

Developing a Diverse
Economy in Southern
and Southwest Virginia





Our Mission

The Tobacco Region Revitalization Commission's sole mission is the promotion of economic growth and development in tobacco-dependent communities using proceeds of the national tobacco settlement. The Commission seeks to accelerate regional transformation, giving citizens expansive opportunities for education and employment, and providing communities the benefits of economic stability, diversification, and enhanced prosperity.

To date, the Commission has awarded 2,336 grants and loans totaling more than \$1.45 billion that have...

CREATED...

more than 26,100 jobs

GENERATED...

more than \$3.96 billion in private capital investment

and in the past two years...

INVESTED...

\$4.9 million into the Talent Attraction Program to retire student loan debt that...

SUPPORTED...

190 recent graduates to live in the Tobacco Region and work in targeted, hard-to-fill occupations such as public school teachers, physical and occupational therapists, and qualified medical, dental, behavioral health and pharmaceutical professionals.

Commission Members

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 The Honorable Edward Owens, South Boston
 Ms. Sandy J. Ratliff, Abingdon



Leadership Message



“

With a global pandemic affecting nearly every aspect of economic development... the Commission is adapting to ensure we can continue to support the creation of jobs and investment in Southern and Southwest Virginia.

Chairman, Delegate Terry G. Kilgore

For over 20 years, the Tobacco Region Revitalization Commission has made investments to create jobs and opportunity in Southern and Southwest Virginia – even as the global economy dealt the region numerous body blows. This year has been a challenge for our communities and for the Commission as well. With a global pandemic affecting nearly every aspect of economic development, it is more important than ever that the Commission remains nimble and able to respond to the changing economic landscape as we work toward our goal of developing a diverse economy in our footprint. To that end, the Commission is adapting to ensure we can continue to support the creation of jobs and investment in Southern and Southwest Virginia.

Though the Commission has supported thousands of successful projects in Southern and Southwest Virginia, we can continue to improve the way we work. Over the last few years we have adapted in ways that will make us even more effective and accountable moving forward. We have an increased focus on data analytics, including the addition of a data scientist to our team, and metrics are tracked throughout the life of our projects; we've increased transparency and openness with regard to Commission operations and decision-making; and professional staff review all potential Commission projects in detail.

Just this year the Commission has implemented a plan to ensure that it will remain financially viable well into the future. We will leverage our large endowment to offer business and community lending so that we can both grow our resources and offer access to capital as our communities weather and then grow out of the damage caused by this pandemic. The Commission will continue to make grants to high-impact projects throughout the footprint through our newly-streamlined programs. These grants will be funded by the earnings from loans, interest on the balance of funds the Commission holds, and other revenue streams, like outside grants and donations made to the Commission.

To increase our ability to make grants in a sustainable way, the Commission will establish an external, non-profit, foundation focused on education and workforce development, including our Talent Attraction Program. This foundation will seek grants from organizations and individuals that share an interest in the continued success of the region we serve.

With a tighter budget overall, the Commission was faced with the prospect of smaller grant rounds for each committee, which would have resulted in fewer grants with lower impacts across the region. The Commission now has four funding committees that encompass all of the work the Commission does: Incentives and Loans, Education, Southern Virginia and Southwest Virginia. To be clear, the Commission is not discontinuing any of the work of the committees that no longer exist, but rather holding larger grant rounds with an increased ability to fund worthwhile projects for the region and an improved ability to allow the highest-impact projects to compete successfully.

Each member of the Commission is committed to developing a diverse economy in Southern and Southwest Virginia. We will continue to support worthwhile projects in a diverse range of areas from agriculture, to education, to manufacturing, to broadband access and more. The changes the Commission has made this past year, and will continue to make, will allow us to support our region in ways that are transparent, equitable, fiscally responsible, and impactful. The Commission remains committed to being a partner for growth and a leader in Southern and Southwest Virginia communities for years to come, and we look forward to supporting job creation, education and a brighter, more prosperous, and more equitable future for all.

About

The Tobacco Region Revitalization Commission was formed by the General Assembly in 1999 to revitalize Virginia's tobacco region and compensate tobacco farmers for the decline in tobacco production. Funding for these activities comes from the Commonwealth's share of the 1998 Master Settlement Agreement (MSA) between 46 state attorneys general and large tobacco manufacturers. The Commission was awarded half of the annual payments from Virginia's share of the MSA, and successfully sought bond funding to replace that revenue stream with a single, static fund. Chapters 31 and 31.1 of Title 3.2 of the Code of Virginia contain statutes governing various aspects of the Commission.

