



Appalachian
Regional
Commission

POWER 2022 Award Summaries

In March 2022, the Appalachian Regional Commission (ARC) invested nearly \$21 million to diversify the economy in the Region's coal-impacted communities through the [POWER \(Partnerships for Opportunity and Workforce and Economic Revitalizations\) Initiative](#). These 21 investments are projected to create or retain nearly 1,200 jobs, leverage an additional \$7.8 million in the Appalachian Region, and prepare over 14,000 workers and students for jobs in technology, manufacturing, entrepreneurship, tourism, and other sectors. These investments will help to create a strong economic future for Appalachia.

KENTUCKY (4 awards)

2022 Awards

Project Title: *Addition of Long-Term Acute Care Hospitals in Eastern Kentucky*

Grantee: ARH Advanced Care, Inc.

Award Amount: \$1,500,000

Announcement Date: March 2022

Project Summary: ARC grant of \$1,500,000 to ARH Advanced Care, Inc. in Hazard, Kentucky, for the *Addition of Long-Term Acute Care Hospitals in Eastern Kentucky* project. This project will furnish equipment for two long-term acute care hospitals (LTACHs). One hospital will be located inside the Hazard Appalachian Regional Healthcare (ARH) Regional Medical Center in Perry County and the other inside the Tug Valley ARH Regional Medical Center in Pike County—areas that have been adversely affected by significant reductions in coal production. The two new LTACHs will provide long-term acute care in 13 Eastern Kentucky counties for patients with serious medical conditions who require care on an ongoing basis but do not require intensive care or extensive diagnostic procedures performed in a hospital. Project activities are expected to create 156 jobs and serve 330 patients in the first year.

Project Title: *Success Initiative at Work Ready Training Center*

Grantee: Southeast Kentucky Community and Technical College

Award Amount: \$1,500,000

Announcement Date: March 2022

Project Summary: ARC grant of \$1,500,000 to Southeast Kentucky Community and Technical College (SKCTC) in Cumberland, Kentucky, for the *Success Initiative at Work Ready Training Center (WRTC)*. Across the Kentucky-Tennessee-Virginia tristate area, the WRTC will offer academic training focused on the growing industry sectors of healthcare, advanced manufacturing, technology, and transportation and logistics for local residents, distance learners, high school students, local substance abuse recovery residents, and incarcerated individuals, creating both recovery and educational opportunities. Partnerships with Eastern Kentucky Concentrated Employment Program, Inc. (EKCEP) and KCEOC Community Action Partnership, Inc. will create links between local and regional businesses to provide trainings that meet business needs, and lead trainees directly to employment, thereby spurring economic growth and diversity in this coal-impacted region. Programming will be based at SKCTC's new campus in Knox County. Over the course of three years, the WRTC expects to

serve 1,397 students, with 630 receiving a credential or diploma. SKCTC estimates 50 businesses will demonstrate improvement by the end of the project by having access to the talent pool of 625 workers who are expected to participate in training provided by the WRTC.

Project Title: *The Kentucky Wildlands Regional Tourism Initiative*

Grantee: Eastern Kentucky PRIDE, Inc.

Award Amount: \$1,200,000

Announcement Date: March 2022

Project Summary: ARC grant of \$1,200,000 to Eastern Kentucky PRIDE, Inc. (PRIDE) in Somerset, Kentucky, for the *Kentucky Wildlands Regional Tourism Initiative*. The project will expand a regional outdoor recreation tourism branding initiative for 41 counties in eastern and southern Kentucky. The key components of the project include a robust regionalized tourism marketing plan, including online, print, billboard, and social media marketing; a hospitality workforce training program; and the expansion of the Kentucky Wildlands tourism website. Over the two-year project period, with the assistance of the Kentucky Tourism, Arts, and Heritage Council and local businesses, PRIDE expects to serve 118 communities, help retain 15,000 jobs, creating 100 of them, as well as increase local revenues by at least \$7.5 million. This project will help Eastern Kentucky PRIDE, Inc. become the tourism clearinghouse for the region, serving as a technical assistance resource to help coal-impacted communities across Eastern Kentucky capitalize on their natural and cultural assets.

