

# GO Virginia Region 7 Council Annual Report Fiscal Year 2022 June 30, 2021- June 30, 2022

# **Table of Contents**

- I. Introduction (2-3)
- II. Growth & Diversification Plan Update 2021 (3-4)
- III. Summary of Projects (4 8)
- IV. Regional Collaboration & Partner Support (8 9)
- V. Outcomes & Impact (9-12)
- VI. Communications & Outreach (12-13)
- VII. Project Pipeline (13)
- VIII. Council Members (14)
  - IX. Support Organizations (14)

**Amazon HQ2** 

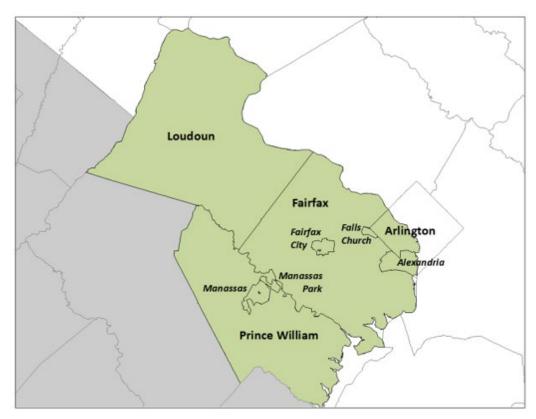




# "Region 7 - Where Technology and Innovation Meet"

#### 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 objective of the GO Virginia program is to foster private sector growth and job creation through state incentives for strategic regional collaboration.



GO Northern Virginia Region 7 includes the counties of Arlington, Fairfax, Prince William, and Loudoun, the cities of Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park and the towns within those borders. The region is home to more than 2.4 million residents, which represents about 30 percent of the state's population. It is the wealthiest region in the state with per capita annual income of \$87,479 – a figure 39 percent higher than the rest of the state. Its workforce is highly educated with 56 percent of the working population possessing at least a bachelor's degree.

The Region 7 Council is responsible for overseeing development and implementation of the GO Virginia program in Northern Virginia, including receiving and assessing proposals for funding. The Northern Virginia Regional Commission (NVRC) serves as the Support Organization for the GO Virginia Region 7 Council. The SkillSource Group is an independent contractor assigned to provide administrative, operational, programmatic and fiscal support in collaboration with other NVRC staff and the Region 7 Council.

The purpose of this Annual Report is to summarize activities and milestones accomplished during fiscal year 2022 from July 1, 2021, to June 30, 2022 (FY 2022 or FY22). These activities are designed to drive



the creation of higher-paying jobs, expand capacity in target traded sectors, promote entrepreneurship, and incentivize collaboration between business, education, and local government.

#### **II. GROWTH & DIVERSIFICATION PLAN UPDATE 2021**

In FY22, the Region 7 Council published the second Growth & Diversification (G&D) Plan update in accordance with the Virginia Growth and Opportunity Act. The Plan, developed in partnership with George Mason University and Region 7 Council, is a roadmap to promote private-sector growth and opportunity in the region. It prioritizes targeted industry clusters, workforce education and skills gaps and identifies strategies for regional collaboration.

Development of the G&D Plan update occurred over several months and involved a review and analysis of regional industry, occupation, and employment data. Most of the economic data reported is sourced from JobsEQ by Chmura. Stakeholder interviews were held, which gave regional subject matter experts the opportunity to provide feedback. The Executive Committee was engaged in planning and development throughout the process. The Region 7 Council provided extensive input at their Council meetings in July and October 2021.

Based on input from both stakeholders and Region 7 Council members, two additional target industry sectors were added to the list – Emerging Technologies (nanotechnology, material sciences and quantum computing) and Health Tech (medical devices, genomics, proteomics, and other life sciences). Project frameworks are aligned with ongoing GO Virginia Board activities and these nine target sectors were identified as having the greatest potential for growth in higher-paying jobs in Region 7 over the next two-year funding cycle.

