



**REGION 5**  
**INFORMATION FOR GRANT APPLICANTS**

September 27, 2017

**Background**

Virginia’s economy is the aggregate of multiple regions. Because Virginia is a large and diverse state, the opportunities for private-sector growth vary significantly from one part of the state to another, requiring collaborative innovation among employers, entrepreneurs, investors, researchers, educators, governments, and other leaders in each region. Too often this cooperation has been lacking, causing Virginia to lag behind other states.

The Virginia Initiative for Growth and Opportunity in each region (GO Virginia) was initiated by Virginia’s senior business leaders to foster private-sector growth and job creation through state incentives for regional collaboration by business, education, and government. Recognizing the harsh effect of deep federal budget cuts on a Virginia economy that is overly dependent on public-sector jobs, they launched the GO Virginia campaign to work for regional cooperation on *private-sector growth, job creation, and career readiness*.

**Project Proposal Guidelines**

The guidelines outlined below are specific to the initial round of GO Virginia grant applications but will serve more broadly as overall guidelines for prioritizing future economic development collaborations in the region beyond those funded through GO Virginia.

*Relevance to the Four Keynote Themes for Region 5 as delineated in the Economic Growth and Diversification Plan – **Connectivity, Collaboration, Productivity, and Innovation***

*Compliance with requirements of GO Virginia program*

- Multi-jurisdictional (all proposals must be a joint venture of at least two jurisdictions)
- Matching requirements must sum 1-for-1 financially (e.g., \$1 million grant matched by \$1 million contribution from non-state public entities, private, federal, or local = \$2 million proposal). A possible waiver of half of the required match may be given upon a finding of fiscal distress or an exceptional economic opportunity in the collaborating localities.
- Measurable job creation within industries that were thoroughly vetted for growth potential in the region’s Economic Growth and Diversification Plan.
- Created jobs must generate average annual wages above the existing average for all jobs in the region (\$46,000)

*Connection to industry clusters evaluated in the Region 5 Economic Growth & Diversification Plan*

Port Operations, Logistics and Warehousing	Shipbuilding and Ship Repair
Advanced Manufacturing	Water Technologies
Cyber Security, Data Analytics and Mod-Sim	Unmanned Systems and Aerospace
Business Services	Tourism and Recreation
Life Sciences	

## Application Components

All proposals for GO Virginia grant funds must provide:

- Detailed description of proposed use of funds
- Description of sources and amounts of matching funds
- Description of in-kind local resources that will support the proposed project/program (in-kind contributions do not count towards the monetary matching requirement, but will be viewed favorably in the ranking process)
- Description of how the proposed project/program would align with and leverage existing local and regional economic development investments
- Description of the partner entities (public or private) for the proposed collaboration and of their individual/collective capacity for implementing the proposed initiatives (discuss readiness for immediate action)
- Specific description of how the proposed project/program will address one or more of the goals/objectives of the Action Framework described on page 46 of Region 5's Economic Growth and Diversification Plan
- Quantified targets for accomplishment (these should be directly tied to selected goals/objectives of the Action Framework in Region 5's Economic Growth and Diversification Plan)
- Description of how the applicant proposes to measure success of the proposed initiatives (where applicable, this description should reference the performance metrics in Table V-4, on page 73 of Region 5's Economic Growth and Diversification Plan)
- Endorsement from private businesses, to include, but not limited to: workforce requirements to support, prospective number of new jobs required to support realization of the proposed goals, prospective pay scale for the new jobs, and endorsement from at least one of the six priority cluster steering committees

In determining the eligibility and the amount of monies to be awarded, the regional council shall follow these criteria. The overarching GO Virginia Board reserves the right to not make an award to proposed projects that have a low score in one or more of the following areas:

### Draft scoring criteria checklist

#### *Economic Impact – 35%*

- Project application outlines the expected return on investment of the proposed projects and the timeline for achieving that return.
- Project application demonstrates the proposed projects alignment with and how it will address the prioritized needs and opportunities of the growth and diversification plan.
- Projects that have a larger impact, with regard to the creation of higher paying jobs and economic diversification, based on a return on investment model, in a smaller economic region shall receive higher scores.

- Project outlines both behavioral as well as anticipated tangible results that will come from the collaboration.