The Commission's compensation program to tobacco farmers (indemnification) made payments to Virginia flue-cured and burley tobacco producers and quota holders to compensate them for their losses associated with the decline in federal tobacco quota levels (an aggregate loss of \$479 million). Many

producers used the payments to help pay off debt and keep their farm operations running while they transitioned to crops other than tobacco. By 2013, the Commission along with other partners, had indemnified 100% of the aggregate loss satisfying its statutory obligation to indemnify burley and flue-cured tobacco producers and quota owners. From 1999 to 2013, the Commission made available \$309 million together with \$170 million from other sources for indemnifying losses.

With the completion of indemnification, the Commission's sole purpose is the revitalization of tobacco-dependent communities by awarding grants and loans for programs that support that goal. Through FY 2020, the Commission has made more than 2,336 awards totaling more than \$1.45 billion to projects throughout the 40-locality region dedicated to that purpose.

Organization

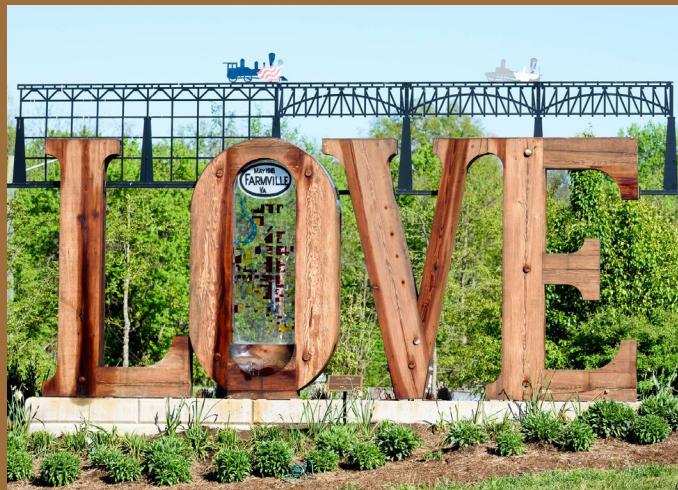
Prior to June 2020, the Commission operated ten standing committees. The adoption of the 2020 Strategic Plan streamlined the Commission's standing committees from ten to six. Four committees evaluate grant and loan proposals from eligible applicants and make recommendations to the Commission as to what projects should be funded, in what amounts, and whether funding should be in the form of a loan or a grant.

The committees that consider funding proposals are: Southern Virginia, Southwest Virginia, Education, and Incentives and Loans. The work of the Agribusiness, Research

& Development, Special Projects, Southside, and Southwest Economic Development continues in the new Southern Virginia and Southwest Virginia committees. The Education Committee continues as it always has. The Tobacco Region Opportunity Fund (TROF) Committee has been restructured as the Incentives & Loans Committee.

