



FY2023 Annual Report

October 31, 2023

I: Introduction

GO Virginia Region 8 consists of the cities of Buena Vista, Harrisonburg, Lexington, Staunton, Waynesboro, and Winchester and the counties of Augusta, Bath, Clarke, Frederick, Highland, Page, Rockbridge, Rockingham, Shenandoah, and Warren.

The Northern Shenandoah Valley Regional Commission serves as Region 8's leading support organization, with additional support from the Central Shenandoah Planning District Commission and MDM Flippo Consulting, LLC, contracted to provide Executive Director leadership. Additionally, Joel Hensley is contracted to provide administrative services. These support organizations collectively provide administrative services and fiduciary oversight for activities related to GO Virginia in Region 8.

There are six target industry sectors in Region 8:

- Business Services
- Transportation and Logistics
- Manufacturing (Light and Advanced)
- Agriculture and Value-Added Food
- Life Sciences
- IT and Emerging Technologies

II. Growth & Diversification Plan

In early FY24, Region 8 Support Organizations undertook a Growth and Diversification Plan review. Council members, regional and local economic developers, and regional stakeholders were surveyed. Data was updated, and project summaries were completed. From this, goals and strategies were reviewed, and the Growth & Diversification Plan sections were reviewed

and edited. Region 8 Council unanimously approved this Growth & Diversification Plan Review at their October 10, 2023 meeting.

III: Summary of Projects

In FY2023, three projects were granted GO Virginia funds.

Project	GO Virginia funds	Locality Match	Non- Locality Match	Other Leverage
NextGen Nurses	\$496,000	\$5,500	\$417,361	\$266,891
SHD Technology Park	\$993,300	\$16,530	\$1,368,637	\$6,477,320
SCCF Capacitor Incubator	\$395,057	\$81,642	\$119,760	0

20-GOVA-ERR-08 NextGen Nurses

Subgrantee(s): Shenandoah University

Participating Localities: Page, Shenandoah and Warren Counties and the City of Winchester

Description:

Next Gen Nurses is administered by Shenandoah University in conjunction with Valley Health. Staff have been hired for the Simulation Lab at Shenandoah University and the new Director of Staffing and Workforce Management is at Valley Health. Recruitment of retired/retiring nurses to serve as Preceptors to nursing students at Shenandoah University is under way. The goal of this project is to expand the pipeline of trained nurses and increase clinical preceptors to address the critical shortage of nurses in the region.

Performance Metrics:

- 35 employees upskilled
- 140 students trained
- Nurse Preceptor Curriculum Created

23-GOVA-ERR-08B Capacitor Incubator

Subgrantee(s): Shenandoah Community Capital Fund

Participating Localities: Cities of Harrisonburg, Staunton, Waynesboro and Winchester and Counties of Augusta, Shenandoah and Warren

Description:

Capacitor Incubator aims to fill a substantial gap of the greater Shenandoah Valley entrepreneurial ecosystem by providing early-stage startups with an array of services including customized validation stage development, commercialization programming, physical working locations/hubs, and deep connections to the broader entrepreneurial ecosystem facilitated through dedicated ecosystem builders and mentors.

Performance Metrics:

- 54 jobs created
- 14 businesses expanded
- 12 businesses created
- 24 businesses served
- 24 entrepreneurs engaged
- 20 mentors engaged
- 6 new products launched

20-GOVA-08B SHD Technology Park:

Subgrantee(s): Shenandoah Valley Regional Airport Commission

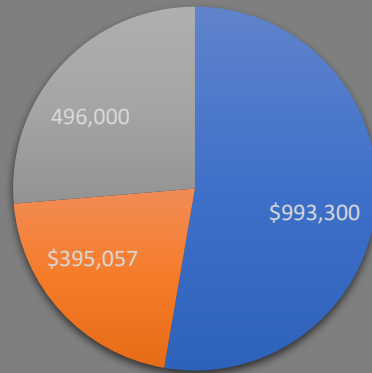
Participating Localities: Cities of Waynesboro, Staunton, and Harrisonburg, Counties of Augusta and Rockingham

Description: The project will install critical infrastructure (water and sewer lines) to build out the aviation technology park at SHD in preparation for additional corporate hanger space. The project will advance 58 acres from a Tier 2 to Tier 4 site. Following a competitive bid process, a contractor was selected for installation of the water and sewer lines. Augusta Water (formerly Augusta Service Authority) has reviewed and approved the plans. The pre-construction meeting was held on August 28th and Notice to Proceed was issued on September 11th.

