

GO Northern VA REQUEST FOR PROPOSALS PROJECT APPLICATION INSTRUCTIONS

Introduction

This Request for Proposals (RFP) is being released by the GO Northern VA Region 7 Council (the Council) to seek proposals for innovative projects that will meet its goals to:

- Grow and strengthen Northern Virginia’s technology workforce,
- Support the expansion of small and medium sized growth companies, and
- Increase technology transfer and commercialization activities from research centers and institutions.

The RFP contains the instructions on how to make application to the Council for a grant from its Regional Allocation funds (AKA “Per Capita” and named as Per Capita henceforth) for projects that include two or more jurisdictions from within the Region 7 service area. The Region 7 service area includes: the counties of Arlington, Fairfax, Loudoun, and Prince William; the towns within those counties; and the cities of Alexandria, Fairfax, Falls Church, Manassas and Manassas Park.

The same instructions are to be used to submit applications for statewide Competitive Funds for projects that include two or more GO Virginia regional Councils.

At the recommendation and application of the Council, grants may be awarded by the state GO Virginia Board from either fund to projects that support the Region 7 Economic Growth and Diversification Plan and the Council’s goals to further enhance its success in reaching these goals. All potential project applicants must be familiar with its Economic Growth and Diversification Plan (*found at www.gonorthernva.com/what-go-northern-va-does/*), and the following sections of this RFP:

Part One provides the GO Northern Va Council’s Programmatic Prioritization Platform

Part Two provides the GO Virginia Grant Scoring Guidelines for applications

Part Three outlines the specific elements of the grant application as required by the GO Northern VA Council and necessary to successfully submit a Council-accepted application for review by the GO Virginia Board.

Please read the Scoring Guidelines in Part Two carefully, as that document provides significant information about how the application may be received by both the Council and the state GO Virginia Board.



Projects supported by GO Virginia Funding must:

- Involve industries that pay average annual wages greater than the \$74,835 average wage paid in the region in 2018,
- Benefit two or more jurisdictions (county or independent city) in Region 7 (Per Capita), or at least one Region 7 jurisdiction and a jurisdiction located elsewhere in Virginia (Competitive),
- Commit non-state sources of matching funds, dollar-for-dollar. “Non-state sources” means funding that is public (local or federal, not state general or non-general funds), private funding, or quantified in-kind. Twenty percent (20%) of the match must be derived from local sources.
- Generate new spending to Northern Virginia (not just recirculating local spending).

Per Capita funds are appropriated to each regional council by the General Assembly, based upon the population of the region. The initial decision on a potential award to a project in northern Virginia is made by the Region 7 Council; the final decision on the award of any grant is made by the GO Virginia State Board, based upon the recommendation of the Council. Only grant applications approved by the Council are submitted to the State GO Virginia Board for its consideration.

Competitive funds are appropriated to the state GO Virginia Board by the General Assembly each year. As with Per Capita funds, the initial decision on a potential award is made first by one of the regional councils. Should a project include a northern Virginia jurisdiction, it must first be considered by the Region 7 Council (as well as the council that service the other region(s) included in the project).

The application for GO Northern VA Per Capita grant funds includes (1) submission of a Letter of Intent to Respond, and (2) submission of an application that responds to a core set of questions from the state’s required application with attachments, both required and optional.

Letters of Intent to Respond and any questions about this requirement must be sent to Susan.Baker@GONorthernVA.com.

Assistance in making a successful submission, which includes certain required forms and documents, will be provided to each group submitting a Letter of Intent to Respond. The applicant is responsible for acquiring these required forms and documents.

If you have questions, please contact: Susan Baker, Director to the GO Northern VA Council, at Susan.Baker@GONorthernVA.com.