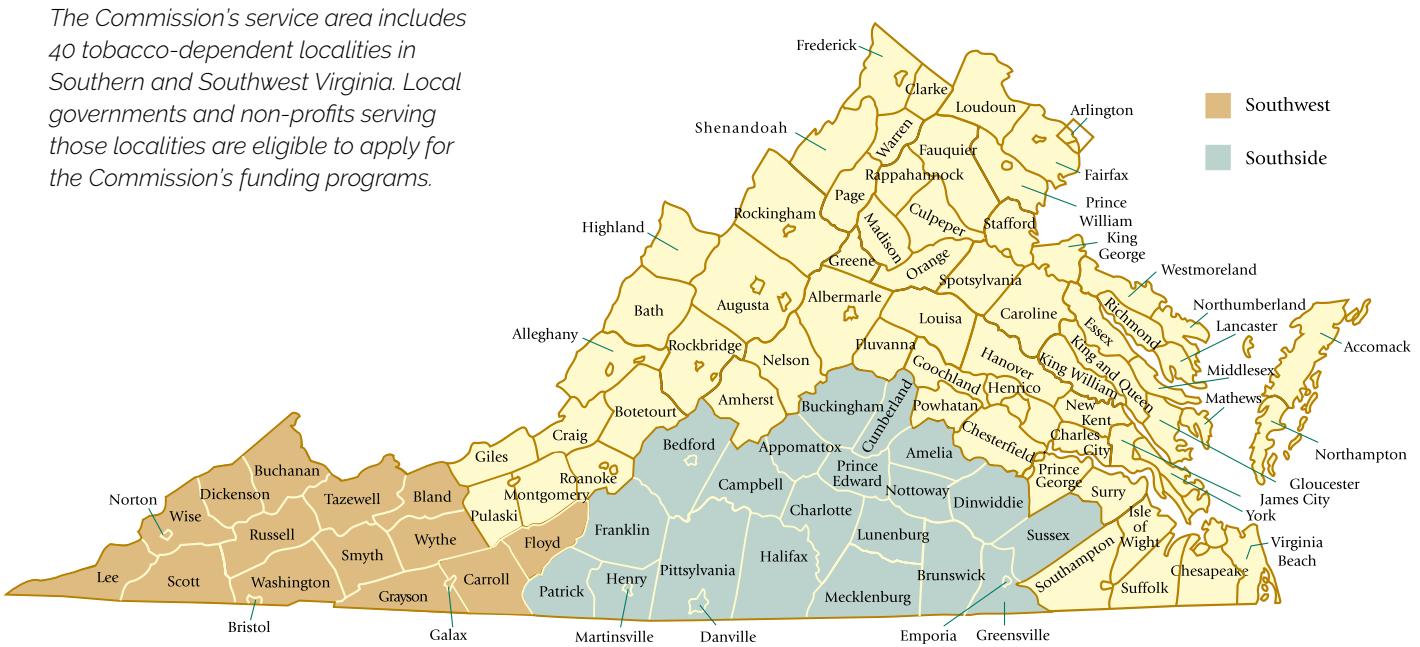
The Commission's non-grantmaking committees are the Executive Committee and the Strategic Planning Committee.

More detail on the specific focus of each committee may be found on the Commission's website: www.revitalizeva.org





The Commission's service area includes 40 tobacco-dependent localities in Southern and Southwest Virginia. Local governments and non-profits serving those localities are eligible to apply for the Commission's funding programs.





The Tobacco Commission has supported the Southern Virginia Food Hub, a facility that will increase the availability of local products to consumers and allow producers to transform local products into value-added items. Pictured above: Southern Virginia Food Hub (doing business as Maker's Market) South Hill, Virginia.

2020

Year in Review

This was a year of transition for the Commission as we adopted new committee and program structures while continuing our mission of developing a diverse economy in Southern and Southwest Virginia. The Commission recognizes that our assistance in bringing jobs and investment to the regions we serve will be every bit as important in our third decade as it was in our first two since the Commission was created in 1999. The changes made over this past year ensure that the Commission is able to better steward our resources even as we ensure that our funds are deployed in a high-impact fashion.

Moving into a new decade with reduced budgets and a changing economic landscape, it is important that the Commission adapt to meet the challenges the region will face in the next decade and beyond. Specifically, this means that the Commission will prioritize lending activities to get capital to our region while generating revenue sufficient to support continued grant making, will seek to create new assets through the creation of an outside nonprofit, will ensure the highest and best use of staff expertise and will be more efficient in the way it conducts business.

The new strategic plan the Commission adopted this year makes several changes that will position the Commission for success in the years ahead.

The Commission narrowed its funding priorities to include some traditional areas of focus like traditional economic development, agribusiness support, and education/workforce development while creating a new business and community lending program. These changes will make the Commission more fiscally stable and sustainable in the long term.

Along with changes in funding priorities, it is necessary to make changes to the way in which the Commission conducts business and seek out ways to utilize existing resources more effectively. This includes more effectively utilizing the full range of skills of our talented field staff and streamlining the Commission's committee structure.