Performance Metrics:

Advance 58 acres from Tier 2 to Tier 4 VBRS site readiness for the Shenandoah Valley Aviation Technology Park

GO Virginia Region 8 Projects Awarded in FY23



■ SHD Airport (Site) ■ SCCF-Capacitor Incubator (Scale-Up) ■ Next Gen Nurses

Section IV: Regional Collaboration and Partner Support

Please describe collaborative work that was accomplished involving business, education, and local government entities. Other regional support work can be included in this section. At the end of the section, provide a bulleted list of each partner.

In 2023, Region 8 began holding in-person Council meetings at actual project sites. Asking project grantees to host these meetings allowed Council members and all attendees to witness the effectiveness of GO Virginia funding – or, in the case of SVCAL, to see the facility “before” funding.

Council Meeting Hosts (also Project Subgrantees)

- Virginia Innovation Alliance in Buena Vista
- Emil & Grace Shihadeh Innovation Center (Winchester Public Schools)
- Shenandoah Valley Center for Advanced Learning in Fishersville, Virginia

In the spring of 2023, Region 8 held three Pipeline Development Meetings. These meetings were held in all areas of the region and were attended by 50 people representing over 30

stakeholder organizations. These meetings resulted in 27 project ideas which were prioritized based on the timeline and capacity of the project idea. Two projects emerged from these meetings and were approved by Region 8 in July and the GO Virginia State Board in September. These include the Shenandoah Valley Center for Accelerated Learning's GO2Work per capita application, and the Winchester Airport Authority's Enhanced Capacity Building grant application.

Pipeline Development Meeting Representatives

- Northern Shenandoah Valley Regional Commission
- Central Shenandoah Planning District Commission
- GO Virginia State Program Administration
- City of Waynesboro Economic Development
- Shenandoah Valley Center for Advanced Learning
- Rockbridge County School Board
- Rockbridge County CTE
- Augusta Public Schools
- Augusta County Economic Development
- Shenandoah Valley Regional Airport
- Virginia Economic Development Partnership
- Blue Ridge Community College
- City of Staunton EDA
- Stable Craft Brewing
- Staunton HUB
- Shenandoah Community Capital Fund
- Front Royal Economic Development Authority
- Virginia Health Services
- Shenandoah County Economic Development
- Frederick County Economic Development
- Top of VA Regional Chamber
- Clarke County Economic Development
- Warren County Economic Development
- Valley Health
- Yolanda Shields, Yes Builds (Region 8 Council Member)
- Shenandoah University
- Conrad Helsley, Region 8 Council Member
- Virginia Inland Port
- City of Harrisonburg
- James Madison University
- Rappahannock Electric Cooperative

- Shenandoah Valley Partnership
 - Rockingham County
 - Page County
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The 2023 update to the Region 8 Economic Growth and Diversification plan was a collaborative process, beginning in August 2023. The Central Shenandoah Planning District Commission, a support organization, sent an email survey to over 100 stakeholders and current council members. The survey received 46 responses and reaffirmed Region 8's commitment to its six targeted industries.

Growth & Diversification Plan Partners

- Central Shenandoah Planning District Commission
- 46 survey respondents

Section V: Outcomes and Impact

Please describe the outcomes and impact of the GO Virginia related work that took place this year. This section can include information about tracked GO Virginia project metrics, as well as other non-GO Virginia metrics tracked by project teams. You can include information on long term impacts of closed out projects from previous years as well.

