# **GO Virginia Region One**

***Statewide Competitive Grant Application***

Updated April 2021

As a general rule, the criteria found in the Virginia Growth and Opportunity Fund (GO Fund) Grant Scoring Guidelines shall govern the applications for grants from the statewide competitive pool as they relate to who is the applicant, administration of the grants, return on investment analysis, project performance, and the scoring criteria. Because the statewide competitive grants, however, are expected to be larger in size and scope, several adjustments are necessary as discussed below.

**Local Participation**

The Act requires grants from the state-wide competitive pool to be matched, at least dollar for dollar by non-state appropriated sources. Local financial participation as part of that required match will also be important criteria in selecting which projects to fund. The same local match requirement of 20% or $50,000 of the project cost, whichever is greater, will apply to competitive applications. However, project proposals with greater local participation and match, both in size and the number of participating localities, will receive special priority in the competitive grant review process.

**Enhanced Capacity Building**

It is not expected that the statewide competitive pool will be used to fund proposals that are solely for enhanced capacity building grants. While proposals may have an initial phase that includes some enhanced capacity building activities to test-run various project approaches, grant proposals should focus on project implementation and return on investment for the Commonwealth and the regions in meeting GO Virginia policy goals that are captured in scoring criteria. The Board may make an exception to this section if there are certain project proposals that align with priorities identified in multiple growth and diversification plans and may authorize funding from this pool for studies and projects that will have a significant impact across regions and will have statewide applicability.

**Alignment with Growth and Diversification Plans**

Projects seeking funding from the statewide competitive pool should demonstrate alignment with the goals and priorities of each of the regional growth and diversification plans of the localities represented in the application. Should such alignment not exist in the existing plans, then supplemental addendums to plans that demonstrate such alignment will be required as part of the grant application.

**Supplemental Questions**

The Competitive Grant Application will include questions to solicit information on how the regions will interact, collaborate, and coordinate project implementation. The application will also seek to evaluate the interplay between rural and urban regions as well as the multi-regional or statewide opportunity presented. Projects should demonstrate a benefit to more than one region or an extraordinary opportunity to the Commonwealth.

**Competitive Site Development Projects**

Competitive funds may be used to advance regionally-significant sites of 25 acres or more that will help grow the regions’ targeted industry sectors as described in their Growth and Diversification plan while supporting the state’s economic development objectives. The results of VEDP’s site characterization and prioritization process will play a key role in awarding competitive funds for site development but additional elements such as regional impact will be considered.

Competitive funds will be considered for projects that have a significant regional and statewide impact. Applicants must incorporate collaborative cost/revenue sharing agreements, such as Regional Industrial Facility Authorities (RIFAs), or demonstrate joint funding commitments in workforce development, transportation, or other collaborative partnerships that demonstrates significant involvement of two or more localities.

Sites with high location competitiveness for target industries and high developability will be prioritized; however, sites not meeting these criteria will be considered but will require significant justification. Applicants must describe their strategy to market and promote the site to targeted end users.

Fundable activities include those that have the participation of two or more localities would advance the site towards a Tier 4 status and/or improve its marketability and investment potential.

# **GO Virginia Region One**

# **Competitive Grant Application**

**PROJECT INFORMATION**

**Project Name**:

**Total Requested Amount:**

**Applicants:**

List Applicant Organization(s):

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List Regions Participating in this Application:

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**Primary Contact Information:**

First Name:       Last Name:

Title:       Email:

Work Phone:

**Project Location**

Address:

City:       Zip Code:

**Primary Service Area**

Please list all localities that will be in your project’s primary service area. When listing a County, it is not necessary to also list a Town that lies within that county.

**NARRATIVE INFORMATION**

The maximum characters allowed is 6,000 per question, which includes all special characters and spaces. Please avoid the use of tables to explain your answers. Attachments should be submitted separately.

**Economic Impact**

1. Identify the project goals, approach, and outcomes, and how the project relates to the goals of GO Virginia. **ATTACHMENTS:** A 1 page Executive Summary should be submitted with the application.

1. Provide a detailed overview of the proposed project and project activities included in the project budget. If the full project scope goes beyond the reflected budget, please provide a breakdown of the current and later phases of project activities.

1. Describe the project timeline and the specific project milestones that will be utilized to track project progress and fund disbursement. Address the project administrator’s ability to meet these milestones and to take remedial actions in the event that the milestones are not achieved. **ATTACHMENTS:** Project Milestones including a proposed Drawdown Schedule should be submitted with the application.

1. Provide a detailed description of the performance metrics that will be used to quantify success, both quantitative and qualitative, and how the metrics were developed. **ATTACHMENTS:** Performance Measures should be submitted with the application.