#### *Regional Collaboration – 30%*

- The number and percentage of localities within the region that are participating in the proposed project and the portion of the region's population represented by the participating localities.
- Participation of localities or regions (including interstate collaboration) outside the applying region.
- Cost efficiencies, repurposing of existing funds, leveraging of existing assets, or other evidence of collaboration that can be demonstrated as a result of the proposed project.
- The amount of involvement in the project by businesses, colleges and universities, and other public and private entities within the region in the conceptualization of and the implementation of the project.
- The amount, timing and form of the proposed project match that outlines the depth of the commitment by the public and private funding partners to the effort.
- Inventory existing grant requests or programs with similar goals to ensure 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 – 20%*

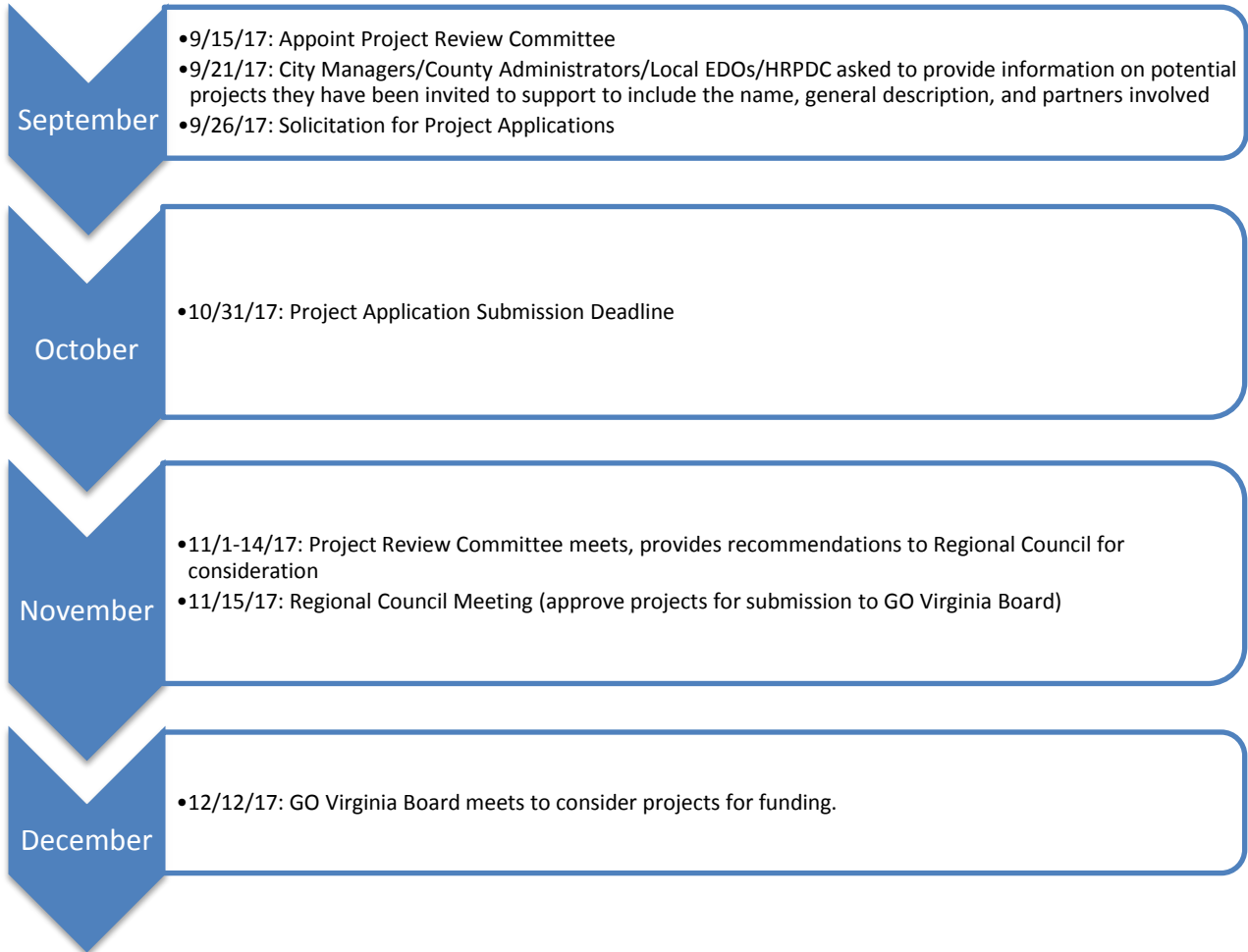
- Project application demonstrates that the project partners have the capability to successfully execute the project, to include milestones from January – June 2018.
- Project application demonstrates that the regional council has consulted with subject matter experts regarding the efficacy and viability of the proposal.
- Project application outlines how the project may be aligned to support other existing efforts in the region or Commonwealth.
- Project application identifies known or likely barriers to successful implementation and other associated risks, and includes a plan to overcome the barriers and risks.
- Project application reviews any prerequisite activities undertaken by the collaborating parties to increase efficiency with regard to program delivery and to ensure a deeper and consistent level of support for the project once launched.
- Project application demonstrates the project partners, including the lead public or private administering entity, have sufficient financial management and personnel to ensure compliance with the grant agreement.