# 9 Target Industries for Region 7

- Computer software (including data sciences, artificial intelligence, and autonomy)
- **Cybersecurity** (including services and products)
- Consulting Services
- Financial Services
- Life Sciences
- Research Organizations
- Emerging Technologies (nano, material sciences, and quantum computing)
- **Healthcare** (including healthcare services, medical devices, genomics, proteomics and other life sciences

#### **Investment Strategies**

Talent Development/Workforce Development Business-ready Sites/Infrastructure Growing Existing Business / Cluster scape-up Entrepreneurship and Innovation



Maintaining and enhancing Region 7's competitive position for attracting growth and investment in these key regional sectors will require collaborative action and innovative approaches for meeting long term challenges and responding to labor market and business operating disruptions that linger from the COVID-19 pandemic. The persistent challenges of skilled labor availability, taking advantage of existing regional competitive assets, and supporting creative solutions to address market weaknesses direct the priority goals for Region 7. The G&D Plan 2021 Update was approved by the Region 7 Council in October 2021 and was certified at the GO Virginia Board meeting in April 2022.

#### **III. SUMMARY OF PROJECTS**

Project Name	Applicant	Investment Strategy	i	Regionional Funding Request		Competitive Funding Award
Nano-IMAGINE	George Mason University	Workforce Development	\$	2,500,000.00		
Convene & Collaborate (REI)	George Mason University	Entrepreneurship	\$	193,751.00		
Future Kings	Future King, LLC	Workforce Development	\$	97,000.00		
Innovation Center Roadmap	NOVA Labs	Entrepreneurship	\$	100,000.00		
Tech Set	Marymount University	Workforce Development	\$	425,000.00		
Virginia SBDC Cash Match CY2020-2021	George Mason University	Entrepreneurship			\$	1,000,000.00

In FY22, the Region 7 Council advanced nine (9) proposals to the Virginia Growth and Opportunity (GO Virginia) Board for review. One was deferred for further development, one was rejected, and the Region 7 Council retracted funding for one of the projects that had been previously approved. The six (6) funded projects included two (2) Enhanced Capacity Building (ECB) projects totaling \$197,000, one (1) REI project for \$193,751.00, one (1) Per Capita project totaling \$2.5 million, one (1) Economic Resilience and Recovery (ERR) award for \$425,000 and one (1) Statewide Competitive ERR project totaling \$1,080,000. The total funding awarded for FY22 was \$4,395,751.00. These projects will generate \$2,348,813 in additional leverage, including locality match.

One awarded ERR grant, Tech Set, is considered an implementation grant, which follows a previously awarded ECB grant. This project was informed by the "Creating a Roadmap for Reskilling Displaced Leisure, Hospitality, and Gig Workers for Technology Employment in a Post-COVID 19 Economy Report (Contract #: 19-GOVA-07B). The proposal advances an opportunity identified in the Growth Plan to execute strategies in technology workforce development identified for target sectors found in the report.





Location of Nano-IMAGINE facility

Project	GO Virginia	Locality	Non-Locality	Other
	Funds	Match	Match	Leverage
Nano-Imagine	\$2,500,000	\$50,000	\$1,200,000	

## Nano-IMAGINE, George Mason University

George Mason University will create and offer a nanotechnology workforce readiness program to include the following components:

- Creation and launch of a Nano-Cleanroom certification, primarily for 2-year degree graduates.
- Development and modification of 26 graduate and undergraduate classes that address nanotechnologies in life sciences and engineering. Modifications will include hands-on learning in the clean room laboratory.
- Establishment of a nano-STEM educational boot camp for high school students, to inspire the next generative of nanotechnology technicians and engineers, engaging them with hands-on active learning in a clean room environment.
- Mason's Nanofabrication Facility (NFF) will offer access to startup companies in Region 7.



Project	GO Virginia	Locality	Non-Locality	Other
	Funds	Match	Match	Leverage
Convene & Collaborate	\$193,751	\$50,000	\$132,690	

## Convene & Collaborate (REI), George Mason University

The funding for this project intends to identify and launch several connections and entrepreneurial initiatives for Region 7. When the funding ends for the specific grant activity, the outcomes will be significant.

There will be four "Unconferences" held throughout the grant period along with work groups comprised of angel investors, venture capitalists, entrepreneurs, educators, economic and workforce development organizations to identify the gaps and challenges of the Region 7 ecosystem. When this work is completed, an individual or organization will be identified to implement solutions for long-term investment for Northern Virginia.

