



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

**REGIONAL COUNCIL 9  
GROW EXISTING BUSINESS (GEB) TASK FORCE MEETING  
JANUARY 7, 2025  
11 am to NOON  
IN-PERSON  
1001 Research Park Blvd., Suite 301, Charlottesville  
<https://us06web.zoom.us/j/89266954721>  
Call 434-979-5610 x. 106 with connectivity issues.**

**AGENDA**

- |   |                            |
|---|----------------------------|
| 1. Welcome (3 minutes)  | Ray Knott, Appointed Chair |
| • Roll Call   |                            |
| • Public Comment  |                            |
| 2. ACTION ITEM(s): (2 minutes)  | Ray Knott                  |
| • Approve Meeting Minutes, April 12, 2024   |                            |
| 3. Update: (5 minutes)  | Shannon Holland            |
| • GO Virginia Program – Dashboard (Closed Projects)   |                            |
| <a href="https://public.tableau.com/app/profile/virginiadhcd/viz/GOVADashboard_17345526597200/GOVA-Dashboard">https://public.tableau.com/app/profile/virginiadhcd/viz/GOVADashboard_17345526597200/GOVA-Dashboard</a> |                            |
| • Region 9 Project Grow Existing Business Projects Update (enclosed)  |                            |
| 4. 2024 Wine Industry Report & Action Plan – Deliverable (5 minutes)  | Shannon Holland            |
| • <a href="https://www.govirginia9.org/about/reports/">https://www.govirginia9.org/about/reports/</a>   |                            |
| 5. Proposal Review (20 minutes)   | Ray Knott                  |
| • Wine Industry Implementation Grant Draft Summary (enclosed)   |                            |
| 6. Feedback from task forces – How do we improve? (10 minutes)  | Shannon Holland            |
| • Proposal review process   |                            |
| • Active project management process   |                            |
| 7. Project Pipeline (2 minutes)   | Shannon Holland            |
| 8. Other Business (2 minutes)   | Ray Knott                  |
| 9. Adjourn (1 minute)   | Ray Knott                  |



**REGIONAL COUNCIL 9  
GROW EXISTING BUSINESS TASK FORCE (GEB)  
APRIL 12, 2024  
NOON – 1:30 pm  
1001 Research Park Blvd., Suite 301, Charlottesville  
IN-PERSON MEETING  
Virtual option: <https://us06web.zoom.us/j/85753387501>  
Meeting ID: 857 5338 7501**

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**MINUTES**

**GEB Task Force Members:**

**Attending Virtually:** Brian Cole, Gizelle Curtis, Ray Knott

**Absent:** Francoise Seillier-Moiseiwitsch (Treasurer), Bob Coiner, Paige Read

**Innovation Task Force Members:**

**Attending Virtually:** Rob Archer (Vice Chair), Tom Click; Ethan Dunstan, Pace Lochte

**Attending In-Person:** Ethan Dunstan (Chair)

**Staff:** Shannon Holland, Helen Cauthen

**Guests:** Nikki Hastings, PhD; Terry Clower; JT Newberry

**1. Welcome**

Ethan Dunstan began the meeting at 12:06 a.m.

**2. Roll Call**

A roll call was performed as noted above. A quorum of the GEB Task Force was not present. Ethan Dunstan noted that the group would move through the agenda but would not take any action.

**3. Public Comment**

No public comment was received before the meeting or offered during the meeting when solicited.

**4. Meeting Minutes - Action**

This action item was skipped due to lack of a quorum.

**5. Project Review and Discussion**

Ethan Dunstan introduced two guests. Nikki Hastings, PhD, CvilleBioHub, Executive Director was present to answer questions on her organization's grant proposal. Terry Clower, George Mason University was present to begin return on investment (ROI) validation on behalf of the Department of Housing and Community Development (DHCD).

Ethan Dunstan opened discussion of the grant proposal: **Project VITAL: Charlottesville Biotechnology Accelerator**. Nikki Hastings gave a brief overview of the project. The following are highlights of the discussion and suggestions for addressing in the proposal when discussed at the Council Meeting on April

25, 2024.