#### *Project Sustainability – 15%*

- Plan for how a project will be sustained after grant funds are exhausted.

- Demonstrated ability to meet the project performance metrics and to take remedial actions in the event those measures are not achieved.
- Demonstrate leverage above the required amounts from any source.

### Project Solicitation and Review Timeline





**1. PROJECT NAME**

Provide a name for the project that is proposed in this funding application:

**2. APPLICANTS**

List applicant organizations:

**3. PRIMARY CONTACT INFORMATION**

Primary contact (for this application):	Position/title:
Mailing Address:	Telephone:
Email:	Website (URL) if applicable:

**4. RESOLUTIONS/LETTERS OF SUPPORT**

Identify the municipalities/counties and other agencies (if any) that are providing a resolution or letter of support for this funding application (*must be two or more*):

The resolutions/letters of support are attached

*\*Applicants are responsible for securing a resolution outlining support for the GO Virginia Region 5 funding request from two or more municipalities/counties. The applicant must provide a copy of the resolutions of support to the GO Virginia Regional Council before an application can be considered for funding.*

*\*Sample Resolution: THAT, the (insert local government name) supports the application to Go Virginia Region 5 from the (insert applicant organization name) for a grant of up to \$(insert amount) for the (insert project name).*



**5. OVERVIEW**

Provide a detailed description of the proposed project to include primary goals and approach:

*\*Refer to the "Application Components" as outlined in Region 5 Information for Grant Applicants.*

Explain how the proposed project relates to Region 5's Economic Growth and Diversification Plan:

*\*Focus on long term community or regional needs.*



**6. ECONOMIC IMPACT**

Return on Investment/Direct Economic Benefits

Outline the projected economic benefits to the regional or state economy:

New Employment (job creation schedule and median salaries)

*\*The current average annual wage for Region 5 is \$46,000.*

	Year 1	Year 2	Year 3	Year 4	Year 5
Estimated number of new jobs created					
Projected average wage per job created					

Increased Revenue Generation to include out of state investment

*\*The following annual revenue generation will be reported on by the applicant organization for a five year period to demonstrate the direct economic benefits of the project:*

	Projected annual revenues				
Current annual revenues (if any):	Year 1	Year 2	Year 3	Year 4	Year 5
\$	\$	\$	\$	\$	\$
<b>INCREASED REVENUE EXPECTED OVER FIVE YEARS:</b>					\$

*\*Increased revenue expected is the sum of the **projected annual revenues** for the five years after the project, minus the **current annual revenues** (if any) over the same five year period.*

Describe how the revenue will be generated and the sources of revenue:



Operational Cost Savings (if applicable)

*\*The following operational cost savings will be reported on by the applicant organization for a five year period to demonstrate the direct cost saving benefits of the project:*

	Projected costs				
Current costs (if applicable):	Year 1	Year 2	Year 3	Year 4	Year 5
\$	\$	\$	\$	\$	\$
<b>COST SAVINGS EXPECTED OVER FIVE YEARS:</b>					
*Cost savings expected is the sum of the <b>projected costs</b> for the five years after the project, minus the <b>current costs</b> over the same five year period.					\$
Describe how the operational costs savings will be generated:					

Project Budget

Expense item:	Amount (\$):	Source of Estimate:
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
	\$	
<b>TOTAL PROJECT BUDGET:</b>	<b>\$ 0.00</b>	

*\*Complete the above, however if you wish to provide a more detailed project budget, please attach separately to this application.*





Leverage

The funding request as a percentage of total project funding is: \_\_\_\_\_ %

*\*Leverage % = (GO Virginia funding request) ÷ (Total project funding)*

Metrics

Provide a detailed description of the metrics that will be used to quantify success:

