

**REQUEST FOR PROPOSALS:  
Stafford County EDA Technology Specialist for the Virginia Smart Community Testbed  
December 6, 2021**

The [Stafford Economic Development Authority](#) and [Virginia Innovation Partnership Corporation](#) (VIPIC, formerly CIT) are seeking a contractor to serve as Technology Specialist for the [Virginia Smart Community Testbed](#).

The Technology Specialist will help tech businesses and entrepreneurs pilot their products and services as part of the Testbed and associated entrepreneurial development programs. The Tech Specialist will be part of a team of persons, including the new [Virginia RIoT Entrepreneur Accelerator Program](#).

The Tech Specialist, working with the Testbed partners (Stafford EDA, VIPIC, OST) plays an important role to expand smart community technology and other technology-based solutions in Virginia.

We envision the selected contractor (individual) to become a long-term role as we expand pilot projects and programs in the Testbed.

**Interested parties MUST submit a proposal.  
Proposals will be accepted until CONTRACTOR position is filled.**

**Technology Specialist Position:**

- Full-time, On-site in Stafford, VA (some travel as needed)
- Contract Range \$50,000-\$70,000, depending on experience and qualifications.

**Responsibilities Include:**

- Support and manage Pilot Projects in the Testbed.
- Help Identify and integrate entrepreneurs into Pilot Projects with the RIoT VA-RAP lead.
- Develop, and maintain technology strategies and tactics for incoming technology entrepreneurs and businesses
- Work with Executive Committee to align technology investments with strategy and direction
- Responsible for the development, implementation, and enhancements for highly integrated information systems
- Develop stable, repeatable processes to drive operational efficiency
- Partners closely with other business leaders to drive Business/IT process improvements and organizational effectiveness
- Collaborate with partners and community to drive and increase participation in Testbed pilot projects, and accelerator programs
- Serve as a representative and ambassador of the Testbed with small businesses, entrepreneurial support organizations, corporates, higher education institutions, local government, and local businesses to work towards shared goals of the Testbed.
- Support in the organization, launch, and participation of a variety of programs and events with the objective of attracting new technology opportunities and partners.
- Coordinate and host on-site meetings for Executive Partners, staff, and visitors.

### **Preferred Candidates Have:**

- Bachelor's Degree or equivalent work experience in Technology, Business, or related field; 3-5 years' experience in any combination of these
- Experience in the development or deployment of data and IoT technologies
- Technology and IoT technical competence are highly sought after
- Ability to communicate verbally, one-on-one, and in group settings, the use of technologies in any number of business and public use applications
- Ability to support community outreach and solicitation of new opportunities for the Testbed
- Attention to detail and ability to multitask
- Exceptional organization and efficiency skills
- Ability to anticipate what needs to be completed ahead of time

### **ABOUT PROGRAMS & PARTNERSHIPS**

[The Stafford Economic Development Authority \(EDA\)](#) has secured grant funding from [Go Virginia, Region 6](#), to implement a technology-based entrepreneurial development program for the Rappahannock Region. This grant work is part of the newly established [Virginia Smart Community Testbed](#).

The Virginia Smart Community Testbed is a true public-private partnership involving multiple industry partners who will focus on relevant and practical use cases to produce innovative solutions using emerging and smart technologies. This is a one-of-kind program in the Commonwealth and Nation. The Testbed serves as a “living laboratory” and provides delivery of pilot projects in “smart” and IoT technologies. It is 5G capable and is, further, a unique public-private partnership to foster entrepreneurial development and innovation in Stafford, the Region, and Commonwealth.

The Testbed is driven by an Executive Committee that includes a partnership with [Virginia Innovation Partnership Corporation \(VIPIC\)](#), [Stafford County](#), and our private technology integrator (firm), [OST, Inc.](#) The Testbed has piloted a handful of successful projects and is developing the next round of pilot projects. At the same time, fostering entrepreneurial programs with [RIoT](#), a non-profit focused one entrepreneurial development, notably around IoT.

For more information about the program and partners, read the Go Virginia Grant Proposal below.

**REQUEST FOR PROPOSAL**  
**Stafford County EDA Technology Specialist for the Virginia Smart Community Testbed**

**[CLICK HERE TO SUBMIT PROPOSAL](#)**

**Interested parties should submit a proposal that includes the following:**

1. Letter of interest and proposal for work to include:
  - a. Statement of Contractor's approach, including, but not limited to
    - i. An understanding of the Go Virginia Grant
    - ii. Work and role of CIT in the Testbed and overall
    - iii. The goals and operations of the Testbed
    - iv. Any specific experience in "smart" or IoT technologies
    - v. Recommendations on how the Contractor will work with all partners
  - b. Description of previous similar work (contracted or under employment)
  - c. Any documentation or samples of previous events or marketing for those events
  - d. Resume
2. Documentation that Contractor has professional or any other liability coverage that may apply, or agreement to waive any such liabilities
3. Acknowledgement that Contractor has home or other office from which to work and reliable transportation
4. Statement of proposed costs that may include any combination of the following or other proposed fee structure:
  - a. Set fee
  - b. Minimum fee with hourly additional rates
  - c. Hourly rates with a not to exceed
  - d. Other direct or mileage rate(s)
5. **REP response:** In order to be considered for selection, the potential contractor must submit a complete response to this RFP.
  - **Proposal Preparation:** Proposals shall be signed by an authorized representative of the potential contractor. All information should be submitted. Failure to submit all information requested may result in the EDA requiring prompt submission of missing information and/or giving a lowered evaluation of the proposal. Proposals, which are substantially incomplete or lack key information, may be rejected by the EDA at its discretion.
  - Ownership of all data, materials, and documentation originated and prepared for the EDA pursuant to the RFP shall belong exclusively to the EDA.
- Trade secrets or proprietary information submitted by a potential contractor shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the potential contractor must invoke the protections of § 2.2-4342F of the Code of Virginia, in writing, either before or at the time the data or other material is submitted. The written notice must specifically identify the data or materials to be protected and state the reasons why protection is necessary. The proprietary or trade secret material submitted must be identified by some distinct method such as highlighting or underlining and must indicate only the specific words, figures, or paragraphs that constitute trade secret or proprietary information. The classification of an entire proposal document, line item prices, and/or total proposal prices as proprietary or trade secrets is not acceptable and will result in rejection of the proposal.

**Establishing a RIoT Accelerator Program in the Virginia Smart  
Community Testbed to serve the Rappahannock Regional  
Entrepreneur Ecosystem**



**Implementation Projects - Initial Project Review Form**

**Project Name:** Establishing a RIoT Accelerator Program in the Virginia Smart Community Testbed to serve the Rappahannock Regional Entrepreneur Ecosystem

**Date:** April 2, 2021

**Project Applicant**

Legal Name: Stafford County Economic Development Authority

EIN/TIN: 54-1244413

Address: 1300 Courthouse Road, Stafford, VA 22554

Website: [www.gostaffordva.com](http://www.gostaffordva.com)

**Application Contact**

Name: John Holden

Title: Secretary

Phone: 540-658-8681

Email: [jholden@staffordcountyva.gov](mailto:jholden@staffordcountyva.gov)

**What Growth and Diversification plan priority industry cluster/s is your project in?**

- Aquaculture/Seafood/Commercial Fishing/Marine Industries
- Forestry/Wood Products/Paper
- Manufacturing
- Distribution/Logistics
- Information/Data Centers
- Professional, Scientific, and Technical Services

**What category does your project fall into?**

- Entrepreneurial Activities
- Site Development
- Workforce Development

**Participating Localities (Minimum 2 Required)**

Projects must have at least two participating localities. "Participation" can include financial participation, in-kind contribution, participation on a project advisory team, and/or administration of the project.

Caroline County		King William County		Spotsylvania County	
Essex County		Lancaster County		Stafford County	X
City of Fredericksburg	X	Mathews County		Westmoreland County	
Gloucester County		Middlesex County		Other (specify):	
King and Queen County		Northumberland County		Other (specify):	
King George County	X	Richmond County		Other (specify):	

**Please define the level of participation by each of the localities.**

Each locality's Economic Development & Tourism (EDT) Department or Economic Development Authority (EDA) is providing oversight and program development support (in-kind and cash) to this project. The



Stafford EDA (lead applicant) is providing cash match support for the marketing and development of a tech-based accelerator program.

