

May '24 TRRC Awards

Southwest Virginia

#4238, Abingdon Feeder Cattle Association

New Beef Builder Initiative - \$300,000 Grant

This award will support a cost share program to serve producers in the counties of Bland, Buchanan, Carroll, Dickenson, Lee, Russell, Scott, Smyth, Tazewell, Washington, Wise and Wythe. The program will assist participants with the purchase of cattle handling and management equipment.

#4236, Carroll County

Vacuum Cooler-Phase 2 Processing Expansion - Up to \$204,430 Grant

This award will assist Virginia Produce Company with the purchase of equipment critical to meet the demand of a lucrative new contract. This expansion will create 12 new jobs and Southwest Virginia produce growers will see an average revenue increase of 20%.

#4246, Washington County

Anderson & Sons Meats and Processing - \$141,377 Grant

This award will support up to 25% of equipment purchases for a recently established Washington County, VA meat processing facility. This expansion will increase the production capacity of the facility and help meet the needs of livestock producers in Southwest Virginia.

#4245, St. Paul Tomorrow, Inc.

Deen Building Redevelopment Project - \$639,730 grant

This award will complete the funding mix needed to proceed with the renovation of the Deen Building located in St. Paul. The building is being redeveloped for lease to a distillery business.

#4233, Tazewell Community Foundation

Medical Office Building Development and Construction - \$450,000 Grant

This award will assist with the construction of a new medical office building in North Tazewell. The facility will provide space for newly recruited medical professionals to practice, increasing access to healthcare providers in an underserved area. Once operational the facility will house 35 employees, including 6 new providers.

#4189, LENOWISCO Planning District Commission

Speculative Data Center Building at Project Intersection - \$656,416 Grant

This award will assist with the construction of a shell building designed to support a data center operation at Project Intersection. Funds will only be disbursed once a prospect has committed to the site.

#4244, Industrial Development Authority of Dickenson County

Red Onion Industrial Park Development - \$848,420 Grant

This award will provide last dollar assistance with the development of a new 30-acre site, resulting in the creation of three build-ready pads, each between 5 and 15 acres. Dickenson County does not currently have any available sites.

#4232, City of Bristol

Pre-engineering/Feasibility Study for Mendota Trail – Downtown Bristol Connector - \$70,000 Grant

This award will support approximately 50% of the cost of a Feasibility Study for the Bristol Connector project, which will connect the Mendota Trail to Downtown Bristol. The City will utilize this information to pursue funding for the construction phase of the project.

#4235, Friends of Southwest Virginia

Southwest Virginia Creative Economy and Tourism Development Initiative - \$250,000 Grant

This award will support the development and implementation of three separate initiatives: a Creative Economy Asset Inventory, a Digital Marketing Asset Platform, and the Southwest Virginia Group Tour Initiative. The attraction of group tours to Southwest Virginia presents an opportunity to provide a coordinated and immersive travel experience for those who may be interested in visiting the area but prefer to have someone else handle the arrangements. The overall goal is to increase tourism spending in Southwest Virginia.

#4241, City of Galax

The Rex Theater Revitalization - \$50,000 Grant

This award will support the development of a preliminary architectural report and a business and operating plan for the Rex Theater. The Rex Theater is a major Crooked Road venue. These funds will help to provide additional updates necessary for the theater to continue drawing visitors to Southwest Virginia.

#4237, Round the Mountain: Southwest Virginia's Artisan Network

Southwest Virginia Artisan Marketing & Development Initiative - \$100,000 Grant

This award will support the implementation of the Southwest Virginia Artisan Marketing & Development Initiative, including the development of an Artisan Storytelling Marketing Campaign, the expansion of artisan galleries with pop-up displays at regional visitor centers and the addition of an Artisan Engagement Specialist. Commission funds will support the Artisan Engagement Specialist position for 2 years, contractual expenses for a marketing and branding campaign and activities related to the gallery expansion.