1. Describe the methodology utilized to calculate the Return on Investment (ROI) to the Commonwealth over a 3-year period. Include an explanation and identify the sources of any data used as the basis for ROI outcome projections. If applicable, please explain the expected economic impact of the project that may not be captured within the ROI calculation. This may include both indirect and induced jobs as a result of a relevant multiplier effect, as well as qualitative impacts that cannot be qualified. **ATTACHMENT:** ROI Calculations should be submitted with this application.

1. In terms of interregional collaboration, how do the ROI, performance metrics, and economic impact take into consideration the varying populations of the participating localities and/or regions? For example, for urban-rural collaborations, do the calculations take into account how the project’s economic impact may be proportionally greater in a locality/region with small population and lower average wages?

**Regional Collaboration**

1. Describe the service area of the project. Identify localities participating in the project (financially or administratively) as well as those localities that are served by the project. **ATTACHMENTS:** Relevant letters of Support/Interest/Financial Commitment/In-Kind Contribution forms from localities or local government entities, public or private institutions, higher education partners, private industry partners, etc. should be submitted with the application. **For In-Kind contributions, please use the template provided.** 
   1. What portion of the region’s population is served by the project? How was this figure calculated?
   2. Does the application request a waiver of the local match requirement? ($50,000 or 20% provided by participating localities, whichever is greater).

1. 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.

1. 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 higher-paying jobs. Have existing efforts been successful and sustainable?

1. Does this project align with the Economic Growth and Diversification Plan for each of the participating regions? Does the project align with any previously funded GO Virginia per capita or enhanced capacity building projects? **ATTACHMENT:** If the project does not align with the Economic Growth and Diversification Plan for a participating region, please attach the subsequent addendum to the plan that demonstrates such alignment and why this project is a priority for the region.

**Project Readiness**

1. Describe all partner organizations involved with the implementation of the project, including the entity’s role, financial or in-kind commitment, and capacity to successfully execute their duties as they relate to the project. These may include but are not limited to school divisions, community colleges, public and private institutions of higher education, economic and workforce development entities, local governments, regional organizations, planning district commissions, nonprofit organizations and private-sector entities. **ATTACHMENT:** Letters of Support from participating partners and/or localities with this application.

1. Identify the primary project manager(s) from each region, and how they will facilitate project implementation across regions. Describe the division of responsibility and the plan for communication between project administrators, support organizations, higher education institutions, private businesses, etc. from across regions.

1. Discuss any major barriers to successful implementation and other associated risks along with a plan to overcome them. How will the project administrator address these barriers?

Identify any specific barriers to implementing the project across local and regional boundaries.

1. Discuss prerequisite activities undertaken by the collaborating parties to increase efficiency with regard to program delivery and support for the project once launched.

1. Discuss how each regional council and project developers have consulted with Subject Matter Experts (SME) regarding the efficacy and viability of the proposal and how the methodology and approach have been validated. **This question is to be answered by the region councils and project developers.**

1. Discuss how each regional council and project developers have consulted with local government entities regarding the strategy and implementation of the project. **This question is to be answered by the region councils and project developers.**

1. Identify the total project budget and the sources and uses for matching funds and leverage.
   1. Please include a detailed budget narrative for the GO Virginia request and matching funds.
   2. Does the project have the required $1:1 match? If so, what are the sources/uses for these funds?
   3. Does the project have the required 20% (or $50,000 if the request is less than $250k) local match? If so, what are the sources/uses for these funds?
   4. Are any additional funds or in-kind contributions serving as leverage for the project? If so, what are the sources/uses for these funds?

**ATTACHMENTS:** Attach the Project Sources & Uses Budget (template provided), letters of financial commitment, and in-kind contributions forms with this application.

**Project Sustainability**

1. Discuss how the program will achieve stable, long-term sustainability beyond the initial funding period. Have any funding sources been secured to continue implementing the program or strategy following the exhaustion of these funds?

1. Discuss how this project has been structured to allow for replication in other regions or statewide.
   1. Are there localities or other GO Virginia regions (including interstate collaborations) that are outside the applying region(s) that are participating in the project? If so, describe the nature of the collaboration and the anticipated impact.

**Additional Information:**

1. Enter optional comments regarding your application in the space below. Maximum characters allowed is 2,000, which includes all special characters and spaces.

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**Required Templates and Attachments:**

All templates and attachments are to be submitted as a separate document and should not be embedded in your response to each question. Please reference these attachments in your narrative document.