Open Projects

A summary of Region 8 Open Projects is provided below:



GO Virginia Shenandoah Valley Region 8 List of Open Projects

Reporting Period: Through October 2, 2023

Project Name	Participants	Type of Project	GOVA Funds	Local Match	Start/Completion Date	Outcomes Measured	Target	Update
Shenandoah Valley Sites Enhancement Program	SVP, Augusta, Frederick, Rockingham, Shenandoah & Warren Co.	Transportation/Logistics : Site Development	\$ 821,000.00	\$ 1,223,663.00	3/16/2021-9/30/2023	Acres Advanced to Higher Tier per VBRSP	9 Sites	Due diligence for 9 sites complete. 8 Sites from Tier 2 to Tier 4 and 1 site to Tier 2 (which will move to Tier 4 post zoning) in the VBRSP Program. Engineering reports have been submitted to local economic developers.
Virginia Innovation Accelerator Center	The Advancement Foundation, Rockbridge Co. & City of Buena Vista	Value-Added Food Manufacturing, Light Manufacturing, Business Services: Start-up Ecosystem	\$ 550,000.00	\$ 275,000.00	1/1/2022-12/31/2023	Businesses Served, Jobs created/filled, new products completed	16 businesses served, 18 new jobs and 10 new products	VIA has served 18 companies, created 9 new jobs, developed 13 new products for market, GOVA grant used to leverage other grants and built client's organizational structures for scalability.
Next Gen Nurses	Shenandoah University, Valley Health	ERR-Biomedical/biotech	\$ 496,000.00	\$ 343,455.00	1/1/2023-6/30/2024	Students trained, upskilled employees	35 preceptors upskilled, 140 students trained	Staff hired, retired nurses recruited
Shenandoah Valley Aviation Technology Park	Shenandoah Valley Airport Commission	Transportation/Logistics : Site Development	\$ 993,300.00	\$ 1,368,637.00	1/18/2023-1/18/2025	Number of linear feet of sewer and linear feet of water infrastructure	Install 1,920 linear feet of waterline, 980 linear feet of sewer line, advance 58 acres from Tier 2 to Tier 4.	Aug 28 th pre-construction meeting was held. Augusta Water reviewed and approved plans. Notice to Proceed was Issued on Sept. 11 th . Construction has begun.
SCCF-Capacitor Incubator Program	Cities of Staunton, Waynesboro, Harrisonburg, Winchester, Counties of Augusta, Warren & Shenandoah	Added Value Food Manufacturing, Transportation & Logistics, Light Manufacturing, It & Communications: Scale-	\$ 395,067.00	\$ 81,647.00	7/1/2023-2025	Added Value Food	24 entrepreneurs served, 72 jobs created	SCCF has started accepting applications. The program will begin this month and staff has been onboarded.
Accelerating Advanced Manufacturing Workforce	Laurel Ridge Community College Workforce Solutions, Winchester, Shenandoah & Frederick Counties	Advanced Manufacturing: Workforce Development	\$ 530,000.00	\$ 266,687.00	8/14/2022-8/14/2024	Students trained	336 students trained to fill 288 jobs over 3 years, equipped mechatronics lab for Level 1 & 2 courses	350 students trained to date
Small Business Resiliency Team Round 2	Harrisonburg, Buena Vista, Winchester, Frederick, Clarke, Rockingham, Page, Rockbridge, Warren, Augusta, Shen Valley & Laurel Ridge Small Business Development	ERR-Business Services	\$ 100,000.00	\$ 50,500.00	08/01/2022-07/31/2023	Businesses Served	60 Businesses Served	50
GO2Work	Augusta County Staunton City Waynesboro City	Workforce Development	\$ 884,500.00	\$ 442,250.00	10/01/2023-10/01/2026	Students Trained	Add Dual Enrollment Option. Increase enrollment. Upgrade Equipment.	Project Started October 1

Recently Closed Projects

A recently closed project is **Laurel Ridge Community College’s Advanced Manufacturing Workforce** program. The project was funded with \$530,000 in GO Virginia funds to outfit and provide equipment for a mechatronics lab for level 1 and level 2 courses. The project is projected to train 336 students and fill 288 jobs over the next three years.