Part One: GO Northern Va Council's Programmatic Prioritization Platform

OVERALL FUNDING OBJECTIVE: The GO Northern Virginia Council (Region 7) is seeking projects that, with the Council, will develop a coordinated, demand-focused regional infrastructure to significantly impact the number of qualified job applicants available for regional jobs within the following skillsets (as identified by the NVTC Greater Washington Technology Workforce Needs Assessment as the most hard-to-fill competency areas):

Areas of focus include, but are not restricted to:

Big Data, Analytics, and Artificial Intelligence

Cybersecurity and privacy

Data Center and Cloud infrastructure

Internet of Things (IoT)

Network Systems

Programming, and Software Development

Engineering/Advanced Manufacturing

The Council is asking that prospective applicants demonstrate how the proposed project would advance one or more of the following.

TechFuture

Goal: Foster regional opportunities to increase awareness and interest in technology careers among public school students in Northern Virginia (K-12) through coordinated efforts to engage industry and support STEM/technology awareness programs, to develop computational thinking and computer learning through curriculum development, technology camps, job shadowing or internships, support of technology competitions and teams, and other methodologies. Increase the capability of public schools and colleges to offer dual enrollment and advanced placement credits that lead to credit in technology degrees offered through higher education institutions in Northern Virginia.

TechApprentice

Goal: Create technology apprenticeship program(s) where participants gain the required related training (Cyber, Cloud, Coding) and certifications that lead to industry-sponsored apprenticeship programs with on-the-job training provided by companies hiring the apprentices, and training that is integrated into cooperative ("co-op") degree programs offered by regional higher education institutions.

TechVets

Goal: Aggressively recruit Veterans to locate in Northern Virginia to fill tech jobs and recruit local companies to hire Veterans. Coordinate efforts with local higher education institutions or other partners to support ease of entrance of Veterans into technology learning programs through career development, internships, apprenticeships, credentialing, and other approaches. Create aggressive campaign to recruit transitioning active duty military into Northern Virginia technology jobs through aggressive base recruiting efforts and coordination of last 12-week transition opportunities into apprenticeship/boot camp programs.

AdvanceTech

Goal: Through public higher education institutions, support creation of a coordinated, joint admissions program to produce high quality tech graduates at scale at a reasonable cost. Create coordinated joint admissions degrees in technology skill areas indicated to be in areas of highest regional demand; support desire for graduates with strong written and verbal communications skills and allowing for (coordinated across both institutions) prior learning credit for relevant Military Occupational Specialties, rigorous certifications, and credit for coordinated Apprenticeship/BootCamp/Internship programs (i.e. course and work-based learning credit). Support special efforts to increase student and workforce diversity.

TechMakers

Goal: Significantly enhance the capability of Northern Virginia public educational institutions (public schools, community college, university) to attract leadership and instructors who will initiate or expand programs that prepare students for the current and future employment opportunities in the region, and with a focus on technology development.

TechJobs

Goal: Create a coordinated regional on-line tech job matching tool that allows candidates and companies to post and update profiles, provides up-to-date listings of jobs, apprenticeships and internship opportunities, and provides up-to-date regional economic, industry, and job posting data.

TechPlace

Goal: Foster Northern Virginia as a regional technology leader to tech companies and potential workers operating and living in other regions and states. Support opportunities for tech company start-ups in the Northern Virginia region that will enhance likelihood of success.

Part Two: GO Virginia Grant Scoring Guidelines

I. Introduction

As provided in the Virginia Growth and Opportunity Act (the "Act"), funds are allocated, upon approval of the Virginia Growth and Opportunity Board (the "Board"), to support grant requests that advance the Board's goals as well as the prioritized needs and opportunities identified in the Growth and

Diversification plans adopted by each regional council. These grant funds are available to the regional councils on a per capita basis (the "regional allocations") where each region gets a proportional share of the available funding based on its current population, and on a statewide competitive basis (the "competitive allocations"). The purpose of these guidelines is to establish a process for use by each regional council in making recommendations to the Board in support of grant requests from public or private entities in a region in cooperation with the collaborating localities and partners from other sectors. These recommendations are then reviewed by the Board in making final grant decisions and in approving the conditions and terms that will apply to each grant. **It is expected that the grant funds will be used to initiate successful regional collaboration activities but will not be an ongoing source of long-term funding for grant requests.** In addition to the general principles of the Act, the Growth and Diversification plan adopted, and as periodically amended, by each regional council, shall guide how the prioritized needs and opportunities are linked to grant requests proposed by the collaborating localities.

