

New York Main Street Program (NYMS)

2014 NYS Consolidated Funding Application

Housing Trust Fund Corporation
Office of Community Renewal



New York Main Street Program

Application Webinar Agenda

Program Overview

- Background
- Eligible Activities
- 2014 Funding Limits
- Preparing to Apply

Application Process

- Resources
- Navigating the Consolidated Funding Application (CFA)
- NYMS Scoring Criteria Overview

Program Overview

Program Background

- Created by the Housing Trust Fund Corporation in 2004 to provide resources for the purpose of assisting New York's communities with Main Street and downtown revitalization efforts. Article 26 was added to NYS Private Housing Finance Law in 2009 to formally establish the New York Main Street Program in statute.
- Administered by the Office of Community Renewal under the direction of the Housing Trust Fund Corporation.
- Annual funding rounds since 2004.



Program Overview

The New York Main Street Program is a reimbursement, matching grant program.

NYMS provides financial resources and technical assistance to communities to strengthen the economic vitality of the State's traditional Main Streets and neighborhoods. The program stimulates reinvestment in properties located within mixed-use commercial districts and adjacent neighborhoods with the goal of establishing sustainable downtown and neighborhood revitalization.



NYMS grants are available for targeted improvements such as:

- Facade renovations
- Interior commercial renovations
- Residential building renovations
- Streetscape enhancement projects.

Who can apply for NYMS?

Eligible applicants for NYMS program activities are:

- Units of Local Government
- Organizations incorporated under NYS Not-For-Profit Corporation Law

OCR encourages coordination between municipalities and not-for-profits, but a single applicant is required for the application, and contract.

Eligible applicants may apply to undertake building renovation projects in an eligible target area...

Is our downtown an eligible target area?

Private Housing Finance Law, Article 26 explains that an eligible target area shall mean an area:

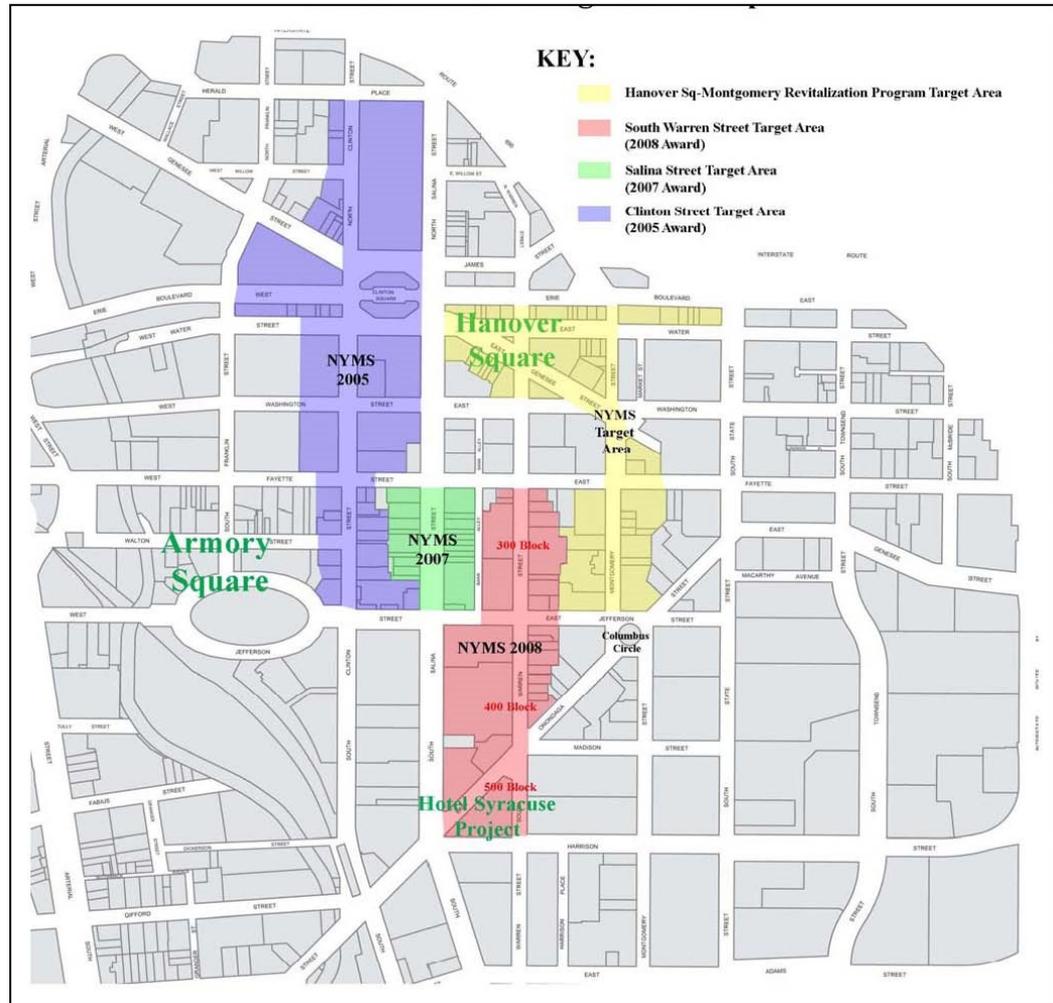
- (i) that has experienced sustained physical deterioration, decay, neglect, or disinvestment;
- (ii) has a number of substandard buildings or vacant residential or commercial units;

