

FY10 Special Projects

Committee Recommendations

July 2009

The Commission received 26 requests for Special Projects grant funds by the announced deadline of June 15, 2009, requesting \$35.5 million (these are listed and described below). The Committee has an available balance of \$7,321,326 including FY10 budget and carried-forward balances. The Committee met July 21 and adopted the following recommendations for grant funding.

Request #	Organization Name	Project Title	Request Amount	Committee recommendation
1821	Bedford, County of	Agribusiness Curriculum Implementation (Phase III)	\$1,776,025	\$600,000
1835	Birthplace of Country Music Alliance	Birthplace of County Music Cultural Heritage Center (Phase III)	\$4,196,120	\$1,700,000
1849	Buckingham County	Design New Wastewater Treatment Plant	\$700,000	\$350,000
1847	Charlotte County	Project Prison Sewer and Water Enhancement	\$1,500,000	\$1,500,000
1823	Franklin County	Fish Virginia First - Tourism Economic Development Initiative	\$235,000	\$100,000
1844	Longwood University Foundation	Longwood University's Clinical Simulation Learning Center	\$4,000,000	\$325,800
1833	Robert Russa Moton Museum	Moton 2011: the Permanent Exhibition	\$1,500,000	\$520,000
1826	Scott County Economic Development Authority	Southwest Virginia Health Department Phase 1 EMR Deployment	\$3,125,354	\$1,360,591
1828	Southern Virginia Higher Education Center	USA-TSI at SVHEC	\$285,000	\$257,200
1841	The Crooked Road, Virginia's Heritage Music Trail	Listen to the Music: Visit Virginia's Heritage Music Trail	\$245,400	\$122,000
1837	Virginia Foundation for Community College Education	VFCCE's Great Expectations Initiative for Foster Youth	\$300,000	\$300,000
1832	Virginia Maritime Association	Port Trucking and trade Expansion Project Phase II	\$355,000	\$185,735

Grand Totals (23 items) \$31,399,618 \$7,321,326

Amount available before/after recommendations \$7,321,326 0

County of Bedford

Agribusiness Curriculum Implementation (Phase III) (#1821)

\$1,776,025

Funds are requested by Bedford County on behalf of the Virginia Agricultural Community College Consortium to expand implementation of a new associates degree-level program in agricultural technologies to all community colleges located in the tobacco region. This phase will expand the curriculum to five colleges that wish to join the three colleges currently taking part in the initial rollout phase that was funded in the FY09 Agribusiness round. TICR funds would be used for a faculty position and adjunct instructor(s) at each college, plus compressed video equipment to connect colleges for shared classes. The proposed phase also seeks funds for student internships, marketing and recruitment, contracted technical support, a limited amount of demonstration equipment and special projects. This expanded phase would enroll a projected 208 new students in a two year period starting in fall 2010, bringing total enrollment at all eight schools to 223 students in fall 2012. The proposal anticipates graduating more than 700 students in the first ten years, with 100% moving into agribusiness careers or further education. Previous TICR grants to initiate the program have totaled more than \$476,000 from the past two Agribusiness rounds. Internship program totaling \$400,000 of the request does not begin until 2010/11, so funding consideration on that element can be postponed at this time. Other requested activities such as special projects are a lower priority. Given that the initial cohorts of classes will begin next month and provide evidence of true demand staff suggests a phased approach to bringing additional colleges on board. Faculty and equipment costs per college total approximately \$143,000, though the first three colleges beginning classes next month have partial funding from the FY09 Agribusiness grant for these expenses.

Total project cost is \$2,769,505. Other funds include: \$400,000 farm and agribusiness owners/managers to match TICR investment in internship students (pending student internship contracts during summers); \$593,480 participating community colleges from tuition, for faculty and adjunct hires, office space, computer, and supplies (approved).

Committee recommends award of \$600,000 to assist colleges with faculty and equipment costs to begin offering classes, with funds to be awarded on a pro rata basis to current participating colleges and a reduced number of additional colleges, as approved by the Consortium's Oversight Committee.

