



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

**REGIONAL COUNCIL 9
GROW EXISTING BUSINESS (GEB) TASK FORCE MEETING**

APRIL 4, 2025

8 am to 9 am

IN-PERSON

1001 Research Park Blvd., Suite 301, Charlottesville

<https://us06web.zoom.us/j/82872614666>

Call 434-979-5610 x. 106 with connectivity issues.

AGENDA

- | | |
|--|------------------|
| 1. Welcome (3 minutes) | Ray Knott, Chair |
| • Roll Call | |
| • Public Comment | |
| 2. ACTION ITEM(s): Consent Agenda (2 minutes) | Ray Knott |
| • Meeting Minutes, April 12, 2024 | |
| • Meeting Minutes, January 25, 2025 | |
| 3. Update(s): (5 minutes) | Shannon Holland |
| • Region 9 Grow Existing Business Projects Dashboard | |
| 4. Proposal Review (20 minutes) | Ray Knott |
| • Innovation Corridor Roadmap – Planning Grant Summary | |
| • Discuss Project and Scoring Rubric | |
| 5. Growth Plan Feedback (25 minutes) | Shannon Holland |
| • 2025 Growth Plan – Cluster Scale Up Assessment by Sector | |
| 6. Project Pipeline (2 minutes) | Shannon Holland |
| 7. Other Business (2 minutes) | Ray Knott |
| 8. Adjourn (1 minute) | Ray Knott |



**REGIONAL COUNCIL 9
GROW EXISTING BUSINESS (GEB) TASK FORCE MEETING
JANUARY 7, 2025
11 am to NOON
ALL-VIRTUAL**

<https://us06web.zoom.us/j/89266954721>
Call 434-979-5610 x. 106 with connectivity issues.

MINUTES

GEB Task Force Members Present: Ray Knott, Francoise Seillier-Moiseiwitsch

GEB Task Force Members Absent: Brian Cole, Paige Read, Tom Thorpe

Council Members Present: Ethan Dunstan (Chair), Rob Archer (Vice Chair)

Staff Present: Helen Cauthen, Shannon Holland, Christie Taylor

1. Call to Order.

Ray Knott called the meeting to order at 11:02 AM. The meeting was being held virtually as it is needed to conduct business of the Council and there is a Governor State of Emergency. Council Chair Ethan Dunstan asked Ray Knott to lead the Sites Task Force until the June Annual Meeting, when a new chair will be nominated. The idea is to increase council member engagement through task force efforts as we discussed at the October Council Mtg.

- **Roll Call**

A roll call was performed. **A quorum was not established, as noted above.**

- **Public Comment.**

There was no public comment submitted before the meeting or offered at the meeting.

2. ACTION ITEM(s):

- **Dashboard** (Closed Projects)

https://public.tableau.com/app/profile/virginiadhcd/viz/GOVADashboard_17345526597200/GOVADashboard

Shannon Holland gave a brief presentation on the new tool available from DHCD that demonstrates GO Virginia Program impact. The data presented is for closed projects only.

- **Region 9 Project Grow Existing Business Projects Update**

Shannon Holland discussed the draft GEB dashboard in the meeting packet and noted that it will evolve with the goal of helping the task force stay engaged with GEB activities. She explained the stop light status method being used for active projects. Project VITAL is green and ready to go, as the contract that has just been signed. The Wine Planning Grant is yellow because though the report was presented in October, the Action Plan was not. It has now been delivered concurrently with the proposal up for discussion.

3. 2024 Wine Industry Report & Action Plan – Deliverable

- <https://www.govirginia9.org/about/reports/>.

Shannon Holland shared that the Wine Industry Report was successful in building collaboration as well as creating the report. We are advised that getting the sector meeting and working together not previously achieved. Shannon shared that she pushed hard to address some gaps in the action plan

and proposal, and then focused on getting a strong GO Virginia action plan developed that would drive a proposal. The first draft of the action plan and proposal weren't ready so in October she recommended they pull their proposal. An updated action plan has been delivered along with the proposal up for review today.

Francoise Seillier-Moiseiwitsch noted that the Wine Board has accepted four pre-proposals for potential funding identified through this planning grant's Report & Action Plan. Shannon noted that grants funded were for action items that were not "fundable" through GO Virginia.

4. Proposal Review: Implementation Grant Draft Summary

- Shannon shared that there are three pending projects requesting greater than Region 9's \$1M allotment, totaling \$1,066,870. If both projects advance, this will become a consideration.
- Staff and DHCD have concerns on the credentialing program, limited outcomes (10 jobs), Wine Board role, and lacking clarity around whether this proposal is additive.
- Francoise Seillier-Moiseiwitsch noted that the credential will yield a higher per hour wage for tasting room staff. The Wine Board role is often confused, so she clarified it is appointed by the Governor as an advisory committee, and they have funds they can issue towards research and marketing grants and oversee the Wine Board marketing office. They are volunteers, and as such not a lot is accomplished.
- A pinch point for DHCD is that a large portion of the funding is going to the development of the credentialing program that won't be delivered until the end of the grant period. There is also concern for the qualified credentialing partner. There is not a tax status for the entity, which would take at least a year for it to be the housing of a credential. Therefore, a public entity would have to house it, and that has not been outlined in the proposal. These sorts of obstacles ponder the question whether this should be attempted as part of this grant.
- Ethan pointed out there is a sustainability issue with nonprofits becoming self-sufficient, and the means of that not articulated in the proposal. Francoise Seillier-Moiseiwitsch answered that the fees from gaining the certificate could sustain the coalition, as well as private sector money and Wine Board funds.
- Shannon Holland said she would get feedback on these issues ahead of the Council Meeting for consideration.

