



Grant Application

October 2017

Prepared by the Virginia Tech Office of Economic Development



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

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Grant Application

Overview:

The Region 2 GO Virginia Council is now accepting proposals for funding. Region 2 includes the counties of Alleghany, Amherst, Appomattox, Bedford, Botetourt, Campbell, Craig, Floyd, Franklin, Giles, Montgomery, Pulaski, and Roanoke; as well as the independent cities of Covington, Lynchburg, Radford, Roanoke, and Salem.

At this stage, approximately \$1.01 million in state funds are available for award in this region, and \$11.2 million in competitive state-wide funds are expected to be available. The Council anticipates granting multiple funding awards at varying amounts. GO Virginia funding seeks to grow jobs that pay higher than the regional median wage (\$18/hour or \$37,000 annually), primarily from out-of-state revenue. This requires a focus on industries with high growth potential, featuring in-demand occupations with higher wages.

Available funds:

The Region 2 GO Virginia Council anticipates funding multiple awards ranging from \$50,000-\$300,000 per award. All projects must be completed within two years of funding. The Region 2 Council expects to disburse the vast majority of funds for collaborative grant projects as described below. All proposals must respond directly to the Region 2 Growth & Diversification Plan which can be found at the following link: <http://bit.ly/2ws9B18>

There may be rare instances, however, where the Region 2 Council may award capacity building funds for a project not otherwise suitable for a collaborative grant award. During the project review process, Region 2 Council support organization personnel may advise applicants as to the degree to which their proposal is congruent with state and regional guidelines. Support organization staff may also discuss the appropriateness of enhanced capacity building awards, for projects that would not have immediate economic outcomes. As an example, a larger future project request might require pre-development activities, which the Council may want to encourage through a small amount of capacity-building award funding.

Funding Match:

A dollar for dollar match is required for any grant request. The match must come from non-state appropriated sources such as non-state public entities, private, federal, or local funds or in-kind commitments.

In addition to the dollar for dollar baseline match requirement, it is the goal of the State Board that there be a contribution from localities, 2 or more counties or cities, of not less than a total 20% of the required match, or \$50,000 in total, whichever is greater. Towns with substantive involvement in economic development may be substituted for cities or counties to meet this requirement.

The State GO Virginia Board may waive this requirement of locality match, to half of the required amount, upon a finding of fiscal distress or an exceptional economic opportunity within the collaborating localities. Likewise, the requirement for two city or county contribution to match may also be waived for projects that clearly serve more than 50% of the regions' population.



This local contribution may come from any combination of the participating localities and political subdivisions and may take the form of cash, revenue sharing, dedication of locally-owned or controlled assets to the proposed regional project, reallocation of existing funds, in kind contributions, or other local resources. Also, existing investments by localities and political subdivisions that are redirected, repurposed, or refocused towards collaborative regional grant requests will count as local match. Please note that the State Board also reserves the right to waive the local contribution for enhanced capacity building projects that demonstrate an ability to benefit multiple GO Virginia regions or grant requests.

Applicants should clearly identify how the participating localities will make available the required local contribution. The application should also outline the status of the other non-local government contributions to the project.

Letters of Interest and Regional Capacity Building:

While not required, potentially interested applicants are encouraged to submit a no more than 2 page letter of interest that:

- Includes the name and contact information of the expected primary applicant
- Identifies Region 2 jurisdictions to be impacted/involved
- Includes list of partners and collaborators
- Provides a brief narrative description of the project (250 words max)
- Identifies total budget costs including anticipated GO Virginia request and matching fund sources
- Includes a clear description of expected outcome or result - clearly describing how the project would spur growth of higher-wage jobs in one or more of Region 2's priority clusters AND respond to one or more of the identified strategies in the Region 2 Economic Growth and Diversification Plan

Interested applicants should review the Region 2 Growth & Diversification Plan prior to submitting their inquiry or application. The plan can be found at the following link: <http://bit.ly/2ws9B18>

The letter of interest process is an optional, non-binding step intended to support possible applicants by eliciting feedback and guidance on the appropriateness of potential projects for GO Virginia funding. The formal application may have additional or refined requirements and the state GO Virginia Board or Virginia Department of Housing and Community Development may provide additional or alternative guidance.