Template 1: Milestones & Deliverables

Template 2: Executive Summary

Template 3: Performance Metrics

Template 4: Return on Investment

ROI Excel Calculator (Found here: <https://www.goswva.org/proposals>)

Template 5: Budget Project Sources & Uses (Found here: <https://www.goswva.org/proposals>)

In-Kind Contribution Form if applicable (Found here: <https://www.goswva.org/proposals>)

Commitment Letters

Letters of Support (Localities participating in the project should provide letters of support)

Letter of Endorsement from Participating Regional Councils

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Template 1: GO Virginia Region One Milestones and Deliverables

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| --- | --- | --- |
| Milestones and Deliverables | | |
| Milestones | Deliverables | Anticipated Completion Date |
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Additional rows may be added as needed.

****Template 2: Executive Summary

Executive Summary

Provide a one-page summary of the proposed project. This should convey your project concept(s) assuming no prior knowledge of the project and include key pieces of information such as a project summary, connection to priorities in the Growth and Economic Diversification Plan, ROI in terms of higher paying jobs and out of state investment, transformative nature of project, localities involved and partners. The executive summary should be suitable for distribution to the public and may be published by GO Virginia.

****Template 3: Performance Metrics

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| --- | --- | --- |
| Performance Metrics | | |
| Metric | Goal | Anticipated Completion Date |
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Additional rows may be added as needed.

**Sample Metrics:**

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| --- | --- |
| **Talent Development Potential Metrics** | |
| # of students trained | # of credentials awarded |
| # of upskilled employees | % of students receiving credentials |
| # of new jobs created | # of students enrolled in dual enrollment programs |
| # of existing jobs retained | Average wages of jobs created |
| # of businesses served | Average increase in wages for trainees/graduates |
| # of internships completed | Leveraged private investment |
| # of apprenticeships completed | Leveraged public investment |
| # of new programs/credentials implemented |  |

|  |  |
| --- | --- |
| **Sites & Infrastructure Potential Metrics** | |
| # of jobs created | Investment in marketing site |
| # of existing jobs retained | # of projects (active company recruitment files) |
| # of businesses served | # of prospects (active company visits) |
| # of acres advanced to higher tier per VBRSP | # of businesses attracted |
| Total square footage of new space developed | Average wages of jobs created |
| # of linear feet of water infrastructure constructed | Leveraged private investment |
| # of linear feet of sewer infrastructure constructed | Leveraged public investment |
| Water capacity – million gallons per day (MGD) | Revenues increased from export-sales |
| Sewer capacity – million gallons per day (MGD) |  |

|  |  |
| --- | --- |
| **Innovation & Scale Up Support Potential Metrics** | |
| # of jobs created | Total capital deployed |
| # of existing jobs retained | Research and development funding deployed |
| Average wages of jobs created | New products completed/released to production |
| Increase in average employee wages | Total patents filed |
| # of new programs/credentials implemented | Total patents pending |
| # of credentials awarded | Total patents awarded |
| # of businesses attracted | # of fund investments |
| # of businesses retained | Average deal size |
| # of existing businesses expanded | # of businesses applying for fund investments |
| # of new businesses created | # of businesses interviewed for fund investments |
| # of businesses served | # of businesses evaluated for fund investments |
| Leveraged private investment | Return on Investment (ROI) for deployed funds |
| Leveraged public investment | Internal Rate of Return (IRR) for deployed funds |
| Total capital raised | Revenues increased from export-sales |

****Template 4: Return on Investment

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| --- | --- | --- | --- | --- |
| Return on Investment | | | | |
| Source | Year 1 | Year 2 | Year 3 | Total |
| State Revenues |  |  |  |  |
| Local Revenues |  |  |  |  |
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Additional rows may be added as needed.

Please include the method of calculation for the Return on Investment below:

[For assistance with the ROI, please access an additional excel spreadsheet on the GO Virginia Region One website under Proposals by clicking here.](http://www.goswva.org/proposals)

**Template 5: Budget**

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| **PROJECT SOURCES AND USES** |

When submitting an application to the GO Virginia Board for funding consideration, the Support Organization will be required to complete a Project Budget in the Centralized Application Management System (CAMS). The CAMS budget should include all activities that must be undertaken in order to achieve or exceed the performance measures outlined in the application. This spreadsheet will supplement the CAMS budget in order to present a complete list of all project sources and uses. Directions for each are listed below the table on each tab. Please add rows as necessary.

The Project Sources and Uses template includes the following worksheets:

GO Virginia Request

Matching Funds

Additional Leverage

Total Project Budget

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
| **Template 5 – Project Sources and Uses**  [**Access the template on the GO Virginia Region One website under Proposals by clicking here.**](http://www.goswva.org/proposals) |  |  |  |

**Template 6: In-Kind Match Document**

[**Access the template on the GO Virginia Region One website under Proposals by clicking here.**](http://www.goswva.org/proposals)