5. Feedback from Task Forces

Shannon Holland requested feedback from the Task Force on the proposal review process and active project management process. The goal is to involve task forces more often, as it will provide earlier insights into project development and assist with deliverables. For example, sharing an early proposal outline or having volunteers from the task force oversee a project's development and implementation. It was suggested that Task Forces could approve final proposals to the full Council.

6. Project Pipeline

Currently, there are no other projects in the pipeline.

7. Other Business

No other business was presented.

8. Adjourn

The meeting was adjourned at 11:45 a.m.



**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**

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 (GEB) Task Force – Dashboard (April 4, 2025)

Pending: n/a

Strategy	Funding	Count	Businesses Served	Jobs Created
GEB (Scale-up)	\$ 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	Biotech	0	0	0	0
CvilleBioLab	PG			100,000	Biotech	0	0	0	0
Biotech Innovation Cluster Growth	Imp			548,000	Biotech	131	131	70	416
Project Rebound	ERR			80,000	All	0	0	0	0
Crafting a New Normal	ERR			44,000	Food & Bev. Mfg.	100	281	31	35
Wine Industry Cluster Scale Up	PG			100,000	Food & Bev. Mfg.	0	0	0	0

ACTIVE	Type	Start	End	Funding \$	Industry	Projected Biz Served	Actual Biz Served	Projected Jobs	Actual Jobs	Status
Project VITAL: CvilleBioAccelerator	Imp	10/1/2024	9/30/2027	4,302,887	Biotech	60	0	68	0	
Wine Industry Implementation	Imp	TBD	TBD	\$224,125	Food & Bev. Mfg.	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.

Number of jobs created	The number of jobs that will be created by businesses supported by the effort.
Number of businesses attracted	Total number of unique new businesses relocating to the region(s) as a result of the project's work.
Number of existing businesses expanded	The total number of existing businesses or startups that have demonstrated business growth specifically due to the effort
Number of businesses served	The number of unique firms provided with targeted and/ or individualized business assistance.
Total funds raised by businesses served	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.



GO Virginia Region 9 Executive Project Summary

Complete this form and submit along with your proposal. It can be up to 2 pages.

Project Name: Innovation Corridor Strategic Roadmap
Applicant: Central Virginia Partnership for Economic Development
Contact Name: Helen Cauthen, President

Grant Timeline: 12 months
GO Virginia Amount Requested: \$100,000
Match Amount Proposed: \$80,000
Local Match Subtotal: \$35,000

Match Breakdown: In-kind \$17,500; Cash - \$62,500

Localities Served: City of Charlottesville and Counties of Albemarle, Culpeper, Fauquier, Fluvanna, Greene, Louisa, Madison, Nelson, Orange and Rappahannock (All of Region 9)

Local Match Commitment From: City of Charlottesville, Albemarle County, Greene County, Fauquier County, and Orange County

Other Match Commitment From: Hourigan, UVA Foundation, CvilleBioHub, Central Virginia Partnership for Economic Development

Additional Leverage: University of Virginia

Letters of Support From: Albemarle County, Bcubed, Breakthrough to Solutions, Charlottesville, Culpeper County, CvilleBioHub, Fauquier County, Fluvanna County, Germanna Community College, Greene County, Hourigan, Laurel Ridge Community College, Louisa County, Luna Labs, Madison County, MITRE, Nelson County, Orange County, Perrone Robotics, Piedmont Virginia Community College, Rappahannock-Rapidan Regional Commission, Thomas Jefferson Planning District Commission, University of Virginia, UVA Foundation, Venture Central, and WillowTree

Strategy: (Select one) Grow Existing Business; Entrepreneurship; Sites; Talent Development

Region 9 Target Sectors this project is focused on: Biomedical & Biotechnology; IT & Communications; and Light Manufacturing

Region 9 Growth Plan Opportunities Targeted: (list separately below) in bullet format



This project aligns with the GO Virginia Region 9 Growth & Diversification Plan Update (2023), specifically:

- **Grow Existing Business #1:** *“For each target cluster, reevaluate industries within each cluster as defined in 2017 and identify gaps in growth to develop recommendations for future implementation grants....”*
- **Growing Existing Businesses #3:** *“Support implementation grants from Gaps identified through.... CEDS Plans”*

Description: (in less than 150 words describe your project)

The Innovation Corridor project will take a deeper dive into three Region 9 priority industry clusters in order to identify areas where the region has a global strategic advantage and that represent new growth opportunities, specifically in and across the domains of life sciences/biotech and digital/IT (data science, AI, autonomy, advanced materials, cybersecurity, etc.) with commercial and national security applications, or the “Core Areas”.

