# REGIONAL COUNCIL 9 – STRIKE FORCE MAY 22, 2020

#### 11:00 am to NOON

Due to the COVID-19 State of Emergency this meeting will be held via Zoom link or call-in. Info attached.

#### **AGENDA**

1.	Welcome	Jim Cheng, Chair
2.	Roll Call	Shannon Holland, Staff
3.	Public Comment*	Jim Cheng
4.	Approve Minutes from Prior Meeting	Jim Cheng
5.	Review Project Pipeline and Available Funds	Jim Cheng
6.	Approve Application (ERR and/or ECB)	Jim Cheng
7.	Other Business - Emergency and Time Sensitive Items Only	Jim Cheng
8.	Adjourn	Jim Cheng

<sup>\*</sup> Submit Public Comments by completing the attached form to <a href="mailto:sholland@centralvirginia.org">sholland@centralvirginia.org</a> by 7:00 am on Thursday, May 15, 2020. Those received will be read into the record.

Topic: Region 9 Strike Force COVID
Time: May 15, 2020 11:00 AM to NOON

Every week on Fri, until Jun 12, 2020, 5 occurrence(s)

May 15, 2020 11:00 AM May 22, 2020 11:00 AM May 29, 2020 11:00 AM Jun 5, 2020 11:00 AM Jun 12, 2020 11:00 AM

Please download and import the following iCalendar (.ics) files to your calendar system. Weekly: https://zoom.us/meeting/tJ0rdOChqD8uH9eBSm8I--6IBalaD3QtmswR/ics?icsToken=98tyKuChqDgjE9KRtByERox5BIjCXfPwpilbgvpYvizoWwkeL1Xf FONrM5YsIczd

Join Zoom Meeting https://zoom.us/j/99639964453?pwd=QitTMUJIcFoycTdrSEcwYk9MNHA2UT09

Meeting ID: 996 3996 4453

Password: 480705 One tap mobile

+19292056099,,99639964453#,,1#,480705# US (New York) +13017158592,,99639964453#,,1#,480705# US (Germantown)

#### Dial by your location

- +1 929 205 6099 US (New York)
- +1 301 715 8592 US (Germantown)
- +1 312 626 6799 US (Chicago)
- +1 669 900 6833 US (San Jose)
- +1 253 215 8782 US (Tacoma)
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Meeting ID: 996 3996 4453

Password: 480705

Find your local number: https://zoom.us/u/adBimT1qcl

# **Region 9 Council Meeting PUBLIC COMMENT FORM**



rovide your public comments below. These comments will be read during the ay e ion tri e orce eetin . lease email as an attachment to sholland centralvir ina.or with the subject line "GO Virginia Comments". Submissions will be accepted until on the day of the meetin .

Name:	
Organization:	
Email:	
Commonto in the gree hele	

Comments in the area below:

#### MAY 15, 2020 11:00 AM to NOON

Due to the COVID-19 State of Emergency this meeting was held via Zoom link and conference line. The details were posted with the Agenda and is included herein.

#### **MINUTES**

Attending Strike Force Council Members: Jim Cheng, Cav Angels (Chair, Region 9); Ed Scott, EcoSeptix Alliance (Vice Chair, Region 9); Ed Dalrymple, Cedar Mountain Stone; Pace Lochte, University of Virginia Economic Development; Ray Knott, Union Bank & Trust; Tom Click, Patriot Aluminum

Absent Council Members: None

Staff: Shannon Holland, Helen Cauthen

Guests: None

#### 1. Welcome

Jim Cheng opened the meeting at 11:03 am when a majority of members were present. Jim Cheng stated that the meeting was being held electronically via Zoom video and call-in due to the State of Emergency declared by the Governor.

#### 2. Roll Call

Jim Cheng asked Shannon Holland to complete a roll call of members. All members were present.

#### 3. Public Comment\*

Jim Cheng stated the meeting had been publicly noticed and a public comment form was made available. All public comments were to be emailed by 7 am today. Shannon Holland stated that no public comments had been received.

#### 4. Approve Minutes from Prior Meeting

Jim Cheng

Ray Knott made a motion to approve the Meeting Minutes as presented. Ed Scott seconded the motion. The motion carried.

#### 5. Review Project Pipeline

Jim Cheng asked Shannon Holland to review the project pipeline included in the meeting packet. Shannon Holland shared a few updates to the pipeline presented.

#### 6. Approve ERR and ECB Application

Jim Cheng asked Shannon Holland to present the Project Rebound ERR grant proposal. Shannon Holland summarized the project review sheet included in the packet, noting that staff recommended the project for approval. Discussion ensued about ensuring that the project report would include actionable items. Reference to actionable items and the report content was found in the application and reviewed. Discussion also ensued around not requiring the project to document all the match submitted to ease the project administrative burden.

Ed Dalrymple made a motion to approve the proposal. Ray Knott seconded the motion. The motion carried. Pace Lochte recused from voting.

#### 7. Other Business - Limited to Emergency Items Only

No other business was presented by Council Members.

8. Adjourn Jim Cheng

Tom Click made a motion to adjourn the meeting at 11:39. Ray Knott seconded the motion. The motion carried.



Shannon Holland is inviting you to a scheduled Zoom meeting.

Topic: Reg. 9 Strike Force - COVID Time: May 8, 2020 11:00 AM

Join Zoom Meeting

https://zoom.us/j/92047069478?pwd=bHhwS1NCS3luUUVnVjZ4VGlsdTJSQT09

Meeting ID: 920 4706 9478

Password: 937755 One tap mobile

+13126266799,,92047069478#,,1#,937755# US (Chicago)

+19292056099,,92047069478#,,1#,937755# US (New York)

#### Dial by your location

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+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

Meeting ID: 920 4706 9478

Password: 937755

Find your local number: https://zoom.us/u/abHbifpGsc

#### **PER CAPITA FUNDING**

FY	Per Capita/ECB Allocation*	Added from Capacity Building	Rollover from prior year	Total Available for Projects	YTD Total Awarded	Funds Remaining (if not used carried forward at FY end)
FY2018	546,301	250,000		796,301	727,447	68,854
FY2019	1,000,000	0	68,854	1,168,204	1,159,550	8,654
FY2020	1,000,000	0	8,654	1,008,654	647,500**	361,154

<sup>\*</sup> Up to 250k total may be awarded each year from Per Capita Allocations

#### **ECONOMIC RESILIENCY AND RECOVERY (ERR) FUNDING**

FY	ERR Rollover from Added from Allocation* prior year Capacity Building		Total Available for Projects	YTD Total Awarded**	Funds Remaining (if not used carried forward at FY end)	
FY2020	1,000,000,	0	0	1,000,000	0	1,000,000

<sup>\*</sup> Up to \$300,000 total may be awarded for FAST ACCESS proposals

<sup>\*\* \$150,500</sup> remaining in FY20 for ECB

<sup>\*\* 80,000</sup> pending for Project Rebound- FAST ACCESS

#### **GO Virginia Region 9 – ERR + ECB Pipeline**

#### Strike Force Meeting – 5.18.2020

Project Title	Possible Applicant	Frame	Industry	Possible	Туре	GO VA \$	Status/Note
	Org.			Application			
				Date			
Renewable Energy Cluster	CvilleREA			5/26/2020	ECB	100,000	
Workforce Ecosystem	VCW-Piedmont	TD	all		ECB	100,000	
Regional Craft Bev	TJPDC	G/E	Food/Bev	5/13/2020	ERR	100,000	
Recovery Website	Fauquier County				ERR	100,000	
Regional Connect	CBIC	I/E	All	5/26/2020	ERR	100,000	
Project Rebound	TBD				ERR		conversation only
PPE Website	TBD				ERR		conversation only

#### **ERR/ECB Proposal Review**

**Project Name: Crafting a New Normal** 

Applicant: TJPDC (PD-10) as administrative agent

Contact Name: Maureen Kelly, Economic Development Director, Nelson County

**Grant Amount Requested:** \$ 100,000 **Match Amount Proposed:** \$50,000 (50%)

Locality Match: \$50,000

Regional Impact Area: Nelson, Madison, TJPDC

**Locality Letters of Support:** PENDING as of 5/18/20: Expected letters include: Nelson County, Madison County, Thomas Jefferson Planning District Commission, Nelson 151, Monticello Wine Trail, Potters Craft Cider, Champion Brewing, Early Mountain Winery, Virginia Distillery Company, Belmont Farms, Killauren Winery, Bald Top Brewery

Non-Locality Partners: see Letters of Support above for industry support

Length of Project: 9 months (now through December)

**PROPOSAL:** This project will mitigate the regional economic impact of the COVID-19 crisis in the shortand mid-term by giving these businesses the tools they need to re-open safely, retrain employees and communicate with their customers. These businesses have been severely impacted by the pandemic. Having regional industry guidance and standards will also improve the customer experience and help restore consumer confidence. This project is directly linked to supporting the Food & Beverage Manufacturing Industry, a Region 9 Target Industry.

ERR:	
Will help mitigate economic impact of COVID-19 in near and mid-term?	х
Connection made to advancing opportunities in Region 9 Growth Plan?	х
Advances critical needs in important locally traded sectors or priorities set by Council?	Х
State Goals:	
Higher Paying Jobs	
Out of State Investment	
Transformative Project	
Collaboration between government, business, education, etc.	х
Region 9 Project Categories:	
Talent Development	
Innovation/Entrepreneurship	
Growing Existing Business	х
Sites	
Region 9 Target Industries:	
Information Technology	х
Food & Beverage Mfg	х
Financial & Business Services	х
Light Mfg	
Biotechnology	х

#### **REVIEWER COMMENTS**

ERR (Y/N) Yes ECB (Y/N) No

#### **Economic Impact**

COVID responsive

#### **Regional Collaboration**

Yes. Nelson and Madision are leading the grant in collaboration with private sector.
 TJPDC connects the project to more localities in Region 9.

#### Readiness

 Maureen Kelley has significant experience in this industry and is viewed as a statewide expert in economic development for this industry. Madison County and Nelson County also collaborated on a previous GO Virginia grant. TJPDC will be a strong connector in terms of administration and collaboration with other localities.