- Stafford EDT will provide oversight and marketing support for the Project and all Project (Grant) Management.
- Stafford EDA will provide cash support for physical buildout to house the VA-RAP accelerator program as well as contractual support for marketing and Project development.
- King George (KG) EDT will provide in-kind support for the establishment and inclusion of Rapp-Region entrepreneurial development programs, using RIoT.
- Fredericksburg (FXBG) EDT will provide in-kind EDT will provide in-kind support for the establishment and inclusion of Rapp-Region entrepreneurial development programs, using RIoT.

**Proposed Localities to be Served by Project**

Caroline County		King William County		Spotsylvania County	
Essex County		Lancaster County		Stafford County	X
City of Fredericksburg	X	Mathews County		Westmoreland County	
Gloucester County		Middlesex County		Other (specify):	
King and Queen County		Northumberland County		Other (specify):	
King George County	X	Richmond County		Other (specify):	

**Other Proposed Partners and Collaborators: (and acronyms used in application)**

- Fredericksburg Regional Alliance (FRA)
  - FRA will be organizing as the “Quarterback” of the Region 6 Entrepreneurial Ecosystem. This Project will coordinate and collaborate closely as FRA organizes and implements its work.
- RIoT
  - RIoT has proven itself as a leader and trusted collaborator and will expand their programming with full-time staff to serve the Region and launch its accelerator program and associated regional workshops across the region. RIoT support will include other staff to support its expansion into the Rapp-Region and Virginia.
  - It will also and perhaps most significantly add RIoT to our regional entrepreneurial ecosystem. RIoT seeks to expand and share their expertise with us across our Rapp-Region, Region 6, and all of the Commonwealth. As part of this Project, RIoT will seek out collaborations across Region 6.
- Virginia Center for Innovative Technology (CIT). CIT is a partner and a driving force to establish the Virginia Smart Community Testbed (Testbed) in Stafford. Additional, CIT is a state-wide leading force for entrepreneurial development.
- There are a number of other “collaborators” or regional programs focused on Entrepreneurial Development. The following organizations were identified during our Capacity Building Project. Each have valuable entrepreneurial development programs that contribute to our ecosystem and the “pipeline” from high school camps, business students, adults, startups, and stage two enterprises. They are not specifically part of this Project. However, we note them and identify them as collaborator and encourage their inclusion and participation into our ecosystem:
  - University of Mary Washington Center for Economic Development and Small Business Development Center (UMW)



## Mary Ball Washington Regional Council

GO Virginia Region 6

[www.govirginia6.org](http://www.govirginia6.org)

- Germanna Community College (GCC)
- Virginia Center for Innovative Technology (CIT)
- GCubed Community Services (G3CSCS)
- Cyber Bytes Foundation (CBF)
- Three Eagles Foundation (3EF)



## Economic Impact

**1. Project Description: Provide a detailed overview of the proposed project and project activities included in the project budget (scope of work). If the full project scope goes beyond the reflected budget, please provide a breakdown of the current and later phases of project activities. Be sure to clearly detail each activity and how it relates directly to a line item(s) in your budget. (Character Limit: 3,000)**

**ATTACHMENT:** 1-2 Page Executive Summary that explains to someone who does not know anything about the project what it is trying to accomplish. What are the goals of the project? What is the approach to the project? What are the expected outcomes of the project?

We propose to take what we learned in our Capacity Building Project and expand RIoT entrepreneurial development programs in the Rappahannock Region (Rapp-Region). We will establish a startup accelerator program focused on technology startups. RIoT has an internationally recognized, collaborative approach to entrepreneurial development and is a recognized leader in tech-startup acceleration. This Project secures their programs in Region 6.

The outcomes of our Capacity Building Project are detailed in the attached Preliminary Report. In short, we confirmed demand for a startup accelerator in our region. We verified cyber and smart technology transfer are key components to our ecosystem. Simultaneously, the Virginia Smart City Testbed, based in Stafford and funded by CIT, is a unique resource that will attract startups from across the US. Thus, we propose to base a technology accelerator out of the Testbed to serve the entire Region.

RIoT is well-positioned to build on these findings and play a collaborative role with other partners in our ecosystem. RIoT's technology-based foundation is key to Stafford and the Rapp-Region.

We will:

1. Establish the RIoT Accelerator Program in Stafford (VA-RAP)
  - a. Hire a Virginia-based, full-time, salaried RIoT VA-RAP Lead, responsible for organizing and running the accelerator, teaching startups, and facilitating and expanding collaboration with the partners across the Region.
  - b. Create a pipeline of startups into VA-RAP. This includes administrative and promotional support from KG and FXBG. RIoT will offer regular workshops and short-courses across the Region to address specific market opportunities.
2. Assure integration of the Testbed by installing a Technology Specialist. The Tech Specialist will help Tech entrepreneurs pilot their products and services. The Tech Specialist, in its role in the Project, will provide avenues for the entrepreneurs to test their innovations into Pilot Projects. This makes the Testbed an accessible resource for startups across the Rapp-Region, Region 6, Virginia, and nationally.
3. RIoT will become a part of our regional ecosystem and will seek out collaborations across Region 6 to help build a vibrant ecosystem.

The VA-RAP Lead and Testbed Tech Specialist both play an integral part in the Project. The VA-RAP Lead designs and runs VA-RAP and workshops across the region and is the primary facilitator and teacher, helping to build partnerships that lead to long-term sustainability. The Tech Specialist works directly with





tech-entrepreneurs to identify and coordinate how their innovations may be integrated into a Pilot Projects in the Testbed.

RIoT will work across the Rapp-Region and offer locally-specific entrepreneurial workshops in subjects identified in our Capacity Building Project. As example, RIoT has begun discussion with Dahlgren Naval Base to explore technology commercialization needs. The proposed activities will help FRA build the region's collaborative ecosystem.

**2. Project Goals, Approach, and Outcomes:** Describe how the project aligns with the region's Economic Growth and Diversification plan and why this project should be a priority for the Regional Council. Relate the project goals, approach, and outcomes to the specific GO Virginia funding categories (entrepreneurial activities, site development, and/or workforce development), to the specific target industry clusters this project fulfills, and to the 25 recommended strategies from the Region 6 Growth and Diversification Plan (Including how it will create higher paying jobs and support traded sector businesses). (Character Limit: 3,000)

Our goal is to secure RIoT in the Rapp-Region, specifically in the Virginia Smart Community Testbed. This will meet needs identified in our Capacity Building Project. RIoT's expansion will allow for entrepreneur across the Rapp-Region. Our Project will complement FRA's role as "Quarterback" for the Region 6 ecosystem.

Our Project is focused on expanded entrepreneurial development around Smart Technology and other technology-based entrepreneurs in the Rapp-Region. We start with technologies identified interests in our Capacity Building Project and significant results from that Project:

- 14 New Corporate Sponsors of RIoT
- \$175K Corporate Sponsors Committed to RIoT's expansion
- 3 Small Business/Entrepreneur Workshops
- 6 1:1 Business Mentoring Sessions with RIoT
- 8 Participants in Group Mentoring with RIoT
- 50+ Webinars/Lunch & Learns
- 5 Major Regional Events

Our approach is to establish new programs and workshops, serving the Rapp-Region and, in-time, Region 6 and all of Virginia.

Our outcomes:

- Establish RIoT-VA Accelerator, hiring a Regional Lead, and completing three cohorts with at least six entrepreneurial ventures in each.
  - Three VA-RAPs cohorts with minimum of six startups in each = 18 startups. One will be during Project Year 1, two in Year 2, and sustained at three per year.
  - Assume two entrepreneurs per startup = 36 new jobs during the Project, with additional growth that figure will increase, conservatively (20%) to 40 jobs in year two plus the additional new startups and entrepreneurs entering the program (these growth figures are not included in estimated ROI). The third year (after the Project, we will hold three cohorts annually = 36 jobs that year).
- RIoT will establish community-focused Workshops in KG and FXBG. These are not-full blown accelerators but rather workshops to allow a focus on local entrepreneurial needs in each. There



will be a three-session program launched in 2022 targeting 10 participants in each. The continuation and focus of these programs will be evaluated annually.