Project Title: *BRIGHT Kentucky: Nurturing & Sustaining BRIGHT Entrepreneurs*

Grantee: Leadership Kentucky Foundation, Inc.

Award Amount: \$500,000

Announcement Date: March 2022

Project Summary: ARC grant of \$500,000 to Leadership Kentucky in Frankfort, Kentucky, for the *BRIGHT Kentucky: Nurturing & Sustaining BRIGHT Entrepreneurs* project. This project will expand the BRIGHT Kentucky program, which builds the capacity and skills of next-generation leaders in Eastern Kentucky, enabling them to innovate, collaborate, and advance community and economic development. Through five monthly three-day sessions that take participants to numerous communities across the 54 Appalachian Kentucky coal-impacted counties, participants will gain leadership skills and build their professional network as they connect with one another and with local leaders of successful businesses, non-profit organizations, and government agencies. Leveraging \$350,000 in private investment, the project will also facilitate networking with program alumni and form a sustainability fund to ensure the long-term sustainability of the BRIGHT program. Leadership Kentucky will partner with Shaping Our Appalachian Region (SOAR) on programming for program participants. Over three years, the project expects to serve 150 participants, create 20 new businesses, create 24 new jobs, serve 48 communities, and 48 businesses.

MISSISSIPPI (1 award)

2022 Awards

Project Title: *Infusing Virtual Reality in the Workforce*

Grantee: Mississippi State University

Award Amount: \$1,490,728

Announcement Date: March 2022

Project Summary: ARC grant of \$1,490,728 to Mississippi State University in Starkville, Mississippi, in partnership with TRANSFRVR, for the *Infusing Virtual Reality in the Workforce* project. The project will enhance the career and technical education (CTE) infrastructure in

the coal-impacted counties of Clay, Kemper, Lowndes, Noxubee, and Oktibbeha by infusing virtual reality (VR) career exploration and job training simulations into the education-to-workforce pipeline. Over the course of the three-year performance period, VR workforce training and/or career exploration will be delivered—in collaboration with East Mississippi Community College—to 10,398 youth in Mississippi's manufacturing, hospitality, healthcare, construction, transportation, and warehouse industries. These VR simulations set students on a pathway to middle-skills jobs that do not require a four-year degree in Mississippi's in-demand and high-growth industries that pay family-sustaining wages. Project award is supported by a cash match from the Mississippi Department of Education and East Mississippi Community College.

NORTH CAROLINA (1 award)

2022 Awards

Project Title: *Construction Trades – Program Growth*

Grantee: Western Piedmont Community College

Award Amount: \$760,000

Announcement Date: March 2022

Project Summary: ARC grant of \$760,000 to Western Piedmont Community College (WPCC) in Morganton, North Carolina, for the *Construction Trades – Program Growth* project. WPCC's project will expand upon existing construction and heavy machinery training to provide electrical, HVAC, and plumbing training programs for underemployed workers who need to be upskilled, high school students/graduates, and people who have dropped out of the workforce. WPCC will partner with Burke County School System to design a critical training curriculum to align industry needs for a pipeline of trained construction workers. In addition to Burke County School System, key partners include Burke County, Caldwell Community College & Technical Institute, Catawba Valley Community College, and local construction and building companies, who will serve on advisory committees and interview qualified program graduates for employment opportunities. WPCC's expanded construction training program will provide students opportunities to acquire stackable certificates, with each certificate taking from 8–16 weeks to complete. The project serves Alexander, Burke, and Caldwell counties, which have been impacted by recent closures of coal-fired power plants and reduced heavy freight traffic. The project anticipates serving 100 students during the three-year project.