The Commission will also implement additional measures designed to slow, and ultimately reverse, the decline in Commission assets to ensure that the Commission will remain a viable and impactful entity for change until the communities the Commission serves are at least as economically successful as the Commonwealth as a whole. These measures include the goals of only spending what the Commission

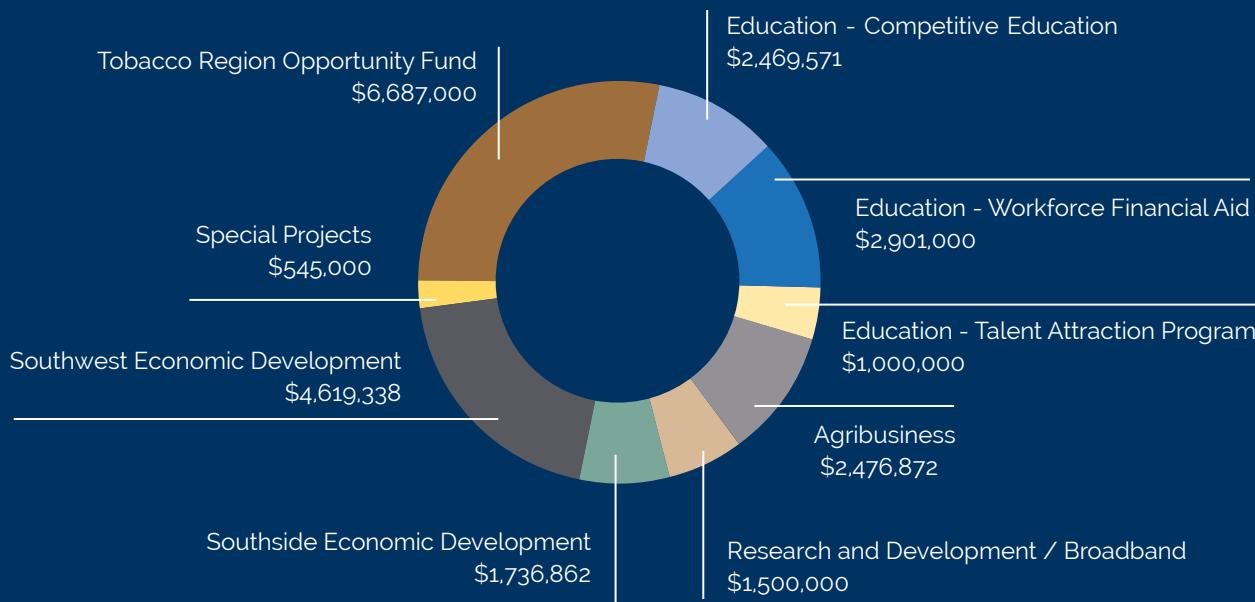
brings in, improving asset management, and focusing on lending to create a recurring revenue stream that will provide funds for future initiatives.

While the Commission made many changes over the past year this did not prevent us from continuing our work. Throughout our 20 year history, the Commission has always sought to develop a balanced, diversified and resilient economy in the regions we serve. This year, the Commission supported projects that are expected to bring more than 1,800 jobs to Southern and Southwest Virginia and more than \$245 million in private taxable capital investment. These projects will help improve the fiscal stability of the localities in which these projects are located. The Commission also continued its support of workforce development investments including programs designed to prepare students for careers in fields such as nursing, cybersecurity/information technology and welding.

In addition, our Talent Attraction Program (TAP) was a big success this past year. The program is designed to encourage recent graduates to live in the Tobacco Region and work in targeted, hard-to-fill occupations. The Commission provided much needed student loan relief for over 190 students who agreed to live, work and become engaged in a community within the region. This approach strengthens the workforce in the regions we serve while also encouraging recipients to stay in the region and benefit their community for years or decades to come.

The Commission has been, and will continue to be, a vital asset for the growth and development of Southern and Southwest Virginia. Our work has brought tens of thousands of jobs to the region, vital broadband access that simply would not exist without Commission investment, and job training programs to ensure residents have the opportunity to succeed. The changes the Commission has made over the last year position it to continue to bring jobs and investment to the regions it serves as well as work with our partner organizations and communities on innovative solutions to the problems facing rural Virginia. We look forward to serving the citizens of the Tobacco Region for many years to come as we support development of a diverse economy in Southern and Southwest Virginia.