Applicants may submit letters of interest at any time. These do not take the place of formal applications which must be submitted at deadlines set by the council. Letters of interest should be submitted electronically to:

John Provo, Ph.D.
Director, Virginia Tech Office of Economic Development
702 Univeristy City Blvd., Mail Code 0373
Blacksburg, VA 24061
jprovo@vt.edu



Within 30 days of receipt, Region 2 staff will contact inquirers to discuss the projects and to answer questions about alignment for a formal application. This is a capacity-building function intended to support all applicants and further the development of a strong pool of fundable applications. For questions prior to submission, please contact John Provo via email jprovo@vt.edu or by phone 540-231-5278.

Eligible Applicants:

Region 2 includes the counties of Alleghany, Amherst, Appomattox, Bedford, Botetourt, Campbell, Craig, Floyd, Franklin, Giles, Montgomery, Pulaski, and Roanoke; as well as the independent cities of Covington, Lynchburg, Radford, Roanoke, and Salem. Proposals require the collaboration of at least two localities, which may be any combination of counties, cities and towns and/or political subdivisions, public bodies corporate and politic, along with other public or private entities. Political subdivisions or public bodies corporate that represent the same county or city will not be counted as a separate locality. Public or private entities that may pursue and administer grant funding include, but are not limited to, other political subdivisions of the state, foundations, non-profit entities, colleges and universities, other educational entities, economic development organizations, workforce boards, local governments, regional council support organizations, and other stakeholders. A town, with the county that surrounds it, may petition the Board for the ability to apply for a grant, if the parties can demonstrate that their collaboration is substantive and aligned with the goals of GO Virginia.

While a private company may apply, in cooperation with the collaborating localities and other stakeholders, to participate in or manage a project, grant funds are not to be used as economic development incentive payments or to promote the activities of a single entity. Instead, grant funds are to be used to support the implementation of requests aligned with plan priorities and that offer broad community benefits. Financial participation by the collaborating localities is required as part of any application for a grant allocation, and the minimum threshold for such participation is outlined in the funding match section of these guidelines. The roles of the various participants in applying for and administering a proposed project shall also be set forth in the grant application.

Full application submission:

Full applications for the first round of GO Virginia Region 2 Council funding may be submitted beginning on October 18, 2017. Applications received by November 28, 2017 at 5pm will be given full consideration by the regional council for submission to the state board for review and approval at its February 2018 meeting. If the regional council does not allocate all funds from applications submitted on November 28, an additional submission deadline may be established.

Applicants should submit applications electronically via the Virginia Tech Continuing & Professional Education registration site at this web address: <http://bit.ly/2yx7HpY> First-time users are required to register to create user and password information. The site has security measures in place to protect the loss, misuse, and alteration of the information under our control. Log file access is restricted to system administrators while stored on the server. Log files are rotated regularly and archived in a secure location. User and password information is encrypted before it is transmitted across the network. Virginia Tech complies with all statutory and legal requirements with respect to access to information.



Project evaluation criteria:

- Economic impact (35%):
 - To what extent does the project spur the growth of higher-wage jobs in one or more of Region 2's priority clusters: manufacturing; life sciences and health care; food and beverage processing; and emerging technologies and IT?
 - To what extent does the project respond to one of the strategies in the Region 2 Economic Growth and Diversification Plan related to: advancing technology and high-growth clusters; growing skilled talent; supporting entrepreneurship; and collaborative development of sites and buildings?
 - To what extent, does the proposal outline the expected return on investment of the proposed project and the timeline for achieving that return?

- Regional collaboration (30%)
 - To what extent does the project show evidence of widespread benefit to the larger region?
 - To what extent does the project engage localities and partnerships (including private or corporate partnership)?
 - To what extent does the project identify cost efficiencies, repurposing of existing funds, leveraging of existing assets or other evidence of collaboration benefits?
 - To what extent has the project involved businesses, colleges and universities, and other public and private entities within the region in the conceptualization of and the implementation of the project?
 - To what extent does the amount, timing, and form of the proposed project match indicate the depth of the commitment by the public and private funding partners to the effort?
 - To what extent does the proposed project inventory related efforts and seek to ensure it is not duplicative of, but additive to, other efforts to support economic diversification and the creation of more higher-paying jobs?