OHIO (5 awards)

2022 Awards

Project Title: *Buckeye Hills Career Center Appalachian Impact Initiative Partnership*

Grantee: Gallia Jackson Vinton Joint Vocational School

Award Amount: \$1,500,000

Announcement Date: March 2022

Project Summary: ARC grant of \$1,500,000 to the Gallia Jackson Vinton Joint Vocational School in Rio Grande, Ohio for the *Buckeye Hills Career Center Appalachian Impact Initiative Partnership*. This project will construct two facilities and purchase equipment related to four workforce development programs. The project will offer to equip workers with necessary skills and certifications to enter regional employment sectors that are experiencing growth. The new opportunities replace jobs lost due to the contracting coal industry, particularly those associated with the closing of three coal-powered plants and the reduced freight train

traffic in the area. Over three years, the consortium expects to serve 155 students annually from seven coal-impacted counties in southeastern Ohio, with the expectation that 132 will receive credentials and/or secure employment in their field. The four programs are a Commercial Driver's License (CDL) program, a Broadband Communications (ground and lineman) program, a Heavy Equipment Operators and Engineering program, and a Heavy Diesel Mechanics program. All four programs will be held at the Buckeye Hills Career Center and will use existing classrooms in addition to the two facilities that will be constructed by the project.

Project Title: *Project POWER*

Grantee: Rio Grande Community College

Award Amount: \$1,473,578

Announcement Date: March 2022

Project Summary: ARC grant of \$1,473,578 to Rio Grande Community College (RGCC) in Rio Grande, Ohio, for *Project POWER*. In partnership with local business and industry, the project will establish a new workforce training center on RGCC's campus, providing educational programming, workforce training, and professional licensure and certification opportunities for existing in-demand jobs to unemployed, underemployed, and displaced adult workers in Athens, Gallia, Jackson, Meigs, and Vinton counties, which have been adversely affected by the loss of jobs in coal mining or coal-supply chain industries. The new Ohio Workforce Training Center will focus on creating new career pathways and preparing workers for successful careers in the medical and manufacturing industries. Over the three-year grant period, the project will renovate and expand an existing facility for the new training center and is expected to improve 337 workers/trainees with workforce training and certification opportunities that will enable them to obtain employment in the regional high-growth medical and manufacturing industries. Twenty local businesses are also expected to be improved with newly trained and certified current and new employees.

Project Title: *Ohio Appalachian Health Outcome Pathways Enterprise (HOPE)*

Grantee: Corporation for Ohio Appalachian Development (COAD)

Award Amount: \$1,386,000

Announcement Date: March 2022

Project Summary: ARC grant of \$1,386,000 to the Corporation for Ohio Appalachian Development (COAD) in Athens, Ohio, for the *Ohio Appalachian Health Outcome Pathways Enterprise (HOPE)* project. The project will establish a Pathways Community HUB aimed at extending the network of services provided by eight community action agencies that serve individuals and families in 14 coal-impacted counties of Appalachian Ohio with workforce development activities, substance use disorder (SUD) recovery-related supports, and various other social and health programs. The HUB will assist Ohio Appalachian communities in working together to support vulnerable populations and will help with the creation of meaningful workforce development opportunities on a career ladder in community health occupations. Over three years, the project is expected to increase the region's workforce of community health workers by 400 percent.

Project Title: *Lake to River Small Business Success (L2R SBS)*

Grantee: Youngstown Business Incubator (YBI)

Award Amount: \$1,350,000

Announcement Date: March 2022

Project Summary: ARC grant of \$1,350,000 to Youngstown Business Incubator (YBI) in Youngstown, Ohio, for the *Lake to River Small Business Success (L2R SBS)* project. The project will allow YBI and its partners to expand their work with small to medium enterprises (SMEs) across seven coal-impacted counties in northeastern Ohio, helping them in accessing capital, pursuing procurement opportunities, developing business plans, adopting advanced

technologies (in both manufacturing and non-manufacturing settings), and supporting startup formation. The program will provide access to business counseling, grant writing, technology enabling counseling, technical assistance workshops and bootcamps, counseling for advanced manufacturing projects, and supply chain diversity counseling. Notable partners include BRITE Energy Innovators, Valley Economic Development Partners, and two regional local development districts (Eastgate Regional Council of Governments and Ohio Mid-Eastern Governments Association). Over the three-year grant period, it is anticipated that 1444 businesses will be improved, 2515 business served, 240 jobs created, 300 new business created, and \$7.5 million leveraged in private investment. The project builds on YBI's extensive experience in working with additive manufacturing and 3D printing.