#### Sustainability

n/a

#### **FOR ERR GRANTS:**

#### How will this grant mitigate the economic impact of COVID 19 in the region?

 Give this target industry the support needed to accelerate getting the industry back to work; the sooner the locally traded sector aspect of this industry is back to work the sooner the growth and expansion of product exports is possible

#### How does this grant advance opportunities identified in the Region 9 Plan?

Food & Bev. Mfg is a target industry for Region 9

### Advances critical needs in locally traded sectors and / or priorities identified by Council (caused by COVID-19?)

• See above and this project will accelerate the safe return to work for employees in this sector and increase customer engagement through electronic means to capture sales in this new normal. Both of these were identified by Region 9 Council as priorities.

#### STAFF COMMENTS

- Recommend for approval subject to:
  - o Receipt of letters of support
  - Clarification on activating program participation outside of Nelson 151 footprint
  - Expanded information on Subject Matter Expert roles
  - o Corrected In-kind match documentation

#### **ECONOMIC RESILIENCY AND RECOVER (ERR) (<100k) FAST ACCESS APPLICATION**

#### **GENERAL**

Date: 18 May 2020

Project Name: Crafting the New Normal
Applying Organization: TJPDC Corporation

Address: 401 Water Street, East Zip Code (+4): 22902-5241

City: Charlottesville

#### **Project Primary Contact:**

Full Name: Maureen Kelley

Title: Nelson County Director of Economic Development and Tourism

Email: makelley@nelsoncounty.org

Phone: 434-263-7016

#### Select the framework(s), target industries, program goals and participating localities for this project

#### **Project Frameworks**

х	Talent Development	х	Growing Existing Business	Other: (specify)
	Innovation/Entrepreneurship		Business Ready Sites	

**Region 9 Target Industries** 

Information Technology	х	Food & Beverage Mfg.	Other: (specify)
Financial & Business Services		Light Mfg.	Other: (specify)
Biotechnology		Other: Emerging	Other: (specify)

GO Virginia Program Goals (if any)

	Create Higher Paying Jobs			Attract Out of State Investment
,	Х	Regional Transformational	х	Collaboration between business, government, education

Participating Localities (minimum of two)

		Albemarle	Charlottesville		Culpeper		Fauquier
		Fluvanna	Greene		Louisa	х	Madison
Х	(	Nelson	Orange		Rappahannock		Other: Specify

#### **QUESTIONS**

- Limit each response to 3,000 characters or less.
- Use no formatting, i.e. no bold, no italics, no tables, no bullets, no color, etc.

#### **ECONOMIC IMPACT**

- 1. Insert an Executive Summary style narrative of the project here limited to one page and include:
  - Brief, overarching goal(s), activities, possible metrics, and expected outcomes/products
  - Name key collaborative partners and roles
  - Describe how the project aligns with Region 9's Growth Plan.
  - Outline the total GO Virginia \$ requested, total match committed and how funds will be spent
  - COVID-19 Response
    - Describe how this project will mitigate the regional economic impact of the COVID-19 crisis in the short and mid-term.
    - Describe why this project should be a priority in Region 9.

The purpose of the program is to generate private sector re-growth and job opportunities; this includes business re-development post-COVID, education and development post-COVID and business re-attraction to build consumer confidence.

Goals of the project include creating web-based solutions and using social media platforms for education, shopping, reservations and communications for consumer confidence; sharing ABC and labor compliance on policies, CDC, OSHA, FDA and sanitation protocols. These materials will need to be available in both English and Spanish and delivered electronically. Other goals include: cooperative purchasing for PPE and packaging supply resources; marketing, consumer and employee education initiative for ever-changing protocols; legally defensible de-escalation protocols and scripts for engaging with disruptive customers; sample communications to associates and vendors; catalogues of products (signage, floor markers, hygiene); script and guidelines for mask enforcement; signage for social distancing guidelines and techniques; policies for implementing social distancing throughout a property; curbside pickup procedures/payment. Further, new position development and staff training of new staff needs evolve to adhere to reintroduction of the consumer after COVID-19 and the new normal it brings.

Key partners include Nelson County, Madison County, the Thomas Jefferson Planning District Commission and its non- profit TJPDC Corporation, TJPDC Corporation and Nelson 151. Economic development and tourism directors from Nelson and Madison Counties will work with regional industry partners to collect data and information for the project. The Planning District Commission's non-profit will serve as grant administrator. Nelson 151 is a regional craft beverage trail, representing all craft beverage sectors- spirits, wine/cider and beer. Operating for more than 10 years as a leader in the Commonwealth's craft beverage industry, they are committed to making systemic changes to their operations online as well as in their brick and mortar establishments, as well as create best practices that can be shared with the entire region.

Food and beverage manufacturing is a target industry in the Region 9 Growth Plan Update. The Crafting Higher Paying Jobs program demonstrated economic improvement in the traded sector. This grant continues to support the Talent Development projects like Crafting Higher Paying Jobs. This grant also supports the Growing Existing Businesses strategy as it identifies scale-up opportunities in other targeted

sectors, such as export growth for food and beverage manufacturing. Further, this project will help the locally traded sector build out or adapt to web-based operations. This grant will assist businesses/industries that are not already online with e-commerce solutions to sell and promote their goods and services, a key goal of Region 9. With the ERR grant, we are directly assisting a traded sector, with characteristics such as exporting their product across state lines and a locally traded sector with tasting rooms, and tourism operations in general, all of which are a powerful driver of our regional economy. The pandemic has had a significant negative impact on the overall regional tourism industry. The grant application supports Go Virginia Program Goals of Regional Transformation and Collaboration among government, the private sector and education.

The grant would accelerate the re-start of these locally traded activities, restore consumer and employee confidence, which includes the broader hospitality industry and supply chain businesses, and also allows the businesses to bring back employees more quickly as well as reposition them as needed.

The total budget will not exceed \$100,000. Total match will be \$50,000 from grant partners. Funds will be expended for each of the program areas and products and services rendered to create the project deliverables.

This project will mitigate the regional economic impact of the COVID-19 crisis in the short- and mid-term by giving these businesses the tools they need to re-open safely, retrain employees and communicate with their customers. These businesses have been severely impacted by the pandemic. Having regional industry guidance and standards will also improve the customer experience and help restore consumer confidence.

This project should be a priority in Region 9 because of the sheer numbers of affected businesses and the number of employees that have been impacted in these target industries. In short, the craft beverage industry must re-invent itself in order to continue to operate in this new normal.

- 2. Provide a monthly project timeline of planned milestones and fund disbursement.
- June Contract with project administrator and other subject experts and resources. Begin research on products and services for deliverables. Estimated fund disbursement is \$40,000
- July September Create the grant deliverable, test them with Nelson 151 and regional partners, then refine them. Estimated fund disbursement is \$70,000
- October-December Final grant deliverable are completed. Estimated fund disbursement \$40,000.
- 3. Expand on goals, activities, possible metrics, and expected outcomes noted above, as needed.

#### **REGIONAL COLLABORATION**

4. Describe the regional service area and roles of localities, business, higher education, and other partners. Note any Letters or Support attached.

This grant will help the craft beverage industry in the entire Region 9 footprint. Nelson and Madison Counties' offices of Economic Development and Tourism will work with the region's businesses to ensure that all have access to the deliverables created by this grant. The Thomas Jefferson Planning Commission will serve as grant administrator, as well as a vehicle for communicating the work of the project, as it does have applications for other industries (specifically agriculture).

Letters of Support list being collected:
Nelson County
Madison County
Thomas Jefferson Planning District Commission
Nelson 151
Monticello Wine Trail
Potters Craft Cider
Champion Brewing
Early Mountain Winery
Virginia Distillery Company
Belmont Farms
Killauren Winery
Bald Top Brewery

5. Describe how this project is additive, not duplicative of, other efforts, if any.

There are no compliance or guidance documents in place for this industry to address the litany of issues, protocols COVID-19 brought upon these businesses. As the craft beverage industry technically falls in the restaurant category for re-opening, there is no clear guidance for the use of outdoor spaces or indoor spaces for future phase openings. Nor are there clear protocols for operating these types of businesses in post-COVID conditions.

#### **PROJECT READINESS**

6. Summarize other regional stakeholders and their related roles or the plan to engage other key stakeholders in this project. (I.e. businesses, school divisions, community colleges, higher education, economic and workforce development entities, regional organizations, planning districts, nonprofits)

Working with the Central Virginia Economic Development Partnership and Central Virginia Small Business Development Center, Monticello Wine Trail, Thomas Jefferson Planning District Commission for data to support the grant application, then as the grant deliverables are completed, assist with the delivery and communication of those deliverables to the affected businesses in Region 9.

7. Discuss prerequisite activities completed to engage localities, subject matter experts, regional partners and other stakeholders in developing this proposal.

Madison and Nelson County administration have approved the work on this grant application and match required. The Planning District Commission has agreed to serve as grant administrator. Subject matter experts are eager to begin work on this much-needed program of work.

8. Referencing the Budget Table and the Sources and Uses Worksheets (attached), describe how requested GO Virginia dollars will be spent as well as the sources and types of match funding. Note any Letters of Financial Commitment and In-kind Commitment forms attached.

The GO Virginia funds will be used for contract services such as project administration, program administration, hiring subject matter experts and web-based solutions experts, training and deployment of all products and deliverables to the entire Region 9 craft beverage business sector. The match funding will

primarily come from the Counties of Madison and Nelson, with some donated time from industry leaders and private businesses.

#### **PROJECT SUSTAINABILITY**

9. Explain the expected direct line of sight to a larger and subsequent GO Virginia implementation grant proposal as the result of the enhanced capacity building activity funded by this proposal.

As this project will only jump start the necessary steps to re-build the craft beverage industry in Region 9, there will need to be a sustained effort to stay on top of and ahead of industry needs and requirements. This is a multi-year economic recovery and an ever-changing landscape as this is a truly unprecedented crisis.