- Project readiness (20%)
 - To what extent do the applicant and project partners demonstrate and describe capabilities to successfully execute the project?
 - To what extent does the proposed project fully assess the barriers to successful implementation and other associated risks along with a plan to overcome them?
 - To what extent do the project partners and lead entities have sufficient financial management, personnel, and organizational capacity to ensure effective management and compliance?

- Project sustainability and innovation (15%)
 - To what extent is the project innovative, forward looking, and offers potential to promote sustainable long-term economic growth in the region?



- To what extent does the project provide a plan for sustainability beyond GO Virginia funding, if appropriate?
- To what extent does the project demonstrate leverage above the required amounts, from any source?

The anticipated return on investment of a proposed project resulting from the GO grants is one of the key measures to be used by the Board in making funding allocations. In calculating the anticipated return on investment for proposed grant requests, applicants should outline the anticipated jobs and capital investment that could accrue from the project over a two-year period that aligns with the likely payout schedule of a grant, as well as over the longer term. Using those factors, the applicant should outline the anticipated state and local tax revenues that will result from the proposed activity. When determining the economic impact of a proposed grant request, the Board will give preference to those applications which can demonstrate that the GO Virginia portion of the grant is recouped within three years, however, projects that may have a smaller return in the initial phases, but a larger anticipated longer term impact (taking into account the likelihood of future success) will receive special consideration. In addition to these objective factors, applicants should outline other measures of success, such as new collaborative agreements, revenue sharing, cost savings and efficiencies resulting from the project, or other items that can be used by the Board to understand the financial viability of the project. Another variable that the Board will use in determining the return on investment is any information provided by the applicant about previous successes involving the applicant on similar initiatives. It is understood that certain project types will have a longer timetable to achieve their expected return on investment.

Projects will NOT be eligible for Council funding if the funds impact only a single locality; focus on quality of life activities; support trade missions; fund construction or transportation projects; fund museum or entertainment venues; or lack alternative or matching funding.

Project evaluation process:

Once submitted, Region 2 Council support organization staff will perform a technical review of all completed applications to assess compliance with minimum criteria and eligibility. Applications that meet the threshold criteria will be sorted into groups based on their fit with the plan's four strategy areas: advancing technology and high-growth clusters; growing skilled talent; supporting entrepreneurship; and collaborative development of sites and buildings. While a project may very well impact more than one of these strategy areas, a small review team of subject-matter experts and Council staff will be identified for each of these topics. The subject-matter experts and Council staff will review applications and provide evaluations of the strengths and weaknesses of the projects. All applications and the assessments will be sent to the Region 2 Council for review and action. The Region 2 Council, at their discretion and in some instances, may ask qualified applicants to appear in-person to provide additional information. Subsequent to the review and approval by the Region 2 Council, the state GO Virginia Board must also review and provide final approval of all applications.

The Virginia Tech Office of Economic Development serves as the support organization for the Region 2 Council. In cases where Virginia Tech should appear as a primary applicant for Council funding, the

technical and subject matter review will be led by representatives from a regional entity not directly associated with Virginia Tech.

Region 2 staff will ensure that any reviewers who are full-time employees of applicant organizations, will not perform reviews of their employer organizations. In some instances, reviewers may also have an interest in or connection to one or more of the applicant organizations (such as serving as a board member or volunteer). Region 2 staff will expect reviewers and applicants to disclose any such connections.



Anticipated timeline for 2017:

October-November 2017	Letters of Interest accepted. Region 2 support organization staff responds to Letters of Interest and assists and advises interested applicants Region 2 Council holds Kick-Off Event Region 2 Council staff conducts three Community Meetings/Application Assistance workshops (1 in each PDC service area)
October 18, 2017	Application portal opens.
November 28, 2017	For full consideration for possible review by GO Virginia State Board in February 2018, applications are encouraged by 5 pm on November 28, 2017.
December 2017	Staff and Subject Matter review applications and provide evaluations to Council.
January 12 2018	Region 2 Council meets and considers any completed and reviewed applications received to date. Any proposals recommended for funding are submitted to Virginia Department of Housing and Community Development and state GO Virginia Board for additional review and final approval at February GO Virginia board meeting.
NOTE:	An additional submission deadline may be established for additional applications if funding remains available after initial applications are reviewed.