- Commentary included:
  - The 1.36 M of unobligated Region 9 Per Capita funds will be swept, and this is the only application received. Fortunately, it is a fantastic proposal that demonstrates impressive matching funds from the private sector – which has been a challenge in our region. Jim Cheng, now on GO Virginia Board, is supportive of this project.
  - Project is so important for the Commonwealth considering the amount of investment in research at UVA, VCU, VT, etc. It is the critical next step to unlock the potential of this research to commercialize and keep business in Virginia. This could not happen without an entity like CvilleBioHub. Without them, there would just be a lot of research happening. This project is intentional and has a very thoughtful approach. This collaborative project will get the attention of federal funders who are looking for big, and bold moves by states.
  - Project aligns with GO Virginia efforts in our region and it will have a major impact. CvilleBioHub has proven their ability to lead grants successfully.
  - The grant has a unique funding pathway. To meet the 4.2 million ask, 1.36 million would come from unobligated Region 9 Per Capita funds and the remaining funds would come from the statewide competitive fund. This project will be the largest ask for this region and collectively with Regions 2 and 4, it will be the largest GO Virginia project at around 12m. Also, these grants are also pursuing the first 3-year grant award yet made by the GO Virginia Board.
- Suggestions included:
  - Tell the stories of companies that have left or not thrived due to lack of wet lab space.
  - Regarding sustainability, note that many in the banking and investment industry will be interested in creating side funds to support.
  - Regarding ROI, reevaluate job numbers and average salary used in ROI and reposition framework to include 1) opportunity to pull from Maryland/DC 2) focus on accelerator model vs using incubator wording.
  - Show that at least 50% of the region's footprint supports the project.

Discussion included making these updates to the proposal:

**Change Letter:**

- Helen will update the Partnership Letter of Support to clearly state the localities that the organization represents.

**Changes to Sustainability can include:**

- Side funds from investors
- Contacts across the country to support by bringing in private supporters, i.e., PMF, Quantitative, E. Edwards
- Eligible for federal funds for accelerators
- Will attract federal attention for a collaborative project that is big and bold across 3 regions.
- Current interest of Venture Capital investors to support
- Post 3-year – attract companies and retain them.
- Develops when project demonstrates market fit followed by iterations.
- Smaller scale proof of concept to larger scale
- Attraction from other states (such as MD and DC)

**Changes to Subject Matter Experts Engagement:**

Clarify the subject matter expert input in this project: CvilleBioHub, Task Force Members and Reviewers, Executive Committee, Private Funders that provided match, Letters of Support

**Changes to ROI Calculation and Narrative:**

To be determined after Terry Clower, Nikki Hastings and Shannon Holland discuss further with DHCD input.

**6. Other Business**

No other business was brought forward.

**7. Adjourn**

The meeting was adjourned at 1:17 p.m.

DRAFT

**Grow Existing Business Task Force – Projects**

Pending: n/a

Framework	Funding	Count	Businesses Served	Jobs Created
Scale-up (GEB)	\$ 5,258,427	7	412	451

CLOSED	Type	Start	End	Funding \$	Industry	Projected Biz Served	Actual Biz Served	Projected Jobs	Actual Jobs
CvilleBioHub	PG			83,540		0	0	0	0
CvilleBioLab	PG			100,000		0	0	0	0
Biotech Innovation Cluster Growth	Imp			548,000		131	131	70	416
Project Rebound	ERR			80,000		0	0	0	0
Crafting a New Normal	ERR			44,000		100	281	31	35

ACTIVE	Type	Start	End	Funding \$	Industry	Projected Biz Served	Actual Biz Served	Projected Jobs	Actual Jobs	Status
Project VITAL: CvilleBioAccelerator	Imp			4,302,887		60	0	68	0	
Wine Industry Cluster Scale Up	PG			100,000		0	0	0	0	

**GO Virginia Program Outcomes – Grow Existing Businesses (June 2024)**

Grow Existing Businesses (Scale-Up) implementation grant proposals must commit to reaching specific targets in at least two to three categories at the end of the grant contract. Quarterly progress reports are submitted to staff.

<b>Number of jobs created</b>	The number of jobs that will be created by businesses supported by the effort.
<b>Number of businesses attracted</b>	Total number of unique new businesses relocating to the region(s) as a result of the project's work.
<b>Number of existing businesses expanded</b>	The total number of existing businesses or startups that have demonstrated business growth specifically due to the effort
<b>Number of businesses served</b>	The number of unique firms provided with targeted and/ or individualized business assistance.
<b>Total funds raised by businesses served</b>	The total dollar amount in funds raised by the businesses served as part of the effort. This may include venture capital, research and development funds, SBIR funding, grants, private investment, or other sources of funds to be used by the businesses served.

**REGION 9 GO VIRGINIA – IMPLEMENTATION GRANT SCORING RUBRIC**

**Project Name:** Wine Industry Implementation Grant  
**Applicant:** Nelson County  
**Contact Name:** Maureen Kelley  
**Grant Amount Requested:** \$353,120 for 2 years  
**Match Amount Proposed:** \$209,784  
**Local Match:** 191,534  
**Localities:** Albemarle, Charlottesville, Culpeper, Fauquier, Fluvanna, Greene, Louisa, Madison, Nelson, Orange, and Rappahannock  
**Match Commitment Forms:** See list at end of this document.  
**Letters of Support:** See list at end of this document



**Date Original Submitted:** 12.10.2024

**Region 9 Task Force Reviewing**

- Talent Development
- Innovation/Entrepreneurship
- Growing Existing Business
- Sites

**Individual Reviewer Name:**

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**REVIEWER FINAL SCORE:** \_\_\_\_\_ / 100 POINTS

**REVIEWERS: Check all goals/opportunities demonstrated in proposal.**

**State Goals:**

- Higher Paying Jobs  Out of state investment
- Transformative project  Collaboration between government, business, education, etc.