10. Discuss any potential barriers to a successful grant and the plan for addressing such challenges.

The only barrier to the successful implementation is not being able to get this vital information and training to the industry before businesses are forced to close. The plan to address that challenge is to work with talented experts and deliver in real time the assistance that these businesses so desperately need.

#### **GO Virginia Grant – BUDGET TABLE**

COST/ACTIVITY CATEGORY	GO VIRGINIA AMOUNT	MATCH SUPPORT	OTHER	
	REQUESTED	COMMITTED	FUNDING	TOTAL
Administration				
Other* <b>(8%)</b>	8000	4000		12000
Program Operations				
Acquisition				
Architectural and Engineering				
Clearance and Demolition				
Construction				
Contract Services	76000	38000		114000
Equipment				
Fringe Benefits				
Legal Expenses				
Machinery/Tools				
Planning/Assessment	5000	2500		7500
Rent/Lease				
Salaries				
Site Work				
Studies				
Training				
Travel	5000	2500		7500
Other - specify				
Program deliverables				
(materials and electronic				
delivery/system)	6000	3000		9000
TOTAL	\$100000	\$50000	\$	\$150000

All grants must include 8% of GO Virginia dollars requested in this Other category for contract management and admin by the Central Virginia Partnership.

		In-Kind (	Commit	tment Fo	rm		
Support Organ			artnership	for Econ	omic Developm	ent	
Regional Cour	ncil:	Region 9	)				
		Cont	ributor In	formation			
Name of Busine	Madison						
Name of Prima	ry Contact:	Tracey Ga					
Address:	110 N	Main Street					
City:	Madison			State:	VA	Zip:	22727
Telephone:	540-948-7560		Email:	tgardne	r@madiso	nco.virginia.gov	
		Contribu	uted Good	ds or Service	ac .		
Description of 0	Contributed Goods o		G000	Staff tin			
_ 500ption of t							
Date(s) Contrib	uted:						
Real or Estimat	ed Value of Contribu	tion: \$	25000				
How was the va	alue determined?:	V	Actual Va	alue	Apprais	al 🗆 Ot	ther
If other, please	explain:						
Who Made this	Value Determination	n?:	Tillie St	rothers, Ma	dison Cour	nty Human Resou	rces
	ction on the use of th	nis contributio	on?:	~	No	☐ Ye	es es
If yes, what are	the restrictions?:						
Contribution O	btained or Supported	l with State fu	unds?:	~	No	□ Ye	<u></u> !S
	rovide the name of th						
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	Tracey Gardne	er				5/18/2020	)

Signature of Contributor

**Date Contributed** 

		In-Kind Co	mmitt	ment Fo	rm				
Support Organ	Central Virginia Partnership for Economic Development Region 9								
				ormation					
Name of Busine	•	Madison Cou	-						
Name of Prima	-	Tracey Gard	ner						
Address:	110 N I	Main Street							
City:	Madison			_ State:	VA	Zip: _	22727		
Telephone:	540-948-7560	Em	nail:	tgardne	<u>r@madiso</u>	nco.virginia.gov	<u>/</u>		
		Contribute	d Good	s or Service	·s				
Description of (	Contributed Goods or			Staff tim					
Description of V	contributed Goods of	Scivices.		Starr tim	ic				
Date(s) Contrib									
Real or Estimat	ed Value of Contribut	·	2500						
	alue determined?:	Ac	tual Va	lue 🖺	Appraisa		Other		
If other, please	explain:								
Who Made this	Value Determination	1?: <u>T</u>	illie Str	others, Mad	dison Coun	ity Human Resc	ources		
				-		=			
	ction on the use of th	is contribution?	<b>':</b>	V	No	- T	Yes		
If yes, what are	the restrictions?:								
				V		□ .	•		
	btained or Supported						Yes		
It yes, please pi	rovide the name of th	e State agency a	and gra	nt/contract	number:				
	Tracey Gardne	or.				5/18/20	20		

Signature of Contributor

Date Contributed

Uses of GO Virginia Funds	Amoun	t (\$)	Description
Contract Services	\$	76,000.00	project admin, subject matter experts, speakers, translators, webinar and other software services, A/V services for live streaming, video recording and equipment rental, process development, communications, education and training deployment, program development and delivery, product presentation, training and intregration
Planning and Assessment	\$	5,000.00	industry surveys and research of processes, protcols, legal requirements and resources for products. Best delivery outlets and avenues
Travel	\$	5,000.00	delivery fees, on site installtion and training for venues
Program deliverables		\$6,000	electronic media and delivery system for products created, some printable items and product purchase
	\$	92,000.00	Project Subtotal
CVPED Internal Project Admin*	\$	8,000.00	,
	\$	100,000.00	TOTAL GO Virginia Request

<sup>\*</sup> All Grants must include 8% of GO Virginia dollars requested. These funds will be made available to the Partnership for contract management, remittances, etc.

	Uses of Matching Funds	Amount (\$)	Type of Match (Dropdown)	Source of Match
Planning Assessment	<u> </u>	\$ 25,000.00	Local	Nelson County
Planning Assessment	Ç	\$ 25,000.00	Local	Madison County
	\$	\$ 50,000.00	Total Matching Funds	
	Ş	\$ 50,000.00	Total Local Match	

Uses of Additional Leverage	Amount (\$)	Type of Match (Dropdown)	Source of Match	Documentation Submitted (Dropdown)
	\$ -	Total Matching Funds		

Type of Funds	Totals	
GO Virginia	\$	100,000.00
Matching Funds	\$	50,000.00
Total CAMS Budge	t \$	150,000.00
Additional Leverage	\$	-
Total Project Budge	t \$	150,000.00

Type of Match	Totals	
Matching Funds	\$	50,000.00
Includes Local Match of:	\$	50,000.00

This project review was based on a previous version of the application therefore some information may now be included, such as Inkind forms, Letters of Support, and other responses to staff feedback

#### **ERR/ECB Proposal Review**

**Project Name: Business Gateway** 

**Applicant:** Fauquier County Economic Development

Contact Name: Miles Friedman, Fauquier Economic Development

**Grant Amount Requested:** \$ 98,280 **Match Amount Proposed:** \$50,000 (51%)

Locality Match: \$30,000 (Region 9: Fauquier, Culpeper; Region 7: Prince William, Manassas)

Regional Impact Area: RRRC (PD-9) in Region 9 and Region 7

**Locality Letters of Support: PENDING as of 5/18/20** 

Non-Locality Partners: see application

Length of Project: 1 year

**PROPOSAL:** This project will develop a unified website, accompanied by a supporting social media marketing strategy that brings county and town resources in a defined geographic area together in a small business resource gateway to support businesses as they move through phases of COVID-19 disruption and recovery

ERR:	
Will help mitigate economic impact of COVID-19 in near and mid-term?	х
Connection made to advancing opportunities in Region 9 Growth Plan?	
Advances critical needs in important locally traded sectors or priorities set by Council?	Х
State Goals:	
Higher Paying Jobs	
Out of State Investment	
Transformative Project	
Collaboration between government, business, education, etc.	х
Region 9 Project Categories:	
Talent Development	
Innovation/Entrepreneurship	
Growing Existing Business	
Sites	
Region 9 Target Industries:	
Information Technology	
Food & Beverage Mfg	
Financial & Business Services	
Light Mfg	
Biotechnology	
Budget is reasonable and realistic for scope of project. Efficiencies and Narrative supports proposed budget.	х

#### **REVIEWER COMMENTS**

ERR (Y/N) Yes possible ECB (Y/N) No

#### **Economic Impact**

COVID responsive

#### **Regional Collaboration**

- Yes. Includes RRRC (PD9) and Culpeper.
- Additional partners from Region 6 (Fredericksburg); Region 7, Manassas and Prince William County.

#### Readiness

- Narrative indicates that expectations have been set as far as locality and partner support.
- Letters of Support not provided yet due to timing.

#### Sustainability

• n/a

#### **FOR ERR GRANTS:**

#### How will this grant mitigate the economic impact of COVID 19 in the region?

By creating a central gateway where businesses can find help to stay afloat, create a
recovery plan, and flourish post COVID-19, this project facilitates an unique opportunity
for a collaborative effort among local economic development agencies, chambers of
commerce, institutes of higher learning, Small Business Development Centers, merchant
associations, foundations, nonprofits, business resource centers, and other business
support organizations in the region.

#### How does this grant advance opportunities identified in the Region 9 Plan?

Not specified

## Advances critical needs in locally traded sectors and / or priorities identified by Council (caused by COVID-19?)

- This project can serve these two priorities set by Council for ERR:
  - O Drive e-commerce, support ability to work remotely, and grow digital marketing capacity
  - Explore opportunities to support locally traded sectors as suggested by DHCD

#### **STAFF COMMENTS**

- May qualify as ERR, but may need to be deferred to clarify these issues:
  - Clarification of how businesses will be selected to be served; referencing "should apply for our program support"

- o Receipt of Letters of Support -
  - Letter from SBDC should clarify how this is additive vs duplicative
  - Letters from industry to share why this is needed
- Discussions with Region 6 and 7 and better understanding of how limited Region
   9 funding might/should be used to support Inter-Regional project
- o Stronger connection to Region 9 plan
- o Receipt of In-kind commitment forms



#### **ECONOMIC RESILIENCY AND RECOVER (ERR) (<100k) FAST ACCESS APPLICATION**

#### **GENERAL**

Date: 15 May 2020

Project Name: Building a Business Resources Gateway for COVID-19 Assistance to Businesses in Our "Mini-

Region"

Applying Organization: Fauquier County Department of Economic Development

Address: 35 Culpeper Street Zip Code (+4): 20186-3319

City: Warrenton

#### PROJECT PRIMARY CONTACT:

Full Name: Miles Friedman

Title: Director

Email: Miles.Friedman@FauquierCounty.gov

Phone: 540.422.8270

#### Select the framework(s), target industries, program goals and participating localities for this project

#### **Project Frameworks**

Talent Development	xx	Growing Existing Business	Other: (specify)
Innovation/Entrepreneurship		Business Ready Sites	

#### **Region 9 Target Industries**

xx	Information Technology	XX	Food & Beverage Mfg.	Other: (specify)
XX	Financial & Business Services	XX	Light Mfg.	Other: (specify)
XX	Biotechnology	XX	Other: Emerging	 Other: (specify)

GO Virginia Program Goals (if any)

-		3		
		Create Higher Paying Jobs		Attract Out of State Investment
Х	ίX	Regional Transformational	xx	Collaboration between business, government, education

Participating Localities (minimum of two)

٠.	Paramo / minimum or			Sit.	Vi-	-	
	Albemarle		Charlottesville	XX	Culpeper	XX	Fauquier
	Fluvanna		Greene		Louisa		Madison
	Nelson	XX	Orange	xx	Rappahannock	xx	Other: Prince Wlm, City of Manassas (Reg 7)



#### **QUESTIONS**

- Limit each response to 3,000 characters or less.
- Use no formatting, i.e. no bold, no italics, no tables, no bullets, no color, etc.