2020 Project and Program Highlights



Fiscal Year 2020 Awards

Program	# of Projects	Award
Education - Competitive Education	14	\$2,469,571
Education - Workforce Financial Aid	11	\$2,901,000
Education - Talent Attraction Program	1	\$1,000,000
Agribusiness	14	\$2,476,872
Research and Development	1	\$1,500,000
Southside Economic Development	5	\$1,736,862
Southwest Economic Development	12	\$4,619,338
Special Projects	4	\$545,000
Tobacco Region Opportunity Fund	9	\$6,687,000
Grand Total	71	\$23,935,643

Project and Program Highlights

Agribusiness Awards

The Agribusiness Program provides grants and loans that make strategic investments that will diversify the long-term agricultural economy and generate net new income for agricultural producers in the Tobacco Region.

Organization	Project Title	Award
Abingdon Feeder Cattle Association	Pastures for Profit	\$250,000
Abingdon Feeder Cattle Association	Mechanizing Forage Research in Southwest Virginia - Phase 2	\$11,810
Appalachian Sustainable Development	Cultivating a Sustainable and Equitable Medicinal Herb Value-Chain in Virginia	\$185,000
Halifax County	Industrial Hemp Research and Extension Program	\$125,000
Halifax County Industrial Development Authority	Project Phoenix	\$250,000
Town of Independence	Town Farmers Market	\$150,000
Institute for Advanced Learning and Research	Controlled Environment Agriculture; Increasing and Diversifying Agribusiness in Southern Virginia	\$365,520
Institute for Advanced Learning and Research	Regional Food System Development Through A Value Chain Coordinator	\$117,017
Pittsylvania County	Project FX	\$197,000
Russell County Industrial Development Authority	Project Grow	\$250,000
Southern Virginia Food Hub	Start-up Operating and Personal Services Expenses	\$105,537
Southside Virginia Fruit and Vegetable Producers Association	Expanding Produce Aggregation Capacity in Southside Virginia	\$176,000
Virginia Polytechnic Institute and State University	Project Manager, SWVA Regional Agribusiness Opportunities	\$158,988
Washington County Fairground	Facilities Renovation and Improvement of Washington County Fairgrounds	\$135,000
TOTAL AGRIBUSINESS AWARDS		\$2,476,872

The Institute for Advanced Learning and Research (IALR) and Virginia Tech are working to expand Controlled Environment Agriculture to local farmers to increase their profitability.

Pictured: Crops being grown at IALR's greenhouses in Danville, Virginia.



Project and Program Highlights

Education Awards

The Education Program aims to prepare residents of the Tobacco Region for new-economy employment through workforce development, higher education scholarship and loan repayment programs and competitive grants and loans to community colleges and post-secondary education entities.

Workforce Financial Aid Awards

Organization	Project Title	Award
Central Virginia Community College Educational Foundation	Tobacco Region Financial Aid for Workforce Preparedness Education	\$315,000
Danville Community College Educational Foundation	2020-21 Workforce Financial Aid	\$315,000
John Tyler Community College Foundation	2020-21 Tobacco Region Scholarship Program	\$126,000
Mountain Empire Community College	MECC WORKS Scholarship Program	\$315,000
New River Community College Educational Foundation	Floyd County - Access to Community College Education (ACCE)	\$100,000
Patrick Henry Community College Foundation	2020-21 Workforce Financial Aid	\$315,000
Southside Virginia Community College Foundation	Investing in Southside Students	\$315,000
Southwest Virginia Community College	2020-21 Workforce Financial Aid	\$315,000
Virginia Highlands Community College Educational Foundation	2020-21 Workforce Financial Aid	\$315,000
Virginia Western Community College Educational Foundation	Workforce Financial Aid and Community College Access for Franklin County	\$155,000
Wytheville Community College	Forging Futures Scholarship Program	\$315,000
TOTAL - WORKFORCE FINANCIAL AID AWARDS		\$2,901,000

Talent Attraction Program (TAP) Awards

Organization	Project Title	Award
Tobacco Region Revitalization Commission	FY 2020 Talent Attraction Program (TAP)	\$1,000,000
TOTAL - TALENT ATTRACTION PROGRAM AWARDS		\$1,000,000