II. Project Application and Administration

The Act requires the collaboration of at least two localities, political subdivisions, or public bodies corporate and politic, along with other public or private entities to apply for either a regional allocation or competitive allocation grant.

Such local participation shall mean at least two or more counties and/or cities, a county and/or city and one or more political subdivisions or public body corporate and politic of that county and/or city along with such similar entity in another county and/or city, or two or more political subdivisions or public bodies corporate and politic from at least two different counties and/or cities. A town, with the county that surrounds it, may petition the Board for the ability to apply for a grant, if the parties can demonstrate that their collaboration is substantive and aligned with the goals of GO Virginia.

- Who May Apply: Public or private entities that may pursue and administer grant funding include, but are not limited to, other political subdivisions of the state, foundations, non-profit entities, colleges and universities, other educational entities, economic development organizations, workforce boards, local governments, regional council support organizations, and other stakeholders. While a private company may apply, in cooperation with the collaborating localities and other stakeholders, to participate in or manage a project, grant funds are not to be used as economic development incentive payments or to promote the activities of a single entity. Instead, grant funds are to be used to support the implementation of requests aligned with plan priorities and that offer broad community benefits. Financial participation by the collaborating localities is required as part of any application for a grant allocation, and the minimum threshold for such participation is outlined in these guidelines. The roles of the various participants in applying for and administering a proposed project shall also be set forth in the grant application.

III. Fund Availability

Subject to the annual appropriations act, the grant allocations will be available for award by the Board as needed to support grant requests. A region is not required to use its entire regional allocation in a single fiscal year, and unused funds may be held by the Council for future opportunities more aligned with the priorities of its Growth and Diversification plan. The Board also reserves the right to withhold allocations of funds should the proposed grant requests not meet certain minimum thresholds established as a result of these guidelines.

While grant requests that require funding commitments for multiple fiscal years can be proposed, it is expected that the Board will not approve grants lasting for more than two years. After the initial funding cycle, the participating localities and other stakeholders may again apply to the regional council and the Board for further funding if there is a demonstrated need for additional funding. Multi-year grant commitments shall be made with a declining amount after the initial funding year.

Payments of grant funds shall be made upon the achievement of project milestones as outlined in the grant application. The Board may approve grant requests that provide a portion of the requested funds prior to the achievement of project milestones for organizational and other project initiation efforts.

IV. Enhanced Capacity Building

[NOTE: This section speaks specifically to small grant opportunities (such as \$100,000) which are awarded through an administrative process and are intended to support the development of future projects. The GO Northern Va Council anticipates that applications for its Per Capita or Competitive Funds would likely propose actionable programs. While not required that any proposer seek enhanced capacity building funds, applicants should describe how the proposed initiatives might enhance the capacity of existing programs and articulate how an initiative might evolve over time (with or without additional funding) into a sustainable initiative for the region. Should an applicant be interested in these funds, please contact Susan Baker at Susan.Baker@GONorthernVA.com.]

Prior to approving regional project grants, applicants are likely to want to validate how to translate the prioritized needs and opportunities from their Growth and Diversification plans into actionable grant requests. Such an effort would develop platforms to support various collaborative approaches, increase efficiency, provide a deeper and consistent level of support, assess and reduce risk, and provide more focus about how broad concepts outlined in the plans become actual programs. Such activities would also create the opportunity for regions to share information on best practices and validated platforms that may lead to more collaboration and future grant requests with similar goals. Such activities, known as enhanced capacity building, are intended to examine how a subsequent future project grant request will be supported through the creation of this platform. In any application for enhanced capacity building, an inventory of existing programs with similar goals, gaps in current programs that the proposed project will fill, the resources and structures needed to ensure the success of the enhanced capacity building initiative, and an exploration of how the enhanced capacity building

effort could contribute to the success of associated future grant requests, should be detailed by the applicant.