Birthplace of Country Music Alliance

Birthplace of County Music Cultural Heritage Center (Phase III) (#1835)

\$4,196,120

Funds are requested for Phase III of the Cultural Heritage Center project to be located in an existing structure in downtown Bristol. This is the final phase of the project and will involve the completion of the physical renovation/construction of the building, which was acquired by the Alliance in 2004. Commission funds are requested specifically for the fabrication and installation of the permanent exhibits. According to an economic impact study by UVA's Weldon Cooper Center, the Center should draw at least 75,000 visitors annually resulting in an economic impact of \$43,232,806 over five years to the region and will generate \$1,041,253 in direct tax revenue which will sustain 162 jobs. The BOCM project has been supported with grants totaling nearly \$405,000 since 2003 for start-up operating support, museum/exhibit design and preliminary site work. BOCM staff and board

members have implemented a thorough planning and fundraising process, including assessment of economic impact and diligent pursuit of all appropriate funding sources. However, this request exceeds the ability of this committee to fully fund without curtailing funding of other critical projects. Applicant has indicated that immediate priorities include A/V production (\$450,000), A/V software and hardware (\$1,250,000) and artifacts/figures (\$350,000). Assistance would build on previous Commission investments in this and other tourism sites with national and international name recognition, including the Ralph Stanley Museum, Jefferson's Poplar Forest and the RR Moton Museum.

Total project cost is \$8,783,650. Other funds include: \$4,391,500 USDA Rural Development for project development (loan application in process); \$25,000 City of Bristol CDBG funds to support design services (awarded); \$138,980 capital campaign pledges to support project development (pledges on hand); \$32,050 cash on hand restricted for capital purposes/project development (available).

Committee recommends award of \$1,700,000 for A/V production, software and hardware, and balance of the request be referred to Southwest Economic Development for funding consideration.

Buckingham County

Design New Wastewater Treatment Plant (#1849)

\$700,000

Funds are requested to support engineering costs to design upgrades for the Buckingham County Wastewater Plant. The increased capacity will provide adequate sewer availability and treatment to offer to new industrial and business prospects and respond to DEQ notices of violations for exceeding effluents such as copper, zinc, nitrogen and phosphorus (DEQ is currently drafting a consent order to require these upgrades). The wastewater treatment plan is currently permitted to discharge 100,000 gallons per day, while the proposed engineering upgrades will increase the capacity to 200,000 gallons per day. The project is considered eligible for Special Projects solely due to the lack of adequate Southside Economic Development allocation to advance the project. Applicant applied for stimulus money through DEQ but was unsuccessful in securing funding. Updates to the facility will be required to meet a DEQ consent order that is currently being drafted. The current average residential rate for sewer is relatively high at \$39.39 per month, demonstrating significant local effort to generate revenue from users. The engineering costs include meeting requirements for an application to the USDA Rural Development. Business customers are approximately one-third of total customers. Total past TICR funding awards to Buckingham County is \$44,233.

Total project cost is \$1,039,460. Other funds include: \$339,460 from Buckingham County for wastewater plant design (available).

Committee recommends an award of \$350,000.

Charlotte County

Project Prison Sewer and Water Enhancement (#1847)

\$1,500,000

Funds will be used for finalizing engineering, permitting and construction of a water treatment plant for the Town of Drakes Branch and an upgrade to the Drakes Branch wastewater treatment facility. Providing increased water and sewer capacity is necessary in order to serve the proposed 2,000+ bed correction center. New jobs created at the prison are estimated at 500+ with an additional 100+ in support positions. Private capital investment is expected to exceed one hundred million dollars. The water and sewer facilities constructed to serve the new prison will have adequate reserve capacities to serve commercial growth potential from prison support services and other industry. The project is considered eligible for Special Projects due to the lack of adequate Southside Economic Development allocation to advance the project. An FY08 Southside grant award of \$820,906 is assisting in engineering design for this project. The economic impact from job creation, capital investment, and purchasing from local sources that will result from construction of the prison will have substantial regional impacts similar to that expected of the Grayson County prison site funded by this Committee in FY08 (in that case, the Commission awarded \$2.5 million for a water treatment plant and lines). The cash flow analysis indicates an approximately three fold proposed increase to residential water and sewer rates to meet debt obligations, providing evidence of substantial local effort to generate sustainable revenues (in-town rates will rise from \$10/month to \$32, and out-of-town rates will rise from \$15 to \$40). The funding request represents 9% of total costs, further demonstrating significant leveraging and fundraising efforts. Given that the \$1,500,000 request to DEQ for federal stimulus funds is no longer an option it is anticipated, in addition to this funding request, that the county's Southside allocation will be needed to support the project.