Competitive Education Awards

Organization	Project Title	Award
Central Virginia Community College Educational Foundation	Machining and Manufacturing Equipment Update	\$115,000
Central Virginia Community College Educational Foundation	New Radiography Overhead X-Ray System	\$91,667
Emory & Henry College	Clinical Mental Health Counseling in Rural Southwest Virginia	\$288,405
Ferrum College	Internet of Things Laboratory	\$40,000
Hampden-Sydney College	Preparing Technology Leaders for Southside Virginia	\$85,866
Institute for Advanced Learning and Research	Sonography School and Healthcare Apprenticeship Pilot	\$238,775
Institute for Advanced Learning and Research	Work Ready Community Expansion Phase II	\$260,674
Medical Solutions Academy	Practical Nursing Simulation Lab	\$12,500
Mountain Empire Community College	MECC Power Lineman, CDL, Dental Assistant Program Expansion	\$253,593
New College Institute	Implementing the Amazon Web Services re/Start Program	\$100,000
New River/Mount Rogers Workforce Development Area Consortium Board	Profiles to Increase Critical Knowledge for Skills that Matter (PICKS-TM)	\$41,240
Patrick Henry Community College Foundation	Welding Training Expansion	\$224,200
Southside Virginia Community College Foundation	Expansion of Industrial Technology Programs	\$347,651
University of Virginia	UVa-Wise Southwest FOURSight	\$370,000
TOTAL - COMPETITIVE EDUCATION AWARDS		\$2,469,571

Project and Program Highlights

Research & Development / Broadband Awards

The Research & Development / Broadband Program primarily provides grants and loans for projects that improve broadband connectivity in the Tobacco Region. Secondarily, the R&D Program considers requests for follow-up funding from previously funded organizations provided future commercialization occurs within the Tobacco Region.

Organization	Project Title	Award
Southwest Virginia Higher Education Center Foundation	SignalTape Product Line Extensions and Enhancements	\$1,500,000
TOTAL RESEARCH AND DEVELOPMENT AWARDS		\$1,500,000

Southside Economic Development Awards

The Southside Economic Development Program provides grants and loans for projects that diversify the economic base of Southern Virginia through creation or improvement of sites, buildings and utility infrastructure, workforce training facilities and tourism infrastructure.

Organization	Project Title	Award
Bedford County	Meade Road Extension	\$200,762
Brunswick County	Fiberight Building Purchase located in US 58 Industrial Park	\$730,000
Brunswick County Industrial Development Authority	Sledge and Barkley Redevelopment Project	\$71,900
National D-DAY Memorial Foundation	National D-Day Memorial Visitor Access and Site Improvements	\$234,200
Pittsylvania County	Southern Virginia Multimodal Park Site Enhancement	\$500,000
TOTAL SOUTHSIDE ECONOMIC DEVELOPMENT AWARDS		\$1,736,862



The Tobacco Commission supported an extension of an industrial access road to additional lots in the New London Business & Technology Park.

Pictured: Aerial image of shell building and access road construction, New London Business & Technology Park, Bedford, Virginia.

Southwest Economic Development Awards

The Southwest Economic Development Program provides grants and loans for projects that diversify the economic base of Southwest Virginia through the creation or improvement of sites, buildings and utility infrastructure, workforce training facilities and tourism infrastructure.

Organization	Project Title	Award
Town of Big Stone Gap	Mutual Complex Co-Work Space	\$250,263
Blue Ridge Public Television	Digital media content and delivery system Sights Sounds and Stories	\$325,000
Buchanan County Industrial Development Authority	Southern Gap Amphitheater Project - Initial Design Fee	\$57,000
Floyd County Economic Development Authority	Floyd Light Industrial Building and Growth Center Campus	\$497,475
Friends of Southwest Virginia	Recreation Cluster Development, Connectivity, and Sustainability	\$330,000
Town of Lebanon	Restoration/Rehabilitation of the Historic Russell Theater	\$200,000
Lincoln Memorial University	LMU-CVM Veterinary Education Building	\$2,000,000
Millwald Theatre	Millwald Theatre Restoration & Economic Revitalization Project	\$160,000
Southwest Regional Recreation Authority	Creating a Sportmans Economy for Southwest Virginia	\$125,000
Town of St. Paul	Lyric Project, Phase II	\$349,600
Tazewell County Industrial Development Authority	Cultural Arts of Southwest Virginia Corporation	\$225,000
Wythe County	APEX Ancillary Building	\$100,000
TOTAL SOUTHWEST ECONOMIC DEVELOPMENT AWARDS		\$4,619,338

The Tobacco Commission supported an expansion to the Appalachian Regional Exposition Center designed to bring top-notch events to Southwest Virginia.

Pictured: APEX Center in Wythe County.