Project	GO Virginia	Locality	Non-Locality	Other
	Funds	Match	Match	Leverage
Future Kings	\$97,000		\$58,000	

# **Future Kings, Future Kings**

The goal of the Future Kings project is to expand the talent pipeline of minority students into STEM fields and the technology workforce. Future Kings will lead a study to determine if implementation of the program outside of its limited current location is feasible. Strategies, methods, policies, and procedures for attracting boys from minority communities is an under-researched topic. The majority of literature describing the STEM pipeline is focused on white and Asian students. This study proposes to review a program that has successfully created a pipeline of Black and Latino boys into STEM careers.

Based on the deliverable of a quantitative and qualitative data roadmap, Future Kings will be focused on applying for a Per Capita grant to implement and replicate this successful STEM model throughout Region 7.

Project	GO Virginia	Locality	Non-Locality	Other
	Funds	Match	Match	Leverage
Innovation Center Roadmap	\$100,000		\$52,000	

#### **Innovation Center Roadmap, NOVA Labs**

Nova Labs is one of the largest and longest-running makerspaces in the country. Over their ten-year history, the membership has grown organically by about 30% every year and is currently over 400 despite shutdowns due to COVID. Nova Labs' community of makers, technicians, entrepreneurs, and artisans is a unique mix that has fostered innovation and small business development.



Currently, there is a strong group of 24 small business owners and entrepreneurs that have built the Innovation Center (IC), and incubator with shared hardware prototyping equipment, office space and shared event space. The long-term goal is to expand the IC space to include more companies and restart entrepreneur support programs. Now that NOVA Labs has relocated to the City of Fairfax in a 38,000 square foot facility, this ECB plan will enable the non-profit to expand and submit a larger Per Capita grant to focus on product-based entrepreneurship for Region 7.

Project	GO Virginia Funds	Locality Match	Non-Locality Match	Other Leverage
Tech Set	\$425,000		\$280,000	



Tech Set students

## **Tech Set, Marymount University**

A two-month educational program designed to develop work-ready social and technology skills to help economically disadvantaged juniors and seniors in college, who have suffered disproportionately from the COVID-19 pandemic. The GO Virginia project is designed to pilot Tech Set for one year, completing three cohorts. Six (6) tech employer partners from Region 7 are committing to interview the Tech Set program graduates for internships and entry-level jobs and are providing funds for graduates to receive a scholarship to use for educational or work preparation. George Mason University, through its Center for Regional Analysis, will partner with Marymount to assess the pilot program's effectiveness, demographic differences leading to different outcomes, if any, and overall suitability of the Tech Set program longer term.

The goal is to increase the number of economically disadvantaged college students in technology jobs in Region 7, while addressing Region 7 technology companies' identified need for entry-level workers.



Project	GO Virginia	Locality	Non-Locality	Other
	Funds	Match	Match	Leverage
Virginia SBDC Cash Match	\$1,000,000	\$609,764	\$2,630,706	\$1,527,759

# Virginia SBDC Cash Match, George Mason University

The Virginia SBDC Recovery Effort provides up to \$1,000,000 to the Virginia SBDC Network for two purposes:

- Ensure the Virginia SBDC Network can satisfy the required 50% cash match in order to access the full amount of SBA funding, and
- Incentivize and acknowledge local financial investment in the SBDC. Local SBDCs that secure
  cash match above the minimum required, will receive supplemental funds to support expanded
  services.

#### IV. REGIONAL COLLABORATION & PARTNER SUPPORT COLLABORATION

The objective of the GO Virginia program is to foster private sector growth through state incentives for strategic regional collaboration among business, education, and local government.

<u>Business:</u> GO Virginia's work in Region 7 is possible due to strong support from the business community. The Region 7 Council, with 21 active members in FY 22, was comprised of 62% private sector leaders. Staff is working to ensure businesses are meaningfully engaged in project development to guarantee initiatives, support growth, and address problems identified by the private sector. There is a strong focus on attracting more diverse leadership to serve on the Region 7 Council.

