

## May '25 TRRC Awards

# Southwest Virginia

### Agribusiness

#### **#4337, Abingdon Feeder Cattle Association**

##### ***New Beef Builder Initiative Phase 2 - \$500,000 Grant***

This award will allow the Abingdon Feeder Cattle Association to continue a cost share program to serve beef producers in the counties of Bland, Buchanan, Carroll, Dickenson, Lee, Russell, Scott, Smyth, Tazewell, Washington, Wise, and Wythe. This program will be used to help fund 100 producer applications for the purchase of chutes, scales, alleys, and other equipment to assist the producers in the safe and humane handling of beef cattle. Commission funds will reimburse 33% of eligible expenses up to a \$5,000 per producer limit.

#### **#4340, Lee County Livestock Association**

##### ***Virtual Fencing Systems: Pilot for Southwest Virginia - \$107,000.00 Grant***

This award will support the implementation of a virtual fencing demonstration program. The demonstration program will allow region farmers to determine if the new technology can benefit their practices. Virtual fencing enables farmers to increase their profitability through intensive grazing strategies and better land management. With limited to no research or utilization of virtual fencing currently in the region, Extension agents will monitor the project to determine any potential issues and provide workable solutions. Eight units will be purchased with demonstration projects to be implemented in eight counties (Lee, Wise, Scott, Russell, Bland, Wythe, Grayson, and Carroll).

#### **#4336, Russell County Industrial Development Authority**

##### ***Planning Grant for Large Animal Veterinarians in Southwest Virginia Incentive Program - \$20,000.00 Grant***

This award will support a creative approach to addressing the critical shortage of large animal veterinarians serving the region. The planning grant will be used for design and planning expenses for the development and construction of a large new “haul-in” large animal veterinary facility. It will be constructed on a small parcel of available land in a County owned industrial park with good road frontage. Locating the facility on this site reduces the overall development cost due to the large amount of existing infrastructure already in place, while also making good use of a parcel likely too small to host a

manufacturer. This project is part of a larger effort underway to address the shortage of large animal veterinarians serving the region. The planned facility directly addresses major barriers faced by new vets coming to the area. Since it will be publicly owned, prospective vets will benefit from affordable lease rates and not have to deal with the major debt and time commitment it would take to build their own facility. Additionally, the facility is being purpose-built to enable producers to haul their animals to the facility for treatment, rather than requiring vets to make the often long and costly visit to their farm.

**#4341, Tazewell County IDA**

***Ponderosa Revision - \$350,000.00 Grant***

This award will allow for the continued development of a new meat processing facility in Tazewell County. These funds will support 50% of new land acquisition and construction costs.

**#4349, Town of Tazewell**

***Clinch River Pavilion and Farmers Market (Phase 1) - \$296,500 Grant***

This award will support the development of a farmers market pavilion to be located on a former brownfields site in the Town of Tazewell. The Town worked with Virginia DEQ to prepare the site which is intended to be part of a larger downtown revitalization effort. Although a mobile farmers market has operated in the Town for several years, the permanent location will provide consistency as well as shelter from weather events. Project organizers would like to add a second market day each week and are also interested in the development of a winter market.

**Business Development**

**#4351, Carilion Tazewell Community Hospital**

***Ensuring access: Preventive care for a healthier workforce and economy - \$287,745 Grant***

This award will support the purchase of an upgraded computed tomography (CT) scanner for Carilion Tazewell Community Hospital. This equipment will provide advanced diagnostic capabilities and result in earlier detection of colorectal, breast, lung, and cervical cancers.

**#4334, Mount Rogers Regional Partnership*****Reaching New Foreign and Domestic Markets - \$104,200 Grant***

This award will support Mount Rogers Regional Partnership with its economic development marketing initiative, Reaching New Foreign and Domestic Markets. Commission funds will support MRRP's strategic priorities surrounding new business attraction through both foreign direct investment (FDI) and courting domestic businesses. MRRP will also undertake lead generation activities, including attending call trips, consultant meetings, and other business and industry events, as well as engage in targeted content creation and advertising efforts.

