



VIRGINIA INITIATIVE FOR
**GROWTH &
OPPORTUNITY**
IN EACH REGION

GO NOVA Seeks Project Letters of Interest by 9/4

GO NOVA, the Go Virginia Northern Virginia Region 7 Council, is now accepting Letters of Interest for projects to be funded by the State's new initiative to create jobs in high-wage industries. Region 7 includes the counties of Arlington, Fairfax, Loudoun, and Prince William; and the cities of Alexandria, Falls Church, Manassas, and Manassas Park. \$3.2 million in state funds is available for award in this region, and will be shared by several successful proposals. In addition, \$11.1 million in competitive state-wide funds is available for projects that engage localities in two or more of the state's regions.

Projects funded will address one or more of the Council's three broad goals:

- 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

Projects supported by GO Virginia Funding must:

- Involve industries that pay average annual wages greater than \$70,000 in 2016 (see Attachment 1 for guidance on qualifying industries),
- Benefit two or more jurisdictions (county or independent city) in Region 7, or at least one Region 7 jurisdiction and a jurisdiction located elsewhere in Virginia,
- Commit non-state sources of matching funds (50/50), including participation by included jurisdictions. "Non-state sources" means funding that is public (local or federal not state funding), private funding, or quantified in-kind
- Generate new spending to Northern Virginia (not just recirculating local spending)

Proposed projects may use GO Virginia funding to start new programs and initiatives or expand successful existing programs.

Your letter of interest should:

- Identify agencies involved in the proposed project
- Provide a brief description (250 words maximum) of the project
- Describe the expected outcome or result and the time period for achievement
- Identify jurisdictions to be covered/involved
- Identify the approximate amount of funding you would request from GO Virginia
- Indicate potential sources of 50/50 matching funds
- List contacts (including email addresses) for key participants

Submit letters to GONoVaProjects@novaregion.org by September 4, 2017. Additional project criteria and application information will be available soon. Check News and Announcements at: <http://www.novaregion.org/> for updates. For information and to join the notification mailing list contact GONoVaProjects@novaregion.org.

Northern Virginia GO Virginia (Region 7) Qualified Industries

The overall goal of GO Virginia is to support the creation of high-wage jobs, which for Region 7 are defined as being **at or above \$70,000** in annual salaries or wages. We used average wage levels to identify industry clusters for inclusion in the Region 7 strategies for economic growth. Further discussion at the June council meeting narrowed the list of focus clusters to include:

- Computer Services
- Cybersecurity
- Consulting Services
- Financial Services
- Engineering Services
- Research Organizations
- Life Sciences

Many of these clusters have substantial overlaps. Cybersecurity is a subset of Computer Services, but one that offers such tremendous opportunities for Northern Virginia that the Council wants it to be a focus cluster. Other examples of cluster overlaps would include the financial-technology component of Financial Services, or the contributions of data analytics to Life Sciences. Clusters are typically represented as related industries identified by NAICS (North American Industrial Classification System) codes. We provide a partial listing of exemplar industry codes for each cluster below. However, we do not want to “over-classify” the industries that will be supported by GO Virginia projects. In large part, this is due to the imprecise nature of NAICS coding.

Any given organization selects their “primary” NAICS code when responding to labor market or census surveys; however, most firms engage in multiple industrial activities. For example, one prominent Northern Virginia technology company is likely listed as Industry 334220: Space Satellites, Communications, Manufacturing, yet they also engage in research and development, tracking satellites, and transportation services, all of which would be different NAICS classifications. Moreover, in our analysis, we relied on occupation classifications to identify the Cybersecurity cluster, thus taking a different approach to identifying industry clusters since a high-paying cybersecurity worker could work for a bank, a research organization, or an engineering firm.

The listings are to give project applicants and reviewers a general sense of the type of industries and activities that would qualify for GO Virginia funding in Region 7. They are not exclusionary.

Sample Industries and Occupations for Region & Priority Clusters
(not exclusive or exhaustive)

Cluster NAICS/SOC	Description
Computer Services	
541511	Custom Computer Programming Services
541512	Computer Systems Design Services
541513	Computer Facilities Management Services
Cyber Security	
15-1121	Computer Systems Analysts
15-1122	Information Security Analysts
15-1143	Computer Network Architects
Consulting Services	
541611	Administrative Management & General Mgt Consulting Services
541612	Human Resources Consulting Services
541690	Scientific and Technical Consulting Services
Financial Services	
523991	Trust, Fiduciary, and Custody Activities
522220	Sales Financing
523910	Miscellaneous Intermediation
Engineering Services	
541330	Engineering Services
Research Organizations	
541711	Research and Development in Biotechnology
541712	Research & Development (Physical, Engineering, & Life Sciences)
541720	Research and Development in the Social Sciences and Humanities
Life Sciences	
325412	Pharmaceutical Preparation Manufacturing
334516	Analytical Laboratory Instrument Manufacturing
621511	Medical Laboratories