- RIoT entrepreneur Workshops in KG in 2022 and 2023 with 10 participants each
- RIoT entrepreneur Workshops in FXGB in 2022 and 2023 with 10 participants each
- *Although we would expect positive job and income impacts, we are not including the potential new income or jobs from these Workshops in our metrics or ROI.*
- A Technology Specialist in the Testbed working with RIoT Coordinator. The Tech Specialist will help identify and integrate entrepreneurs into Pilot Projects in the Testbed.
  - At least three new products or startup services will be integrated into formal Testbed Pilot Projects

This Project will contribute to the integration and coordination of the Region 6 entrepreneurial ecosystem by engaging with FRA as it defines and “quarterbacks” regional coordination. RIoT will become a partner within the ecosystem. This “outcome” will be a fuller and richer ecosystem.

**3. Demand Indicators: Describe any feasibility studies that have been conducted or other efforts that have been made to establish the demand for the proposed outputs/outcomes of the proposed project. Has this type of effort been tried and failed in the past? How will this be different? Why is this project needed? For site development, what is the demand from targeted industry sectors for this project?**  
(Character Limit: 3,000)

**ATTACHMENTS:** Previously completed feasibility studies (if applicable) and demand documentation.

RIoT partnered with Stafford, FXBG and King George during 2020-21 to conduct formal customer discovery to assess demand for entrepreneurial programming. The results are detailed in our Preliminary Report (attached). Additionally, RIoT executed three entrepreneurial support workshops in Q4 2020 that further document demand for such programs. The key findings can be summarized:

- Strong interest exists for entrepreneurial support programs. All programs offered had full registration and participation (over 330 participants, to date)
- Specific focus areas were uncovered through regional interviews and audience feedback:
  - Cybersecurity
  - Smart Technology
- We further identified entrepreneurial support organizations in the Rapp-Region. We refer to these as “Building Blocks” to our regional ecosystem and are identified as “Collaborators” on this Project (see Page 4). This discovery and engagement of key Collaborators will advance and assist in the FRA work across Region 6.
- There is strong demand for a Smart Technology accelerator program. Two other programs in the region (Mach37 & Lighthouse Labs) are not sufficient to support the demand, and do not fully capture the identified industry areas of greatest need.

During our Capacity Building Project, we identified (as expected) that entrepreneurial desires and demand differs by community—this in this Project we will develop and delivery community specific Workshops in KG, FXBG, and Stafford. And, as noted, seek to encourage and develop others across Region 6, in time (but not as deliverable in this Project).

**4. Project Timeline and Milestones: Describe the project timeline in terms of rough months/quarters and the specific project milestones that will be utilized to track project progress and fund disbursement. (GO Virginia is a reimbursement-based grant and funds will only be disbursed after funds are expended.**



**Match funds must be expended prior to or in proportion to GO Virginia funds.)** Projects must be completed within two years from the start date agreed upon in the final contract. Projects should base their timeline on beginning approximately 30 days after the date of approval at the State Board meeting. Address the project administrator’s ability to meet these milestones and to take remedial actions in the event that are not achieved. (Character Limit: 3,000)

**ATTACHMENT:** Project Milestones & Drawdown Schedule

We intend to launch this program with no gap from our current Capacity Building project. It is clear that Region 6 is serious about fostering its own entrepreneurial ecosystem (as evident by the initiative being undertaken by FRA). Our Capacity Building Project clearly identified demand and will, in this Project, focus that demand to meet tech-based business in the Rapp-Region from a location in the Virginia Smart Community Testbed in Stafford.

Presuming approval by June 30, this Project will unfold as follows:

- Jul-Sep, 2021: RIoT VA-RAP Lead (staff) hired
- Jul-Sep, 2021: Testbed Technology Specialist (staff) hired
- Oct-Dec, 2021: Plans and marketing for launch of VA-RAP and other programs
- Jan-Mar, 2022: VA-RAP
  - Cohort of at least 6 tech-based business
- Apr-Jun, 2022: KG Program 1
- Jul-Sep, 2022: VA-RAP
  - Cohort of at least 6 tech-based business
- Oct-Dec, 2022: FXBG Program 1
- Jan-Mar, 2023: VA-RAP
  - Cohort of at least 6 tech-based business
- Mar-May, 2023: FXGB Program 2
- Apr-Jun, 2023: KG Program 2

During the 2-year Project, RIoT will continue to expand its sponsorship program, nationally and in Virginia. Go Virginia funds are phased out as it is expected that RIoT and the local communities cover sponsorship in year two and beyond. In year one, Go Virginia funds will support \$50,000 of VA-RAP whereas this is reduced in half in year two, the localities or additional RIoT sponsors picking up the difference and for the long-term. Likewise, the Testbed Technology Specialist will be 50% seed-funded by Go Virginia in year one and two of this Project with CIT support for the balance with CIT-Stafford and Private Sponsors in the long-term.

Stafford EDA and EDT administered the Capacity Building Project with tremendous support from RIoT during, perhaps, the most unimaginable disruption in history—the Coronavirus Pandemic. All were able to revise work plans, adjust to new technologies, and conduct the proposed outreach and activities. In addition, RIoT provided additional small business support virtually to area businesses with three additional workshops. Stafford EDT will be providing management and additional services to the Stafford EDA to support this project.

**5. Performance Measures and Return on Investment (ROI): 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.** (Character Limit: 3,000)



**ATTACHMENTS:** Performance Metrics; Return on Investment (ROI) Calculations

1. New VA-RAP and RIoT Staff in Virginia
  - a. Three cohorts of at least six each, starting in 2022.
  - b. Number of startups (business ventures) that participate in VA-RAP = 18
  - c. Focused on the Region 6 Priority Clusters: Professional, Scientific and Technical Services, Manufacturing, Distribution/Logistics, and Information/Data Centers.
2. We propose that at least three products or services will develop from each cohort = 9
3. We propose that a total of three new products or services be either market ready or in production by the end of the project.

The above (1) represents actual metrics we have direct control over. Based on RIoT's own experience in its other community-regions and on other proposed accelerator proposals in Go Virginia Region 2 and 7, we conservatively anticipate two entrepreneurs (jobs) per startup and estimate 10% growth in first 1-3 years of each. We use a conservative \$60,000 average per job in wages, noting entrepreneurs (owners) may likely take that as equity.

In year 1 of the grant, one cohort of six start ups will be served. In year 2 of the grant, two cohorts of six start ups will be served. Since ROI is based on three years, although the contract is for two, we calculate in year 3, three cohorts of six startups will be served.

The GoVA ROI calculator estimates 72 jobs created and over \$450,000 in state revenue over three years (62% ROI). This does not account for conservative job creation by each startup year over year—generally can be assumed to be 10% increase in year one participants by year three.

These calculations do not include the new Testbed Technology Specialist or the VA-RAP Lead. Nor do they include the additional time and spending of the RIoT Team in the Region and, potentially additional staff pending demand.