#### **ECONOMIC IMPACT**

- Insert an Executive Summary style narrative of the project here limited to one page and include:
  - Brief, overarching goal(s), activities, possible metrics, and expected outcomes/products
  - Name key collaborative partners and roles
  - Describe how the project aligns with Region 9's Growth Plan.
  - Outline the total GO Virginia \$ requested, total match committed and how funds will be spent
  - COVID-19 Response
    - Describe how this project will mitigate the regional economic impact of the COVID-19 crisis in the short and midterm.
    - Describe why this project should be a priority in Region 9.

The heart of this project is a unified website, accompanied by a supporting social media marketing strategy that brings county and town resources in a defined geographic area together in a small business resource gateway to support businesses as they move through phases of COVID-19 disruption and recovery.

This cluster of counties, cities and towns, which spans the synthetic boundary between Northern Virginia and the more rural Piedmont, shares geography, culture, history, topography, customs and innovative economic development practices. There is agriculture in most of these communities, but also a thriving community of small businesses, quaint towns and villages and a burgeoning technology footprint.

Counties like Fauquier, Culpeper and Prince William share more characteristics with each other than they do with the far reaches of their defined GO Virginia regions. For that reason, we are partnering with these counties, as well as with the Rappahannock Rapidan Region (Rappahannock, Orange, Madison, and Green Counties). These neighbors routinely present opportunities to partner and collaborate on ways to better support our small businesses. COVID-19 has presented the need to further cement the collaboration of this "mini-region" as we continue to mobilize efforts to help businesses survive the crisis and thrive afterwards.

By creating a central gateway where businesses can find help to stay afloat, create a recovery plan, and flourish post COVID-19, this project facilitates an unique opportunity for a collaborative effort among local economic development agencies, chambers of commerce, institutes of higher learning, Small Business Development Centers, merchant associations, foundations, nonprofits, business resource centers, and other business support organizations in the region.

Each partner will be responsible for providing information, resources, and content that will be woven into our gateway website; attending weekly project meetings, applying links to resources on their web sites, messaging stakeholders to build awareness of the gateway, and identifying potential targeted industry and other local businesses within their footprint that should apply for our program's support. The project manager will evaluate applications and administer support as needed for as many businesses as the grant will allow for financially (see our estimates in the budget section). Support will come in the areas of management consulting, strategic plans, online presence creation or enhancement, and/or workforce development assistance.



We respectfully request GO Virginia funding in the amount of \$92,280. We offer an in-kind match of \$71,325 and local matching funds totaling \$15,000. GO VA funds will be spent (from greatest to least) on our project manager/branding strategist, grant/program manager, consulting fees for administering business support, digital marketing campaigns, Central Virginia Partnership administrative fees, and other expenses such as web domain and hosting fees, online account subscriptions, travel and miscellaneous program costs.

2. Provide a monthly project timeline of planned milestones and fund disbursement.

Month 1: Meet with all project partners and communicate timeline, expectations, and to answer questions; subsequent meetings will take place each week. We will use this time to help gather initial information and resources to help begin designing the web site. Domain to be purchased, site host platform chosen and social media and mass email accounts to be set up. Estimated \$9k disbursed for manager fees, domain purchase, web hosting fees.

Months 2-4: Gather and verify information, links, and resources that will be added to the web site. Continuation of back-end development of web site. Post and share partner updates regarding business support resources available via social media and email. Estimated \$8k per month disbursed for manager fees.

Month 5: Creation of business assistance request application and development of review process, grading scale, and award and implementation process. Communication with partnering business consultants: progress report, expectations, etc. Launch of gateway website and continuation of social media and mass email campaigns. Estimated \$8k for management fees.

Month 6: Mass email marketing and social media campaigns are continued, communication to stakeholders by all partners to build awareness. Distribution of business assistance request application with a focus on targeting businesses within traded sectors and targeted industries. Estimated \$10,000 for management fees and marketing campaigns.

Month 7: Continuation of marketing campaigns, website updates and maintenance. Collection and evaluation of business assistance request applications. Continuation of communication with partners and from them to stakeholders. Estimated \$10,000 for management fees and marketing campaigns.

Months 8 and 9: Continuation of marketing campaigns, website updates and maintenance. Award of business assistance requests and implementation of consulting services to awardees. Estimated \$30,000 for management fees and service administration.

3. Expand on goals, activities, possible metrics, and expected outcomes noted above, as needed. Foremost is the creation of a website, offering a central location where sources of business support are listed, with links, and contains a robust search mechanism to help businesses find the appropriate organization to address their needs. Additional funds will be used to develop means of ongoing communication and collaboration, create and implement protocols for directing appropriate support to firms in the region, and raise awareness in the business community that these resources exist. This website will serve as a "one stop shop" where any business in the region can find help on a variety of issues from a specific list of resources focused on e-commerce and COVID-19 recovery.

This collaborative project will initially focus on connecting partners with businesses suffering from the effects of the COVID-19 crisis but is envisioned as an ongoing asset to businesses after the crisis is ameliorated. By simply reaching out to one central point of contact, businesses will be able to find qualified assistance on a wide variety of topics from multiple sources in the region.



#### Anticipated milestones:

Creation of a website that contains a well-organized library with curated studies, checklists, videos, articles, and links useful to COVID-19 business recovery resources, as well as listing of all collaborating organizations with service descriptions and links; with robust search and filter mechanisms for ease of use. This website will also include a map of partner organizations and an interactive survey mechanism to be used to periodically reassess the needs of the business community and make appropriate adjustments. This will not only augment the information available to our businesses but also provide a filter to identify and promulgate the most useful information and training that can be accessed.

Creation of a robust mechanism for steering businesses to the right organization to address the challenges presented by the devastating effects of COVID-19 and the uncertain future that follows.

Creation of supporting social media pages and marketing strategy that engages businesses in the region with additional marketing dollars spent toward the attraction of Region 9-identified targeted industries, raising awareness of and traffic to the website and partner organizations.

Mount a qualified service that will assist businesses in launching or augmenting their own online presence, with special attention being spent on assisting businesses in traded sectors and businesses looking to launch or enhance their e-commerce processes as a way to combat the negative affects COVID-19 has caused their business.

Address the needs of our shared workforce in identifying and publicizing job opportunities and training resources, thereby enhancing the ability of businesses to find and hire qualified workers as their needs evolve during and after the current crisis.

Create a continuation plan for the gateway and associated services.

#### **REGIONAL COLLABORATION**

 Describe the regional service area and roles of localities, business, higher education, and other partners. Note any Letters or Support attached.

Our currently committed partners include Fauquier County Department of Economic Development, the Fauquier Chamber of Commerce, the PATH Foundation, the Town of Warrenton, Experience Old Town Warrenton, Lord Fairfax Community College and the Small Business Development Center located there, the Center for Nonprofit Excellence, the Mason Enterprise Center-Fauquier, the Fauquier Enterprise Centers at Vint Hill and Marshall Virginia, Germanna Community College, the Rappahannock Rapidan Regional Council, Culpeper County, Rappahannock County, Prince William County and the City of Manassas.

Anticipated additional participants and supporters: Fauquier County Workforce Development/LFCC Workforce Solutions, Orange County, Madison County, Green County, Germanna Community College, the City of Fredericksburg, and other organizations in these communities, which are all within two hours of each other.

While there are excellent regional organizations that cover most of these counties, this project would focus on a mini-region that spans the line between Northern Virginia and the Virginia Piedmont. This so-called mini-region is comprised of counties and towns with overlapping business and workforce



identities and where individual businesses can relate well to each other, as their successes and failures directly impact the mini-region. The business resources gateway offers new avenues by which businesses can access resources and assistance across this region in one comprehensive website/resource.

See attached letters of support and In-Kind Commitment forms attached.

5. Describe how this project is additive, not duplicative of, other efforts, if any.

There are already excellent organizations like the Central Virginia Partnership for Economic Development, based in Charlottesville, that serve most of the Piedmont and has led the way in areas such workforce development and innovation. There is a new Northern Virginia Economic Development Alliance, led by the City of Alexandria, that has already generated unprecedented collaboration among the counties and cities in that region, especially in branding and marketing. Both organizations have projects in the works with GO VA that will facilitate cooperation among member counties in addressing small business needs and responses to the COVID-19 debacle.

Nevertheless, one of the strongest areas of regional consistency can be found in that border area that lies between the two regions. Counties like Fauquier, Culpeper and Prince William share more characteristics than any of them do with the far reaches of their regions. We are literally neighbors, present opportunities to partner (as Fauquier does with each of the counties mentioned on various projects) and often collaborate, one issue and one project at a time, on ways to better support our small businesses. COVID-19 has presented the need to further cement the cooperation and collaboration of the counties in this "mini-region" as we continue to mobilize efforts to help our businesses survive the crisis and thrive afterwards.

Included in our gateway for businesses will be a needs portal where regional businesses can find links to post – or to find – whatever it is that they are in need of. This portal will include: job listings, consultants needed, workforce training desired, certification training wanted, supplies to be procured, office or workspace needed, commercial real estate sought, etc. Especially highlighted will be listings, links and services related to workforce development: jobs, training, certifications, etc.

