



*The SEED Innovation Hub
How to Stay the Course in
Gaining Funding from
Multiple Funding Agencies*

VAPDC Summer
Conference 2023





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Introductions

Melody Foster
Executive Director
Commonwealth Regional Council

Sheri McGuire
Associate VP for Community and Economic Development
Longwood University

Bryan David
Program Director GO Virginia Region 3
Virginia Institute of Government
University of Virginia
Weldon Cooper Center for Public Service

Lauren Stuhldreher
Economic Development Representative for Virginia
U.S. Department of Commerce
Economic Development Administration

Project Ideal Fall of 2020

CONTEXT

Midtown Square



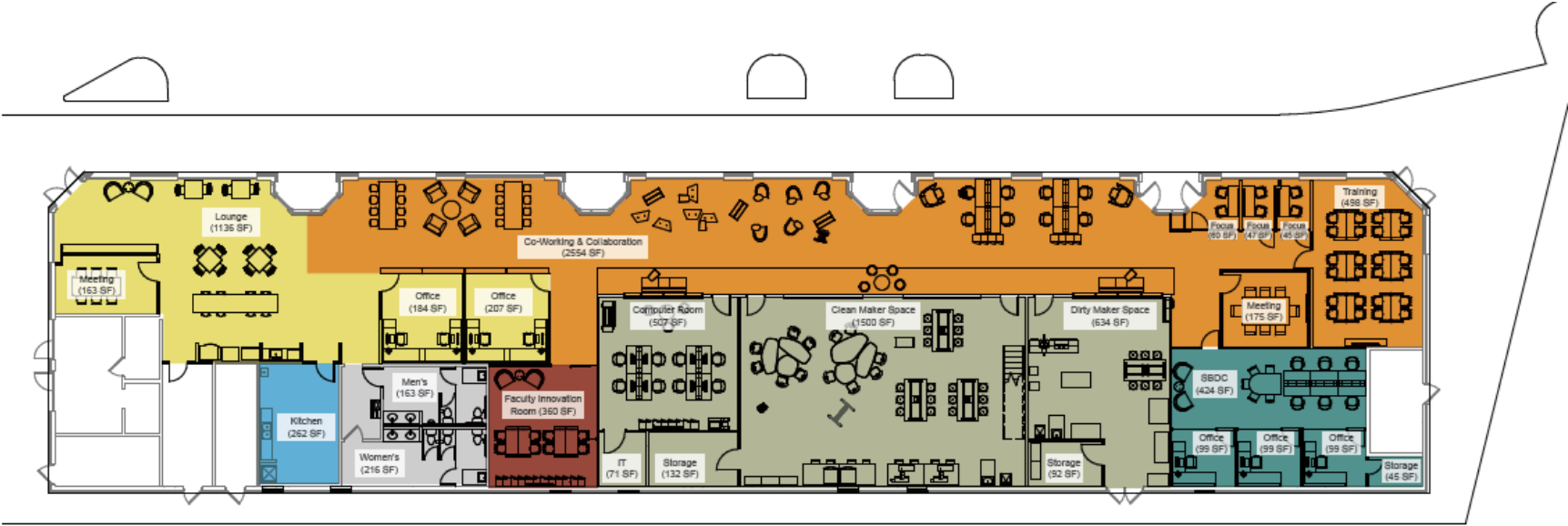
View 1



View 2



SEED Innovation Hub



- WELCOME
- MAKE
- REFRESH
- COWORK/MEET/LEAD
- SBDC
- LEARN
- SUPPORT

Initial Steps

Step 1

- Meeting with CRC staff to discuss project funding possibilities through EDA with the CRC now eligible for EDA funding through their successful CEDS approval.
- Initial work - data collection, stakeholders identified, and preliminary engineering work initiated.



Meet with Funding Agencies

EDA

```
graph LR; EDA --- TRRC[Tobacco Region Revitalization Commission]; EDA --- GOV[GO Virginia Region 3];
```

**Tobacco Region
Revitalization
Commission**

**GO Virginia
Region 3**

How to Leverage Funding

EDA

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**Tobacco Region
Revitalization
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**GO Virginia
Region 3**

Obstacles:

- Competitiveness
- Establishing Eligibility
- Meaningful Participation
- Managing the process - timing
- Requirements of each program funding
- Managing EXPECTATIONS

Lessons Learne



Success



Staying the course

Patience....