**#4296, Tazewell County*****Tourism Department Route 16 Billboard - \$65,709 Grant***

This award will support the installation of a billboard along Route 16. Commission funds will be used for the design, landscaping, construction, and installation of the billboard. The billboard will be used to direct travelers and tourists to the Town of Tazewell. The total cost of the billboard is estimated to be \$131,418. Commission funds are requested for 50% of this cost.

**Sites & Infrastructure****#4350, Scott County Economic Development Authority*****Pioneer Center Roof Replacement - \$140,000 Grant***

This award provides funds for the construction of a new roof for the Pioneer Center. The Pioneer Center is a business incubator located in the Duffield Regional Industrial Park in Scott County. The business incubator assists new and emerging small businesses with lower startup costs.

**#4328, Virginia Highlands Airport*****Westside Development - Phase II (Additional Funding) - Up to \$25,000 Grant***

This award will support engineering design services related to an expansion project for the airport. Additional taxiways and hangars, large enough to accommodate large business and corporate aircraft, are needed. Commission funds will be used to support up to 50% of the cost of design services including surveying, geotechnical investigation, drainage design, pavement design, erosion and sediment control design, lighting and electrical design construction phasing, and review agency coordination.

**#4343, Washington County*****Lots 6 & 7 - Highlands Business Park - \$60,854 Grant***

This award will support 50% of the cost of planning activities related to the potential development of Lots 6 & 7 at Highlands Business Park. These lots were previously determined to be cost prohibitive to develop, however, with the potential arrival of an inland port in Washington County, there is an increased need for new industrial sites.

**Tourism****#4352, Blue Ridge Parkway Foundation*****Enhancing Tourism Infrastructure at the Blue Ridge Music Center - \$130,000 Grant***

This award will enhance the outdoor facilities and infrastructure at the Blue Ridge Music Center in Galax. Infrastructure to be addressed includes visitor use areas/walkways, stone walls, and flagstone patios that play a central role in hosting visitors and supporting programming and other facility operations. The requested funds will support critical repairs to the outdoor infrastructure, including masonry seating and retaining walls, walking areas, and curbs.

**#4353, City of Galax*****Rex Theater Lighting, Sound, and Accessibility Improvements - \$300,000 Grant***

This award will assist with the renovation of the Rex Theatre in the City of Galax. These improvements are necessary to modernize the facility, allowing it to remain competitive with growing competition in the performance venue marketplace. The renovations will include improving accessibility and upgrading sound and lighting equipment.

**#4332, Town of Hillsville*****Town of Hillsville Annual Flea Market and Antique Show - \$325,000 Grant***

This award will support the Town's purchase of property currently owned by the Grover King Post 1115 Veterans of Foreign Wars. The property is the site of the VFW's annual Labor Day and Memorial Day Flea Markets. Due to aging membership, the VFW is ready to sell the property. The Town's acquisition of the site will ensure the continuation of the Labor Day and Memorial Day Flea Markets as well as other events that result in significant economic impacts for the locality.

# **Southern Virginia**

## ***Agribusiness***

### **#4374, Mecklenburg County**

#### ***Southside Agricultural Labor Housing Pilot Project - \$512,000 Grant***

This award will support a regional pilot project that will improve the availability of migrant housing for local producers. Mecklenburg County is the lead applicant and fiscal agent for this initiative that will serve producers in six (6) southern Virginia counties: Mecklenburg, Halifax, Brunswick, Lunenburg, Charlotte, and Dinwiddie. The project will be executed as a cost-share program to serve approximately twenty-six (26) local producers that have diversified crop production to non-tobacco crops. Renovations to existing migrant labor camps will be eligible for up to 25% of approved project costs, for no more than \$10,000; and construction of new migrant labor camps will be eligible for up to 25% of approved project costs, for no more than \$50,000.

### **#4372, Southside Virginia Fruit and Vegetable Producers Association**

#### ***SVFVPA Building Improvements - \$59,307 Grant***

This award will provide funds to finalize the aggregation facility, complete the parking lot for large trucks to receive produce, and funds to move a building from Farmville to be used for retail sale opportunity. This project will improve the Association's ability to accept, sort and store products. It will also pave a path for non-Good Agricultural Practices (GAP) certified growers to market their products through the Association. This will allow smaller, start-up farms an opportunity to enter production and for other farms to diversify into fruit and vegetable production. This will increase revenue for each participating farm and should add additional farm related employment opportunities to these farm operations in the Tobacco region. The requested generator will reduce stored produce spoilage loss during power outages. During peak season, the value of stored produce exceeds thousands of dollars. The requested fuel tank and associated cover shelter will allow for bulk purchasing of diesel fuel for the Association delivery truck and provide cost savings to the Association.