AND (iii) in which more than fifty percent of the residents are persons whose incomes do not exceed ninety percent of the area median income for the county or metropolitan statistical area (MSA) in which the project is located, **or** which is designated by a state or federal agency to be eligible for a community or economic development program.

**More detail available in NYMS Program Guide and CFA Resource Manual*

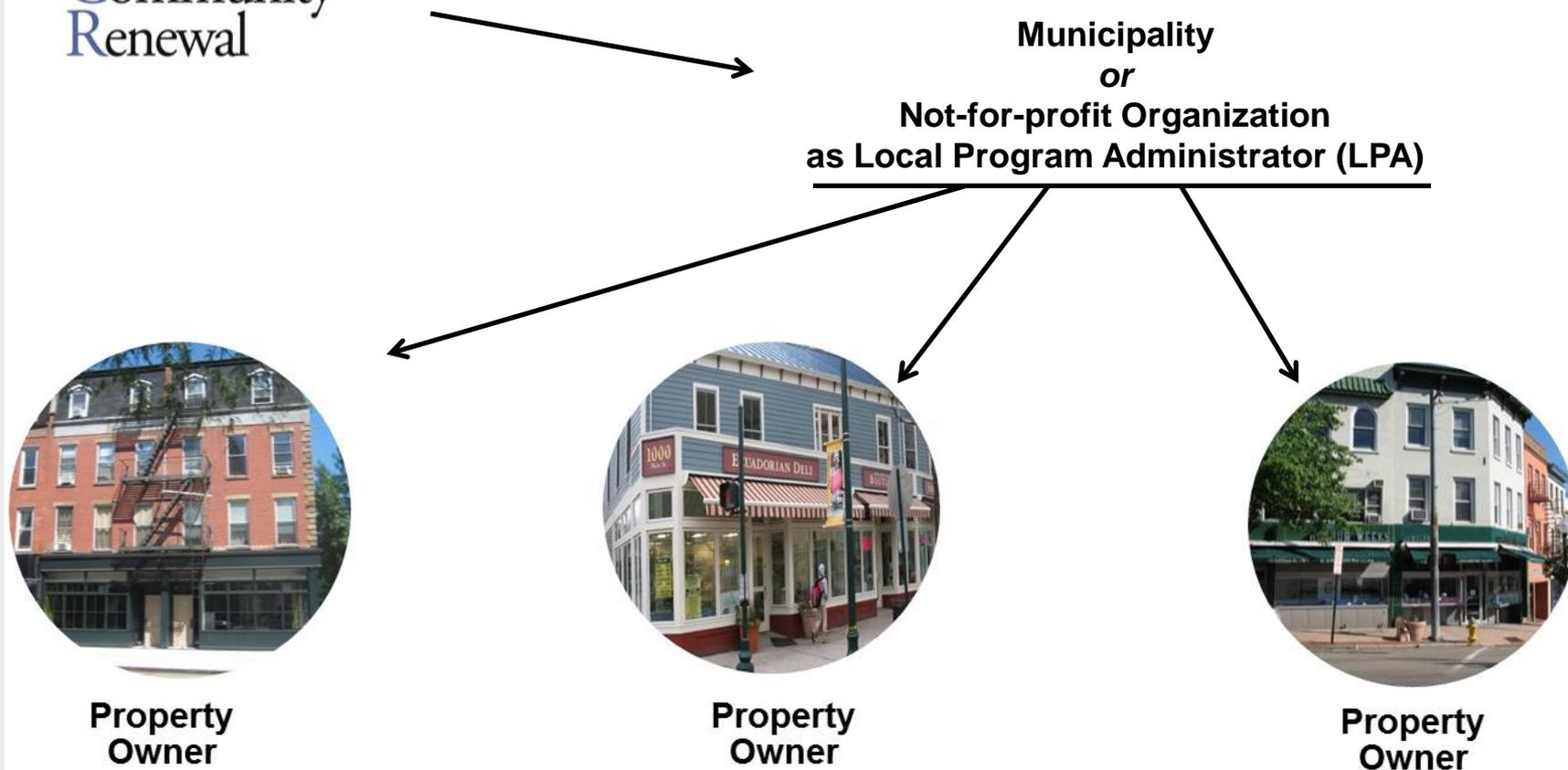
Application Tips: Target Area

- Confirm Target Area Eligibility **early!**
- Locate the need & determine which area will have the most impact.
- Find the interested property owners.
- Consider other local investments.
- Stick to approximately 3 blocks.
- Map must match target area description.