Even if enhanced capacity building funds are not requested, any proposed project should identify what efforts have been made, or will be made, to undertake a risk assessment of the likelihood of the success of the project prior to implementation funds being drawn upon. Additionally, any proposed grant requests should indicate a plan for how they will demonstrate that they are sustainable after the grant funds from the Board are exhausted. [Emphasis added.]

Project applications solely for enhanced capacity building as a phase independent from, but in anticipation of, future grant requests, will be accepted. Proposed enhanced capacity building efforts which have the ability to be successfully replicated or used across multiple grant requests and/or regions will receive special consideration by the Board in allocating grants. Further, it is understood that any return on investment analysis for enhanced capacity building efforts will be different from that for other collaborative grant requests.

V. Return on Investment

The anticipated return on investment of a proposed project resulting from the GO grants is one of the key measures to be used by the Board in making funding allocations. The nature of the GO Virginia initiative, however, is different from traditional economic development programs and incentives where results are more immediately visible through direct job creation and capital investment and the tax revenues such activities generate. These measures are important, but under GO Virginia, the proposed grant requests should also focus on long-term, sustainable change, economic diversification, and regional collaboration, so some measures of success are behavioral and thus, may be harder to measure. Further, GO Virginia expects that the projects it funds will have broad community benefit that supports activities across local boundaries.

In calculating the anticipated return on investment for proposed grant requests, applicants should outline the anticipated jobs and capital investment that could accrue from the project over a two-year period that aligns with the likely payout schedule of a grant, as well as over the longer term. Using those factors, the applicant should outline the anticipated state and local tax revenues that will result from the proposed activity. When determining the economic impact of a proposed grant request, the Board will give preference to those applications which can demonstrate that the GO Virginia portion of the grant is recouped within three years, however, projects that may have a smaller return in the initial phases, but a larger anticipated, longer term impact (taking into account the likelihood of future success) will receive special consideration. In addition to these objective factors, applicants should outline other measures of success, such as new collaborative agreements, revenue sharing, cost savings and efficiencies resulting from the project, or other items that can be used by the Board to understand the financial viability of the project. Another variable that the Board will use in

determining the return on investment is any information provided by the applicant about previous successes involving the applicant on similar initiatives.

By way of example, a grant request focused on a cluster scale-up activity which seeks \$100,000 from the Board may have as a goal the creation, within 3 years, of 50 new jobs earning \$50,000 per year. That would result in \$2.5 million of wages in year three. The average effective personal income tax rate in Virginia is approximately 4%, so that project would generate a \$100,000 return. Additional tax benefits (in the form of sales taxes, excise taxes, and property taxes) would show that the project is a net positive for the Commonwealth. That same project which yields 50 jobs earning \$40,000 per year would result in \$2.0 million of wages in year three – or an income tax yield of \$80,000. Sales taxes (which are realized assuming about 1/3 of wages are spent on items subject to the sales tax) yield another \$35,333.

It is understood that certain project types will have a longer timetable to achieve their expected return on investment. For example, projects focused on increasing the number of startup businesses or improving the entrepreneurial climate could take longer to show measurable results than those projects that scale up an existing company or can immediately commercialize research and development opportunities from our universities. Further, grant requests to solely support enhanced capacity building efforts may be able to demonstrate only limited returns prior to the end of the program. Consideration of the project type and duration will be used by the Board in making final grant decisions.

VI. Local participation

The Act requires that any grant request for funds from the Board be matched, at least dollar for dollar, by non-state appropriated sources. Therefore, non-state public entities, private, federal, or local funds are acceptable forms of match for funds requested from the Board.

The Board may waive the match, to half of the required amount, upon a finding of fiscal distress or an exceptional economic opportunity in the collaborating localities. Grant requests may include, from any source, including state appropriated funds, match in excess of the levels outlined herein, and such additional match will receive special consideration by the Board in allocating grants.

