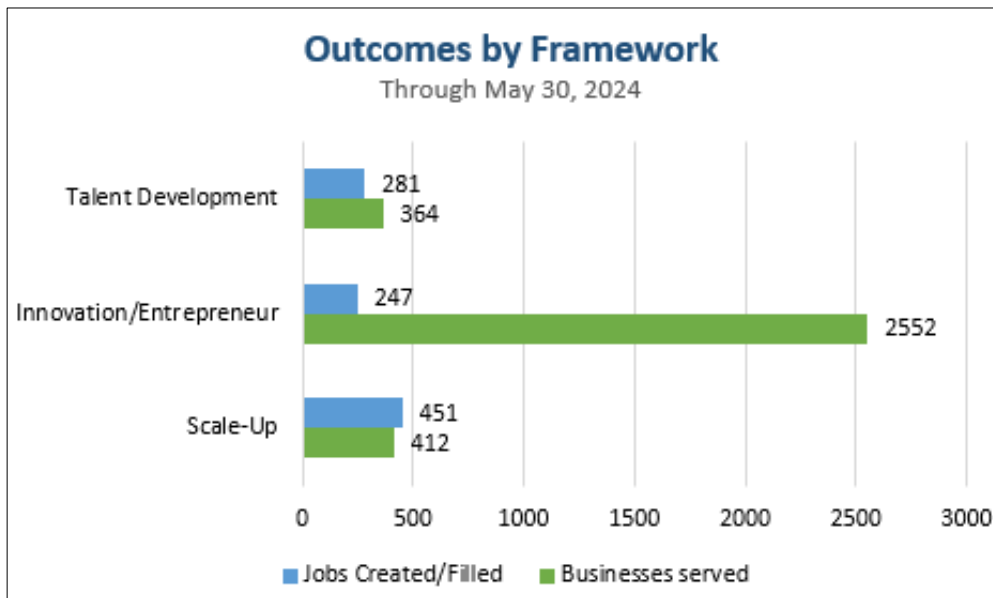
The benchmark for the GO Virginia program is Average Annual Wages as measured in the first quarter (Q1) of each calendar year and sourced from Chmura JOBS EQ. As noted below, as of Q1 2024, Average Annual Wages in Region 9 are \$60,949 and \$71,461 in Virginia. Average Annual Wages have risen by 26.6 % since Q1 2018 in the region as compared to 28.7% for Virginia. Average Annual Wages have increased 8.2 % since Q1 2022 through Q1 2024 in Region 9.

	2018Q1	2019Q1	2020Q1	2022Q1	2024Q1
Region 9	\$48,154	\$49,130	\$51,750	\$56,326	\$60,949
Virginia	\$55,526	\$56,993	\$59,107	\$66,863	\$71,461

During the past year, regional staff have focused efforts on improving transparency of grant outcomes. This table captures two of the most frequently committed project outcomes “# of businesses served” and “# of jobs created/filled”. Some projects are not included in this list because their commitments don’t include the specific outcomes. Planning grants, site projects, and most projects funded through the COVID related ERR funding stream are not represented here.

PROJECT	Number of businesses served (committed)	Number of jobs created/filled (committed)	Number of businesses served (actual to-date)	Number of jobs created/filled (actual to-date)
BEACON's Kitchen	8	37	35	6
Biotech Innovation Cluster Growth	131	70	131	416
Carver Food Business Incubator	68	93	21	4
Catalyst Accelerator Program	20	116	19	115
Connector Platform	100		1760	
Crafting a New Normal	100	31	281	35
Crafting Higher Paying Jobs and Adult Bev. Exp.		88		88
Digital Business Resiliency	240		523	
Future of Workforce Outreach	15		45	
GWC PTEC		7		7
Project Reconnect	25	100	109	183
Project VITAL	60	68		
Rural Entrepreneur Ecosystem Building	200	30	136	7
Talent Supply Connector	40	90	117	0
Tech Talent Retention	100	55	93	3
Technology Academies		69		0
Venture Central	18	72	75	98
TOTAL	1,125	926	3,345	962