### **#4369, Stone Ridge Foundation**

#### ***Multipurpose Agriculture Complex Expansion - \$185,000 Grant***

The Stone Ridge Foundation (dba: National Center for Healthy Veterans) is a non-profit organization in Campbell County providing services to at-risk veterans through a holistic approach. This project will allow expansion of several areas of their working farm, Valor Farm. A community market feasibility study will take place to assess an outdoor market/food hub. A shipping container will be upfitted for Controlled Environmental

Agriculture demonstrations and food production. A greenhouse will also be installed for food production. Their Community Market on Route 29 will also be expanded inside and out to expand sales for veteran agricultural producers and artisan vendor sales.

### **Business Development**

#### **#4363, ARCH Foundation**

#### ***The MILL Collective: Manufactory, Marketplace, Venue - \$25,000 planning grant to the Commonwealth Regional Council.***

The ARCH Foundation seeks \$750,000 in funding from the Tobacco Region Revitalization Commission to support the redevelopment of a historic industrial mill in Farmville, Virginia, transforming it into The MILL Collective, a production-focused hub for skilled artisans and a cultural tourism destination. The project would benefit from an independent, third-party feasibility study as the first step towards assessing the financial viability of the proposed project. Recognizing that the application is a new nonprofit, and an unknown entity to the Commission, a planning grant is awarded to the Commonwealth Regional Council for a feasibility study.

#### **#4371, Commonwealth Regional Council**

#### ***CRC Small Towns Characterization Initiative: BOOMS Study Pilot Project - \$143,000 Grant***

Commission staff in partnership with DHCD's Virginia Main Street program, initiated development of this proposal for the Southern Virginia region. This project is modeled after a Southwest Virginia initiative that is to begin a BOOMS Study with 10 towns through funding from the Appalachian Regional Commission. Recognizing that the BOOMS project presents an opportunity to identify economic development projects for Towns in the more rural counties in the region, staff approached the Commonwealth Regional Council (CRC) about sponsoring this application. Virginia Main Street program staff worked closely with CRC on development of project which is targeted to benefit up to 15 towns/communities across the Southern Virginia footprint. Following submission of the application, the project team identified a slightly higher amount as necessary, increasing the request to \$143,000. A BOOMS study is a process to hire a consultant to collect and analyze data for the Building Opportunities on Main Street (BOOMS) Tracker—an interactive tool developed by Main Street America to support downtown and commercial corridor redevelopment. The BOOMS Tracker allows communities to map and track property details (vacancy, ownership, condition); to visualize real-time data on a local dashboard; and identify redevelopment and housing opportunities, such as mixed-use development. The study

results are expected to help guide strategic planning, attract investment, and drive economic growth.

**#4364, Commonwealth Regional Council**

***Branding Virginia's Heartland Regional Economic Development Alliance (VHREDA) - \$21,350 Grant***

This project is to provide startup and marketing support for the recently formed regional economic alliance Virginia's Heartland Regional Economic Development Alliance (VHREDA), which serves six localities in Southern Virginia: Buckingham, Cumberland, Charlotte, Lunenburg, Nottoway and Prince Edward Counties. This award will support the creation of a logo and brand, messaging communications guide as well as a website for VHREDA.

**#4366, George Mason University / Virginia Small Business Development Center  
*Virginia SBDC – ICAP 2025 Proposal - \$131,814 Grant***

This award will increase capacity and awareness to support a greater number of technology and innovation-driven startups in the Southern Virginia region. This project will include all of the regional entrepreneurship support stakeholders, including GO Virginia, The Launch Place, IALR, SEED Hub, SOVA Innovation Hub, Virginia's Heartland Regional Economic Development Alliance, and others. These are existing partnerships and will allow for a strong foundation as additional partners are sought. These networks will be leveraged to identify new partners and entrepreneurs. Commission funds will be used for direct costs to support companies in the Southern Virginia footprint by paying part-time mentors for time working with companies.