#### **PROJECT READINESS**

6. Summarize other regional stakeholders and their related roles or the plan to engage other key stakeholders in this project. (I.e. businesses, school divisions, community colleges, higher education, economic and workforce development entities, regional organizations, planning districts, nonprofits, etc.)

Key stakeholders of this project include the economic development departments of local municipalities in our mini-region, which include the counties of Fauquier, Rappahannock, Prince William, Culpeper, the Town of Warrenton, and the Cities of Fredericksburg and Manassas. Additional stakeholders include nonprofits such as the Fauquier Chamber of Commerce, the PATH Foundation, Experience Old Town Warrenton, the Center for Nonprofit Excellence, and the Rappahannock Rapidan Regional Council and educational, workforce and business assistance programs like Lord Fairfax Community College, Germanna Community College, the Lord Fairfax Small Business Development Center, the Mason Enterprise Center – Fauquier, the Fauquier Enterprise Centers at Marshall and Vint Hill. Each of these key stakeholders will have representatives on our Advisory Committee who are expected to participate in bi-monthly virtual meetings, collect and pass along resource information to serve as website content,



contribute subject matter expert referrals to assist with business assistance, update the project manager regularly with changes to information posted on the website pertaining to their footprint, sharing and distributing information with their stakeholders/constituents to help bring awareness to the resources available through our gateway and assisting with identifying appropriate business assistance request applicants. Their contributions will be made through in-kind time donated to the project.

Additionally, these stakeholders will be responsible for bringing other support organizations to the table to help support the program, the validity of the web content, for small business support and to help raise awareness of our gateway website.

Anticipated additional participants and supporters: Fauquier County Workforce Development/LFCC Workforce Solutions, Orange County, Madison County, Green County, and other organizations in these communities, which are all within two hours of each other. Our expectation is that these organizations will assist with sharing information, raising awareness, and contributing appropriate resources and information, if any, that they believe should be added to the web site. They may also participate by providing small business consultant referrals who may be able to provide assistance for the businesses associated with those entities/municipalities.

Discuss prerequisite activities completed to engage localities, subject matter experts, regional partners and other stakeholders in developing this proposal.

The majority of the prerequisites to this proposal are conversational in nature. It was imperative for us to find partners within our mini-region who believe, as we do, that there is value in collaboration and in providing one place for all local/regional businesses to be able to find appropriate, supportive, and helpful information quickly that they can apply, implement or be referred to immediately to assist them through this time of COVID-19 disruption and recovery. We have been pleased to find that those we wished to partner with have been in complete agreement and are willing to participate to the fullest extent they are able.

Additionally, we sought out expected costs for developing the web site, for purchasing domains and fees for site hosting, and marketing costs, as well as developing the strategy by which we can assist small businesses more immediately and prepare them for the short-term recovery period as well as providing services that may serve them in the long run. While we understand that GO Virginia has a growth plan, and we are fully in support of helping our local small businesses grow, at the present time our focus is on assisting our current local businesses to sustain themselves through this crisis. As our short-term assistance carries on, our plan is to continue our gateway and small business consulting to move beyond survival and sustainability and into long-term planning and growth.

Although not quite as essential, we have also looked into the availability of certain domain names ahead of the project.

8. Referencing the Budget Table and the Sources and Uses Worksheets (attached), describe how requested GO Virginia dollars will be spent as well as the sources and types of match funding. Note any Letters of Financial Commitment and In-kind Commitment forms attached.

Our total budget (excluding the 8% administration fee) is \$91,000. \$72,000 of that will be spent on management fees for the grant/program manager and the project manager in monthly retainers. Another \$10,000 will be spent on consulting services for small businesses that meet certain criteria in the categories of enhancement/creation of online presence, creation of a corporate culture plan for dealing with workforce changes/shifts and managing remote workers, development of a relaunch plan,



and/or strategic planning for COVID-19 recovery, with special consideration given to businesses within traded sectors and targeted industries according to the GO Virginia Region 9 Growth Plan. \$8,000 of the grant funding will be spent on digital marketing and advertising and an additional \$1,000 will be reserved for expenses such as domain name purchases, website hosting fees, account creation for surveys, mass emails, etc. and miscellaneous minor purchases.

Our Advisory Committee will be spending salaried time donating hours to the success of the project in quantities valued at an estimated \$71, 325 (\$58,325 verified by In-Kind Commitment forms which are attached; the remainder commitments are expected by week's end), which is being applied toward our matching funds as In-Kind Time. Letters of Support and In-Kind Commitment forms are attached to this application and include top-tier organizational leaders such as the Director of Economic Development of Fauquier County, Culpeper County, Prince William County, the Director of the Lord Fairfax SBDC, and the Rappahannock Rapidan Regional Council, President of the Fauquier Chamber and Executive Director of Experience Old Town Warrenton whose combined hourly rates exceed \$600. In-kind commitments are expected of additional partners before the commencement of this project.

Additionally, our matching funds includes \$15,000 in funding through Fauquier County, \$10,000 of which is dedicated to small business assistance and the remainder for marketing purposes.

#### **PROJECT SUSTAINABILITY**

9. Explain the expected direct line of sight to a larger and subsequent GO Virginia implementation grant proposal as the result of the enhanced capacity building activity funded by this proposal.

It is important to us that a continuation plan be developed during the course of this grant and ensure the gateway remains in place and updated regularly to maintain relevance. We are committed to finding the funding, hopefully through a GO Virginia implementation grant, to allow us to maintain the website, keep it current, grow the content to any additional small business resources available in our mini-region as well as to fund consulting service scholarships to assist more small businesses with a focus on targeted industries identified by Region 9. Our hope is that these consulting services will carry on in the next grant period to encompass more long-term planning, larger-scale growth, more pointed focus on targeted segments of the market that have been identified as priorities for Go Virginia Region 9 and increase in availability of services.

While we understand that Virginia is entering phases of opening again, the negative – even devastating – effects of COVID-19 on our businesses will not be ebbed simply by reopening. Our project will be focused on bringing every business recovery and/or relaunch resource possible directly to the desks and devices of every small business owner in our mini-region, with marketing of our resources focused on businesses within our region that are in targeted markets that have been identified by the Go Virginia Region 9 Growth Plan: light manufacturing, food and beverage manufacturing, IT and communications, et al. Any businesses that qualify for a portion the consulting budget who would benefit from our assistance with setting up or enhancing e-commerce capabilities and processes will take priority. We anticipate our businesses needing extra support in these areas for longer than the initial grant period, so we will be working throughout the 9-month project to ensure its continued funding and feeding.

As the website gateway grows in awareness and additional users/viewers are finding it, we anticipate the need for a more robust management team to handle the increased volume of survey results, questions from business owners, requests for assistance, requests from additional organizations who wish to be involved and linked on the site, etc.

We are also having preliminary conversations with participating agencies that confirm our sense that ERR Fast Access GOVirginia9.org 5/2/20



this kind of mini region between northern VA and the Piedmont is a unique region, having more in common with our neighbors than any of us do with the extreme reaches of those two regions. We are not standing up a new region, but might want to turn this into an ongoing program what uses MOUs to cement the work and commit other funding if no more GO VA funds were available.

10. Discuss any potential barriers to a successful grant and the plan for addressing such challenges.

We do not anticipate any potential barriers to success for this gateway project. We do see this as a project that can easily translate into a permanent and ever-growing portal for small and traded sector businesses. We believe it will be imperative that the website we create, along with the services we create and market through the site, be continued after this initial grant period. Without the funding to manage and maintain the site and continue the services offered, the gateway that our businesses will come to rely on will become less and less helpful and relevant. Our wish is that GO Virginia Region 9 sees, as we do, the need for this gateway and associated services to be successful for the survival and recovery of local small businesses during the COVID-19 crisis as well as to grow in strength and become even more robust and comprehensive post-COVID to ensure the same for our small businesses.



#### SUPPORTING DOCUMENTATION

Templates for some attachments are available to download at www.GOVirginia9.org

#### **REQUIRED**

- Letters of Support
- Letters of Financial Commitment, if needed
- Budget Table
- Budget Overview: Sources & Uses (an optional Excel format can be downloaded)
- In-Kind Commitment Form(s), if needed (complete for each source of In-kind match)

#### **OPTIONAL**

- Resume for Project Managers
- Project Timeline and Milestones + Drawdown Schedule
- Return on Investment Worksheet
- Performance Metrics (selected from the GO Virginia Projects Metrics List Template)
- Other

#### **QUESTIONS**

Shannon Holland, Director GO Virginia Region 9 Central Virginia Partnership sholland@centralvirginia.org (preferred) 434-979-5610 ext. 103

#### **GO Virginia Grant – BUDGET TABLE**

COST/ACTIVITY CATEGORY	GO VIRGINIA AMOUNT REQUESTED	MATCH SUPPORT COMMITTED	OTHER FUNDING	TOTAL
Administration				
Other* (8%)	\$7,280			\$7,280
Program Operations				
Acquisition				
Architectural and Engineering Fees				
Clearance and Demolition				
Construction				
Contract Services	72,000			72,000
Equipment				
Fringe Benefits				
Legal Expenses				
Machinery/Tools				
Planning/Assessment				
Rent/Lease				
Salaries		58,325		58,325
Site Work				
Studies				
Training				
Travel				
Other – Software/Subscriptions/Domain/Hosting Fees	1,000			1,000
Other – Marketing/Advertising	8,000	5,000		8,000
Other – Consulting Fees	10,000			10,000
Other – Small Business Loans		10,000		
TOTAL	\$98,280	\$73,325	\$	\$171,605

<sup>•</sup> All grants must include 8% of GO Virginia dollars requested in this *Other* category for contract management and admin by the Central Virginia Partnership.