It is the goal of the Board that among the participating localities in a regional collaboration that there be a local contribution of not less than 20% of the required match, or \$50,000, whichever is greater, in the aggregate, per proposed project. Projects designed to address issues which impact more than 50% of the population of one of the nine GO Virginia regions are encouraged to meet this minimum local contribution but are not required to do so. The goal of this local contribution amount is to ensure localities are truly invested in the collaborative nature of the GO Virginia process as well as to ensure that proposed grant requests are of a substantial nature and meet the highest priorities identified in the regional plans.

The local contribution may come from any combination of the participating localities and political subdivisions. If the participating localities identify actions that they will take which result in cost efficiencies that provide resources for the proposed regional project, such funds shall be worth a 50% bonus in meeting the local contribution requirement. Existing investments by localities and political

subdivisions that are redirected, repurposed, or refocused towards collaborative regional grant requests will count as local match. ~~The Board also reserves the right to waive the local contribution for enhanced capacity building efforts that demonstrate an ability to benefit multiple regions or grant requests.~~ [NOTE: The deleted sentence is not relevant to this offering of grants by the GO Northern VA Council.

In order to meet the local contribution requirement, the application shall identify the methods the participating localities have undertaken, or will undertake during the proposed grant term, to make available the required local contribution. The local contribution may take the form of cash, revenue sharing, dedication of locally-owned or controlled assets to the proposed regional project, reallocation of existing funds, in kind contributions, or other local resources. The application shall also outline the methods the other non-local government participants in the grant application will use to provide the remaining balance of the required match.

VII. Project Performance

The applicant shall outline the aspects of the proposed grant request that will be used to measure the success of a project that aligns with the findings of the applicable Growth and Diversification plan. In the event a funded project is unable to deliver on project deliverables that impact its compliance with the performance criteria established at the time of the grant approval, the Board may terminate future funding for the project. The Board may permit a time period of not more than 60 days for the public or private entity administering the project to cure any deficiency in meeting the performance criteria prior to terminating future funding. The Board may also grant approval for modifications to the terms, conditions, or milestones should circumstances impacting the project change substantially.

VIII. Grant Scoring Criteria and the Narrative Requirements

In determining the eligibility of the region and the amount of monies to be awarded for grant requests, the Board and the regional councils shall follow these weighting criteria. The Board reserves the right to not make an award to proposed grant requests that have a low score in one of more of the following areas:

Economic Impact: 35%

Project application outlines the expected return on investment of the proposed project and the timeline for achieving that return.

Project application demonstrates the proposed project's alignment with and how it will address the prioritized needs and opportunities of the growth and diversification plan.

Grant requests 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 collaborations) that are 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 higher paying jobs.

Project Readiness: 20%

Project application demonstrates that the project partners have the capability to successfully execute the project.

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 coordinated with existing efforts in the region.

Project application fully analyzes the barriers to successful implementation and other associated risks along with a plan to overcome them.

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.

Part Three: GO Northern Va. Council Application Contents

Introduction

Submission of an application to the GO Northern VA Council for Per Capita or Competitive Funds include two steps. First, a Letter of Intent to Respond is due to the GO Northern VA Council by 11:59 pm on Monday, August 26, 2019. Within your letter, please include a paragraph or two (max) that describes what your project will entail. The letter should come from the organization that will serve as the project's center of management and include a name and contact information for a point-of-contact. The letter should also indicate if the applicant intends its project to serve only Region 7 (Per Capita Fund grant) or to be a multi-regional project (Competitive Fund grant).

Upon receipt of a Letter of Intent to Respond, you will be contacted by one of our staff as your Application Advisor. Your Application Advisor will answer questions and may provide guidance to help you complete the requested materials expediently. You will also be notified of a Subject Matter Expert (or SME) who will be assigned to your project. The GMU Center for Regional Analysis is on contract with the Council to provide this service and will assist you in developing the required Return on Investment (ROI). This document will comply with the requirements of the state GO Virginia Board when completed.