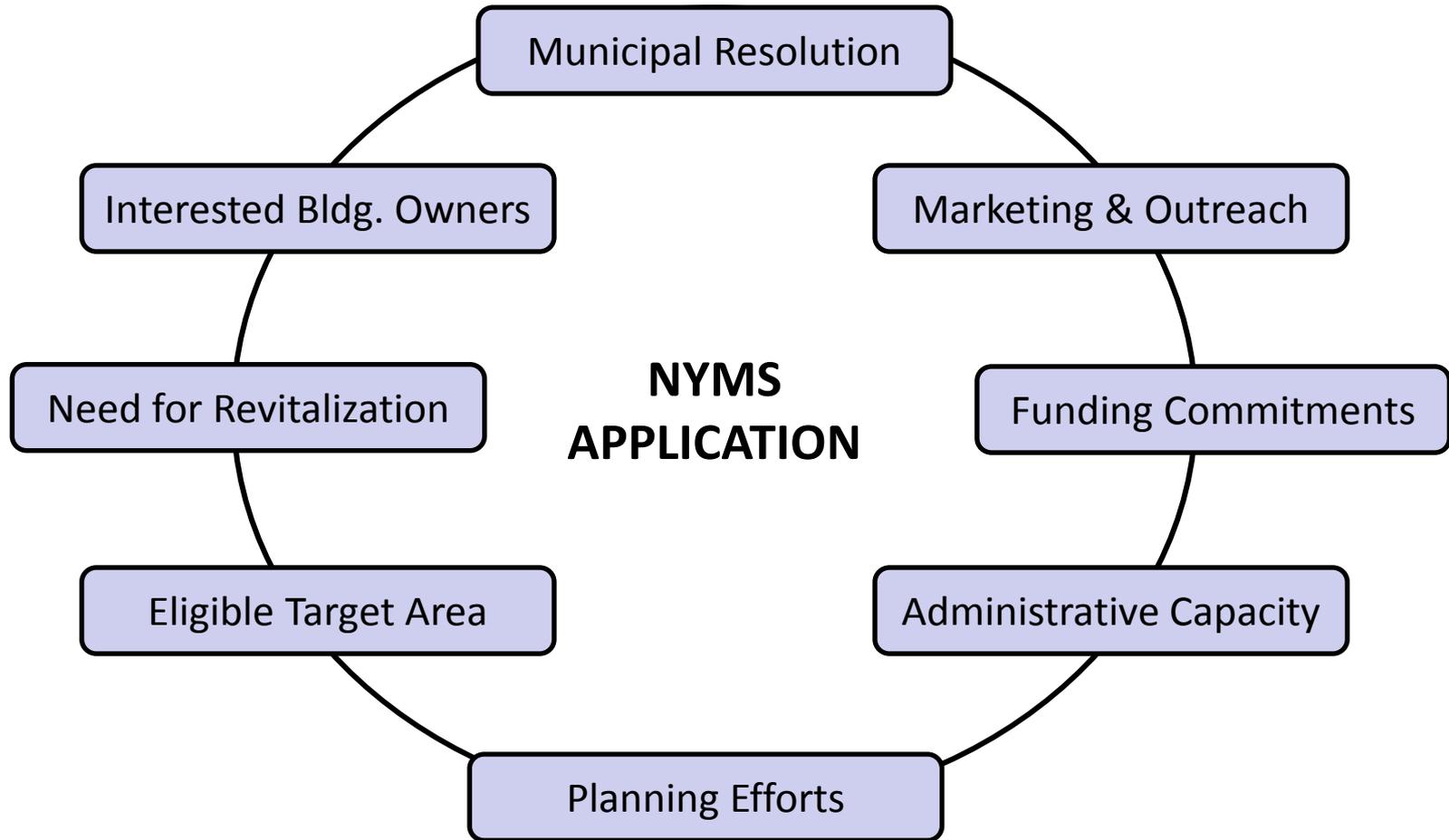


How does NYMS work?



NYMS operates as a reimbursement program, and renovations completed following award may receive a grant to reimburse for a portion of the renovation cost.

How do I prepare to apply?



How do I prepare to apply?

Municipal Resolution

**Contact your
Municipal Board or Community Board
to be added to the agenda NOW!**

Each municipality in which the proposed program or project will function must approve a formal resolution supporting an application for the proposed NYMS program or project.

- The resolution must be passed prior to the application deadline and attached in the documents section of the application.
- This requirement applies to all NYMS application types and applications without a Municipal Resolution, as described above, will be deemed ineligible.

Eligible Renovation Activities

- Health and Safety Improvements: Fire alarms, sprinklers, fire escape repair
- Façade Restoration: Preservation projects, reopening storefronts, removing solid security gates, signs, awnings, re-pointing brick, window repair
- Residential Improvements: Convert vacant upper stories into apartments, correct code violations and update existing apartments
- Prepare Commercial and civic spaces for tenants: Drywall, electrical, plumbing, HVAC

Tip:

Demonstrating an understanding of eligible activities and presenting ONLY eligible projects makes your application more competitive.

Ineligible Activities

Activities not eligible for reimbursement include, but are not limited to:

- Costs incurred prior to award or environmental review;
- Acquisition; new construction; demolition, capitalizing a revolving loan fund;
- Improvements to churches, synagogues, and other religious structures and improvements to municipally-owned buildings used for municipal purposes;
- Non-permanent fixtures, furnishings, appliances, electronics and business equipment;
- Site work or ancillary activities on a property including septic systems or laterals, grading, parking lots, sidewalks, landscaping, fences, free standing signs or general maintenance;
- General operating expenses.

Tip:

When in doubt, contact us. We can discuss project eligibility at any time.