Total project cost is \$18,133,800. Other funds include: \$12,000,000 earmarked as portion of State costs to serve the site of the correctional facility, \$4,000,000 application to USDA, and \$500,000 pending request to the VDHC Southern Rivers. \$500,000 DHCD-Southern Rivers for correction of wastewater violations (pending); \$1,500,000 DEQ Stimulus Money for construction of water treatment plant and sewer upgrade (pending); \$4,000,000 USDA for construction of water treatment plant and sewer upgrade (pending); \$820,906 Charlotte County's FY08 SSED allocation for preliminary engineering, permitting, and final design (active); \$9,812,894 Town of Drakes Branch for engineering, legal, and construction expenses (pending project approval).

Committee recommends award of \$1,500,000.

Fish Virginia First

Fish Virginia First - Tourism Economic Development Initiative (#1823)

\$235,000

Funds are requested by an unincorporated coalition of localities, state/regional agencies and tourism organizations to assist with several start-up operating expenses to promote the recently-unveiled "Fish Virginia First" marketing campaign. The targeted area includes nearly all tobacco region localities, plus 13 non-TICR cities and counties. The coalition is promoting Virginia fishing destinations including streams, rivers, lakes and reservoirs through an interim website (www.fishvirginiafirst.com) that has exceeded 250,000 hits since April, and events such as the annual ESPN Bassmasters tournament at Smith Mountain Lake. Requested project expenses include website development, brochure printing, advertising and tradeshow costs, sponsorship for tournaments, design services, and contracting a research firm to evaluate economic impact. The FVF

coalition is a parallel to the Crooked Road regional tourism marketing partnership that has been meeting regularly for more than a year to assess opportunities and coordinate the rollout of the program. FVF has financial commitments (albeit in small amounts) and active participation from more than two dozen localities and regional tourism marketing groups such as chambers of commerce. However, it remains an unincorporated coalition that operates under terms of an MOU signed by participating organizations. The public launch of the program at the Bassmasters event at Smith Mountain Lake in April demonstrated the ability to attract substantial web visitation by connecting with major media opportunities. No detailed strategies for tracking visitor spending are proposed but professional assistance is requested. The applicant has indicated that the start-up operating priorities include web design and programming, brochure design and distribution, advertising and sponsorship of one tournament (staff suggests that should be a new event rather than an existing one).

Total project cost is \$348,300. Other funds include: \$5,000 VA Tourism Corp to support the marketing initiative (awarded); Appalachian Regional Commission for the promotion of outdoor sports ad recreation (\$50,000 is anticipated to be requested); \$20,000 multiple localities (detailed list provided) for the marketing initiative (received/committed); \$15,000 plus (estimated) in-kind VTC, DGIF, DCR, Roanoke Regional Partnership in the form of technical support and professional guidance (ongoing).

Committee recommends award of \$100,000 for these priority start-up operating expenses to Franklin County as the named grantee and fiscal agent.

Longwood University Foundation

Longwood University's Clinical Simulation Learning Center (#1844)