# PROJECT SOURCES & USES

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

 ${\sf Questions?} \ {\sf Please} \ {\sf contact Jordan Snelling at jordan.snelling @ dhcd.virginia.gov or (804)371-7029.}$ 

Uses of GO Virginia Funds	Amount (\$) Description
GRANT/PROGRAM MANAGEMENT FEES \$	27,000.00/JONTHLY FEE PAID TO GRANT/PROGRAM MANAGER
PROJECT MANAGEMENT FEES \$	45,000.00/JONTHLY FEE PAID TO PROJECT MANAGER/SITE DEVELOPER
SMALL BUSINESS CONSULTANT FEES \$	10,000.0@EES PAID TO CONSULTANTS FOR SMALL BUSINESS ASSISTANCE
SOFTWARE, SUBSCRIPTION, DOMAIN/HOSTING FEES \$	1,000.00EEES PAID FOR NEW ONLINE ACCOUNTS, WEB DOMAINS, HOSTING ETC.
MARKETING & ADVERTISING \$	8,000.00 OTHER DIGITAL MARKETING EFFORTS
8% ADMIN FEE FOR CENTRAL VA PARTNERSHIP \$	7,280.0&DMINISTRATIVE FEE FOR CENTRAL VA PARTNERSHIP OF 8%
\$	98,280.0fotal GO Virginia Request
Directions: Please list all uses associated with GO Virginia Funds. The budget categories and amounts should match "DHCD Request" column in the CAMS application budget.	

Salar	Amount (S) (Dropo	(Dropdown)	Source of Match	Documentation Submitted
PARTNERS IN-KIND TIME COMMITMENT \$	58,325.00	Regional	VARIOUS INTER-REGIONAL PARTNERS	Yes
SMALL BUSINESS LOANS \$	10,000.00	Local	FAUQUIER COUNTY	yey.
MARKETING FUNDS \$	5,000.00	Local	FAUQUIER COUNTY	Yes
\$	73,325.00otal	73,325.00 otal Matching Funds	The state of the s	The second second
	15 000 Official Local Match	Antal Matth		

**Directions:** Please list all sources and uses associated with the required matching funds. The budget categories and amounts should match the "Other Funding" column in the CAMS application budget. NOTE: State funds may NOT be used as match but may be listed as additional leverage.

	Uses of Additional Leverage	Amount (5)	Type of Match (Dropdown)	Source of Match	Documentation Submitted (Dropdown)
	\$		Total Matching Funds	THE REAL PROPERTY OF THE PARTY	The state of the s
Directions: Please list all sources and uses associated with additional leverage beyond the required match. Additional leverage does not need to be included in the CAMS application budget. NOTE:State funds may only be used as additional leverage and will may not contribute to the required \$1:1 match.	uses associated with ired match, Additional set in the CAMS application be used as additional leverage equired \$1:1 match.				

GO Virginia  Matching Funds  Total CAMS Budget \$  Additional Leverage	<b>Cotals</b>
Matching Funds  Total CAMS Budget \$ Additional Leverage	\$ 98,280.00
Additional Leverage \$	\$ 73,325.00
Additional Leverage \$	\$ 171,605.00
	<b>\$</b>
Total Project Budget \$	\$ 171,605.00

\*These answers will autofill from previous tabs.

Type of Match	Totals	
Matching Funds	\$ 73,325.00	
At least \$1:1 NO	ON	
Local Match	\$ 15,000.00	
At least \$50,000 NO	ON	
At least 20% of GO VA Request	NO	
Local Match Waiver Requested? YES	YES	Sele

Select answer from dropdown menu.

### -

05.19.2020

# BUILDING A BUSINESS RESOURCES GATEWAY FOR COVID-19 ASSISTANCE TO BUSINESSES IN OUR MINI-REGION ERR FAST ACCESS APPLICATION TO GO VIRGINIA REGION 9 PRESENTED BY THE FAUQUIER COUNTY OF ECONOMIC DEVELOPMENT

### PERFORMANCE MEASURES

TIMELINE	DESCRIPTION	METRICS
Month 1	Initial meeting of program partners/Advisory Committee Domain purchase, hosting platform chosen, website design developed, site content curation begun Creation/configuration of social media and email marketing tools	Number of resource organizations identified/linked Number of current sm. biz. programs linked
Months 2-4	Gather and verify information, links, and resources for site Continuation of back-end development of web site Post and share partner updates via social media and email Load site content in preparation for launch	Number of resource organizations identified/linked Number of current sm. biz. programs linked
Month 5	Creation of small business assistance request application Development of review process, grading scale, award/implementation process Communication with partnering small business consultants Launch gateway website Mass email marketing and social media launch campaign administered	Number of small biz. consultants attracted Number of resource organizations identified/linked Number of current sm. biz. programs linked Number of viewers/users attracted
Month 6	Continuation of marketing campaigns, website updates and maintenance Mass email marketing and social media campaigns continue Communication to stakeholders Distribution of business assistance request application	Number of viewers/users attracted Number of businesses engaged Number of applicants obtained
Month 7	Continuation of marketing campaigns, website updates and maintenance Collection and evaluation of business assistance request applications Continuation of communication with partners and stakeholders Mass email marketing and social media campaigns continue	Number of businesses reached Number of businesses engaged Number of viewers/users attracted Number of targeted industry business apps rcvd
Months 8 - 9	Continuation of marketing campaigns, website updates and maintenance Award of small business assistance requests	Number of businesses served Number of jobs retained/created

## BUILDING A BUSINESS RESOURCES GATEWAY FOR COVID-19 ASSISTANCE TO BUSINESSES IN OUR MINI-REGION PRESENTED BY THE FAUQUIER COUNTY OF ECONOMIC DEVELOPMENT ERR FAST ACCESS APPLICATION TO GO VIRGINIA REGION 9

Mass email marketing and social media campaigns continue Implementation of consulting services to awardees

Number of employers/employees upskilled

Number of businesses served by e-commerce assistance Number of viewers/users attracted

Month 10-12

Discussions with Region 9 and GO VA state board to collaborate on project expansion



### Per Capita Return on Investment

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Project Name: Building a Business Resources Gateway for COVID-19 Assistance to Businesses in Project Name: Building a Business Resources Gat Project Name: Building a Business Resources

do viigilia request	\$98,280
Additional State Leverage (if applicable)	
Total State Investment	\$98,280

	Year 1	Year 2	Year 3	Total
Direct Jobs Retained and/or Created	110	220	220	550
Average Annual Salary	\$50,000	\$42,500	\$4,250	
State Income Tax Revenue Generated	\$287,925	\$721,463	-\$7,219	\$1,002,169
State Sales Tax Revenue Generated	\$55,183	\$140,718	\$23,453	\$219,354
Total State Revenue Generated	\$343,108	\$862,180	\$16,234	\$1,221,523

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### Instructions

- 1. Please enter what GO Virginia region you are submitting your project through.
  - 2. Please enter the name of the Per Capita project.
- 3. Please enter the fields highlighted in green. This template will auto calculate the rest of the fields. Only include the direct number of jobs being created each year. The formula will aggregate jobs year-over-year. For example, if your project is creating 20 jobs in year 1, 20 jobs in year 2, and 20 jobs in year 3, DO NOTinput 40 jobs in year 2 and 60 jobs in year 3.
  - 4. Commonwealth's ROI % should reflect a positiive return

### Assumptions

- 1. State income tax revenue is based on \$720 + 5.75% of taxable income over \$17,0000 for each direct job
- 2. State sales tax revenue assumes a worker's net income will be 70% of their salary, and that worker will spend 1/3 of their net income on goods/services subjected to the state sales tax of 4.3%

# BUILDING A BUSINESS RESOURCES GATEWAY FOR COVID-19 ASSISTANCE TO BUSINESSES IN OUR MINI-REGION ERR FAST ACCESS APPLICATION TO GO VIRGINIA REGION 9 PRESENTED BY THE FAUQUIER COUNTY OF ECONOMIC DEVELOPMENT

## PROJECT MILESTONES AND DRAWDOWN SCHEDULE

TIMELINE	DESCRIPTION	EXPECTED DISBURSEMENTS
Month 1	Initial meeting of program partners/Advisory Committee Domain purchase, hosting platform chosen, website design developed, site content curation begun Creation/configuration of social media and email marketing tools	Monthly Program and Project Management Invoicing Fees paid for domain name(s), web hosting, and other online accounts
Month 2	Gather and verify information, links, and resources for site Continuation of back-end development of web site Post and share partner updates via social media and email	Monthly Program and Project Management Invoicing
Month 3	Gather and verify information, links, and resources for site Continuation of back-end development of web site Post and share partner updates via social media and email	Monthly Program and Project Management Invoicing
Month 4	Gather and verify information, links, and resources for site Continuation of back-end development of web site Post and share partner updates via social media and email Load site content in preparation for launch	Monthly Program and Project Management Invoicing
Month 5	Creation of small business assistance request application Development of review process, grading scale, award/implementation process Communication with partnering small business consultants Launch gateway website Mass email marketing and social media campaigns administered	Monthly Program and Project Management Invoicing Fees paid for digital media campaigns
Month 6	Continuation of marketing campaigns, website updates and maintenance Mass email marketing and social media campaigns continue Communication to stakeholders Distribution of small business assistance request application	Monthly Program and Project Management Invoicing Fees paid for digital media campaigns
Month 7	Continuation of marketing campaigns, website updates and maintenance Collection and evaluation of small business assistance request applications Continuation of communication with partners and stakeholders	Monthly Program and Project Management Invoicing Fees paid for digital media campaigns

## BUILDING A BUSINESS RESOURCES GATEWAY FOR COVID-19 ASSISTANCE TO BUSINESSES IN OUR MINI-REGION PRESENTED BY THE FAUQUIER COUNTY OF ECONOMIC DEVELOPMENT ERR FAST ACCESS APPLICATION TO GO VIRGINIA REGION 9

Month 8	Continuation of marketing campaigns, website updates and maintenance	Monthly Program and Project Management Invoicing
	Award of small business assistance requests	Fees paid for digital media campaigns
	Implementation of consulting services to awardees	Consultant fees paid
Month 9	Continuation of marketing campaigns, website updates and maintenance	Monthly Program and Project Management Invoicing
	Award of small business assistance requests	Fees paid for digital media campaigns
	Implementation of consulting services to awardees	Consultant fees paid