## Regional Collaboration

**6. Service Area and Local Partners:** In the chart below, identify localities participating in the project contributing towards the two required localities (financially or administratively) as well as those localities that are served by the project. Please define the level of participation by each of the localities. “Participation” can include financial participation, in-kind contribution, participation on a project advisory team, and/or administration of the project. (Character Limit: 3,000)

	Participating Locality	Part of Project Service Area	Population Estimates (2016 Census Data)
Caroline County	<input type="checkbox"/>	<input type="checkbox"/>	30,178
Essex County	<input type="checkbox"/>	<input type="checkbox"/>	11,123
City of Fredericksburg	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	28,297
Gloucester County	<input type="checkbox"/>	<input type="checkbox"/>	37,214
King and Queen County	<input type="checkbox"/>	<input type="checkbox"/>	7,159
King George County	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	25,984
King William County	<input type="checkbox"/>	<input type="checkbox"/>	16,334
Lancaster County	<input type="checkbox"/>	<input type="checkbox"/>	10,972
Mathews County	<input type="checkbox"/>	<input type="checkbox"/>	8,782
Middlesex County	<input type="checkbox"/>	<input type="checkbox"/>	10,778
Northumberland County	<input type="checkbox"/>	<input type="checkbox"/>	12,222
Richmond County	<input type="checkbox"/>	<input type="checkbox"/>	8,774
Spotsylvania County	<input type="checkbox"/>	<input type="checkbox"/>	132,010
Stafford County	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	144,361
Westmoreland County	<input type="checkbox"/>	<input type="checkbox"/>	17,592
Other (specify):	<input type="checkbox"/>	<input type="checkbox"/>	
Other (specify):	<input type="checkbox"/>	<input type="checkbox"/>	
Other (specify):	<input type="checkbox"/>	<input type="checkbox"/>	

**Does the application request a waiver of the local match requirement? (\$50,000 or 20% provided by participating localities, whichever is greater). \*Beginning in April 2020 all local match is waived by the GO Virginia State Board until otherwise noted.**

No

**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.**

Yes, in some degree. The FRA is launching its “quarterback” effort to develop a plan for Region 6 Entrepreneur Ecosystem.



**7. Collaboration and Cost Efficiencies: Identify cost efficiencies, repurposing of existing funds, leveraging of existing assets, or other evidence of collaboration that can be demonstrated as a result of the project. (Character Limit: 3,000)**

We will coordinate closely with the FRA Region 6 ecosystem analysis and organizational effort.

Stafford has taken significant leadership in the establishment of entrepreneur ecosystem in the Rapp-Region with the support of Go Virginia and its Capacity Building Project. In that Project we identified other Collaborators that have a role in the regional entrepreneurial ecosystem. Stafford EDA will continue, as a matter of practice but also as part of this Project, to engage and foster coordination amongst these Collaborators to identify efficiencies and leverage opportunities.

John Holden, the Director of EDT and Secretary of the EDA has played a role in entrepreneurial development systems in the past. In his most recent role, we fostered the expansion of Maine's premier entrepreneurial development program to Lewiston (expanding it from program sites in Bangor and Portland). The Stafford EDA has recently revamped and relaunched its entrepreneur programs.

As part of this Project, Stafford EDT staff will work closely with FRA and CIT on the continued integration of the Region 6 ecosystem. As noted, RIoT too will offer its experience and collaboration. RIoT is an effective resource coordinator and brings more than 90 corporate partner relationships to bear to support this proposal. These companies provide financial support, technology platforms, expertise and are the primary component of long-term sustainability of the RIoT Accelerator Program. RIoT brings a global mentor network to advise entrepreneurs supported RIoT programs. These relationships make the program a regional effort with direct, purposeful and facilitated connection to global commerce.

Two notable RIoT proposals, if awarded, provide additional funding directly aligned to this proposal:

- NSF proposal to nationally coordinate smart city research commercialization. The Stafford Smart City Testbed is well positioned to receive and execute real-world pilots.
- US EDA proposal to scale the RIoT Accelerator into new markets. This is a follow-on to a prior US EDA grant that RIoT received in 2018.

This Project will leverage funds from CIT to standup the Testbed Technology Specialist. CIT and Stafford will be securing Private Sponsors for the Testbed. Those Private Sponsorship dollars will be secured later in 2021 and into 2022—replacing the Go Virginia seed funds for this position.

We acknowledge that we are eligible for 2:1 funding (GoVa:Local). Still, we are confident in our proposal and our Project is committed to nearly a 1:1 match ratio.



**8. Coordination with Existing Programs: 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? (Character Limit: 3,000)**

We identified a number of valuable Collaborators in our Capacity Building Project (Page 4).

We (Stafford EDT) will specifically re-engage these Collaborators and the FRA as the FRA Region 6 initiative gets underway. We had considered a significant investment in all of our Collaborators as part of this Project but were advised and agree that we would focus on the expansion of RIoT into the Stafford-CIT Testbed and our Rapp-Region.

RIoT will be an invaluable resource to our entire Region 6. They will provide valuable experience and collaboration as we all explore how to “organize” our ecosystem. They have and look to expand their collaboration with our Collaborators, notably GCC and UMW. They and Stafford EDT and EDA also intent to reach out across all of Region 6 as we all intend to build a collaborative Region 6 wide entrepreneurial ecosystem. The in-kind support by Stafford EDA and EDT includes marketing and outreach to do this very thing.

This Project coordinates with a major initiative by CIT in establishing the Virginia Smart Community Testbed in Stafford. CIT has and will continue to coordinate with RIoT and the Rapp-Region on Pilot Projects in the Testbed. The Testbed Technology Specialist will help in that role and coordinate programs and projects in the Testbed with the VA-RAP Lead—providing coordination between entrepreneurs, CIT, Testbed Partners, and other opportunities.

## **Project Readiness**

**9. Partner Roles and Resources Committed: 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, and nonprofit organizations. (Character Limit: 3,000)**

**ATTACHMENTS:** Letters of commitment from localities and other partners participating in project detailing commitment, in-kind contribution forms, and letters of support from localities, local government entities, and other partners, or businesses that support this project.

This Project is “lined up” and ready to go as an extension of the Capacity Building Project. We have drafted a Preliminary Final Report for that Capacity Building Project (Attached). This Project is based on findings from that Project and we are confident our Final Report will further document the demands in the Rapp-Region and entrepreneurial development opportunities in the Testbed. We are submitting our proposal at this time so that we can continue the momentum established in the regional and local (albeit virtual) events. Each event has seen wide and diverse participation.



The Testbed is planned to be completed by June 30, 2021 and will be finalized for the expansion of RIoT with funding from this Project. RIoT will bring in staff and formally launch its programs soon after the start of this Project—with credit to Go Virginia Region 6. At the same time, together with CIT, we will hire the Testbed Technology Specialist in that same time period.

We expect to continue to engage with and integrate the programs and roles of the Collaborators we identified in our Capacity Building Project in this Project and with the work of the FRA.

All funds for this Project are committed.

Stafford, KG, FXGB are contributing in-kind support for the development of and marketing of the VA-RAP and locally focused workshops that will all contribute to engaging participants. The Applicant (Stafford EDA) is committed to entrepreneurial development across Region 6 and is extending its contract for its event and marketing specialist for this Project. FRA and other Partners (Support Letters or Collaborators) engaged with entrepreneurial development are committed to supporting the VA-RAP and welcome the inclusion of RIoT into our ecosystem.

**10. Project Barriers: 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? The response also should include any items that must occur prior to initiation of the project or execution of the contract (acquisitions, funding, agreements, partnerships, permits, etc.) and potential timeline impacts for those items. (Character Limit: 3,000)**

The most significant barrier is the risk of losing momentum for the expansion of RIoT into the Testbed and the proposed programs in the Rapp-Region. Our Capacity Building Project built up expectations and uncovered the demand and desire for such programs—all in the midst of Covid-19. With the “opening up” and post-Covid-19 environment, entrepreneurial development will be critical for our recovery.

The development of the Region 6 entrepreneurial ecosystem (per FRA Quarterback work) may be considered a “barrier” or “complication,” but we suggest this Project strengthens that process. As noted, we identified and had hoped to foster expansion of a number of Collaborator entrepreneur programs in this Project. The experience of RIoT “full time” in our region with the valuable leadership the FRA will only foster the integration of Collaborator programs into a Region 6 entrepreneur ecosystem.

Our Project timeline covers an initial “ramp up” period to finalize space needs and secure the VA-RAP Lead and Testbed Technology Specialist (staff).

**11. Consultation with Subject Matter Experts: Discuss how the project developers have consulted with subject matter experts regarding the efficacy and viability of the proposal and how the methodology and approach has been validated. (Character Limit: 3,000)**

This Project has had and will have the consultation and guidance from recognized experts in Virginia and the nation. RIoT has built one of the most recognized non-profit based entrepreneurial ecosystem programs in the nation. In 2019 they expanded with local programs in Wilson, North Carolina while at the same time exploring partners to expand into Virginia—when they found the Stafford EDA. In 2020, RIoT





was asked and have established a “local” program in Colorado. RIoT has been an organizer, consultant, and advisor to entrepreneurs the Rapp Region during our Capacity Building Project.