Post-Closed Out Projects Update

At the request of Region 8 Council, staff recently began contacting applicants and/or administrators of closed projects to assess their long-term outcomes and sustainability. Two projects recently reported their updates.

The **Rockbridge Area Advanced Manufacturing Program** was funded in April 2018 and closed in 2020. This project addressed the demand for welders throughout the Shenandoah Valley by increasing enrollment and student access to training opportunities in welding. Since the project closed in 2020, this program will have seen 102 graduates, 37 of which were welders.

Additionally, we have learned anecdotally of graduates starting their own welding businesses.

The **Blue Ridge Community College Cyber Security Program's Workforce Development** project was funded in August 2018 and closed in early 2021. Over 100 students have been trained and two of those students were hired as instructors. Two cyber security companies have started and grown as a result of students trained from this project. BRCC is working with other community colleges around Virginia to model this successful program.

Section VI: Communication and Outreach

Please describe any communication or outreach activities that occurred this year. This can include website updates, social media, events, etc. Please include photographs if possible.

In April 2023, Region 8 held three **project pipeline development discussion meetings**. The meetings were held in Harrisonburg, Front Royal and Staunton and were attended by approximately 50 different stakeholders, resulting in 27 project ideas. Two of those projects were subsequently awarded funding:



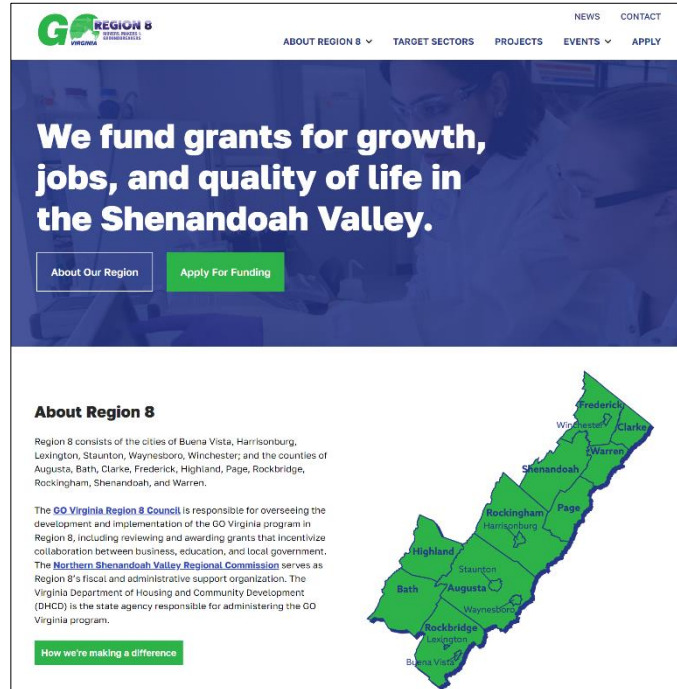
SVCAL's GO2Work and the Winchester Regional Airport's Northside Parcel Planning Study.

In early (calendar year) 2023, GO Virginia Region 8 Executive Committee suggested formation of a **Marketing & Communications Ad Hoc Committee**. That committee currently consists of Region 8 staff, one Council member who owns a Public Relations firm, and a community leader identified as a potential future Region 8 Council member. In August 2023, Region 8 held its first

in-person meeting for the committee. Committee members suggested updates to the website and a formal process for submitting press releases regarding Region 8 projects. Region 8 sent four press releases in 2023 and received coverage on three other occasions when media articles highlighted specific past and current projects in the local news. These articles were uploaded and listed on Region 8's new website.

At the April 26 Region 8 Council meeting, Whittington Consulting, LLC. unveiled the **new regional website** and upgrades to that site.

The committee has also developed a **new e-newsletter** to be sent quarterly to the Region 8 email distribution list. The first e-newsletter is planned to be sent in November, and will include recent presentations, events and approved projects since the beginning of the new fiscal year.