Discussions with Region 9 and GO VA state board to collaborate on project expansion Month 10-12

Subsequent GO VA grant application for ongoing management and enhancements of gateway site and expansion of small business assistance program

## BUILDING A BUSINESS RESOURCES GATEWAY FOR COVID-19 ASSISTANCE TO BUSINESSES IN OUR MINI-REGION PRESENTED BY THE FAUQUIER COUNTY OF ECONOMIC DEVELOPMENT ERR FAST ACCESS APPLICATION TO GO VIRGINIA REGION 9

## IN-KIND COMMITMENT WORKSHEET

this project. We estimate their commitment's value to be as follows and will include their In-Kind Commitment Form to this application as soon as we receive We have verbal commitments from the regional partners listed below and have asked that they commit to five hours per month, over a nine-month span, to

Name	Job Title	Estimated Value of Donated Time
Miles Friedman Donna Comer Beverly Pullen	Director, Fauquier Economic Development (As Grantee, est. 125+ hrs) Program Manager, Fauquier Workforce Development Business Coordinator, Fauquier County	\$8,000* 9,000* 2,000*
Joe Martin	President, Fauquier Chamber	300*
Lorna Magill	CFO, PATH Foundation	4,500
Charity Furness	Executive Director, Experience Old Town Warrenton	1,000
Chris Coutts	Provost, Lord Fairfax Community College – Fauquier	4,500
Christine Kriz	Director, Lord Fairfax Small Business Development Center	14,475*
Renee Younes	Manager, Mason Enterprise Center – Fauquier	3,000
Christina Winn	Director, Prince William Economic Development	11,050*
Patrick Mauney	Director, Rappahannock Rapidan Regional Commission	3,500*
Phil Sheridan	Director, Culpeper Economic Development	\$,000*
Patrick Small	Director, City of Manassas Economic Development	\$,000*
	TOTAL	\$71,325/\$58,325 verified

<sup>\*</sup> denotes commitment form and support letter are attached



### **OFFICERS**

ROBERT COINER

VICE-CHAIRMAN MEAGHAN TAYLOR

TREASURER JERRY WOOD

SECRETARY & EXECUTIVE DIRECTOR

PATRICK L. MAUNEY

**COMMISSIONERS** 

JOHN EGERTSON TOM UNDERWOOD

CHRIS HIVELY MEAGHAN TAYLOR

CHRISTOPHER T. BUTLER PAUL S. McCULLA

CHRISTOPHER R. MALONE

TOWN OF PENINGTON EVAN H. "SKEET" ASHBY

TOWN OF WARRENTON

**BRANDIE SCHAEFFER** JERRY WOOD

MADISON COUNTY JACK HOBBS CHARLOTTE HOFFMAN

TOWN OF MADISON WILLIAM L. LAMAR

JAMES CROZIER THEODORE VOORHEES

TOWN OF GORDONSVILLE ROBERT COINER

MARTHA B. ROBY GREG WOODS

RAPPAHANNOCK COUNTY GARREY W. CURRY, JR.

CHRISTINE SMITH

TOWN OF WASHINGTON FREDERIC CATLIN

May 18, 2020

Mr. Miles Friedman

Director of Economic Development

Fauguier County 35 Culpeper Street Warrenton, VA 20186

Via email: Miles.Friedman@fauquiercounty.gov

Miles,

Please accept this letter as conveying support from the Rappahannock-Rapidan Regional Commission for the Building a Resources Gateway for COVID-19 Assistance to Businesses proposal to be submitted to the GO Virginia Region 9 Council. The Regional Commissions will participate in the proposed project to build a sub-regional, multi-county support system for business responses to the COVID-19 crisis. The clearinghouse-style website will bring important information and extend sources of business support throughout the project area.

We are aware of the strong response from localities and business support organizations to the COVID-19 pandemic and strongly encourage a broader regional partnership to allow those resources to extend their reach and overall impact. The proposed clearinghouse website and technical assistance to be supplied as part of the proposal will enhance the viability of local businesses by connecting them to critical information and support, as well as offer additional opportunities for those businesses seeking to grow their workforces at this time.

The Regional Commission will actively participate in this project through coordinating with the project management team, identifying local resources for inclusion on the website, encouraging additional local participation, and committing senior-level staff time to support the project over the next nine months. The experience in place at Fauquier County will enable successful completion of the proposed project activities in a manner consistent with the goals of GO Virginia and supportive of all participating organizations.

In closing, please note that the Regional Commission supports this proposal and I look forward to collaborating on the project as it moves forward.

Sincerely,

Patrick L. Mauney **Executive Director** 

As of April 2020

	In-K	ind Comm	itment Form-	GO Virginia	Region 9			
Support Organization:		Central Virginia Partnership for Economic Development						
Project Name:		Building A F	ay for COVID-19	Assistance to B	Susinesses			
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Name of Business/Individ			ock-Rapidan Regio	onal Commission	<u> </u>	name and the state of the state		
Name of Primary Contact	•	Patrick Maur					**************************************	
Address:	***************************************		Parkway, Suite 10	)6		gedienderde der vertreit der der der vertreit der der vertreit der der vertreit der vertreit der vertreit der	<del></del>	
City:	Culpe	per		State:	VA	Zip:	22701	
Telephone:	540.82	9.7450 ext 11	Email:	plmauney@ri	rregion.org			
		Cor	ntributed Goods o	r Services				
Description of Contribute	d Good	s or Services:	·	In-Kind Staff	Time for Execut	ive Director p	participation	
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Signatu	ire of Co	ontributor			Date	Contributed		

5



May 18, 2020

Miles Friedman Director, Economic Development Fauquier County, VA

Miles,

The City of Manassas supports and will participate in the Fauquier County proposal to build a sub-regional, multi-county "neighborhood" support system for business responses to the Covid-19 crisis. The unified website will bring important information and extended sources of support to businesses in our county and the others in the project.

The project will be managed by a county that has experience in managing a GO VA project and by veteran economic developers who have a track record in supporting small businesses. We feel that the website and the technical assistance that goes with it will enhance the viability of our local businesses by helping them gain easy access to carefully selected information and services and will also benefit our area-wide workforce with postings that help them find job opportunities.

The City will play an active role in the project by identifying local service organizations (e.g., chambers of commerce, SBDCs) who can be listed on and reached through the website; by encouraging such organizations to participate; by helping to identify local business needs; and by committing senior level time to the project which will contribute to the in-kind match.

We encourage you to fund this project, which is unique to those of us who have affinity to both Northern Virginia and the Virginia Piedmont and look forward to working with Fauquier and other Neighbors in the region.

Sincerely,

Patrick J. Small, CEcD

Director of Economic Development

In-Kind Commitment Form- GO Virgin	nia Regi	on 9		· · · · · · · · · · · · · · · · · · ·
Support Organization: Central Virginia Partnership for Eco	nomic De	velopment		
Project Name:  Building a Resource  Courd-19 Assistance to Sussine  Contributor Information			•	
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Name of Primary Contact:	•	22		<u> </u>
Address: 9027 Contact 54.				
City: Marces State	e: V	A	Zip: 2	نه بر
		JMaro	5 <u>54.3</u>	sva.
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NA				
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7009//	-	<u> </u>		



May 15, 2020

Mr. Miles Friedman Director, Economic Development Fauquier County, VA

Dear Miles:

Culpeper County Department of Economic Development supports and will participate in the Fauquier County proposal to build a sub-regional, multi-county "neighborhood" support system for business responses to the Covid-19 crisis. The unified website will bring important information and extended sources of support to businesses in our county and the others in the project.

The project will be managed by a county that has experience in managing a GO VA project and by veteran economic developers who have a track record in supporting small businesses. We feel the website and the technical assistance that goes with it will enhance the viability of our local businesses by helping them gain easy access to carefully selected information and services and will also benefit our area-wide workforce with postings that help them find job opportunities.

Our department will play an active role in the project by identifying local service organizations (e.g., chambers of commerce, SBDCs) who can be listed on and reached through the website; by encouraging such organizations to participate; by helping to identify local business needs; and by committing senior level time to the project which will contribute to the in-kind match.

We encourage you to fund this project, one that is unique to those of us who benefit from and contribute to both Northern Virginia and the Virginia Piedmont. We look forward to working with Fauquier and other Neighbors in the region.

Sincerely,

Philp L. Sheridan

Phil Sharidan

Director, Culpeper County Department of Economic Development

	In-Kind Comp	nitment Form	n- GO Virginia	Region 9		<del> </del>
Support Organization:		······································		mic Developme		**************************************
Project Name:		***************************************	d GoVa project		111	
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		Contributor Inf	formation			
Name of Business/Individu	al: Culpepe	r County Econ	omic Developi	ment Departme	ent	
Name of Primary Contact:	_ Phil She	ridan				
Address:	803 Sout	th Main Street				
City:	Culpeper		State:	<u>VA</u>	Zip:	22701
Telephone: 5	40-222-8704	Email:	psheridar	@culpepercou	ınty.gov	
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Phil Shen	. /			May 45 202	10	
rnil Sher	idan			May, 15, 202	.0	

Signature of Contributor

Date Contributed



March 18, 2020

To Whom It May Concern:

The Fauquier County Department of Economic Development supports and will participate in the Fauquier County proposal to build a sub-regional, multi-county "neighborhood" support system for business responses to the Covid-19 crisis. The unified website will bring important information and extended sources of support to businesses in our county and the others in the project.

The project will be managed by a county that has experience in managing a GO VA project and by veteran economic developers who have a track record in supporting small businesses. We feel that the website and the technical assistance that goes with it will enhance the viability of our local businesses by helping them gain easy access to carefully selected information and services and will also benefit our area-wide workforce with postings that help them find job opportunities.

We will play an active role in the project by identifying local service organizations (e.g., chambers of commerce, SBDCs) who can be listed on and reached through the website; by encouraging such organizations to participate; by helping to identify local business needs; and by committing senior level time to the project which will contribute to the in-kind match.

We encourage you to fund this project, which is unique to those of us who have affinity to both Northern Virginia and the Virginia Piedmont and look forward to working with Fauquier and other Neighbors in the region.