2014 NYMS Activity Funding Limits

- **Target Area Building Renovations**

Applicant may request up to \$250,000 to provide matching grants to building owners for renovation of mixed-use buildings in a concentrated target area. Up to \$50,000 in grant funds per building, plus \$10,000 per residential unit up to a per building maximum of \$100,000 (not to exceed 75% of project costs).

- **Streetscape**

Up to \$15,000 for activities such as planting trees, installing street furniture and trash cans within target area.

- **Administration**

Up to 7.5% of grant amount for salaries or other costs associated with administration of grant.

OR

- **Downtown Anchor Project**

Applicant may request up to \$250,000 (not to exceed 75% of project cost) to assist in a standalone, single site, “shovel ready” renovation project that is key to local revitalization efforts. Application requires business plan and funding commitments

- **Administration**

Up to 5% of grant amount for salaries or other costs associated with administration of grant.

2014 NYMS Activity Funding Limits

Example: Target Area Building Renovations Program Request

\$250,000	2014 NYMS Request Amount
\$210,000	Building Renovation Funds: to renovate five buildings
\$15,000	Streetscape Enhancement Funds: install bike racks and benches
\$10,000	Project Delivery: to hire environmental firm to complete site specific reviews
\$15,000	Administration: staff time to administer grant

OR

Example: Downtown Anchor Project Request

\$250,000	2014 NYMS Downtown Anchor Project Request Amount
\$227,500	Building Renovation Funds: to renovate one project
\$10,000	Project Delivery: to hire firm to complete environmental review
\$12,500	Administration: staff time to administer grant

NYMS Target Area Building Renovation Program Grant

or

Downtown Anchor Project Grant – NOT BOTH!

Streetscape

Streetscape Enhancements

- Up to \$15,000 in grant funds for streetscape enhancement activities, such as: planting trees, or installing street furniture.
- A streetscape enhancement grant will only be awarded as an activity ancillary to a building renovation project and cannot be applied for on its own. Not available with a Downtown Anchor Project.
- Subject to eligibility determination upon award.



Administration & Project Delivery

Administration

Up to 7.5% of a NYMS Target Area Building Renovation Award, or up to 5% of a Downtown Anchor Project award may be requested for administrative activities such as: staff salaries, consultant expenses, program related equipment and supplies, travel, program marketing.

Project Delivery

Professional service costs, or “soft costs,” that can be attributed directly to the delivery of project-specific renovation activities may be eligible project delivery expenses. This may include environmental review expenses. Requires match, proof of payment, and verification of reasonableness of project cost.

Tip:

These are not required, but must be identified at the time of application if an applicant intends to use NYMS funds for these activities.

***NEW!* NYMS Technical Assistance Projects**

NYMS-TA funds are intended to improve a community's readiness to administer a future NYMS building renovation program. Two essential elements in successful administration of a New York Main Street renovation program are:

1. A clear understanding of the needs of the project community.
2. Interested and ready property owners.

Eligible applicants may request **up to \$20,000** to complete technical assistance projects that address local limitations. A minimum of **5% cash match** is required.

NEW! NYMS Technical Assistance Projects

Example 1: NYMS Technical Assistance Project Request

\$20,000	2014 NYMS Technical Assistance Project Request Amount
\$10,000	Building Re-use studies for five key downtown buildings.
\$10,000	Architectural renderings for façade restorations of five downtown buildings.

Example 2: NYMS Technical Assistance Project Request

\$15,000	2014 NYMS Technical Assistance Project Request Amount
\$10,000	Design Guidelines for Downtown Commercial District
\$5,000	Illustrated manual for Property Owners and Business Owners

Notes:

- NYMS-TA proposals must be for future renovation projects. HTFC will not fund a proposal related to an open NYMS contract, or project proposed in the 2014 CFA.
- NYMS-TA funds are not available for general administrative expenses.

Next....