**Region 9 Project Categories:**

- Talent Development  Innovation/Entrepreneurship
- Growing Existing Business  Sites

**Region 9 Target Industries:**

- Information Technology  Food & Beverage Mfg.
- Financial & Business Services  Light Mfg.  Biotechnology

**GO Virginia Request (REV):** \$353,120 for a 2-year grant to implement recommendations from the Wine Industry Planning Grant Report and Action Plan to strengthen the regional industry and drive out-of-state product exports by establishing a business led coalition that will coordinate business expansion resources, development, and deployment of a professional Virginia Wine Industry Certificate, and coordinate statewide resources, etc.

**Proposed Outcomes (REV):** 10 new jobs, 10 businesses expanded (exports), 104 businesses served

**ROI -**

STATE GRANT SCORING GUIDELINES	Score each section up to the stated point value. Make notes, comments, concerns, to support rating.
<p align="center"><b>ECONOMIC IMPACT</b></p> <p align="center">Refer to Application Questions: 1-4</p>	<p align="center"><b>Up to 35 total points</b></p>
<p>1. Proposal provides an adequate outline of the project and project activities.</p>	
<p>2. Project application demonstrates alignment with opportunities and target sectors identified in the Region 9 Growth Plan. If applicable, the proposal notes alignment with other collaborative planning efforts.</p>	
<p>3. Proposal outlines quantitative and qualitative outcomes/products and activities that are linked to those outcomes/products. The GO Virginia Outcomes Worksheet aligns with those described. The applicant has described a methodology for tracking these commitments.</p>	
<p>4. The 3- and 5-year Return on Investment (ROI) calculations are provided and are supported with an adequate description of variables used in the calculation such as Jobs, Salaries, etc.</p>	
<p align="center"><b>REGIONAL COLLABORATION</b></p> <p align="center">Refer to Application Questions: 5-9</p>	<p align="center"><b>Up to 30 total points</b></p>

**REGION 9 GO VIRGINIA – IMPLEMENTATION GRANT SCORING RUBRIC**

5. The localities participating in the activities of the project are noted and their commitment adequately documented in match forms, narrative or letters of support. At least two localities are represented.	
6. The proposal describes how the grant team has engaged with local government, private sector and subject matter experts in validating the strategy and approach of the project.	
7. The project has an adequate range of partners, each with a documented meaningful role.	
8. The proposal identifies cost efficiency, repurposing of existing funds, leveraging of existing assets and other evidence of collaboration.	
9. This proposal explains how this project is additive and not duplicative.	
<b>PROJECT READINESS</b> Refer to Application Questions: 10-13	<b>Up to 20 total points</b>
10. Proposal includes a clear timeline and adequate milestones to track project and projected funds drawdown. The applicant has the ability to address issues and take remedial action as necessary.	
11. Projected expenses and uses of committed match are aligned with project activities.	
12. Potential barriers have been identified and the project administration team has a team in place to address those that arise.	
13. Pre-requisite activities undertaken by the project partners to increase effectiveness of this grant delivery are described and adequate.	
<b>PROJECT SUSTAINABILITY</b> Refer to Application Question: 14	<b>Up to 15 total points</b>
1. The proposal has identified a path forward for long-term sustainability beyond the grant period.	
<b>BUDGET – SEE BUDGET WORKBOOK in proposal</b>	<b>0 points</b>
Budget is reasonable and realistic for scope of project and stated efficiencies and Budget Narrative supports proposed budget. Adequate descriptions are provided in the workbook. <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Needs clarification	
<b>TOTAL POINTS AWARDED</b>	_____ / 100

**Staff Request:** If you have thoughts on tweaks that would improve this proposal please advise here:



## REGION 9 GO VIRGINIA – IMPLEMENTATION GRANT SCORING RUBRIC

**List of Match Commitment Forms: 12 total - 8 counties, 3 private sector, 1 community college, 2 tourism and economic development organizations**

- Albemarle County– *Pending*
- Fluvanna County
- Fauquier County
- Greene County - *Pending*
- Louisa County - *Pending*
- Madison County
- Nelson County – *Revised form pending Town of Culpeper*
- Town of Culpeper - *Revised form pending Town of Culpeper*
- CACVB
- CVPED
- PVCC
- Eastwood
- Veritas
- Williams Compliance

**List of Letters of Support: 9 private sector; 6 local government, 4 economic development and support organizations**

- Albemarle County
- Orange County
- Madison County
- Fluvanna County
- Fauquier County
- Town of Culpeper
- Capitol Wine School
- Hark
- King Family Vineyard
- Eastwood
- Oakencroft
- Williams Compliance
- Winebow
- Rep. National
- RdV
- CACVB
- CVPED
- SBDC
- Venture Central