Sincerely,

Miles Friedman

Director, Economic Development

Miles Friedman

Fauquier County, VA

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Support Organization: Centra	al Virginia Partner	ship for Econon	nic Developme	nt a A.	n ela
Project Name: Building	a Business	Resource Bo sign in our	Min-Ruier	<u> </u>	202EM
	Contributor Info				-
The state of the s	er County De S Foredman		mic Devek	pmt_	
Address: <u>35</u>	Wipeper St				
city: Warrenton		State:	<u>va</u>	Zip:	2018
Telephone: 540 - 422 - 8270	Email:				
	Contributed Goods	or Services			
Description of Contributed Goods or Service	<u> </u>	76 D	ot of FD	will em	Muk
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		Contributor Infor	mation			
Name of Business/Individua	al: <u>Lord Fairfax S</u>	Small Business De	velopment Cente	er		
Name of Primary Contact:	Christine Kriz,	, Director				
Address:	173 Skirmisl	her Lane				
City:	Middletown		State:	Virginia	Zip:	22645
Telephone:	540-868-7094	Email:	ckriz@lfcc.ed	du		
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he State agency and grant/contract number:	No	Yes
Fauquier County Economic Development		
		<del></del>
Christine Kriz	5-18-2020	
Signature of Contributor	Date Contr	ributed



May 16, 2020

Miles Friedman Director Fauquier County Department of Economic Development 35 Culpeper Street Warrenton, VA 20186

### Dear Miles:

Prince William County Department of Economic Development supports and will participate in the Fauquier County proposal to build a sub-regional, multi-county "neighborhood" support system for business responses to the Covid-19 crisis. The unified website will bring important information and extended sources of support to businesses in our county and the others in the project.

The project will be managed by a county that has experience in managing a GO VA project and by veteran economic developers who have a track record in supporting small businesses. We feel that the website and the technical assistance that goes with it will enhance the viability of our local businesses by helping them gain easy access to carefully selected information and services and also will benefit our area-wide workforce with postings that help them find job opportunities.

My department will play an active role in the project by identifying local service organizations (e.g., chambers of commerce, SBDCs) who can be listed on and reached through the website; by encouraging such organizations to participate; by helping to identify local business needs; and by committing senior level time to the project.

We encourage you to fund this project, which is unique to those of us who have affinity to both Northern Virginia and the Virginia Piedmont and look forward to working with Fauquier County and other neighbors in the region.

**Executive Director** 

ln	-Kind Commitme	ent Form- (	30 Virginia f	Region 9		
Support Organization:	Central Virgin	ia Partnersh	ip for Econom	ic Developme	ent	
Project Name:	<u> Multi-co</u>	unty 1	reighboch	nood Sup	opioct su	1stem
	Cont	ributor Infori	nation			
Name of Business/Individual:	Pance 1	William	Dept. i	of Ever	iomic De	2 velopment
Name of Primary Contact:	Chastin	e Winr	)			
Address:	13575	teathe	ole BI	ud sk	240	
City:	anesulle		State:	VA	Zip: ¿	2 <u>015</u> 5
Telephone: 703	792-5510 Em	nail:	CHWINK	) @ pwo	gov.o	G-
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Signature of	Contributor	9		Date	Contributed	



Mr. Friedman,

The Fauquier Chamber of Commerce supports and will participate in the Fauquier County proposal to build a sub-regional, multi-county "neighborhood" support system for business responses to the Covid-19 crisis. The unified website will bring important information and extended sources of support to businesses in our county and the others in the project.

The project will be managed by a county that has experience in managing a GO VA project and by veteran economic developers who have a track record in supporting small businesses. We feel that the website and the technical assistance that goes with it will enhance the viability of our local businesses by helping them gain easy access to carefully selected information and services and will also benefit our area-wide workforce with postings that help them find job opportunities.

My chamber will play an active role in the project by identifying local service organizations (e.g., chambers of commerce, SBDCs) who can be listed on and reached through the website; by encouraging such organizations to participate; by helping to identify local business needs; and by committing senior level time to the project which will contribute to the in-kind match.

We encourage you to fund this project, which is unique to those of us who have affinity to both Northern Virginia and the Virginia Piedmont and look forward to working with Fauquier and other Neighbors in the region.

Sincerely,

Joe Martin, President & CEO Fauquier Chamber of Commerce

In-Kind Commitment Form- GO Virginia Region 9
Support Organization: Central Virginia Partnership for Economic Development
Project Name: (avid 19 Reymont Unified Website
Contributor Information
Name of Business/Individual: FAUQUER Chamber of Commence
Name of Primary Contact:  The MANTIN  (1)  (1)  (2)  (3)  (4)  (4)  (5)  (6)  (7)
Address: 321 Walfer Dr., Suite 202 State: VA Zip: 20186
City: WAGCERION
Telephone: 540-34704414 Email:
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Date(s) Contributed: End of may through First ) weeks of June
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The support Firein the local service organizations or ceded
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Is there a restriction on the use of this contribution?
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Contribution Obtained or Supported with State funds?
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if yes, please provide the fialite of the state agency and grant/contract number.
11 1
1/1- Brest CEO 5/18/20
Signature of Contributor Date Contributed

### Jennifer E. Goldman, CTA

P.O. Box 861561

Vint Hill, VA 20187

540-454-6511

Jennifer@Resonance.us

### **Community Relations Specialist**

Proficient in, and passionate about, fostering community partnerships and professional relationships, nonprofit leadership, strategic planning, management consulting, communications strategies, and public speaking. Highly motivated, energetic, intelligent, efficient, detail-oriented, positive and amiable with an inherent talent for handling projects simultaneously with equal focus and efficiency.

### **Professional Experience**

### Owner, Resonance, LLC

### Vint Hill, Virginia

2015 - Present

- Capability Statement available upon request for details regarding company services
- Manage and collaborate on simultaneous projects to assist clients with organizational assessments, program development, board and staff training, management strategies, strategic planning, and meeting facilitation
- Manage/collaborate a team of professionals exemplary professionals and direct them to create value for the benefit of clients
- In charge of lead generation and client prospecting, proposal writing, communications, outreach, social media and marketing

### **Executive Director, Partnership for Warrenton Foundation**

### Warrenton, Virginia

2010 - 2015

- Provided leadership for a 25-year old Virginia Main Street community organization; led efforts for downtown revitalization and regional tourism marketing on behalf of the Town of Warrenton for the benefit of Old Town Warrenton
- Acted as an economic development resource for recruiting retail and restaurant businesses to Old Town Warrenton
- Served as a liaison and support resource for the business owners, managers and merchants, local government officials, residents and visitors of Old Town Warrenton
- Responsible for planning, organizing, advertising and staffing several annual Old Town Warrenton signature events which raise funds to support overhead and special projects and also serve to promote area businesses and aid in stimulating the local economy
  - Evening Under the Stars: black tie fundraising gala averages more than 400 attendees and participants
  - o Father's Day Car Show draws more than 1,000 visitors to the area
  - o First Friday events (monthly events highlighting Old Town merchants and vendors): draw 1000 3000 attendees
  - GumDrop Square (holiday specialty event) averages 3,000 to 4,000 guests annually
    - Awarded Southeast Tourism Society's "Top 20 Events" for December 2010, 2011 and 2012
    - Awarded Warrenton Lifestyle Magazine's "Best Annual Event" in 2013
    - Awarded Piedmont Virginian Magazine's "Best in the Piedmont Holiday Event" (2nd place) 2013
- Spearheaded historic preservation, streetscape beautification, and economic revitalization projects throughout Old Town Warrenton
- Created and managed the Foundation's budget and work plan, oversaw all operations and the administrative responsibilities of the organization, provided reports to Virginia Main Street, Warrenton Town Council, and the Foundation's board of directors
- Acted as managing editor for the monthly e-newsletter: subscription 1600+
- Supervised more than 250 volunteers annually
  - o Achieved the cumulative equivalent of \$1 million in volunteer hours donated to our organization in 2012

### Manager, Grey Ghost, LLC

Vint Hill Village, LLC

### Warrenton, Virginia

2011 - 2015

- Oversaw the process of obtaining and maintaining Virginia Historic tax credits for a local historic property
   Maintained and leased the property for use as a quality museum, historic/local landmark and source of tourism revenue
- Maintained and leased the property for use as a quality museum, historic/local landmark and source of tourism revenue for the Town of Warrenton
- Instrumental in opening the doors of a historic property/museum which has been struggling to get off the ground for more than a dozen years prior

### Freelance Writer, Editor and Marketing Consultant

2001 - Present

2016 - 2017

- Published author of Bargaining for Our Lives, a healthcare memoir
- Published regionally and nationally including Modern DC Business, Charlottesville Woman, Charlottesville House & Home, Albemarle Family, GreenHome Improvement, Construction Magazine, CalFinder/Best of Remodeling
- Published locally in Posh Seven (formerly I Am Modern Magazine), Loudoun Magazine, Piedmont Virginian, Alexandria Times, Fauquier Times, Warrenton Lifestyle Magazine, Bull Run Observer, Virginia Wind and Middleburg Eccentric

	Education and	l Professional Certification			
Certified Nonprofit Manager Lord Fairfax Communit	y College – Middletown, VA		2014		
Certified Tourism Ambassador Journey Through Hallov	(CTA) ved Ground Partnership – Warren	ton, VA	2012		
Bachelor of Science in Business Concentration in Labor	Management – George Mason U Relations/Human Resources	Jniversity, Fairfax, VA	1996		
		Skills			
Strategic Planning	Program Development Writing	Volunteer Management Fundraising	Historic Preservation		
Community Relations Economic Development	Research Marketing				
	Leadership	& Community Service			
Fauquier Habitat for Humanity	Women Build Tea	nm Lead	2019-		
Fauquier Chamber of Commerce	Micro Enterprise	2018 -			
Town of Warrenton	Small Business Pe	ermitting Process Committee	2018 - 2019		
Serve Our Willing Warriors	Marketing Commi	Marketing Committee			

Therapide P. C. Miller & C. C.

President's Council Member