Application Process

- Resources
- Content of NYMS Consolidated Funding Application (CFA)
- NYMS Scoring Criteria Overview

Resources

- New York Main Street Program Guide
<http://www.nyshcr.org/Programs/NYMainStreet/NYMSProgramGuide.pdf>
- New York Main Street Administrative Plan Sample
<http://www.nyshcr.org/Forms/NYMainStreet/AdminPlanTemplate.pdf>
- Regional Economic Development Councils
<http://regionalcouncils.ny.gov/>
- Consolidated Funding Application
<https://apps.cio.ny.gov/apps/cfa/>



HCR Resources

State Agencies New York State Search all of NY.gov

NEW YORK STATE
Homes & Community
Renewal

Partnering to Improve and Preserve Our Homes and

Home Topics Forms & Applications Funding Programs Rent Administration About Us

Home Page > Funding Opportunities

Funding Opportunities

Request for Proposals

- [2014 Office of Community Renewal Consolidated Funding Application \(CFA\) Funding Opportunities](#)
- Consolidated Funding Application Round II Community Renewal Fund - New
- FFY 2013 HOME LPA Program Funding - New
- 2012 Mitchell-Lama Request For Proposals (RFP)

Visit: <http://www.nyshcr.org/Funding/>

- Resource Materials
- Required Forms
- Application Presentation – *Extended Version*
- FAQ Document

Consolidated Funding Application (CFA)

Go to: <http://regionalcouncils.ny.gov/>

Online application

New York State State Agencies Search all of NY.gov

The New NY WORKS for Business REGIONAL ECONOMIC DEVELOPMENT COUNCILS

Consolidated Funding Application CFA Project Info

HOME REGIONAL COUNCILS MEDIA FAQs MAP 2013 Archived Materials 2012 Archived Materials 2011 Archived Materials

CFA Available Resource Manual

Regional Councils



2014 Regional Council Guidebook

CFA Resource Manual



Consolidated Funding Application (CFA)

<https://apps.cio.ny.gov/apps/cfa/>



The New NY WORKS for Business

CONSOLIDATED FUNDING APPLICATION

Home Help Print Page

CFA Project Info Regional Economic Development Councils

WELCOME

As part of Governor Cuomo's transformative plan to improve the state's economic development model, a NYS Consolidated Funding Application (CFA) has been created that will streamline and expedite the grant application process. The CFA process marks a fundamental shift in the way state resources are allocated, ensuring less bureaucracy and greater efficiency to fulfill local economic development needs.

Utilizing the CFA serving as the single entry point for access to economic development funding, applicants will no longer have to slowly navigate multiple agencies and sources without any mechanism for coordination. Now, economic development projects will use the CFA as a support mechanism to access multiple state funding sources through one application, making the process quicker, easier, and more productive.

To proceed with your CFA, please use the **Log In** or **Register** buttons.

[Log In](#)

[Register](#)

Links

[Available CFA Resources](#)

[Regional Council Guidebook](#)

[Program Application Questions](#)

Tip:

Applicants are encouraged to download all application questions to review and compose in Word before working in CFA.

Consolidated Funding Application (CFA) Sections

Threshold Questions

A series of Yes/No questions. Responses determine program eligibility. Applicant may not proceed to program specific questions if threshold criteria are not met.

Documents / Attachments

Documents that you must upload to submit a complete application. These support the responses you have given to questions in the application.

Basic Questions

Common to all applicants who are accessing the CFA. One set of Basic Questions per application.

Standard Questions

Specific to the funding program that you are applying for, i.e. New York Main Street. If you apply for multiple programs with a single application, Standard Questions for each program will appear.

Budget Table(s)

Threshold Questions

A series of Yes/No questions. Responses determine program eligibility. Applicant may not proceed to program specific questions if threshold criteria are not met.

- Applicant Eligibility
- Request Amount
- Target Area Eligibility
- Municipal Resolution
- Matching & Reimbursement Program Structure
- Eligible Activities
- Project Timeline
- Regulatory Term

Please review the Resource Guide and Program Guide for details related to each.