Project Title: *Freedom Landing Boat Dock Project*

Grantee: Village of Ripley, Ohio

Award Amount: \$865,800

Announcement Date: March 2022

Project Summary: ARC grant of \$865,800 to the Village of Ripley, Ohio, for the *Freedom Landing Boat Dock Project*. The project will rebuild a damaged boat launch ramp along the Ohio River and build a two-tier landing which, when completed, will be the only commercial passenger dock in Ohio between Cincinnati and South Point. The Village of Ripley is noted for its role in the Underground Railroad in the Midwest. Within two years, utilizing the area's natural and cultural assets, Freedom Landing will help increase tourism to Adams and Brown counties, and intends to serve approximately 31 businesses and leverage \$300,000 in private investment in these coal-impacted counties. Project support is also provided by State of Ohio's Ohio Capital Fund.

PENNSYLVANIA (6 awards)

2022 Awards

Project Title: *Steamfitter's Advanced Employment and Training Program*

Grantee: Tri-County Workforce Investment Board, Inc.

Award Amount: \$1,120,000

Announcement Date: March 2022

Project Summary: ARC grant of \$1,120,000 to Tri-County Workforce Investment Board, Inc. (TCWIB) in Butler, Pennsylvania, for the *Steamfitter's Advanced Employment and Training Program*. TCWIB will subcontract will Steamfitters Local 449 to implement this project, which will first identify the current and future workforce needs of skilled workers and contractors in 16 coal-impacted counties in Appalachian Pennsylvania by collaborating with multiple contractors and key stakeholders. Next, they will provide customized trainings to meet the diverse workforce needs, while making sure they align with current and expected labor market demands. There will be two types of trainings: advanced skill trainings (specific to the needs identified by contractors) and employability skills trainings (soft skills and customer service). Training sessions will be held at Steamfitters Local 449's Training Center and will be free to the workers/trainees served by this project. Over three years, the program is expected to serve 1,000 workers/trainees and improve the employability of 950 workers/trainees.

Project Title: *Opioid Education for Allied Health Professionals*

Grantee: Somerset County Foundation for Higher Education

Award Amount: \$845,043

Announcement Date: March 2022

Project Summary: ARC grant of \$845,043 to Somerset County Foundation for Higher Education in Somerset, Pennsylvania, for the *Opioid Education for Allied Health Professionals* project. The project will implement accredited opioid-related continuing medical education (CME) for physician extenders and allied health professionals across 52 coal-impacted counties in Appalachian Pennsylvania, focusing on identifying and intervening in opioid use disorder. Targeted allied health professionals include nurses (RNs), nurse practitioners (NPs), and physicians' assistants (PAs). CME will include, but not be limited to, opioid prescribing guidelines and indications, pain management alternatives to narcotics, identification of potential opioid use and misuse, and intervention strategies. Somerset—along with Rothman Orthopaedic Institute Foundation for Opioid Research and Education, Pennsylvania Orthopedic Society, and Keystone Association Management—plan to partner with colleges and universities to distribute this information to as many healthcare students as possible in the Appalachian Region. Over three years, the project is expected to serve 75 businesses, train 855 workers, and retain 225 jobs by implementing continuing medical education to health professionals in Pennsylvania and across the region.

Project Title: *Tristate Pathways 2.0: Connecting to the Right Skills and to Jobs aka TEAM Pathways 2.0*

Grantee: Westmoreland County Community College

Award Amount: \$669,625

Announcement Date: March 2022

Project Summary: ARC grant of \$669,625 to Westmoreland County Community College in Youngwood, Pennsylvania, for the *Tristate Pathways 2.0: Connecting to the Right Skills and to Jobs* project. The project will accelerate the adoption of flexible, short-term education and training options for in-demand occupations by engaging minority participants and workers who have been impacted by the transitioning coal industry, with a particular focus on energy and advanced manufacturing jobs. In partnership with the Tristate Energy and Advanced Manufacturing (TEAM) Consortium, this grant expands a previous POWER project that linked community colleges and employers in Pennsylvania, Ohio, and West Virginia. The new project will add 18 counties to the service area and include two new community college partners, bringing the total to 45 counties and 10 community colleges across the three states. Over three years, an estimated 3,800 students will be served by the project, as well as K-12 students who will engage in out-of-school activities in partnership with community-based organizations. In addition, the project aims to serve 100 small, medium, and large manufacturing businesses by providing training to 1,500 workers.