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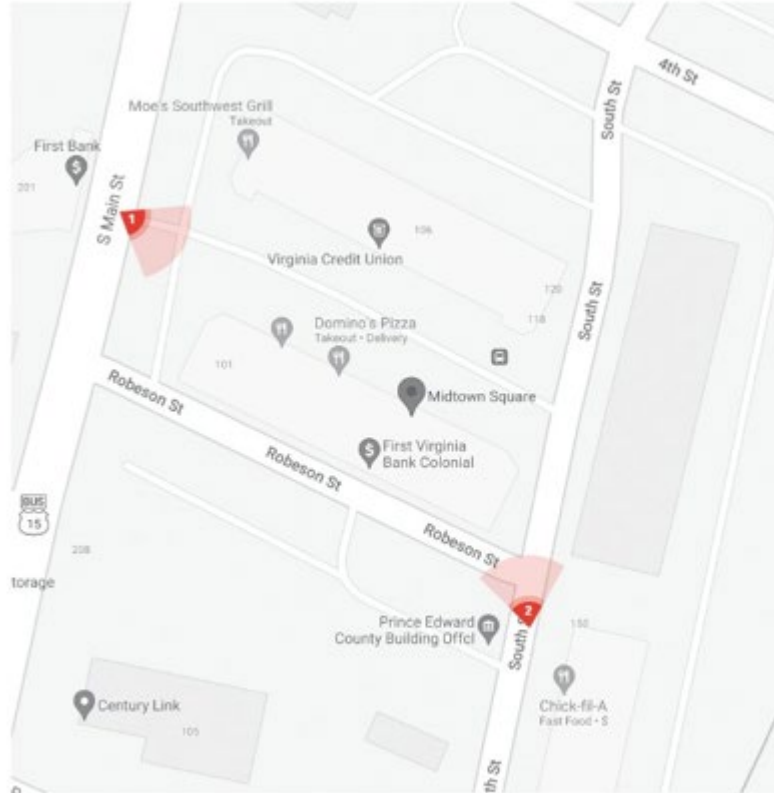
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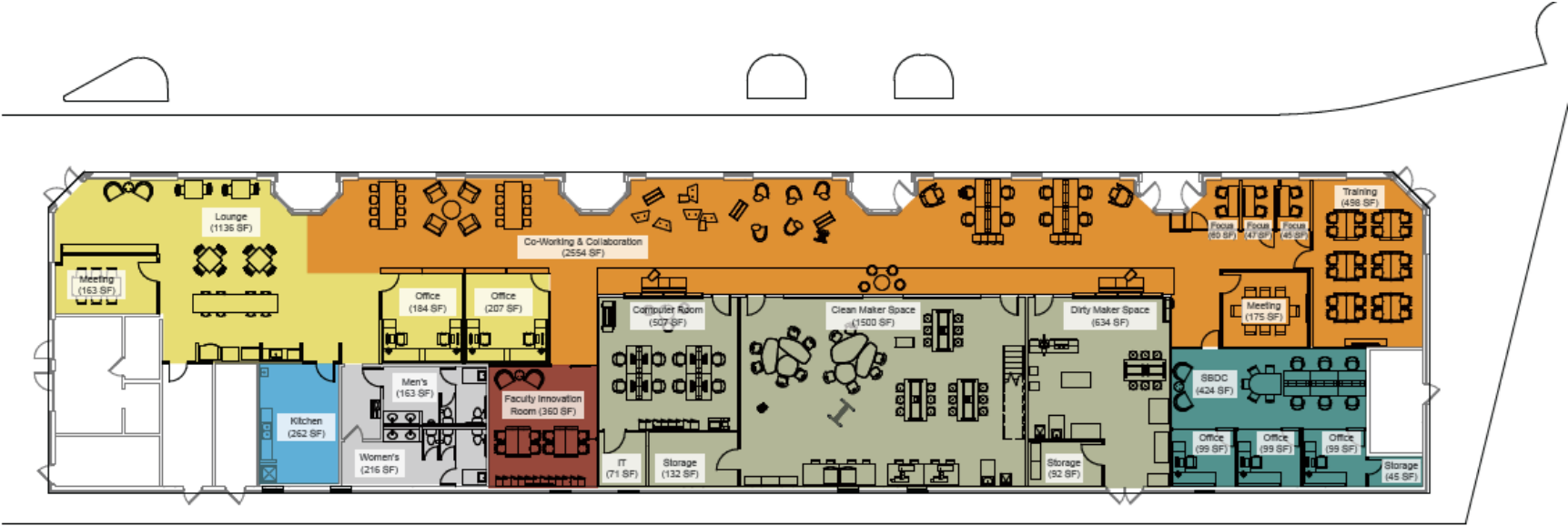
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