**#4376, Virginia's Gateway Region**

***Regional Economic Development Marketing Support for Virginia's Gateway Region - \$143,167 Grant***

This award will provide assistance in marketing the City of Emporia and Brunswick, Dinwiddie, Greensville, Mecklenburg, and Sussex Counties to attract new businesses to the area. These funds will be matched by \$162,000 over three years (\$40,500 in kind and \$121,500 cash in hand) from county contributions. TRRC funds will be used for lead generation contracts.

## **Sites & Infrastructure**

### **#4373, Henry County**

#### ***Patriot Centre Phase 3, Beaver Creek Drive Extension - \$1,500,000 Grant***

This award will provide support for an extension to and upgrade of Beaver Creek Drive/SR 1181, an access road providing service to the Patriot Centre, home to 3,000 employees with the potential for adding a significant number of additional employees as part of continued expansion phases. The proposed roadway improvements serve five commercial sites and can also be extended for future expansion to additional lots. Four of the five sites represent top priorities for recruitment by the regional Economic Development Corporation.

### **#4365, Franklin County**

#### ***Site Improvements of Dogwood Site at Summit View Business Park - \$1,000,000 Grant***

This award will expand the development-ready pad at the Dogwood Site within Summit View Business Park in Franklin County, Virginia. The site currently has 97 acres of developable land, as identified in the park's 2024 updated master plan. Previous work, funded through the FY 22 Tobacco Region Revitalization Commission (TRRC) Grant, prepared 33 acres for development and cleared all existing structures. This next phase will further enhance the site's competitiveness by increasing its capacity by 10 acres for future business investment and economic growth.

## **Tourism**

### **#4362, Town of Stuart**

#### ***Star Theatre Equipment & Production Improvements - \$154,556 Grant***

This award will enhance the Star Theatre in Stuart, Virginia, as a cultural tourism destination and economic driver. Commission funds will be used to install a new HVAC system, remediate condensation issues, and upgrade the theatre's production capabilities with professional stage curtains, acoustic panels, a video projection system, and a movie screen. These improvements will preserve the historic integrity of the Star Theatre, enhance the visitor experience, and expand programming opportunities.

### **#4375, The Corporation for Jefferson's Poplar Forest**

#### ***Poplar Forest Parkway Upgrades - \$79,250 Revised Request***

This award will add another layer of paving to the 2.2 mile entrance roadway and pave the steep sections of the 1.6 mile trail. The construction design for the Parkway dictates



building up the layers of paving over time, in order to provide ongoing stability and to periodically renew the surface appearance.

### **City of Danville**

#### ***Virginia's 250<sup>th</sup> American Revolution – Regional Marketing Project - \$50,000 Grant***

This award will support a signature event representative of Southern Virginia's motorsports heritage as part of the celebration of the 250th American Revolution.

## **Education**

### **Southern Virginia**

#### **#4342, Central Virginia Community College Educational Foundation, Inc.**

##### ***CVCC Workforce Financial Aid 2025-2026 - \$240,000 Grant***

CVCC's service area includes Appomattox, Bedford, and Campbell Counties. CVCC also services students from ten other TRRC localities, in part, because of specialized degree program opportunities. A detailed list of programs to be supported under each TRRC Category was provided to support 120 students. CVCC is allocating \$10,000 for Testing Fees for 25 students which may support Advanced Manufacturing certifications for NCCER, NOCTI (Precision Machining), MSI, AWS, NIMS, OSHA; Information Technology certifications for CompTIA, CISCO; and Healthcare certifications including Advanced EMT, Paramedic, Medical Laboratory Technician, Radiological Technician, Respiratory Therapy Technician. Reimbursement of 50% of testing fees are available under this category.

#### **#4359, Danville Community College Educational Foundation, Inc.**

##### ***DCC Educational Foundation Workforce Financial Aid 2025-2026 - \$240,000.00 Grant***

DCC services the City of Danville, Pittsylvania County and Halifax (western) Counties. A detailed list of programs supported under each Priority Category was provided. A majority of their funding will support Workforce Credentials. They anticipate serving 170 students.