Project and Program Highlights

Special Projects Awards

The Special Projects Program provides grants and loans that support regional economic development projects, including those which expand access to healthcare for Tobacco Region residents.

Organization	Project Title	Award
Town of Damascus	Appalachian Trail Center of Damascus	\$150,000
Franklin County	Sewer Extension for Summit View Business Park	\$250,000
Greenville County	MAMaC Utility Infrastructure	\$75,000
Mecklenburg County	Expansion of the Civil Rights in Education Heritage Trail	\$70,000
TOTAL SPECIAL PROJECTS AWARDS		\$545,000



The Tobacco Commission supported the construction of the Appalachian Trail Center of Damascus - the centerpiece of the Town's revitalization efforts.

Pictured left: Appalachian Trail center under construction in the Town of Damascus in Washington County.

The Tobacco Commission supported an expansion of the Civil Rights in Education Heritage Trail - adding 12 new sites to the existing trail in southern Virginia.

Pictured right: Historical marker at the Greenville County Training School.

Pictured far right: Historical marker at the L. E. Coleman African American Museum.



Tobacco Region Opportunity Fund (TROF)

The TROF Program provides performance-based grants and loans to localities within the Tobacco Region to assist in the creation of high-wage jobs and private taxable capital investment.

Organization	Project Title	Award
Cumberland County	Project Walton	\$130,000
City of Danville	PRA Group Inc.	\$2,190,000
Danville-Pittsylvania Regional Industrial Facility Authority	Project Heart	\$540,000
Franklin County	Traditional Medicinals, Inc.	\$490,000
Grayson County	Project Torch	\$531,000
Mecklenburg County	Project Schuyler	\$1,281,000
Pittsylvania County	Morgan Olson LLC	\$1,195,000
Pittsylvania County	Just Greens, LLC	\$190,000
Washington County	1901 Group, LLC	\$140,000
TOTAL TOBACCO REGION OPPORTUNITY FUND AWARDS		\$6,687,000



The Tobacco Commission supported Morgan Olsen to grow its manufacturing operation in Pittsylvania County, bringing over 700 jobs and investing over \$57 million in taxable assets. In 2020, Speyside Bourbon Cooperage (a 2019 awardee) began operations of its barrel making facility in Smyth County. The Commission also supported the 1901 Group to grow its IT services company in Washington County where the company is expected to invest \$1.15 million and hire 150 new employees.

Pictured top left: Morgan Olsen project announcement.

Pictured top right: Chairman Kilgore at the 1901 Group project announcement.

Bottom: Barrel-making production at Speyside Cooperage.



Financials

Consolidated Statement of Net Position (unaudited)

	Fiscal Year 2020	Fiscal Year 2019
Assets:		
Current and other assets	\$418,451,521	\$431,375,006
Total assets	418,451,521	431,375,006
Liabilities:		
Current and other liabilities	6,634,034	3,961,175
Long-term liabilities	74,541	89,327
Total liabilities ¹	6,708,575	4,050,502
Net position²:	\$411,742,946	\$427,324,504

¹ In accordance with GASB Statement No. 33, Accounting and Financial Reporting for Non-exchange Transactions, total liabilities do not include \$103 million at June 30, 2020, and \$42 million at June 30, 2019, in obligations for grant awards made prior to fiscal year end.

² Total net position includes \$183 million at June 30, 2020, and \$209 million at June 30, 2019, in the Tobacco Indemnification and Community Revitalization Endowment, which is subject to certain restrictions on annual withdrawals by the Code of Virginia.

Consolidated Statement of Activities (unaudited)

	Fiscal Year 2020	Fiscal Year 2019
Revenues:		
Interest, dividends, and other investment income	\$13,920,780	\$8,726,750
Other income	1,003,777	6,519,747
Unrealized gain on investments held by the Treasurer	1,689,620	11,514,301
Total revenues	16,614,177	26,760,798
Expenditures:		
Administration	2,071,112	2,110,602
Community revitalization	30,119,280	31,042,010
Payments for securities lending transactions	5,343	8,553
Total expenditures	32,195,735	33,161,165
Change in net position	(\$15,581,558)	(\$6,400,367)
Net position, beginning of year	427,324,504	433,724,871
Net position, end of year	\$411,742,946	\$427,324,504



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