Education: There are five public institutions of higher education that serve Region 7, including Northern Virginia Community College, George Mason University, the University of Virginia, Virginia Tech University, and Marymount University. Representatives from these institutions serve as members of the Region 7 Council, in addition to one Public School K-12 Superintendent. During FY 22, Dr. Scott Brabrand represented Fairfax County Public Schools. In FY 23, Dr. Francisco Durand will begin his term representing Arlington County Public Schools.

<u>Local Government:</u> Region 7 includes the Cities of Alexandria, Falls Church, Manassas, Manassas Park, and Fairfax and the Counties of Fairfax, Arlington, Prince William, and Loudoun, as well as all of the towns within those borders. Projects must engage at least two localities to be considered for funding. In addition, the new Northern Virginia Economic Development Alliance is being formed to evaluate projects that will be important and impactful for all localities in Region 7.

The Region 7 Council provided letters of support for several grant proposals designed to stimulate private sector growth and job creation. The Council supported George Mason University's application for the Regional Entrepreneurship Innovation Fund (REI), a grant that will identify gaps and weaknesses in Region 7's entrepreneurship ecosystem and will lay the foundation for future GO Virginia funding to strengthen and solve these challenges. Ultimately, the Region 7 Council will select a consultant or an organization to spearhead this effort after the information and findings have been collected, reviewed, and evaluated by stakeholders and the Northern Virginia Economic Development Alliance.



Region 7 also works closely with the VA BioHub statewide initiative, GENEDGE, the Virginia Innovation Partnership Corporation (VIPC), and the Virginia Economic Development Partnership (VEDP).

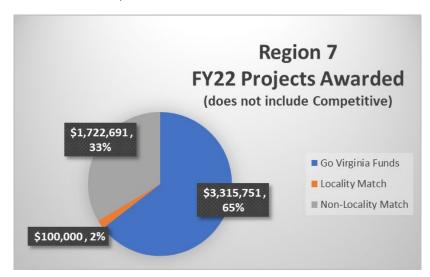
# **Region 7 Partners and Stakeholders**

- Northern Virginia Economic Development Alliance
- Northern Virginia Technology Council
- Northern Virginia Chamber
- Northern Virginia Community College
- George Mason University
- Marymount University

- George Washington University
- Arlington Public Schools
- Alexandria City Schools
- Fairfax County Public Schools
- Prince William County Public Schools
- Loudoun County Public School

#### V. OUTCOMES AND IMPACT

Among nine targeted industries identified in the 2021 G&D Plan Update, six (6) projects were awarded and funded in FY22, as noted above.







#### **FUNDING IMPACT**

In FY22, Region 7 was allocated \$4,984,456 in per capita funds, from which to award grants. An additional \$250,000 in capacity building funds is allocated to the support organizations in each region for administrative efforts.

The Economic Resilience and Recovery Program expired in June FY22, and Region 7 obligated their full \$1,500,000 allocation. Unobligated Per Capita funds from FY19-21 totaling \$11,760,266 were recaptured and are not represented in the chart below. Region 7 available funding for FY23 is \$7,454,275.

Per Capita	Origi	inal Allocation	Curr	ent Budget	Fund	ds Obligated	Uno	bligated Balance	ECB Obligated Funds <sup>2</sup>	
FY22	\$	4,984,456.00	\$	4,984,456.00	\$	2,500,000.00	\$	2,484,456.00	\$	-
FY23	\$	4,969,819.00	\$	4,969,819.00	\$	-	\$	4,969,819.00	\$	-
,							\$	7.454.275.00		

#### **HIGHER-PAYING JOBS**

GO Virginia activities are designed to drive creation of higher-paying jobs in target traded sectors. Based on JobsEQ data derived from the Quarterly Census of Employment and Wages, provided by the U.S. Bureau of Labor Statistics, average annual wages across all industries in Region 7 as of Q4 2021 were \$87,479. This represents an approximate 9.0% increase since Region 7's last Annual Report, published using data from Q1 2020.

Region 7	Average Annual Wage (Q1 2020)	Average Annual Wage (Q4 2021)
Virginia	\$79,293	\$87,479

#### **PROJECT METRICS ACHIEVED**

SBDC (as of June 2022)

- Number of jobs created 1,702 out of 3,600
- Number of businesses served 3,708 out of 8,800
- Number of businesses created 220 out of 600
- Capital Investment \$100,500,000 out of \$138,000,000
- Jobs retained 3,128 out of 5,600

#### **Tech Set**

The first cohort officially launched on March 26, 2022, and graduated 45 students, representing five universities. The class consisted of 28 seniors and 17 juniors. Of those 45 students, over 50% secured a job or an internship.