#### **#4361, Patrick & Henry Community College Foundation**

##### ***P&HCC 2025-2026 Workforce Financial Aid - \$240,000 Grant***

P&HCC services the City of Martinsville, Henry, Patrick, and southern Franklin Counties. A detailed list of programs to be supported under each TRRC Category was provided for 128 students. P&HCC coordinates with Martinsville and Henry County school system on Dual Enrollment offerings at the Media Technology (MET) campus for an additional 53 students. Testing Fees for 180 students are requested for AWS, and IT Certifications at 50% of fees for first time credential certification as stated in the RFP.

**#4360, Southside Virginia Community College Foundation**  
***Investing in Southside Students - \$240,000 Grant***

SVCC services Brunswick, Buckingham, Charlotte, Cumberland, Greenville, Halifax (eastern), Lunenburg, Mecklenburg, Nottoway, and Prince Edward Counties; and the City of Emporia. A detailed list of programs to be supported in each category was provided. Staff notes that the highest need for WFA support is to support dual enrollment tuition for high school students. SVCC works with 10 public school systems, and 3 private schools if there is interest (Brunswick Academy, Kenston Forest School and Fuqua School) for providing dual enrollment opportunities at SVCC campus/satellite campus locations in Emporia, Keysville, South Boston and South Hill.

**#4358, Virginia Western Community College Educational Foundation Inc.**  
***Workforce Financial Aid and Community College Access Program for Franklin County - \$100,000 Grant***

VWCC serves Franklin and Bedford counties at its Roanoke location. A detailed list of programs to be supported was provided for each category. They anticipate serving 69 students, including 6 in high demand occupations identified as Business Management and Culinary Arts.

**Southwest Virginia**

**#4344, Mountain Empire Community College**  
***MECC WORKS - \$240,000 Grant***

The MECC service area includes Lee, Scott, Wise, and Dickenson (partial) counties and the City of Norton. All required information was provided including a list of programs to be supported under this category. The majority of funding (\$216,000) will be used to provide tuition assistance for 194 students. The application also allocated \$24,000, the maximum allowed for Priority 6, to support testing fees for 50 students.

**#4345, New River Community College Educational Foundation**  
***Floyd County - Access to Community College Education (ACCE) - \$90,000 Grant***

All required information, including a list of programs to be supported under each category, was provided. All funds will be used to provide tuition assistance to recent graduates of Floyd County High School (classes of 2024 and 2025). Floyd County is the only TRRC region county included in NRCC's service region.

**#4357, Southwest Virginia Community College**

***2025-2026 Tobacco WFA Scholarship Grant - \$240,000 Grant***

The SWCC service area includes Buchanan, Dickenson (partial), Russell, and Tazewell counties. All required information was provided including a list of programs to be supported under each category. The application allocates \$24,000 to provide testing fee assistance for 358 students in a variety of healthcare, information technology, and advanced manufacturing programs. The costs of these tests range from \$75 to \$506. Tuition assistance will be provided to 104 students enrolled in Priority 1-3 programs.

**#4367, Virginia Highlands Community College Educational Foundation**

***Virginia Highlands Community College Workforce Financial Aid Program - \$240,000 Grant***

The VHCC service area includes the City of Bristol, Washington County, and part of Smyth Counties. The applicant provided all required information, including a list of programs to be supported under each category.

**#4368, Wytheville Community College**

***Wytheville Community College Forging Futures Scholarship Program - \$240,000 Grant***

The WCC service area includes Bland, Carroll, Grayson, Smyth (partial), and Wythe counties and the City of Galax. All required information was provided including a list of programs to be supported under each category. Dual Enrollment funds will support students enrolled in Industrial Maintenance and Welding programs. The application allocates \$216,000 for tuition assistance serving 150 students and \$24,000 for testing fee assistance for 80 students. Support for testing fees will be limited to students enrolled in 8 healthcare programs. The cost of exams for these programs ranges from \$145 to \$1,815.

**Competitive Education**

**#4327, Medical Solutions Academy**

***Medical Solutions Academy LPN to RN Expansion Project - \$160,000 Grant***

This award will support the immediate implementation of Medical Solutions Academy's LPN to RN Expansion Project. With the increasing demand for registered nurses and the limited availability of accessible educational pathways, this project will bridge the gap by equipping a new facility under construction with the necessary resources to launch an LPN-to-RN transition program. The requested funding will facilitate essential classroom and lab equipment purchases, faculty hiring, and curriculum implementation to ensure the program is operational within the next 6-12 months. This project will directly address

regional healthcare workforce shortages and provide career advancement opportunities for Licensed Practical Nurses (LPNs) seeking to become Registered Nurses (RNs).