Anticipated outcomes

List the qualitative as well as anticipated tangible results that will come from the collaboration:

Milestones

*\*GO Virginia funds are provided upon completion of project milestones*

Stage of project:	Scheduled date: (mm-dd-yyyy)	Outcomes:
1) Project start date		
2)		
3)		
4)		
5)		
6)		
7)		
8) Project completion date		

*\*Complete the above, however if you wish to provide a more detailed project schedule, please attach separately to this application.*



## 7. REGIONAL COLLABORATION

### Participating Localities

Describe the service area of the project and include a list of localities within the region participating in the project:

If localities or regions (including interstate collaborations) outside the applying region are participating in the project, describe the nature of the collaboration and the anticipated impact.

### Efficiencies

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.

### Implementation partners

Describe the role of the businesses, colleges and universities, and other public and private entities within the region that will be involved in implementing the project.



Match Funding Sources

Funding Source:	Amount (\$):	Funding form:	Identify funding confirmation:
	\$	Applicant(s) contribution	<input type="checkbox"/> Confirmation letters attached
	\$	<input type="checkbox"/> Grant <input type="checkbox"/> In-kind <input type="checkbox"/> Other:	<input type="checkbox"/> Approval Letter attached
	\$	<input type="checkbox"/> Grant <input type="checkbox"/> In-kind <input type="checkbox"/> Other:	<input type="checkbox"/> Approval Letter attached
	\$	<input type="checkbox"/> Grant <input type="checkbox"/> In-kind <input type="checkbox"/> Other:	<input type="checkbox"/> Approval Letter attached
<b>TOTAL OTHER FUNDING: \$ 0.00</b>		<b>TOTAL PROJECT FUNDING: \$ 0.00</b> <i>(GO Virginia funds + Other Sources)</i>	

*\*GO Virginia Region 5 must receive copies of letters of approval and the timing for all other funding sources. Please attach all letters of approval received to date with this application. If additional space is needed please attach a complete list separately.*

Existing programs

If the project has goals similar to an existing initiative, indicate how the proposed project is not duplicative, but additive to efforts to support economic diversification and the creation of more higher-paying jobs.

**8. PROJECT READINESS**

Capacity and capability

Provide a brief overview of the financial management and personnel capacity of the administrating agency that will oversee this project.

Barriers to successful implementation

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



Prerequisite activities

Provide an overview of activities undertaken by the collaborating parties to increase efficiency in program delivery and support for the project once launched.

**9. PROJECT SUSTAINABILITY**

Describe your ability to meet the project performance metrics and take remedial actions in the event those measures are not achieved:

Describe how the program will achieve stable, long-term sustainability past the initial funding period:

**10. ATTACHMENTS**

*\*List all documents attached to this application:*

Document name:
<input type="checkbox"/> 1) <b>Required:</b> Local Government resolutions
<input type="checkbox"/> 2) <b>Required</b> (if applicable): Funding approval letters ( <i>as outlined in Section 15. Other Funding Sources</i> )
<input type="checkbox"/> 3) <b>Required</b> (if applicable): Copy of non-profit designation letter from IRS ( <i>not applicable for local governments or universities</i> )
4)
5)
6)
7)
8)



**11. AUTHORIZATION**

- I have read the GO Virginia Economic Growth and Diversification Plan and grant scoring guidelines.
- I confirm that the information in this application is accurate and complete, and the project proposal, including plans and budgets, is fairly represented.
- I agree that once funding is approved, any change to the project proposal will require prior approval of GO Virginia Region 5.
- I agree to submit reporting materials as required by GO Virginia Region 5, and where required, financial accounting for evaluation of the activity funded by GO Virginia Region 5.
- I understand that the information provided in this application may be accessible under the Freedom of Information Act (FOIA).
- I agree to publically acknowledge funding and assistance by GO Virginia Region 5.
- I authorize GO Virginia Region 5 to make inquiries, collect and share information with persons, firms, corporations, federal and local government agencies/departments and non-profit organizations, as GO Virginia Region 5 deems necessary for decision, administration, and monitoring for this project.
- I agree that information provided in this application may be shared with the appropriate regional advisory committee(s), regional council, GO Virginia Regional Council staff and consultants.

Name (organization signing authority)	Position/Title:	Date:
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