The following two tables display the outcomes first by framework and then by industry cluster for projects awarded to date. These totals only include actual achieved outcomes for completed projects and in-progress totals for active projects reported as of 2024 Q1. For the table representing outcomes by industry cluster, some sectors are combined because projects target more than one industry. For example, Talent Supply Connector targets both Light Manufacturing (LM) and Food & Beverage Manufacturing (FB) but does not report outcomes by sector separately. The Tech Talent Retention project targets IT/Communications (IT/Comm), Biotechnology (Bio) and Financial & Business Services (FBS).



VI: COMMUNICATION AND OUTREACH

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

In FY 2024, Region 9 staff continued to market the GO Virginia program and worked hard to support active grant leaders. Staff often went to stakeholder meetings and outreach events. The Region 9 staff also stayed in touch with regional economic development partners to learn about their activities and to explore ways to work together.

The Region 9 Linked In page continues to grow and now has 434 followers.

VII: PROJECT PIPELINE

During FY 2024, staff has invested considerable time discussing potential projects with many stakeholders. As noted in this report, two of those project ideas were developed, submitted, and approved.

Staff has continued to promote the Talent Pathways Initiative (TPI) planning grant opportunity still available for Region 9. At this time, only Region 9 has not identified a leader for this opportunity. The challenge has been identifying a regional organization that has the systemic knowledge, capacity and matching funds to undertake the work. This will continue to be a priority project opportunity because the funds will be sunset in December 2024.

At the 2024 Annual Meeting, the Region 9 Council accepted the CEDS and Super Regional Strategies Report in order to officially update the new regionally validated eligible grant opportunities that align with the Growth Plan. It should be noted that these newly adopted reports also recommend activities that will be funded and led by others, such as activities in Housing and Tourism.

VIII: COUNCIL MEMBERS (FY 2024)

Ethan Dunstan, <i>Chair</i>	Principal, Capital River Advisors
Rob Archer, <i>Vice Chair</i>	CEO, Codebase Coworking
Francoise Seillier-Moiseiwitsch, PhD, <i>Treasurer</i>	Managing Owner, Revalation Vineyards
Kenny Allison	Security Access Engineer, The Coleman Group
Kim Blosser	President, Laurel Ridge Community College
Roque Castro	Elysium LD Technology, Inc.
The Hon. Bob Coiner	Town of Gordonsville
Jim Cheng (through December 2023)	Co-Founder, CAV Angels
Tom Click	President & CEO, Patriot Industries
Brian Cole	Vice President of Operations, LexisNexis
Gizelle Curtis	Sr. Economic Development Market Specialist, Dominion Energy

Christian Goodwin	County Administrator, Louisa County
Christine Jacobs	Executive Director, Thomas Jefferson Planning District Commission
Ray Knott	Market President, Atlantic Union Bank
Pace Lochte	Assistant Vice President for Economic Development, University of Virginia
Patrick Mauney	Executive Director, Rappahannock-Rapidan Regional Commission
Brandon Payne	Ruckersville Self Storage
The Hon. Tony O’Brien	Supervisor, Fluvanna County
Paige Read	Director of Economic Development & Tourism, Town of Culpeper
Jean Runyon	President, Piedmont Virginia Community College
Jonathon Weakley	County Administrator, Madison County
Andy Wade	Director of Economic Development, Louisa County
Tina Weaver	Papa Weaver’s Pork, Inc.

IX: COLLABORATING PARTNERS

The following is a list of partners that participated in Region 9 project proposal development including those that provided letters of support.