Southern Virginia

#4225, Central Virginia Planning District Commission

CVPDC Agribusiness Marketing Development Planning Grant - \$10,000 Grant

This award will assist with a comprehensive initiative to guide development of marketing collateral to raise the profile of and advance the economic stability of local agricultural producers. The goal is to expand interaction between local producers and their targeted customer bases.

#4215, Town of Bedford

Business Development Center Feasibility Study - \$40,000 Grant

This award will assist with planning for the creation of a business development center in the Town of Bedford. This will aid the town in the redevelopment of their downtown core.

#4223, Lynchburg Regional Business Alliance

Lynchburg Regional Marketing Grant 2024 - \$95,600 Grant

This award will support the creation of a regional branding campaign and web presence to improve marketing of the Lynchburg region, which is composed of several Tobacco Region localities.

#4217, Sussex County

Sussex & Waverly Business District Revitalization - \$33,100 Grant

This award will be used to conduct several consultant-managed planning and capacity building activities. All activities will have the added benefit of enhancing quality of life, which the County and Town consider to be fundamental to ensuring the successful development of the Sussex Megasite.

#4220, VT Foundation Operating as Reynolds Homestead

Planning Grant for Reynolds Homestead Food - based Business Incubator - \$75,000 Grant

This award will provide a planning grant to complete an environmental assessment, market analysis, and business and operations plans for a shared-use, licensed, and fully equipped kitchen to serve as a food-based business incubator.

#4219, Pittsylvania County

Southern Virginia Megasite Natural Gas Gate Engineering and Permitting Loan - \$500,000 Grant

This award will provide funds for the engineering and design of an improved natural gas gate at the Southern Virginia Megasite.

#4221, Prince Edward County

Prince Edward County HIT Park Access Road Phase 1 - \$442,005 Grant

This award will assist with engineering design services, right-of-way costs and utility relocation costs for the build out of an access road into the Heartland Innovative Technology Park.

#4214, Town of Lawrenceville

Heritage Trail Park Connector Project - \$91,951 Grant

This award will provide gap funding for the Heritage Trail Park Connector Project. The project seeks to connect Heritage Trail Park in downtown Lawrenceville to the existing 16-mile Tobacco Heritage Trail.

Energy Ingenuity Fund

#4259, ATIP Foundation, LLC

Planning for Energy Revitalization - \$50,000 grant

This award will help fund a study to identify biomass-to-bioenergy conversion opportunities in the Tobacco Region and develop a Regional Strategic Plan for implementation.

Workforce Financial Aid

The following funding proposals were approved as requested.

Req #	Organization	Project Title	Award Amount
Southern Virginia			
4258	Brightpoint Community College Foundation	2024-25 Tobacco Region Scholarship at Brightpoint Community College	\$85,000
4231	Central Virginia Community College Educational Foundation, Inc.	CVCC Workforce Financial Aid 2024-2025	\$240,000
4252	Danville Community College Educational Foundation, Inc.	DCC Educational Foundation Workforce Financial Aid 2024-2025	\$240,000
4249	Patrick & Henry Community College Foundation	P&HCC 2024-2025 Workforce Financial Aid	\$240,000
4257	Southside Virginia Community College Foundation	Investing in Southside Students	\$240,000
4250	Virginia Western Community College Educational Foundation	Workforce Financial Aid and Community College Access Program for Franklin County	\$100,000
Southwest Virginia			
4254	Mountain Empire Community College	MECC Works	\$240,000
4253	New River Community College Educational Foundation	Floyd County ACCE (Access to Community College Education) Program	\$90,000
4255	Southwest Virginia Community College	2024-2025 Tobacco WFA Scholarship Grant	\$240,000
4251	Virginia Highlands Community College Educational Foundation	Virginia Highlands Community College - Workforce Financial Aid FY25	\$240,000

4256	Wytheville Community College	Wytheville Community College Forging Futures Scholarship Program	\$240,000
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Total (11 Applications) \$2,195,000