Project Title: *Alleghenies Marketplace*

Grantee: Southern Alleghenies Planning & Development Commission

Award Amount: \$509,948

Announcement Date: March 2022

Project Summary: ARC grant of \$509,948 to the Southern Alleghenies Planning & Development Commission (SAP&DC) in Altoona, Pennsylvania, for *Alleghenies Marketplace*, an online e-commerce marketplace to sell goods developed and/or sold by Startup Alleghenies Entrepreneurs. Serving six coal-impacted counties in West-Central Pennsylvania (Bedford, Blair, Cambria, Fulton, Huntingdon, and Somerset), the program will provide local entrepreneurs with technical assistance that encourages and supports sellers to develop a highly productive online store; the program will also give participants access to a specialized e-commerce platform that eliminates the barriers for early-stage companies to sell to customers. SAP&DC will partner with local economic development organizations that will work one-on-one with the startups and small emerging businesses. Over the two and a half-year grant period, the grantee anticipates that 100 early stage and emerging business will be improved, leading to \$1.725 million in new revenue, the creation of 72 new jobs, and the retention of 100 jobs. The project builds on two prior POWER grants that have helped create

an entrepreneurial ecosystem (Startup Alleghenies) to transform a regional economy that had been heavily dependent on the coal industry.

Project Title: *Creative Entrepreneur Accelerator Program*

Grantee: Pennsylvania Council on the Arts (PCA)

Award Amount: \$500,000

Announcement Date: March 2022

Project Summary: ARC grant of \$500,000 to the Pennsylvania Council on the Arts (PCA) in Harrisburg, Pennsylvania, for the *Creative Entrepreneur Accelerator Program*. The program, in partnership with Bridgeway Capital, will assist entrepreneurs across coal-impacted counties in Appalachian Pennsylvania who work within creative industries such as marketing, architecture, design, media, visual arts, music, publishing, and craft manufacturing. This initiative will provide creative entrepreneurs access to small business consultation, financial resources, and evaluation services at no cost. In addition, eligible creative entrepreneurs who intend to start or operate a microbusiness will be eligible for a \$2,000 grant to support business formation or development upon consultation with and review by a Small Business Development Center or other reputable small business development entities. Over two and a half years, the program is expected to create 45 new businesses and 75 new jobs, as well as serve 450 businesses, improving 270 of them.

Project Title: *Applied Data-Driven Methods (ADDM) Certificate at University of Pittsburgh School of Computing & Information*

Grantee: University of Pittsburgh

Award Amount: \$490,487

Announcement Date: March 2022

Project Summary: ARC grant of \$490,487 to the University of Pittsburgh in Pittsburgh, Pennsylvania, for the *Applied Data-Driven Methods (ADDM) Certificate Program at the University's School of Computing & Information (SCI)*. The project will provide tuition scholarships and related student support programs to low income, qualified students from the coal-impacted communities of Fayette and Westmoreland counties to obtain the University's new ADDM graduate certificate. Key employer partners—including the National Energy Technology Laboratory, Argo AI, Federated Hermes, PPG Industries, Naval Nuclear Laboratory, and SAP—will contribute to students' professional development by providing internships, mentoring activities, and resumé reviews. It is estimated that tuition scholarships of \$8,000 each will be awarded to three annual cohorts of 18 students, with a 90% retention rate expected for each cohort. The project is expected to place 45 students into the regional STEM (science, technology, engineering and math) workforce across 15 businesses.