The innovation corridor strategic roadmap will assess assets across the GO Virginia Region 9 footprint. Based on these assets, as well as regional, national, and global industry trends, the consultant will recommend strategic priorities and specific actions to be taken to realize opportunities for regional growth and cluster development in the Core Areas.

Return on Investment: _____ at Year 3; _____ at Year 5 (from ROI Worksheet) N/A [STAFF NOTE: ROI not required for planning grants].

GO Virginia Core Metrics and Committed Outcomes: (list metrics with committed numbers; see Core Outcomes Worksheet) N/A

List Other Outcomes or Deliverables, if any: Strategic Roadmap

Highlight Major Grant Activities in Bullet format:

- Quantitative Assessment of Industry-Facing Core Competencies in Core Areas
- Quantitative Assessment of Regional Advanced Industry Clusters in the Core Areas
- Identification of High-Growth Opportunities
- Situational Assessment for Regional Development to Inform Strategic Priorities
- Preparation of a Strategic Roadmap

PLANNING GRANT REVIEW - SCORING RUBRIC



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

Project Name: Innovation Corridor Strategic Roadmap
Applicant: Central Virginia Partnership for Economic Development (CVPED)
Contact Name: Helen Cauthen, Central Virginia Partnership and Pace Lochte, UVA Economic Development
Grant Amount Requested: \$100,000 for 1 year – PLANNING GRANT
Match Amount Proposed: \$80,000
Local Match: Albemarle, Charlottesville, Greene, Fauquier, Orange [match approved/form pending]
Other Match: Hourigan, UVA Foundation CvilleBioHub, Central Virginia Partnership
Additional Leverage: UVA Economic Development
Letters of Support: Albemarle County, Bcubed, Breakthrough to Solutions, Charlottesville, Culpeper County, CvilleBioHub, Fauquier County, Fluvanna County, Germanna Community College, Greene County, Hourigan, Laurel Ridge Community College, Louisa County, Luna Labs, Madison County, MITRE, Nelson County, Orange County, Perrone Robotics, Piedmont Virginia Community College, Rappahannock-Rapidan Regional Commission, Thomas Jefferson Planning District Commission, University of Virginia, UVA Foundation, Venture Central, and WillowTree

Date Original Submitted: 9/18/2025

Region 9 Task Force Reviewing

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

Reviewer Name:

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

REVIEWERS: Check all goals/opportunities demonstrated in proposal.
State Goals:
 Higher Paying Jobs Out of state investment Transformative project Collaboration btw. government, business, education, etc.

INSTRUCTIONS

- 1) Read full proposal
- 2) Provide a score up to the total points noted for each section in the left column
- 3) Add notes and brief comments, questions, or concerns in the right column

ECONOMIC IMPACT –Up to 35 points total

Proposal outlines the target sector and region of impact or service.

Proposal specifies how it aligns with the Region 9 Growth & Diversification Plan

Proposal demonstrates how the proposed activities will address Region 9 opportunities or challenges.

Proposal outlines the localities that will be impacted and clarifies how that area was selected. (A minimum of 2 localities must be involved to be eligible for GO Virginia funding. The more the better. If there is a reason for fewer, a rationale should be clear.)

PLANNING GRANT REVIEW - SCORING RUBRIC

For planning grants, the proposal clarifies a vision for how a future implementation grant might have economic impact.	
REGIONAL COLLABORATION – up to 30 points total	
Proposal outlines which localities, private sector companies, and higher education will be engaged and how they will be engaged.	
The proposal is clear on the amount, timing, and form of the proposed project match and the match commitments align with the depth of public and private funding partners commitment.	
The proposal demonstrates an understanding of existing assets and how they leveraged, repurposed, and/ or evidence of additional collaboration.	
Proposal demonstrates that the request and related activities are additive to the region, rather than duplicative to other efforts.	
PROJECT READINESS – up to 20 points total	
Proposal demonstrates that the project leaders and partners can execute the proposed activities.	
Proposal demonstrates that the applicant team has consulted with subject matter experts or resources in developing the project.	
Proposal outlines how the project may be coordinated with existing efforts in the region.	
Proposal analyzes any barriers to success and outlines plans to address.	
The proposal evaluates any preliminary efforts by the collaborators to boost program delivery efficiency and provide consistent support once the project starts.	
Proposal adequately describes a direct line of sight to a future GO Virginia implementation grant that would further drive the Region 9 Growth & Diversification Plan Opportunities.	
Proposal demonstrates the project partners, including the lead public or private administering entity, have sufficient financial management and personnel to ensure compliance with the grant agreement.	
BUDGET and TIMELINE– up to 15 points total	
Budget is reasonable for effort outlined in the proposal.	
Proposal narrative supports budget provided	
Timeline and related activities are clear and meaningful to success.	

PLANNING GRANT REVIEW - SCORING RUBRIC

TOTAL POINTS AWARDED			<u> </u> / 100

COMMENTS: Feel free to add any additional comments here.