Documents / Attachments

The CFA will require a series of attachments, and allow for several optional attachments. Each attachment field will allow an applicant to upload a single PDF single document.

2014 Required Attachments

- Municipal Resolution
- Target Area Map
- Building Information List
- Building Photographs
- Sources & Uses of Funds Form
- Certificate of Incorporation & Filing Receipt - *Required for Not-For-Profits*
- Business Plan & Market Analysis - *Required for Downtown Anchor Projects*

2014 Optional Attachments

- Support Letters
- Financial Commitment Documentation

Program Budget Table

1.

2.

3.

4.

Use ?	Source ?	Amount	Indicate Source / Comments	Add / Remove
Administration	State	\$ 10000	NYMS	Remove
Construction/Renovation	State	\$ 200000	NYMS	Remove
Streetscape	State	\$ 15000	NYMS	Remove
Project Delivery	State	\$ 10000	NYMS	Remove
Construction/Renovation	Private	\$ 400000	Property Owners/ Pending Approval	Remove
Administration	Local	\$ 20000	Applicant/ Committed	Remove
		\$ 655,000		Add Row



- Administration
- Streetscape
- Project Delivery
- Construction/Renovation

- Local
- Source
- Federal
- State
- Local
- Private
- Lending Institution
- Cash Equity
- Other

Program Budget Table

Target Area Building Renovation Program:	Request between \$50,000 and \$250,000.
Downtown Anchor Project:	Request between \$100,000 and \$250,000
NYMS Technical Assistance Project :	Request up to \$20,000

- Include a line for each NYMS activity/use for which funds are requested:
 - Administration
 - Project Delivery
 - Construction/Renovation
 - Streetscape (*Not an eligible use for Downtown Anchor Projects*)
 - Additional lines should be included to document each source of required matching funds and additional leverage, by activity/use.
- Under Indicate Source/Comments identify specific source of funds, and either "Committed" or "Pending Approval" and Funding Commitment Documentation must be attached in the Documents section of the application.
- Uses other than Construction/Renovation, Streetscape, Project Delivery and Admin. are not eligible uses for NYMS, and are not eligible as matching funds. **Do not include these in your budget.**

Application Tips: Budget

Project readiness and applicant capacity can be conveyed through a clear budget.

Present a feasible, well planned budget:

- Make sure funding amounts proposed are within eligible limits, for eligible activities.
- Application Budget Table must be supported by responses in Budget Narrative questions, Review question help section for sample language.
- Substantiate the requested amount. Identify each of the estimated costs, including the source of the funds and proposed use: Building Renovation, Streetscape Enhancement or Administration.
- For each source identified, indicate whether the source is formally committed or pending approval.
- Provide commitment letters for all sources of matching or leveraged funds contributing to the project. Sources will not be considered committed without formal documentation attached.

Estimated Timeline for a 2014 CFA Project

Fall/Winter 2014

- Awards announced
- Contract execution
- Environmental Review
- Program development

Spring 2015

- Marketing and outreach
- Acceptance and review of local applications
- Project development

Summer 2015 – Summer 2016

- Construction
- Reimbursement

Fall 2016

- Program completion, monitoring and closeout

Tips:

Do not propose projects that will begin this summer. Projects that commence prior to award, or cannot be completed within 24 months are not eligible for participation.

Providing a clear, reasonable and eligible project timeline makes your application more competitive.