**#4331, Danville Church & Community Tutorial Program**

***Empowering Students Through Tutoring for Academic Growth - \$73,800 Grant***

This award will support the Danville Church and Community Tutorial Program (DCCTP) which seeks funding to assist its Homework and Tutorial Program. The program provides K-12 students with free academic support, character development, and activities including summer enrichment programs, and reading labs. Additionally, career exploration and STEM activities are provided, with support from Danville Community College (DCC), Danville Science Center (DSC), and the Institute for Advanced Learning and Research (IALR). This comes in the form of activities related to robotics, building computers, and exploring career opportunities at IALR. To support these efforts and engage more high school students, DCCTP's funding request includes stipends for tutors and Math and Reading Specialists at DCCTP's tutoring sites throughout Danville and Pittsylvania County.

**#4326, Southwest Virginia Higher Education Center Foundation**

***Southwest Virginia Registered Apprenticeship Expansion Program - \$252,000 Grant***

This award will support the development of a region wide apprenticeship expansion program. This funding will support salary and benefits for a newly created Apprenticeship Coordinator position. The Coordinator will work with businesses in the region to create employer sponsored apprenticeship opportunities. The grant will be used to support the salary and benefits of the Coordinator position as well as office supplies and travel to visit with industries and employment partners. The grant would also support employer-related technical instruction costs up to \$2,700 per apprentice. These expenses include the classroom (in-person or virtual) component of the program, such as tuition, books, class fees and instructors.

**TRRC Large Animal Veterinary Incentive Program (for full program details please see the Education Committee packet on our website)**

The Commission approved the following to address a shortage of veterinarians serving livestock producers in the Commission footprint

- A program of annual, increasing incentive payments (\$150K over five years) to new veterinarians serving the region
- Funding for a support position at Virginia Tech

The program will incentivize nine new vets to serve the region and cost a total \$1.5 million.

## **Incentives & Loans**

***Economic Development Workforce Housing Pilot Incentive Program (for full details on each project, please see the Incentives & Loans Committee packet on our website)***

### **Halifax County Workforce Housing Initiative - \$1,000,000 Grant**

This award will support site improvements for the project. Halifax will donate ~10 acres of land to Community Housing Partners Corporation (CHP) to construct 72 affordable townhomes and three 24-unit apartment complexes, creating a total of 112 affordable, workforce housing units targeting households earning 120% - 150% AMI.

### **140 South 1st Street, Wytheville - \$100,000 Grant**

The Joint IDA of Wythe purchased and is now redeveloping a blighted and uninhabitable building in its historic downtown, creating 10 affordable apartments targeted at households earning 80% - 120% AMI. The project will also create 3,000 square-feet of commercial space that can support two new businesses. This award will construct two additional apartments on part of the first floor, to bring the total project to ten units.

### **320 Main Street Tazewell Historic Revitalization Project - \$300,000 Grant**

This award will support the redevelopment of a major historic building in downtown Tazewell by a private developer creating 11 new affordable apartments and energy-efficient renovations of six existing apartments, all targeting households earning 80% - 150% AMI. Rents will be structured to ensure housing costs remain below 30% of gross household income. Project features 2 ADA units and three existing rented commercial storefronts.

## **Energy Ingenuity**

### **#4378, Greenville County Reformed Energy Industrial Gasification Plant - \$1,000,000 Grant/\$740,000 Loan**

Reformed Energy is addressing a set of critical, interrelated challenges that have global environmental, economic, and energy security implications. At the heart of its mission is the development and deployment of plasma-assisted gasification technology to convert non-recyclable waste into clean, sustainable energy. This solution tackles three major problems: the escalating global waste crisis, the environmental damage caused by landfilling, and the need for decentralized, renewable energy generation. The company's

first commercial gasification plant in Skippers, Virginia, will serve as a vital demonstration of how waste-to-energy technology can mitigate greenhouse gas emissions, create economic opportunities, and provide a scalable model for sustainable industrial energy production.