CIT and Stafford are partners in a significant program to establish Stafford as the home the Virginia Smart Community Testbed. During that ongoing process, CIT has advised Stafford EDT on its entrepreneur programs and establishment of those. During our Capacity Building Project, CIT and RIoT have explored how to accelerate R&D tech-transfer in our Region.

The FRA is a close collaborator and partner for the Rapp-Region in economic development. As this Project is being presented, the FRA has become the leader for establishing a larger entrepreneurial ecosystem in Region 6—the “quarterback” role. FRA and Stafford EDA will work very closely to assure that this Project integrates and aligns with the ecosystem FRA is tasked with helping organize.

Our Collaborators, themselves, are experts around their specific niche in the entrepreneurial ecosystem. They will all play a critical and ongoing role in entrepreneurial development in the Rapp-Region and in the entire Region 6 ecosystem.

**12. Consultation with Localities: Discuss how the project developers have consulted with local government entities regarding the strategy and implementation of the project. The response should include how local government and economic development partners were actively engaged in the development of the project.** (Character Limit: 3,000)

During the development of this application, we expanded our consultation with localities and our Collaborators. Starting in December, 2020, and into January and February, 2021 (thus far) there have been numerous emails and consultations between FXBG, KG, and Stafford and the Collaborators. We have also discussed and met with Go Virginia staff, consultants and advisors, and the FRA.

Stafford EDT has taken major leadership role beyond Stafford (and over 160 hours) to reach out to KG, FXGB, FRA, and our Collaborators. This began with our Capacity Building Project, hosting virtual events in and for the Rapp-Region, Stafford, KG and FXBG.

Likewise, Stafford has weekly consultations with CIT on the Testbed and many of those meetings have included integration of the RIoT-based entrepreneur programs.

**13. Prerequisite Activities: What levels of preparation have been done ahead of this grant. Examples include MOUs, RIFAs, other grants, feasibility studies, etc.** (Character Limit: 3,000)

Please see the Preliminary Final Report for our Capacity Building Project. As noted, significant attention has been planned with Collaborators on how to continue to expand entrepreneur programs in the Rapp-Region. Our Project focuses on expansion of RIoT and on technology—housed out of the Testbed. The Testbed, itself, has been vetted and is a significant project for CIT and the Commonwealth. The integration of these two is well supported by all in this Project.



**14. Project Budget:** Identify the total project budget and the sources and uses for matching funds and leverage. If the project is requesting a waiver of the total match requirement and/or local match requirement, please explain the justification for the waiver. (Character Limit: 6,000)

**ATTACHMENTS:** Budget Overview Form, Financial Letters of Commitment, and In-Kind Contribution Forms.

- a) Does the project have the required \$2:1 match? If so, what are the sources/uses for these funds?
- b) Does the project have the required 20% (or \$50,000 if request is less than \$250k) local match? If so, what are the sources/uses for these funds? \*Beginning in April 2020 all local match is waived by the GO Virginia State Board until otherwise noted.
- 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?

As noted above, we our Project is proposed at nearly a 1:1 Match Ratio. Our budget is focused to provide critical seed-funding for the establishment of the VA-RAP in Stafford, Virginia and the Testbed. It also provides seed-funding for a critical Testbed Technology Specialist. Together these positions will develop and implement the VA-RAP and other entrepreneur workshops across Rapp-Region linking and integrating entrepreneurs with the technology partners and opportunities for Pilot Projects in the Testbed.

The total budget for this Project is \$488,000. This includes \$65,000 (\$32,500 per year) in “additional leverage” from CIT. We recognize these are not eligible as matching funds.

Less the “additional leverage” the total budget for this Project is \$423,000. We are requesting \$215,000 in Go Virginia funds and have secured \$208,000 in matching funds. Our match is 97% of the Go Virginia Funds.

Go Virginia funds are used to install the VA-RAP Lead as a full-time, Stafford-based RiOT employee. RiOT is providing and equal amount if in-kind match for this staff and additional support.

The Stafford EDA will use Go Virginia funds to contract for the Testbed Tech Specialist and has extended its contract for its event and marketing specialist for this Project as match. The Go Virginia funded role of the Tech Specialist is and will be contractually distinct from the Specialist’s CIT-funded role. We recognize that securing one full-time contracted (1099) contractor is much more likely.

To support the entrepreneurial development Project, the Go Virginia funds will be focused (by contract) to:

- Provide technology advice to interested entrepreneurs or other business seeking to participate in the Testbed Pilot Projects.
- Provide support to entrepreneurs on how to engage with or connect with other technology support programs in Virginia (such as intro or feeder to ICAP)
- Engage with other technology-based entrepreneur advisors across Virginia (such as Smart Cities Council) to assure best-practices and statewide integration of resources
- Provide input and advice to the RiOT VA-RAP Lead and others on design of and delivery of accelerator program or other workshops around technology opportunities



The CIT portion of the contract will be focused on coordination and integration of CIT's own functions, managing and tracking CIT and other private and federal funds in Pilot Projects, and supporting the attraction and inclusion of Private Sponsors in the Testbed.

Additional Go Virginia funds and matching funds from KG and FXGB will be used to host locally-targeted programs across the Rapp-Region and further attract participants into the Testbed.

Note: King George EDA has discussed and final commitment of \$8,000 of cash match is pending its May 13 meeting.

## Project Sustainability

**15. Project Sustainability: 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? (Character Limit: 6,000)**

RIoT has built a model of growth that is seeded through public funding to create early momentum that becomes attractive to corporate sponsors leading to sustainable entrepreneur programs. RIoT has experience connecting startups to multi-national technology platform companies. There is mutual benefit in this relationship. The tech providers help startups to scale. Over time, they become valuable customers of the technology providers, sufficient that those providers in-turn, underwrite the cost of long-term sustainability of the startup accelerator program. This proposal provides initial seed funding to create early traction, which then attracts the follow-on corporate support

During the initial GO VA funded customer discovery phase, RIoT's national sponsorship pool was invited to participate in our Capacity Building Project. That pool expanded from 83 – 95 sponsors, demonstrating early interest in Rapp-Region, ahead of the formal launch of the accelerator. Based on early traction there is high confidence that long term sustainability of the RIoT Accelerator, local RIoT staff and other associated programs is achievable.

Stafford and KG are prepared to convert portions of their budget to cash support to RIoT in Year Two. We cannot commit but anticipate future ongoing support from our local jurisdictions to "sponsor" RIoT and VA-RAP in our communities. FXGB has committed two-years of in-kind support. We all believe that establishing RIoT in our Region will greatly benefit our economic development efforts—providing human capital to develop and lead successful entrepreneur programs.

RIoT has, during our first year of introducing them to our Region, increased corporate sponsorship from 79 to 93 partners. Stafford EDA and RIoT have confidence that we will sustain VA-RAP and the Testbed and will not seek ongoing support from Go Virginia after the conclusion of this project. Stafford EDT and EDA intends to be a local supporter and "chapter" of RIoT in the long-term.

The applicant and partners in this Project recognize and do not expect Go Virginia to support this Project beyond the proposed 2-year budget.

## Required Attachments Forms



\*Documents must be submitted in order as listed below as one PDF. Only the budget document should be submitted as an Excel document.