VII: Project Pipeline

Please briefly describe your project pipeline, including projects that are in progress or anticipated.

Below is a list of projects developed during the Pipeline Development meetings in April 2023. They are currently being discussed and reviewed for further refinement and prioritization.

2023 Pipeline
Development Prioritizations

Project Name	Applicant	Framework	Industry Sector	Grant Type	Grant Estimate	Match	Participating LOCs	Partners	Execution Timeline	Recommended Priority	Contact
WIN Airport	WIN Airport	Site Development	Aviation	ECB	\$100,000	\$300,000 Federal	Winchester, Frederick, Shenandoah		CY 2023-24	0	Nick Sabo
GO2Work	SVCAL	Talent Development	Light Manufacturing, Aviation, Transportation & Logistics	PC	\$884,000	\$340,000 Federal	Augusta, Staunton, Waynesboro	BRCC	CY 2023-24	0	Lee Ann Whitesell
Meat	Page Co.	Site Development	Agricultural	ECB	\$100,000	\$300,000 LOC	Rockingham, Augusta, Shenandoah		CY 24	1	Nina Fox
TPH	ibid	Talent Pathways	ibid October	TPH	\$250,000	ibid	ibid	WIB? SUP?	CY 24	2	
Bath/Highland	ibid	Talent Development	Manufacturing	ECB	\$100,000		Bath, Highland	BRCC/MGCC	CY 247		Robin Sullivanberger
Community/Commercial Kitchen	Clarke Co.	Talent Development	Food Manufacturing	PC			Clarke, Warren, Front Royal	Clarke County Fairgrounds	CY257	4	
Artek Fibers Site Revitalization		Site Development	Manufacturing/IT & Communications	PC			Warren, Front Royal		CY257	4	
GO2Tech Warren	Warren Co.	Talent Development	Manufacturing/IT & Communications	PC			Warren, Front Royal, Clarke		CY257	3	Jenny Grooms/Patrick Barker
Fiber Splicing Bootcamp	Warren Co.	Talent Development	IT & Communications	PC			Warren, Front Royal, Clarke, Frederick, Winchester, Shenandoah, Page		CY257	4	
Growing Tech Center Ecosystems	Harrisonburg	Ecosystems	IT & Communications	PC			Harrisonburg, Rockingham		CY257	5	Peice McGill
Data Centers	Harrisonburg	Site Development	IT & Communications	PC			Harrisonburg, Rockingham		CY257	5	Peice McGill
Rapid Prototyping	JMU	New Business Start-Up	Manufacturing/IT & Communications	PC			Rockingham, Harrisonburg, Staunton, Waynesboro, Augusta, Shenandoah		CY257	5	Debbie Irwin
Natural Gas	Rockingham Co.	Site Development	Manufacturing	PC			Rockingham, Harrisonburg		CY257	5	Jay Langston
VT Drone Testing Facility	Augusta Co.	Site Development	Transportation	Competitive Pool			Augusta, Staunton, Waynesboro	VT	CY257	4	Rebekah Castle
Flight Training School	Augusta Co.	Talent Development	Transportation	PC			Augusta, Staunton, Waynesboro		CY257	4	Rebekah Castle
Advanced Air Mobility Training Campus	Augusta Co.	Talent Development	Transportation	PC			Augusta, Staunton, Waynesboro		CY257	4	Rebekah Castle
Blue Mountain Flight Testing Campus	Augusta Co.	Site Development	Transportation	PC			Augusta, Staunton, Waynesboro	Amazon, Target, Walmart, FedEx	CY257	4	Rebekah Castle
Live Low Shen Phase Upgrade	Warren Co.	Talent Development	Manufacturing?	PC			Warren, Front Royal			5	Jenna French/Patrick Barker
The Hive	Shenandoah University	Ecosystems	Business Development	PC			Shenandoah University, Winchester, Frederick, Warren, Shenandoah		CY257	4	
Cyber Training	LRCC	Talent Development	IT & Communications	PC			Frederick, Winchester, Warren, Shenandoah		CY257	3	
EV Maintenance Program	BRCC	Talent Development	Manufacturing	PC			Harrisonburg, Rockingham, Augusta, Staunton, Waynesboro		CY257	4	
VCTC Program Expansion	VCTC	Talent Development	Manufacturing	PC			Harrisonburg, Rockingham, Augusta, Staunton, Waynesboro	VCTC Foundation-Private donations	CY257	3	
Community/Commercial Kitchen	Augusta Co.	Business Scale-Up	Food Manufacturing	PC			Augusta, Staunton, Waynesboro		CY257	5	
Renovating CTEW Facility	Rockbridge Co.	Talent Development	Manufacturing	PC			Rockbridge, Buena Vista, Lexington		CY257	3	Paige Owens
Rockbridge Co. Cyber Security Progra	Rockbridge Co.	Talent Development	IT & Communications	PC			Rockbridge, Buena Vista, Lexington		CY257	3	Paige Owens
Job Starter Program	BRCC	Talent Development	IT & Communications, Transportation	PC			Rockingham, Harrisonburg, Augusta, Waynesboro, Staunton		CY257	5	Kathleen Glass & Marlene Jarboe