\$4,000,000

Funds are requested to renovate the second floor of Stevens Hall as a nursing clinical simulation laboratory (\$2.7 million), and to purchase and install the simulation laboratory equipment (\$1.3 million). The renovations and equipment are needed for a new residential Bachelor of Science in Nursing Program scheduled to begin this fall. Longwood plans to hire at least ten (10) new positions to staff the nursing program. Statistics continue to show an increasing demand for workers in the healthcare sector. The project is considered eligible for Special Projects due to the lack of adequate Southside Economic Development allocation to advance the project (staff advised the applicant this project is also a candidate for Education funds, and may be further eligible for Reserve Funds depending on matching requirements from private donors/foundations). Most matching funds have already been spent (the FY08 Education grant that assisted the university in planning and receiving accreditation of the program has a substantial remaining balance), but Longwood has used \$1.4 million of its own funds to date to begin renovation of the building for classes that begin next month, and is pursuing several prospective donors for additional private contributions. The proposal as originally submitted requests all costs to renovate and equip space for completion prior to fall 2012. However, the University has provided supplemental information that uses a phased approach requesting \$1.5 million for renovations and \$325,800 for equipment to prepare labs and classrooms for classes that will begin in fall 2010. Partnerships with at least ten organizations to provide on-site clinical experiences are confirmed. The applicant indicates that it expects to graduate 30 to 35 nurses each year beginning in 2013, however 25 percent (or 8 students) in the first cohort of ~35 students are residents of the tobacco region. While helping to alleviate the nursing shortage is important, justifying the level of funding requested as critical to our revitalization mission is difficult given the number and percentage of students from the tobacco region expected to be enrolled. Furthermore,

this request exceeds the ability of this committee to fully fund without curtailing funding of other critical projects. Supporting the equipment needs would be more consistent with numerous Commission grants in recent years to support nursing education across the region, rather than to provide funds for renovation of state-supported university facilities that serve a statewide student population.

Total project cost is \$6,360,657. Other funds include: \$1,697,922 Longwood University for prelim renovation of bldg/design of bldg and lab/feasibility study (committed); \$240,442 Commonwealth of Virginia for general operating and personnel funds (committed); \$392,293 FY08 TCR Education grant to support development of curriculum/initiate program development (committed); \$30,000 Centra Southside Virginia Community Hospital to conduct feasibility study for establishing new BSN program (spent).

Committee recommends award of \$325,800 for acquisition of nursing simulation clinic equipment needed for fall 2010 classes.

Robert Russa Moton Museum

Moton 2011: the Permanent Exhibition (#1833)

\$1,500,000

Funds are requested to support costs associated with the installation of a series of permanent exhibit galleries at the former R. R. Moton High School in Farmville (Prince Edward County). The exhibits to be installed within the auditorium and five classrooms will chronicle the county's thirteen-year struggle and its role in the national movement for Civil Rights in Education and the landmark *Brown vs. Board of Education* Supreme Court ruling. The Moton Museum will serve as an anchor on the Virginia's Civil Rights in Education Heritage Trail. The museum is expected to attract 35,000 visitors annually producing an estimated annual economic impact of \$2,000,000, according to an economic impact assessment completed by Chmura Economics & Analytics. The project is considered eligible for Special Projects due to the lack of adequate Southside Economic Development allocation to advance the project. Nonetheless, this nationally significant landmark has demonstrated a track record of successful planning, fundraising and capital improvements to the site. A past TCR SSED award for \$116,679 is currently under contract for building renovations, and \$2,000,000 listed as part of the Museum's project budget is for completed and nearly-complete museum restoration activities. The Museum is anticipating favorable news on several pending funding sources for construction activities. In the meantime, Museum staff identified an immediate need for \$250,000 video production and \$520,000 for exhibit design.

Total project cost is \$5,490,000. Other funds include: \$1,000,000 USDA-RD for A/E, renovation, equipment for common area of the building (loan application and feasibility report have been completed); \$500,000-\$900,000 federal Institute of Museum & Library Services (IMLS) for fabrication and installation (FY10 request by Sens. Webb & Warner, and Rep. Perriello); \$400,000 - \$800,000 National Endowment for the Humanities (NEH) for fabrication and installation (received \$40,000 planning grant 3/09, next application date 8/09); \$90,000-\$250,000 Prince Edward County for capital needs (\$28,500 contributed annually, amount could increase); \$500,000-\$750,000 National Education Association (NEA) for fabrication and installation (referred to the national office, board action in 7/09); \$1,500,000-\$2,000,000 corporate/foundation/individual for capital needs (over \$1,000,000 raised between 1/08 and 6/09).

Committee recommends award of \$520,000 for exhibit design.