1. 1-2 Page Executive Summary (**Attached**)
2. Feasibility Studies (if applicable) and Demand Documentation (**Attached**)
  - a. Fredericksburg Region Cyber & Smart Tech Entrepreneurial Development Program Preliminary Project Report
3. Cost Estimation Documentation (PER, PAR, etc.) (if applicable).
  - a. Please list included Cost Estimation Documentation here.
4. Project Milestones & Drawdown Schedule (**Attached**)
5. Performance Metrics (**Attached**)
6. Return on Investment (ROI) Calculations (**Attached**)
7. Letters of Financial (Cash) Commitment (Must clearly state locality contribution, amount, and description, cover sheet attached)
8. In-Kind Contribution Forms (if applicable; cover sheet and template attached)
9. Letters of Support (should include local businesses, chambers, universities, and local governments on why this project is necessary to move the region forward and any others interested in project, cover sheet attached)
10. Budget Overview Form (template attached)

### Optional Attachments

- Project Manager Resume
- Other Supporting Documentation
- Memorandums of Understanding between all project partners detailing roles and responsibilities



## Executive Summary

Our goal in this Project is to expand entrepreneurial support programs in the Rappahannock Region (Rapp-Region) and serve as a hub to all of Virginia. These programs include the proven RIoT Accelerator Program (RAP) and additional community-focused programming for Fredericksburg (FXBG) and King George (KG). These programs will be housed in the technology-based Virginia Smart Community Testbed (Testbed) in Stafford. This effort is based on recommendations discovered in a prior 1-year GoVA funded Capacity Building Project.

The Testbed is a state-wide initiative spear-headed by CIT and Stafford to foster and create new Smart Technologies and attract the entrepreneurs that develop them in Virginia. In partnership with CIT, GoVA will seed-fund a Technology Specialist for the Testbed. The Specialist will coordinate entrepreneurial opportunities in the Testbed and seek funds to foster pilot projects for entrepreneurs. Together with a local RIoT VA-RAP Lead, they will play an integral part in the Project. The VA-RAP Lead works with entrepreneurs around their entire business, including revenue, hiring and capital growth, while the Tech Specialist advises on the technology-side and integrating entrepreneurs into Pilot Projects or with other tech companies connected to the Testbed.

The VA-RAP Lead will design and run Workshops in KG and FXGB, building on the Rapp-Region's technology-based entrepreneurial ecosystem. This project complements existing organizations and entrepreneur programs in the Rapp-Region, who are universally supportive of this project. It puts in place locally-specific workshops in demand and identified during our Capacity Building Project. Smart Agriculture and Data Intelligence for Main Street are specific areas of focus identified so far. RIoT will also facilitate critical tech-transfer project from NSWC Dahlgren.

We recognize and this Project will complement the Fredericksburg Regional Alliance (FRA) efforts to organize the entire Region 6 entrepreneurial ecosystem. RIoT will be a valuable part of that ecosystem. The other programs we identified (technically defined as "Collaborators" in this Project) will all be invited and integrated into our ecosystem.

We will use GoVA funds to fund the VA-RAP Lead and Testbed Technology Specialist. GoVA funds for these positions will be matched nearly 1:1 by other sources and phased out over the two-year project as they become self-sustainable. Studies have shown startups and entrepreneur expansion need to validate the viability and product-market fit of their innovation. The Testbed and its pilot projects provide access for those tests and with this Project, the support services of RIoT further strengthen the business support to the entrepreneurs.

This Project will allow for the development of three VA-RAP sessions with at least 18 startups, representing 35+ entrepreneurs. It will provide for additional programming in FXGB and KG for at least 40 participants. It will also and perhaps most significantly add RIoT to our regional entrepreneurial ecosystem. RIoT seeks to expand and share their expertise with us across our Rapp-Region, Region 6, and all of the Commonwealth. As part of this Project, RIoT will seek out collaborations across Region 6. In time, RIoT will become of the entire Commonwealths "ecosystem."

In the end, this Project will result in the expansion of the RIoT Accelerator and other programs to Virginia and specifically our Region. RIoT is recognized as an experienced and collaborative entrepreneurial ecosystem builder. Introduced during our Capacity Building Project and welcomed by



our Collaborators, RIoT's addition to the Testbed will further advance opportunity for tech-based entrepreneurs in our Region.

We are requesting \$215,000 in Go Virginia Funds to be leveraged by \$208,000 of cash and in-kind contributions. With CIT participation we have an additional \$65,000 in funds that are not eligible as "match" but are important to secure a qualified contracted Tech Specialist. We anticipate this entrepreneurial development project will service at least and likely more than 75 entrepreneurs (participants), likely to result in at least three products or services and a total of three new products or services that will be either market ready or in production by the end of the Project.

**Our Project:**

1. Builds upon lessons learned from our Capacity Building Project.
2. Leverages a statewide program, the Virginia Smart Community Testbed that in turn will leverage additional federal and private funds offering entrepreneurs to one-of-kind pilot project opportunities.
3. Expands an internationally recognized tech-focused entrepreneurial development program and organization into the Region and Commonwealth.
4. Has nearly 1:1 match support from the participating local jurisdictions and participants.
5. Estimates a 62% ROI on the Commonwealth's investment—that likely will be higher as we did not include impact of proposed Workshops or direct hires for the Project.
6. Project Partners and Collaborators will play a role in the exploration and development of the entire Region 6 entrepreneurial ecosystem.

We have prepared a Preliminary Final Report as part of this application, recognizing our application for Per Capita funds is in advance the contractual conclusion of our Capacity Building Project. We believe our findings thus far, further documented in that Report clearly document the demand and desire the need and expansion of the programming offered by RIoT in our Region. Further, and respectfully, by approving this proposed Project by July 1, we will not lose time nor momentum in expanding and building our ecosystem.



**Mary Ball Washington Regional Council**

**GO Virginia Region 6**

[www.govirginia6.org](http://www.govirginia6.org)

<b>Overall Budget Summary</b>			
<b>Activity</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Total</b>
RIoT VA-RAP	\$75,000	\$75,000	\$150,000
Testbed Tech	\$65,000	\$65,000	\$130,000
RIoT Local Workshops	\$50,000	\$66,000	\$116,000
Stafford EDA Programs	\$38,500	\$38,500	\$77,000
Testbed Setup	\$15,000	0	\$15,000
<b>Total</b>	<b>\$243,500</b>	<b>\$244,500</b>	<b>\$488,000</b>
GoVA Funds to:			
Stafford EDA			\$20,000
RIoT			\$115,000
Testbed Tech			\$65,000
Testbed Setup			\$15,000
RIoT Match			\$75,000
Stafford EDA Match			\$65,000
KG EDA Match			\$8,000
KG EDT Match			\$20,000
FXBG Match			\$20,000
EDT Match			\$20,000
CIT Support			\$65,000
			<b>Total \$488,000</b>

The application and budget were still be finalized as of 04/09/21 with Go Virginia Staff. A summary is presented here. The Stafford EDA’s contract with its Marketing Coordinator is used as (cash) match to the Go Virginia grant. We have included \$20,000 from the grant to compliment that contract.

The primary focus of the grant is the expansion of RIoT to Stafford to serve the Region. RIoT will establish its accelerator program and host local workshops under a contract with the Stafford EDA (paid by the Go Virginia grant). RIoT will contribute \$75,000 in its own resources as match to the grant. The grant supports the Virginia Smart Community Testbed by seeding a contracted Testbed Technology Specialist co-funded by Virginia CIT. The Stafford, King George, and Fredericksburg offices of Economic Development and Tourism all offer additional in-kind match to the grant. The King George EDA is (proposed) to

offer \$8,000 in (cash) support as well.



## Project Milestones & Drawdown Schedule

\*GO Virginia is a reimbursement-based grant and funds will only be disbursed after funds are expended. Match funds must be expended prior to or in proportion to GO Virginia funds.

\*\*Milestones are project activities and deliverables, in the order they are completed.