Through three 7-week intensive career readiness programs, Tech Set combines face-to-face and online instruction with mentorship in a reality-based syllabus that prepare college juniors and seniors in the to succeed as new employees in fast-moving technology jobs. Eleven technology start-up companies were selected for the initial cohort. A core team of experienced technology and professional educators engaged with and instructed program participants in business acumen, entrepreneurship, diversity, equity, inclusion, and soft skills development to address the growing needs and demands of the workforce.

#### **LONG TERM PROJECT METRICS**



Community Medi-Corps mobile lab

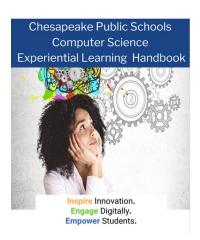
# **Community Medi-Corps**

The International E-Learning Association (IELA) presented its Silver Award for "Blended Learning Experience" in the Academic Division to Medi-Corps at the International Conference on Interactive Collaborative Learning in Vienna, Austria, on September 30, 2022. The International E-Learning Awards "recognize the best uses of technology to improve learning and job performance within companies or through individual professional development."

Teri Capshaw, PI & Director and Linda Zanin, Director of Strategic Partnerships, Community Medi-Corps program are thrilled with their work on Medi-Corps and the ILC -- GW's first mobile classroom -- has been recognized. They appreciate SMHS and GO Virginia making possible this project that will influence health and life sciences education and workforce development while providing innovative opportunities to underserved populations.







LCPS and CPS Experiential Learning Handbooks

#### Loudoun Education Foundation (LEF), VA K-12 Computer Science Pipeline

LEF developed and implemented an integrated computer science and computational thinking curriculum for grades K-12 in Loudoun (LCPS) and Chesapeake County public schools (CPS). GO Virginia funded grades 7-12. Select outcomes from the program include:

- 46,520 LCPS middle and high school students participating in 6-12 Computer Science Pipeline model of CS integration
- 22,872 CPS middle and high school students participating in 6-12 Computer Science Pipeline model of CS integration
- 1,800 LCPS teachers and 1,100 CPS upskilled through computer science professional development

# VI. COMMUNICATIONS & OUTREACH

CPS GO Virginia project featured on WTKR News 3.

In June 2021, the Region 7 Council and the SkillSource Group contracted with UVA Wise to design and launch a new website to better connect with stakeholders and promote the GO Virginia program in Region 7. The new website is the information portal for all things GO Virginia Region 7, including application deadlines, Growth Plan Updates, project announcements, and more. The site features a simplified structure, branding for Region 7's target sectors and project frameworks.

Region 7 contracted with Reingold Communications to improve regional education about GO Virginia programs and branding. They created a one-page summary and a PowerPoint presentation for Council members to share with potential applicants. They also coordinated two webinars, one that provided a GO Virginia overview and one that featured our investments in Scientific Innovation. Their contract ended in December 2021 and was not extended.

In FY 2022, Region 7 staff maintained a strong presence across the region to market the GO Virginia program to potential partners and support existing subgrantees. Entrepreneur support organizations,



including the new Regional Entrepreneurship Initiative with George Mason, the Small Business Development Centers (SBDCs), Innovation Commercialization Assistance Program (ICAP), and Virginia Innovation Partnership Corporation (VIPC) were engaged to demonstrate a commitment to serving the local entrepreneurial ecosystem. Region 7 staff also met frequently with regional economic development partners to stay up to date on their activities and identify opportunities for collaboration.

This fiscal year, Region 7 staff coordinated meetings with support staff from all other GO Virginia regions to identify best practices and explore opportunities for statewide competitive projects. Region 7 leads the Economic Resilience and Recovery (ERR) statewide competitive projects focused on SBDC's and ICAP, so this allows for excellent communications with colleagues across the state and with DHCD. The opportunity to participate in LEAD Virginia also has greatly contributed to visibility, understanding of other GO Virginia regions, and the opportunity to nurture long-lasting relationships in all regions of the state.