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Application instructions:

The application process is an on-line form and applicants should visit this link to access the site <http://bit.ly/2yx7HpY>.

For preparation purposes, the submission information is detailed on the pages that follow and consists of general applicant information form, a project narrative divided into a number of sub-questions, a one-page executive summary, a project budget, and supporting documentation as appropriate.



Part 1: Applicant information Form

Applicant Organization: _____

Mailing Address (street): _____

City: _____

Zip Code (5 digit AND +4): _____

Website: _____ EIN: _____

Project Primary Contact: _____

Title: _____

E-mail address: _____ Phone: _____

Project Name: _____

Please respond as to whether each of the localities listed is in your project's primary service area:

County	YES/NO	City	YES/NO
Alleghany		Covington	
Amherst		Lynchburg	
Appomattox		Radford	
Bedford		Roanoke	
Botetourt		Salem	
Campbell			
Craig			
Floyd			
Franklin			
Giles			
Montgomery			
Pulaski			
Roanoke			

GO Virginia Funding Requested: _____ Total Project Cost: _____

Anticipated fiscal agent for project if different than applicant: _____

Please list the Project Partners actively contributing resources to this project:

Locality/Organization	Total Contribution	Cash	Non-Cash



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Economic Impact.

1. Provide a detailed description of the proposed project. Identify the project goals, approach, timeline of project activities, outcomes, and how it relates to the region's Economic Growth and Diversification Plan, the priority industry clusters, and the goals of GO Virginia.



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2. Provide a detailed description of the metrics you will use to quantify success. Include the expected Return on Investment of the project and the associated timeline. Return on investment may include jobs, capital investments, tax revenue generated, as other measures of success (i.e. new collaborative agreements, revenue sharing, cost savings, and efficiencies), as a result of the proposed project. Specifically, demonstrate that the GO Virginia portion of the grant is recouped within three years. Please upload performance metrics and ROI as attachments.



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3. List the qualitative as well as the anticipated tangible results that will come from the collaboration. Include project milestones which can be used to gauge project progress and fund disbursement. Include a proposed schedule of funding draw downs. Please upload your milestone document to be tracked on a quarterly basis.



Regional Collaboration

- 4. Describe the service area of the project and include a list of localities within the region that are participating.
 - a. What portion of the region’s population is represented by the participating localities?
 - b. Are there localities or regions (including interstate collaborations) that are outside applying region that are participating in the project? If so, describe the nature of the collaboration and the anticipated impact.

- 5. Identify cost efficiencies, repurposing of existing funds, leveraging of existing assets, or other evidence of collaboration that can be demonstrated as a result of the project.



6. Provide a description of the role of the businesses, colleges and universities, and other public and private entities within the region that will be involved in the implementation of the project. Include the amount, timing, and form of the proposed project match by the public and private funding partners in the effort.

7. Discuss existing grant requests or programs with similar goals and indicate how the proposed project is not duplicative of, but additive to, other efforts to support economic diversification and the creation of more higher-paying jobs.



Project Readiness

8. Discuss the project partners and their capability to successfully execute this project. Include a discussion of the financial management and personnel capacity of the administrating agency.

9. Discuss any major barriers to successful implementation and other associated risks along with a plan to overcome them.



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10. Discuss ways the project may be coordinated with other existing efforts in the region.

11. Discuss any other activities or pre-existing work that have laid the groundwork to get this project successfully launched.



12. Describe the amount, timing, and form of proposed match, and any additional contributing resources.

13. Is this project applying for capacity building funds as opposed to collaborative project funds?
a. If so, list how this program will address any regional gaps and strengthen resources or structures?
b. Discuss how this project might contribute to success of future grant requests and how the project might be remarkable or even replicable.



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Project Sustainability

14. Describe your ability to meet the project performance metrics and to take remedial actions in the event those measures are not achieved. Discuss how the program will achieve stable, long-term sustainability past the initial funding period.

15. Provide a one page summary of the project application to include the following key pieces of information: project summary, connection to priorities in Economic Growth and Diversification Plan, ROI in terms of higher paying jobs and out of state investment, transformative nature of project, localities involved, and partners.