Scott County Economic Development Authority
Southwest Virginia Health Department Phase 1 EMR Deployment (#1826)
\$3,125,354

Funds are requested by the EDA to assist OnePartner, a private for-profit organization, located in the Scott County Regional Business and Technology Park, with costs associated with deploying electronic medical records technology for two health departments in Southwest Virginia. This represents the first phase of an approximately \$30,000,000 total project during which OnePartner will deploy this technology to all 37 health departments in Southwest and Southside Virginia and will also create a Center for Health Analytics and an Open Analytics Community. Although 70 jobs will be created as a result of the total project, only 2 will be created during this preliminary phase. Project appears eligible for Special Projects due to the intention of eventually serving public health agencies across the tobacco region with innovative electronic medical record technologies. However, this request exceeds the ability of this committee to fully fund without curtailing funding of other critical projects. One Partner has shown a three year, three phase project totaling nearly \$30 million. In future years and phases the project appears to be eligible for TROF funding, and is actively pursuing ARRA federal funds for health IT that are expected to be available this fall. Supplemental information provided by OnePartner indicates a required need for \$1,360,591 of software and hardware to equip its data center to initiate this project (Scott County EDA and OnePartner are agreeable to the EDA retaining ownership of all equipment purchased with TCR funds). Per additional correspondence provided from VA Department of Health, the public health agencies that will participate in this program will be selected by VDH and is contingent on VITA approval of interoperability of data systems. Public benefits include the advancement of electronic medical recordkeeping in public health agencies across the tobacco region, positioning this project to access ARRA federal grants for the tobacco region, and the development of an EMR and IT employment cluster in Southwest VA.

Total project cost is \$4,715,678. Other funds include: \$1,590,325 from OnePartner LLC data center.

Committee recommends award of \$1,360,591 for data center equipment to be owned by the Scott County Economic Development Authority.

Southern Virginia Higher Education Center
USA-TSI at SVHEC (#1828)
\$285,000

Funds are requested for a 30-month period to begin operation of a computer-aided design and manufacturing training institute for wood products at the Higher Education Center in South Boston, using France-based Missler Corporation's TopSolid product design software. The institute would be a resource for manufacturing employees from across North America who might be attracted to training programs held in Southside, as well as the foundation of degree programs at the dual enrollment, associates and BS levels for area residents. TCR funds would be used to purchase 24 stationary desktop computers and furniture, as well as a 16-laptop mobile computer lab for training inside and outside the Center. Salary support for a TopSolid instructor and part-time administrative support specialist are also requested along with contractual costs to utilize TopSolid experts and rent computer lab space at SVHEC. The project estimates graduating 20-30 area residents from the Product Design and Development program annually, in addition to training up to 80 industry workers from across the nation annually and providing capability to assist area industries by

providing “proof of concept” services. Supplemental info provided by the applicant indicates that \$27,800 of equipment could be purchased with an existing TICR grant (#1274) to provide computers for classes scheduled to begin this August, thereby reducing the need in this proposal to \$257,200. Project has additionally been leveraged with the recent announcement of a \$700,000 CDBG grant for establishing the Advanced Manufacturing Center.

Total project cost is \$1,432,850. Other funds include: \$1,025,000 donated software from Missler Corp.; \$97,628 SVHEC in-kind program operations; \$25,222 Halifax County for program operations.

Committee recommends award of \$257,200.

The Crooked Road, Virginia's Heritage Music Trail
Listen to the Music: Visit Virginia's Heritage Music Trail (#1841)
\$245,400

Funds are requested by the nonprofit organization to continue the promotion of The Crooked Road, Virginia’s Heritage Music Trail. The project outlined in this application includes a three week tour to 13 Eastern US cities and the creation of videos featuring musicians and major venues for use in Heartwood (Artisan’s Center) as well as on The Crooked Road’s website. Funds are also requested for expansion of marketing activities including ad placement and website enhancement. Funding will also be utilized to record live performances at 12 locations along the Trail to be aired during the nationally syndicated radio show “Main Street Bluegrass”. An economic impact study estimated that The Crooked Road has produced \$12.9 million in direct spending from visitation and a total economic impact to the region of \$23 million per year. Funding for marketing, concert tours and other operational support has been previously granted by Special Projects Committee over the past five years, totaling nearly \$569,000 for this nonprofit partnership of multiple localities, performance venues, museums and other organizations. The video production component of the request is arguably the new “value-added” element that would create a long-lived physical asset for marketing the Road at the Heartwood Artisan Center as well as online. Video concepts and footage would also be consistent with those that have been created for tobacco region artisans under a grant to Round the Mountain.