#### **CAPACITY BUILDING**

In FY 2022, the Department of Housing and Community Development procured TEConomy Partners to update GO Virginia Region 7's entrepreneurial trends analysis and data profile, first published in August 2018. Phase 1 of Region 7's update on entrepreneurial trends included an analysis of startup activity and firm dynamics and was published in August 2021. Phase 2 included an analysis of broader innovation ecosystem measures and was published in September 2021. These updates were shared with public and private sector leaders and informed the Region 7 G&D Plan Update. Reports can be viewed at GOVirginia7.org/about/reports

In February 2022, the Region 7 Council Chair attended a Council Leadership Input Session hosted by DHCD. The two priority recommendations from these sessions were to extend the policy that reduces the per capita match requirement from 1:1 to 2:1 and to extend another policy which waives match for statewide competitive projects, if the project displays extraordinary economic opportunity. These policy recommendations were approved by the GO Virginia Board in April 2022.

The Region 7 Council was represented by its Vice Chair at the GO Virginia State Board Retreat in Richmond in April 2022. The objective of this retreat was to allow for participants to step away from their day-to-day responsibilities for a period of concentrated learning and strategic thinking about the GO Virginia program. Ideas about how GO Virginia can make an even bigger impact in key areas of strategic importance to regional economic growth were shared among peer regions from across the Commonwealth. This two-day event included participation from the Governor's Cabinet, the General Assembly, Mangum Economics, and the U.S. Chamber of Commerce Foundation.

This fiscal year, Region 7 staff began thinking about how to more effectively track project metrics, milestones, and associated grant outcomes to ensure expectations are met on time and according to contractual obligations.

#### **VII. PROJECT PIPELINE**

As of July 1, 2022, the Accelerate 2023/2024 proposal, deferred at the June 14, 2021, State Board meeting, was edited and resubmitted for approval at the September 13, 2022, meeting. In addition, two ECB proposals are currently being reviewed, as well as two Per Capita projects in the LOI stage. These projects represent a pipeline total of approximately \$3.5 Million in potential funding in FY 23.



#### **VIII. FY 2022 COUNCIL MEMBERS**

First name	Lock name	Company/Agonay	Sector
Sid		Company/Agency Qualtics	Private sector
- 1 - 1	Banerjee, Chair		
Kate	Bates	Arlington County Chamber of Commerce	Economic Development
Irma	Becerra, PhD	Marymount University	Higher Education
Scott	Brabrand, PhD	Faifax County Public Schools	Education
Dario	Compolattaro	Hilb Group Mid-Atlantic	Private sector
Mike	Forehand	Inova	Non-profit
John	Foust	Drainesville District Supervisor	Local Government
David	Guernsey	Guernsey Office Products	Private Sector
Todd	House	Washington Gas	Private Sector
Nicholas	Jordan	Capitol Bridge LLC	Private sector - Research and analytics
Anne	Kress	Northern VA Community College	Higher education
Greg	Leisch	Newmark Grubb Knight Frank	Private sector - Government contracting
Paul	Liberty, Governance Chair	George Mason University	Higher Education
Matt	McQueen	Peraton	Private sector and small business
Marty	Nohe, Treasurer; Finance Committee Chair	Appliance Connection	Private Sector
Delbert	Parks	Micron Technology, Inc.	Private Sector
Scott	Price, Outreach / Education Comm Chair	Dominion Energy	Member, WIB Board
Buddy	Rizer, Secretary	Loudoun Co Economic Development Authority	Economic Development
Todd	Rowley	Old Dominion National Bank	Local government
Sumeet	Shrivastava	Array Information Technology	Private Sector
David	Tarter	Falls Church Mayor, NVRC Commissioner	Local government/planning district commsn.
Jennifer	Taylor	Northern Virginia Technology Council (NVTC)	Non-profit
Danny	Vargas, Projects Chair	VARCom Solution	Private sector - Government contracting
Todd	Yeatts, Vice Chair	The Boeing Company	Private sector - Government contracting

#### IX. SUPPORT ORGANIZATIONS

# Northern Virginia Regional Commission (NVRC) - Fiscal Administration

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# **SkillSource Group - Project Management and Operations**

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