Second, the complete application package must be submitted to the Council by 11:59 pm on Monday, September 23, 2019 and must be made in conformance with instructions that follow. Applicants are strongly encouraged to submit Proposals prior to any deadlines as applications received after the posted deadlines will not be considered, no matter the reason for the delay.

Deadlines are set by the Council and posted on its website (GOnorthernVA.com) that allow sufficient time to evaluate the proposals received and to submit any approved proposals to the state GO Virginia Board by the deadlines set by that Board. Information on those deadlines and other requirements or guidelines of the Go Virginia Board for the regional councils can be found at the <https://www.dhcd.virginia.gov/go-virginia-regional-materials>.

The Council retains the right to determine whether or not to consider applications that vary from or do not follow these instructions.

Application Contents:

Narrative Response to the 15 Questions (Word Document)

Required Attachments:

Executive Summary

Milestone Chart Attachment

Performance Measures Attachment

Return on Investment Attachment (more details coming from your Measurement SME)

Project Budget and Draw Down Attachment

Project Match Attachment

Optional Attachments: Here you may submit additional information to support your application, including documentation of collaborators, documentation of match to be used, letters of support, and other relevant documents. Please begin this section with a list of each optional attachment submitted. PDF documents are preferred.

All materials will be submitted electronically to Susan.Baker@GONorthernVA.com.

Narrative Questions

Please provide a narrative of no more than 6,000 characters for each of the following 14 questions.

NOTE: In making application to the GO Northern VA Council, each of these questions must be answered, and the answer must contain no more than 6,000 characters. The responses must be submitted as a Word Document OR in Rich Text, and formatting enhancements (such as bulleting, highlighting, special spacing, tables, charts, graphs, or the like) may not be used. (The opportunity to include separate documents, brochures, and other materials is provided separately as Optional Attachments.)

Economic Impact: 35%

Provide a detailed overview of the proposed project and project activities included in the project budget. If the full project scope goes beyond the reflected budget, please provide a breakdown of the current and later phases of project activities. ATTACHMENTS: A 1-2-page Executive Summary should be uploaded with the application.

2. Identify the project goals, approach, and outcomes, and how the project relates to the region's Economic Growth and Diversification plan and the goals of GO Virginia.
3. Describe the project timeline and the specific project milestones that will be utilized to track project progress and fund disbursement. Address the project administrator's ability to meet these milestones and to take remedial actions in the event that are not achieved. ATTACHMENTS: Project Milestones including a proposed Drawdown Schedule should be uploaded with the application.
4. Provide a detailed description of the performance metrics that will be used to quantify success, both quantitative and qualitative, and how the metrics were developed. Describe the Return on Investment

(ROI) methodology and calculated ROI and the timeline for achieving the expected ROI. Include an explanation and source of any data used as the basis for ROI and outcome projections. ATTACHMENTS: Performance Measures and ROI Calculations must be uploaded with the application.

Regional Collaboration: 30%

5. Describe the service area of the project. Identify localities participating in the project (financially or administratively) as well as those localities that are served by the project. ATTACHMENTS: Relevant letters of commitment (including in-kind contribution forms) or support from localities or local government entities must be uploaded with the application.

Include answers to the following questions:

a. What portion of the region's population is served by the project? How was this figure calculated?

b. Does the application request a waiver of the local match requirement? (\$50,000 or 20% provided by participating localities, whichever is greater).

c. Are there localities or other GO Virginia regions (including interstate collaborations) that are outside the applying region that are participating in the project? If so, describe the nature of the collaboration and the anticipated impact.

6. 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.

7. Discuss existing grant requests or programs with similar goals and indicate how the proposed project is not duplicative of, but additive to, other efforts to support economic diversification and the creation of higher-paying jobs. Have existing efforts been successful and sustainable?

Project Readiness: 20%

8. Describe all partner organizations involved with the implementation of the project, including the entity's role, financial or in-kind commitment, and capacity to successfully execute their duties as they relate to the project. These may include but are not limited to school divisions, community colleges, public and private institutions of higher education, economic and workforce development entities, local governments, regional organizations, planning district commissions, nonprofit organizations, and private-sector entities.