Project Start Date: July 1, 2021

Project End Date: June 30, 2023

**Milestone	GO Virginia Amount Disbursed	Match Amount Disbursed	TOTAL	Date Disbursed
VA-RAP Lead & Testbed Tech Specialist on-board & programs designed	\$50,000	\$50,000	\$100,000	12/31/21
VA-RAP 1	\$25,000	\$32,500	\$87,500	03/31/22
KG Workshop	\$52,500	\$41,500	\$94,000	06/30/22
VA-RAP 2, FXBG Workshop	\$52,500	\$64,500	\$117,000	12/31/22
VA-RAP 2, FXBG & KG Workshops 2	\$35,000	\$92,500	\$127,500	06/30/21





## Performance Metrics Template

### Performance Metrics

**Outputs** (Project Activities, i.e. # acreage or square feet developed, # credentials awarded, # individuals reached, # new participants engaged, # new partnerships established, # plans/reports completed, # workers trained, # workshops hosted)

**Outcomes\*** (Project Impact, i.e. # businesses created, # clusters expanded, \$ costs reduced, # graduates/trainees hired, # jobs created/retained, \$ leveraged private investment (LPI), \$ revenues increased, \$ tax revenue increased)

\*Not required for Enhanced Capacity Building Projects

Activity	Outputs	Outcomes
VA-RAP 1 (Year 1, Cohort 1)	Startups = 6	12 entrepreneurs
KG Workshop 1	Participants = 10	*
FXBG Workshop 1	Participants = 10	*
VA-RAP 2 (Year 2, Cohort 2)	Startups = 6	12 entrepreneurs
KG Workshop 2	Participants = 10	*
FXBG Workshop 2	Participants = 10	*
VA-RAP 3 (Year 2, Cohort 3)	Startups = 6	12 entrepreneurs

\* We are not including as metrics “outcomes” from Workshops, although there are likely to be some increased sales or other positive impacts



## Return on Investment (ROI) Calculations Template

### Return on Investment (ROI) Calculations

GO Virginia Request	\$215,000
Additional State Leverage (if applicable)	\$65,000
<b>Total State Investment</b>	<b>\$280,000</b>

	Year 1	Year 2	Year 3	Total
Direct Jobs Created	12	24	36	72
Average Annual Salary	\$60,000	\$60,000	\$60,000	
State Income Tax Revenue Generated	\$38,310	\$38,310	\$38,310	\$383,100
State Sales Tax Revenue Generated	\$7,224	\$7,224	\$7,224	\$72,240
<b>Total State Revenue Generated</b>	<b>\$45,534</b>	<b>\$45,534</b>	<b>\$45,534</b>	<b>\$455,340</b>

Commonwealth's ROI %	62.62%
----------------------	--------

**Instructions:** Only include the direct number of jobs being created each year. The formula contained in the excel version 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 NOT input 40 jobs in year 2 and 60 jobs in year 3. Commonwealth's ROI % should reflect a positive return.

#### Assumptions:

- State income tax revenue is based on \$720 + 5.75% of taxable income over \$17,0000 for each direct job
- 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%

#### Formulas:

- **State Income Tax Revenue Generated** = [Direct Jobs Created] \* (720 + 0.0575 \* ([Average Annual Salary] - 17000))
- **State Sales Tax Revenue Generated** = [Direct Jobs Created] \* ((([Average Annual Salary] \* 0.7)/3) \* 0.043)
- **Commonwealth's ROI %** =  $\frac{[\text{Total State Revenue Generated}] - [\text{Total State Investment}]}{[\text{Total State Investment}]}$

(Excel version available at <https://govirginia6.org/apply/>)



**Letters of Financial (Cash) Commitment Cover Sheet**

(Must clearly state amount committed). Please place letters in order behind this section of the application.

<b>Partner Name</b>	<b>Amount of Cash Contribution</b>	<b>If Letter Pending, Date Expected</b>
Stafford County Economic Development Authority	\$65,000	Committed
King George Economic Development Authority	\$8,000	Anticipated, 5/13



### In-Kind Contribution Forms Cover Sheet

\*If applicable; template attached. Please place in-kind forms in order behind this section of the application.

<b>Partner Name</b>	<b>Amount of In-Kind Contribution</b>	<b>If Form Pending, Date Expected</b>
Stafford Economic Development & Tourism	\$20,000	Committed
King George Economic Development & Tourism	\$20,000	Committed
Fredericksburg Economic Development & Tourism	\$20,000	Committed
RIoT	\$75,000	Committed



### Letters of Support Cover Sheet

Letters from organizations not providing financial or in-kind contribution. Please place letters of support in order behind this section of the application.

Partner Name
CIT
Cyber Bytes Foundation
Fredericksburg Regional Alliance
GCubed
Germanna Community College
Three Eagles Foundation
UMW SBDC



**Budget Overview Form**

**GO Virginia Region 6 Budget Overview - Project Revenues**

**Instructions:** Below, please indicate total project revenues, including both GO Virginia funds and match contributions. For match contributions, indicate type, source, and status of match.

Normally, match from non-state appropriated sources (cash or in-kind) must equal or exceed the GO Virginia fund request. Of the total match amount, 20% or \$50,000 (whichever is greater) must be from local sources (cash or in-kind). \*Note: The total match requirement has been reduced to 50% of the GO Virginia request, and the local match requirement has been waived until further notice.

State appropriated resources cannot count towards the match amount but can be included as “additional leverage.”

Source of Revenue	Amount	Type of Revenue (Cash or In-Kind)	Type of Match (Local, Regional, Federal, Private, Non-Profit, Other)	If other, specify	Source of Match	Status of the Match
GO VA Funds	\$215,000.00	Cash				
Match	\$65,000.00	Cash	Local		Stafford EDA	Confirmed
Match	\$20,000.00	In-Kind	Local		Stafford EDT	Confirmed
Match	\$20,000.00	In-Kind	Local		KG EDT	Confirmed
Match	\$8,000.00	Cash	Local		KG EDA	Pending, Anticipated 5/13
Match	\$20,000.00	In-Kind	Local		FXBG EDT	Confirmed
Match	\$75,000.00	In-Kind	Non-Profit		RloT	Confirmed
Additional Leverage	\$65,000.00	Cash	Other		CIT	Confirmed



## GO Virginia Region 6 Budget Overview - Project Expenditures

**Instructions:** Below, please indicate total project expenditures by project activities in each line item. **Line Items include:** Acquisition, Administration, Architectural and Engineering Fees, Clearance and Demolition, Construction, Contract Services, Equipment, Fringe Benefits, Legal Expenses, Machinery/Tools, Planning/Assessment, Rent/Lease, Salaries, Site Work, Studies, Training, Travel, and Other

Line Item	If other, specify	Cost Estimate	Description	Funding Source(s) from Revenues Above	Type of Expenditure (Cash or In-Kind)
Contractors/Consultants	Contract to RIoT by Stafford EDA	\$75,000.00	RIoT VA-RAP Lead	GOVA	CASH
Contractors/Consultants	Contract to RIoT by Stafford EDA	\$75,000.00	RIoT VA-RAP Lead	RIoT (In-Kind)	In-Kind
Equipment		\$15,000	Desks, Computers, Chairs for Testbed Specialist and VA-RAP Lead	GOVA	CASH
Contractors/Consultants	Contracted by CIT or Stafford EDA	\$65,000.00	Testbed Technology Specialist -- Contractor	GOVA	CASH
Contractors/Consultants	Contracted by CIT or Stafford EDA	\$65,000.00	Testbed Technology Specialist -- Contractor	CIT (Additional Leverage)	Additional Leverage – CASH
Contractors/Consultants	Stafford EDA Contractor	\$20,000.00	Stafford EDA Marketing & Project Mgt	GOVA	CASH
Contractors/Consultants	Stafford EDA Contractor	\$57,000.00	Stafford EDA Marketing & Project Mgt	Stafford EDA (cash)	CASH
Contractors/Consultants	Smart Tech (Stafford)	\$8,000.00	RIoT Stafford Workshops (above Accelerator)	Stafford EDA (cash)	CASH



Salaries		\$20,000.00	Stafford Marketing & Project Mgt	Stafford EDT (in-kind)	In-Kind
Salaries		\$20,000.00	KG Marketing & Workshops	KG EDT In-Kind	In-Kind
Contractors/Consultants	RIoT	\$20,000.00	RIoT KG Workshops	Go VA	CASH
Contractors/Consultants	RIoT	\$8,000.00	RIoT KG Workshops	KG EDA	CASH
Salaries		\$20,000.00	FXBG Workshops	FXBG EDT In-Kind	In-Kind
Contractors/Consultants	RIoT	\$20,000.00	RIoT FXGB Workshops	Go VA	CASH

(Excel version available at <https://govirginia6.org/apply/>)





**GO Virginia Region 6 Budget Overview – GO Virginia Request**

Uses of GO Virginia Funds	Amount (\$)	Description
Contractors/Consultants	\$65,000.00	Testbed Technology Specialist
Equipment	\$15,000.00	Tech Specialist & VA-RAP Lead
Contractors/Consultants	\$20,000.00	Stafford Marketing\Project Contractor
Contractors/Consultants	\$20,000.00	RIoT KG Workshops
Contractors/Consultants	\$20,000.00	RIoT FXGB Workshops
Contractors/Consultants	\$75,000.00	RIoT-RAP (Accelerator)
	<b>\$215,000.00</b>	<b>Total GO Virginia Request</b>
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.		