*All projects have been vetted for meeting grant criteria of GO Virginia

The first two listed projects were awarded at the September 2023 State Board of Directors meeting:

1. GO2Work in Manufacturing and Transportation in the Valley

The Shenandoah Valley Center for Advanced Learning (SVCAL) will create a reimagined and state-of-the-art regional training center to address skill and employment gaps in the manufacturing and transportation sectors in the region by making significant updates to

replace outdated training equipment and to support equipment needs for the addition of new programs specifically aviation technology, industrial maintenance, and heavy equipment.

2. *Winchester Airport Northside Parcel Planning Study*

The Winchester Regional Airport Authority will hire consultants to complete key environmental/geotechnical surveys and investigate various aviation-related development options for the 20 acres available for development infrastructure. Three concepts for the combined airside/landside development of the site will be included.

VIII: Council Members

Currently, the following 23 business, educational institution and community leaders comprise the Region 8 Council:

Council Member	Organization
Jon Alger	President, James Madison University
Devon Anders	President, InterChange Group
Emily Marlow Beck	President, Marlow Auto Group
Kim Blosser	President Laurel Ridge Community College
Janet Clarke	Owner, Clarke Consulting, LLC.
Robin Crowder	Superintendent (Ret.) K-12 Education
John Downey	President, Blue Ridge Community College
Ashley Driver	Site Director, AG Stacker
Joanie Eiland, Board Vice-Chair	President, Elk Trucking, Inc.
Tracy Fitzsimmons	President, Shenandoah University
Mike Goertzen	Program Manager, Serco, Inc.
Conrad Helsley	Commissioner, NSVRC Board of Directors
Chris Kyle, Region 8 Board Chair	Vice-President, Shentel
Lai Lee	Co-Founder & Partner, High Meadow Strategies
Connie Loughhead	President, Des Champs Technologies
Keith May	Owner, Cottonwood Commercial

Council Member	Organization
Mary McDermott	Shenandoah Valley Angel Investors
Mark Merrill	President & CEO (Ret.), Valley Health System
Kathy Moore	Principal, Moore Public Relations
Doug Moyer	President, Sentara Rockingham Memorial Hospital
Yolanda Shields	CEO and Founder, Yesbuilds
Jeff Stapel	Safety Manager, Shickel Corporation
Robin Sullenberger	Retired Economic Developer

IX: Support Organizations

Organization	Name	Contact
Northern Shenandoah Valley Regional Commission	Brandon Davis, Executive Director	bdavis@nsvregion.org
Central Shenandoah Planning District Commission	Bonnie Riedesel, Executive Director	bonnie@cspdc.org
MDM Flippo Consulting, LLC	Deborah K. Flippo, Principal	director@govirginiaregion8.org
Joel Hensley	Program Coordinator	admin@govirginiaregion8.org