Total project cost is \$561,900. Other funds include: \$190,000 NCTA for East Coast tour; \$48,000 ARC and NEA for video production and EC tour; \$25,000 VTC pending, for media placements; \$53,500 applicant and private company in-kind for staffing, video and marketing.

Committee recommends award of \$122,000 for video production.

Virginia Foundation for Community College Education
VFCCE's Great Expectations Initiative for Foster Youth (#1837)
~~\$539,380~~ revised to \$300,000

Funds are requested by the non-profit applicant to expand the Great Expectations program targeting the higher education of foster care youth to four additional tobacco region community colleges (Mountain Empire, Patrick Henry, Southwest and Wytheville) and enhance the programs that were initiated at three tobacco colleges in the past year (Danville, Southside and VA Highlands). Funds would be used over a two-year period for tobacco region-based part-time program

coordinator and part-time career coaches at all colleges, plus travel expenses, supplies and materials. The estimated pool of current and emancipated foster youth ages 16-24 in the tobacco region is 1,700. Supplemental info provided by the applicant estimates serving 190 tobacco region students in year one and increasing 30% to 250 students in year two (a range of 20-35 students at each college). The program addresses the significant barriers in transitioning emancipated youth to higher education (statistics show these youth are far more likely to end up homeless, addicted and/or incarcerated than to attend college). The project is eligible for Special Projects by virtue of serving the entire tobacco region with an innovative new program. The applicant has reduced the requested amount to \$300,000 in order to focus services specifically on an 18-24 year-old audience, which is more consistent with the TICR Strategic Plan than the components of the program that target 13-17 year-olds. The applicant has confirmed that the program coordinator will reside and be located in the tobacco region. Early results from GE programs in the first pilot group initiated in fall 2008 show retention rates of approx. 60%, and in one program 100% enrollment of graduates at the local community college. The proposed programs will serve a significant number of residents who currently have an estimated 2% college graduation rate (that rate is a national average). Fundraising is underway to endow the long term operation of the program.

Total project cost is revised to \$400,000. Other funds include: \$100,000 VFCCE and a variety of public and private resources for the tobacco region and statewide efforts.

Committee recommends award of \$300,000.

Virginia Maritime Association

Port Trucking and Trade Expansion Project Phase II (#1832)

\$355,000

Funds are requested to continue support of the VMA truck driver recruitment and training effort by offering online owner-operator course and seminars, develop curricula to initiate a pilot class in refresher training at tobacco region sites; conduct Port awareness activities including presentations and tours; continue student driver recruitment and employment referrals, examine opportunities to initiate new training programs in Danville and Smyth County, and develop programs for driver insurance, equipment financing and retrofitting of truck emission controls. This phase proposes training 180+ drivers through these programs. An FY06 Special Projects grant of \$320,000 has supported initial phases of this work, resulting in more than 100 new graduates (all of whom are now employed) from the expansion of training sites in the region and recruitment of students. This request estimates a significant increase in driver training graduates, along with payments to contractors for continuation of existing recruitment efforts and pre-development of additional programs. There is an expressed intent by the applicant to work toward creating new training sites in Danville/Pittsylvania and Smyth County, and applicant has focused on additional priority activities to expand driver graduates within the region.

Total project cost is \$445,300. Other funds include: \$50,100 VMA and Inland Transportation Consortium for program oversight/administration; \$40,200 ITC in-kind for materials and program development.

Committee recommends award of \$185,735 for activities to be conducted within tobacco region, including owner-operator training, Port awareness events, training and employment referrals and expansion to new community college sites. ■