### GO Virginia Region 6 Budget Overview – Matching Funds

Cost/Activity Category	Match \$	Type of Match - Dropdown	Description of Activity	Source of Match - Agency	Match Cash or In-Kind
Contractors/Consultants	\$57,000.00	Local	Stafford Marketing & Project Admin	Stafford EDA	Cash
Contractors/Consultants	\$8,000.00	Local	Stafford Workshops (above Accelerator)	Stafford EDA	Cash
Salaries	\$20,000.00	Local	Stafford EDT Project Admin, Marketing, Programming	Stafford EDT	In-Kind
Contractors/Consultants	\$8,000.00	Local	KG Workshops	KG EDA	Cash (Anticipated)
Salaries	\$20,000.00	Local	KG EDT Local Mgt, Marketing, Programming	KG EDT	In-Kind
Salaries	\$20,000.00	Local	FXGB EDT Local Mgt, Marketing, Programming	FXGB EDT	In-Kind
Salaries	\$75,000.00	Non-Profit	RIoT Staff for VA-RAP and other staff support	RIoT	In-Kind
	<b>\$208,000.00</b>	<b>Total Match Funds</b>			
	<b>\$133,000.00</b>	<b>Total Local Match</b>			



**GO Virginia Region 6 Budget Overview – Additional Leverage**

Uses of Additional Leverage	Amount (\$)	Type of Match (Dropdown)	Source of Match	Documentation Submitted (Dropdown)
Contractor\Staff	\$65,000	cash	CIT – VA State	
	<b>\$65,000</b>	<b>Total Matching Funds</b>		



Total Budget		
Type of Funds	Totals	
GO Virginia	\$	215,000.00
Matching Funds	\$	208,000.00
<b>Total CAMS Budget</b>	\$	423,000.00
Additional Leverage	\$	-
<b>Total Project Budget</b>	\$	423,000.00

\*These answers will autofill from previous tabs

Type of Match	Totals	
<b>Matching Funds</b>	\$	208,000.00
	At least \$1:1	NO
<b>Local Match</b>	\$	133,000.00
	At least \$50,000	YES
	At least 20% of GOVA Request	YES
	Local Match Waiver Request?	NO

**Budget Narrative: Please describe what each of the funds will be used for.**

Stafford EDA is requesting \$215,000 in GO Virginia funds to support efforts to create a regional accelerator in Stafford. \$200,000 of GO Virginia funds will be used to pay contractors/consultants on the project. \$15,000 will be used for equipment purchases.

## **Exhibit B**

### **Virginia Smart Community Testbed Technology Specialist**

#### **Scope of Work and Timeline**

##### **DATE**

This Scope of Work (“SOW”) and Timeline is agreed upon at the Execution of a Memorandum of Understanding (MOU) between Stafford EDA and Technology Specialist (“Contractor”). The Center for Innovative Technology (CIT) is also party to said MOU and thus this SOW, whereas the EDA and Contractor, each of which is referred to individually as a “Party” and collectively as the “Parties”. This SOW and Timeline may be adjusted by mutual agreement between both Parties. Any substantive adjustments shall be Attached and signed and dated as Attachments B1, B2, B3, etc.

The MOU and thus this SOW is funded by a grant from Go Virginia and includes close partnership with CIT and RIoT. The EDA is the grantee and CIT and RIoT as collaborators and contractors to the EDA to meet the commitments of said grant., All parties are operating from the Virginia Smart Community Testbed (“Testbed”) in Stafford. The Testbed is managed by an “Executive Committee” made of up the Stafford County Director (“Director”) of Economic Development & Tourism (“ED&T”), the Stafford County Chief Technology Officer (“CTO”), CIT Chief Information Officer (“CIT CIO”), and a representative from a private partner, OST, Inc. RIoT will be establishing and running entrepreneurial development programs from the Testbed by hiring a Virginia-based RIoT Accelerator Program “Lead” (“VA-RAP Lead” or “Lead”).

The Contractor will work in tandem with Stafford EDA, under the leadership of the Director and in cooperation with the CIT CIO. The Stafford County CTO may provide additional guidance. The Contractor shall work in collaboration with the VA-RAP Lead.

#### **General Scope of Work**

***Fulfillment of the Role Outlined in the Stafford EDA Go Virginia Grant:*** Contractor will help interested and identified technology entrepreneurs pilot their products and services from the Testbed or in other CIT programs. The Contractor works directly with tech-entrepreneurs to identify and coordinate how their innovations may be integrated into a Pilot Projects in the Testbed.

At least three new products or startup services will be integrated into formal Testbed Pilot Projects.

This Go Virginia Project coordinates with a major initiative by CIT in establishing the Virginia Smart Community Testbed in Stafford. The Contractor will help in that role and coordinate programs and projects in the Testbed with the VA-RAP Lead—providing coordination between entrepreneurs, CIT, Testbed Partners, and other opportunities.

The VA-RAP Lead works with entrepreneurs around their entire business, including revenue, hiring and capital growth, while the Contractor advises on the technology-side and integrating entrepreneurs into Pilot Projects or with other tech companies connected to the Testbed.

In the above describe role, the Contractor will provide the following.

#### **Detailed Tasks and Work:**

##### ***Coordinate and Support Technology in the Testbed***

- A. Serve as on-site support and “staff” for the Testbed, with support from ED&T and Stafford County Department of Information Technology (“IT”) and Parks, Recreation & Community Facilities (“PRCF”). This may include but is not exclusive of the following tasks:

- i. Assure the Testbed is open, closed, and secured when not in use.
  - ii. Assure the Testbed is in generally good order, clean, and presentable (PRCF shall have contracted cleaners).
  - iii. Assure equipment is ordered, per Director, and in working order and with approval of Stafford County IT and CIT.
  - iv. Assist the Director, CIT, and IT in preparing for and managing Testbed Executive Committee meetings and other meetings planned by the Executive Committee or Director. ED&T Staff and the VA-RAP Lead will assist and coordinate with same.
  - v. Track and accomplish any variety of tasks agreed upon during the Executive Committee meetings.
  - vi. Learn and be capable to professionally demonstrate various technologies and capabilities according to pre-scripted instructions as appropriate for visitors to the Testbed.
- B. Engage with and Integrate CIT programs into Testbed:
- i. Under direction of CIT CTO and the Director, integrate CIT programs and funded projects into a Testbed Workplan. The Testbed Workplan shall include, but may be revised with mutual consent of the CIT, CTO Director, and Contractor:
    - i. DHS-developed flood and/or environmental sensors;
    - ii. Smart Tourism Kiosks;
    - iii. Outdoor mesh network via lighting fixtures;
    - iv. Data integration of various sensor feeds to Commonwealth Data Trust or similar integrated data structure; and
    - v. Other Pilot Projects as finalized and approved by the Executive Committee.
  - ii. Seek out and contribute recommendations for additional partnership or funding opportunities that meet CIT overall goals and that of the Testbed.

***Support Entrepreneurs into the Testbed***

- A. In close collaboration with the VA-RAP Lead, the Contractor shall meet with and discuss technology-based solutions or opportunities with entrepreneurs invited to the Testbed.
- B. Serve as “point of contact” and provide customer and client support to the entrepreneurs attending meetings or participating in programs in the Testbed, as appropriate, specifically on technology-related matters and information to or from CIT.
- C. In collaboration with VA-RAP Lead, the Director, and other staff from ED&T, assist and participate in meetings with entrepreneurs or programs to support them.