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

10. Discuss how the regional council and project developers have consulted with subject matter experts regarding the efficacy and viability of the proposal. Provide an overview of the feedback from the subject matter experts, and how their feedback validated the approach and methodology for the project.

11. Discuss how the regional council and project developers have consulted with local government entities regarding the strategy and implementation of the project.

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

13. Identify the total project budget and the sources and uses for matching funds and leverage.

a. Does the project have the required \$1:1 match? If so, what are the sources and uses for these funds?

b. Does the project match include the required 20% (or \$50,000 if request is less than \$250k) local match? If so, what are the sources and uses for these funds?

c. Are any additional funds or in-kind contributions serving as leverage for the project? If so, what are the sources/uses for these funds?

d. Does the project budget request funds for one or two years?

ATTACHMENTS: Financial commitment letters and In-Kind Contribution forms should be uploaded with the application.

Project Sustainability: 15%

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

Again, Remember the Narrative Response Instructions must answer the 14 Questions above.

The set of questions (1-14) in these instructions come directly from the state's required application. Our region must respond on your behalf precisely to these questions and we must follow the rules we have been given.

Please answer each question (1-14) exactly as posed. Do not change, reorder, renumber or reorganize the questions. Include the question and the question number at the beginning of each response so we know which question you're answering.

There is a limit of 6,000 characters for each response in the state's application. Our reviewers will be pleased if your answers are clear, logical and concise.

You must submit the consolidated Question Narrative Response as a Word Document or in Rich Text Format.

Do not use any special formatting since this will not load correctly into the state's application.

Unfortunately, the narrative response can NOT include tables, charts or graphs. However, information of this nature may be submitted as separate attachments and included in the Optional Attachment section.

Required Attachments

- **Executive Summary**

Provide a one-page summary of the project application to include the following key pieces of information: project summary, connection to priorities in Economic Growth and Diversification Plan, ROI in terms higher paying jobs and out of state investment, transformative nature of project, localities involved, and partners.

In addition to providing an overview of the project, it may be used as the source of any press releases created by others at GO Virginia about the project. Consider your audiences when writing the Executive Summary – the reviewers, and the public.

- **Milestones Overview**
- **Return on Investment (This document will be developed by your assigned Measurement SME, will be based upon information you provide the SME, and provided to you for submission with your application.)**
- **Performance Metrics**
- **Letters of Financial Commitment**
- **Letters of Support**
- **In-Kind Contribution Form (Required Excel Workbook will be emailed to you separately upon receipt of your Letter of Intent to Respond)**
- **Project Budget Overview (Required Excel Workbook will be emailed to you separately upon receipt of your Letter of Intent to Respond)**
- **Project Manager Resume**

These documents require a specified format that will be provided by your Application Advisor following receipt of the Letter of Intent to Respond. We will work with you on the format in which the document must be submitted. Some of these documents will be included within the Agreement, should your project be accepted by the Council and approved by the state GO Virginia Board. Your Application Advisor will assist you with those details.

In general, you will be working with Word or Excel documents, and we will indicate the documents that should be provided in a PDF format. Each of these required attachments must be submitted in a separate file.

Optional Attachments

You can prepare and send us additional attachments that are helpful for our internal review and to the benefit of other reviewers, including state GO Virginia board members who may evaluate the application.

Please include a complete list of all Attachments as page one, and then combine these documents into one PDF file.

Evaluation

The Council will conduct a comprehensive, fair, and impartial evaluation of all proposals received in response to and judged to be in compliance with this RFP. The Council may appoint a review team consisting of Council members or others with expertise in the topic area(s) of the Proposal to perform the evaluation. The Council reserves the right to select one, or more, or none of the Proposals it receives in response to this RFP.



Thank you for your interest in GO Virginia funds available through the GO Northern Va Region 7 Council. We look forward to receiving your submission.