Businesses

- Afton Mountain Vineyards
- AgroSpheres
- Aire Serv Heating & Air Conditioning
- Ampel Bio Solutions
- AOR Logistics
- Artemisia Farm & Vineyard
- Astraea
- Atlantic Union Bank
- Avant Genomics
- Avondale Dècor
- Bean Hollow Grassfed
- Bearfence Leadership Solutions, LLC
- Bingham & Taylor
- BIO-CAT
- Bold Rock Hard Cider
- Botanical Bites & Provisions, LLC
- BUILT Technologies
- Cedar Mountain Stone
- Champion Brewing Company
- Chateau Merillanne
- Codebase Coworking
- CRCL Solutions, LLC
- Culpeper Cheese Company
- Dominion Energy
- EcoSeptix Alliance
- Fifty-Third Winery & Vineyards
- First Citizens Bank
- Focused Ultrasound Foundation
- Gadino Cellars
- Gardens of Khmet
- Gaston & Wyatt
- GenEp
- Genesis Home Improvement, LLC
- HydroHeal Therapeutics
- InBio
- KellyBronze
- Kenis Healthcare
- KeViRx



- LexisNexis
- Lighthouse
- Liqueur
- Luminoah
- Luna Labs
- Lytos Technologies
- MITRE
- Mobius Scientific
- Montifalco Vineyard
- Naked Mountain Winery & Vineyards
- Nelson 101
- Nouveau Biosciences, LLC
- Owl Peak Labs
- Patriot Industries
- Pearl Island Foods
- PeriOp Green
- Pharma Directions
- Pross Construction Company
- Rappahannock Electric Cooperative
- Revalation Vineyards
- Rivanna Medical, Inc.
- Scheer Partners
- Seek Lavender
- Slate Bio Inc.
- South Duvall
- Small Batch Empire
- Storyware
- Taste of Home
- The Coleman Group
- The Farm at Sunnyside
- Thermo Fisher Scientific
- Thornton River Orchard & Market
- University of Virginia Community Credit Union
- USP
- Vasarya
- Williams Compliance
- 4P Foods

Education

- Fauquier County Public Schools
- Germanna Community College
- Greene County Public Schools
- Laurel Ridge Community College
- Louisa County Public Schools
- Piedmont Virginia Community College
- Rappahannock County Public Schools
- University of Virginia
- UVA – Batten Institute
- UVA Engineering
- UVA Licensing & Ventures Group

Government

- Albemarle County
- City of Charlottesville
- Charlottesville Albemarle Convention & Visitors Bureau (CACVB)
- Culpeper County
- Fauquier County
- Fluvanna County
- Greene County
- Louisa County
- Madison County
- Nelson County
- Orange County
- Rappahannock County
- Rappahannock-Rapidan Regional Commission
- Sperryville Fire Company
- Thomas Jefferson Planning District Commission
- Town of Culpeper

Other

- Businesses of Rappahannock
- CAV Angels
- Catalyst
- Central Virginia Partnership for Economic Development
- Central Virginia Small Business Development Center (CV SBDC)

- Charlottesville Area Community Foundation (CACF)
- Charlottesville Business Innovation Council (CBIC)
- Charlottesville Regional Chamber of Commerce
- Community Investment Collaborative (CIC)
- Culpeper Chamber of Commerce
- CvilleBioHub
- Fauquier Chamber of Commerce
- Fredericksburg Food Co-op
- George Washington Carver Center
- Girl Scouts of Virginia Skyline
- GovSmart
- Laurel Ridge Community College Educational Foundation, Inc.
- Louisa County Chamber of Commerce
- New Hill Development Corporation
- PATH Foundation
- Quantitative Foundation
- SCORE Central Virginia
- Virginia Bio
- Virginia Career Works – Piedmont Region
- Virginia Winemakers Research Exchange
- Virginia Winery Associations

X: SUPPORT ORGANIZATION & APPRECIATION

The success of Region 9 is the result of the commitment and work of Council members, the support of the Central Virginia Partnership and the Department of Housing and Community Development teams, the enthusiasm displayed by applicants and stakeholders, and the endorsement of business, higher education, and local governments in the region. We thank you all!



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