VIRGINIA (1 award)

2022 Awards

Project Title: *The Appalachian Veterinary Expansion Project*

Grantee: Lincoln Memorial University - College of Veterinary Medicine (LMU-CVM)

Award Amount: \$1,000,000

Announcement Date: March 2022

Project Summary: ARC grant of \$1,000,000 to Lincoln Memorial University – College of Veterinary Medicine (LMU-CVM) in Harrogate, Tennessee, for the *Appalachian Veterinary Expansion Project*. The project will equip a new Veterinary Education and Technology (VET) building under construction in Ewing, Virginia, located in economically distressed and coal-impacted Lee County. The new DeBusk Veterinary Teaching Center (DVTC) will expand the instructional space for LMU in order to educate and train more students in the growing field

of veterinary medicine and will serve as a state-of-the art facility to engage regional stakeholders, including cutting-edge clinical skills facilities and multi-program lecture space. The project will increase the number of students and LMU employees in the region and attract new sources of investment for the Cumberland Gap region, benefitting the local economies of Lee County, Virginia, and the surrounding Appalachian counties of Bell, Kentucky, and Claiborne, Tennessee. Over a four-year period, an estimated 500 students who receive instruction and clinical training with the new equipment and technology will graduate with degrees in veterinary medicine. LMU-CVM secured a Virginia Tobacco Region Revitalization Commission Grant Award in the amount of \$2 million to be used for the construction of the new VET facility.

WEST VIRGINIA (3 awards)

2022 Awards

Project Title: *High-technology Advanced Manufacturing Initiative (HAMI)*

Grantee: West Virginia Regional Technology Park Corporation

Award Amount: \$886,762

Announcement Date: March 2022

Project Summary: ARC grant of \$886,762 to the West Virginia Regional Technology Park Corporation in South Charleston, West Virginia, for the *High-technology Advanced Manufacturing Initiative* (HAMI). In partnership with the Robert C. Byrd Institute (RCBI) of Marshall University, the project will provide hands-on training in the form of customized on-the-job training for incumbent workers; fast-track, short-term customizable training and traditional academic courses (1- and 2-year program options) for under and unemployed individuals; and single topic course offerings for incumbent, underemployed, and unemployed individuals. Training will guide participants to manufacturing career opportunities and includes industry-recognized credentials, formal skill set certificates, a one-year Certificate of Applied Science degree, and an Associate of Applied Science degree. The project will serve six counties in central West Virginia that have been adversely affected by the loss of jobs in coal mining or coal-supply chain industries. The project will work closely with local economic development organizations, such as the Charleston Area Alliance and local manufacturing industry partners. Over the first two years, the project team expects to serve 33 students and 195 workers, as well as improve 15 local businesses.

Project Title: *Creating Regional Outdoor Recreation Economy*

Grantee: Kanawha County Commission

Award Amount: \$675,210

Announcement Date: March 2022

Project Summary: ARC grant of \$675,210 to the Kanawha County Commission in Charleston, West Virginia, for the *Creating Regional Outdoor Recreation Economy* project. Following an outdoor-recreation-based economic development strategy for the Upper Kanawha Valley (Kanawha and Fayette counties) that was completed in January 2021, the project will focus on the development of the hiking and water trails, trailheads, camping locations and other lodging, and welcome centers, which link the anchor attractions and communities together. This is coupled with the delivery of business support services to expand and create new businesses in coal-impacted communities that support an outdoor recreation economy. With the support of the Claude Worthington Benedum Foundation, the project is expected to create 60 jobs, serve 11 communities, and produce 10 specialized development plans.

Project Title: *Generation WV's High POWER Impact Project*

Grantee: Generation WV

Award Amount: \$523,253

Announcement Date: March 2022

Project Summary: ARC grant of \$523,253 to Generation West Virginia (GWV) in Charleston, West Virginia, for the *Generation WV High POWER Impact Project*. The project will expand and enhance GWV's successful Impact Fellowship to help employers recruit and retain next generation leaders and rebuild coal-impacted economies across West Virginia. This fills the gap in programming for early-career leadership programs in the state by providing "matchmaking" services to quality employers and jobseekers via the new GWV Career Connector as well as professional development programming with the Impact Fellowship. The project aims to retain young talent in West Virginia. Over the three-year grant period, the project anticipates serving 90 early-career workers in the fellowship program, improving 60 local businesses, and leveraging approximately \$7,800,000 in private investment from host employers. Generation WV will be supported by multiple partners, including the Claude Worthington Benedum Foundation, the West Virginia Development Office, and the Just Transition Fund.