Application Process

NYMS Scoring Criteria Overview

2014 Scoring Criteria *Up to 100 Points*

A) Need - 10 Points

- Residential
- Commercial

B) Impact - 25 Points

- Residential
- Commercial
- Local Initiative
- Design
- Business Strategy & District Promotion

C) Leveraging - 10 Points

- Public and Private Investment

D) Capacity - 35 Points

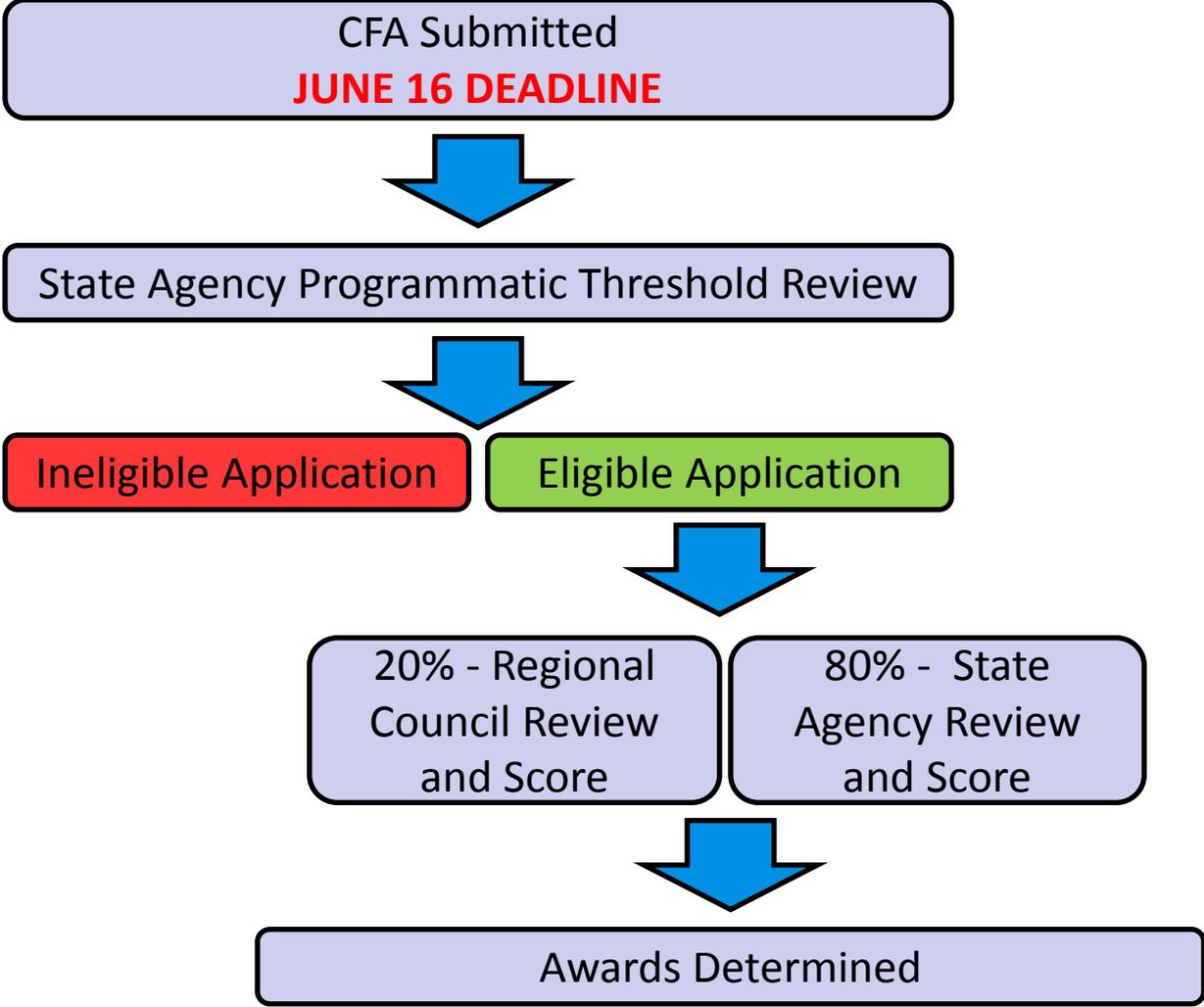
- Program Experience
- Implementation Capacity
- Readiness

E) Total Vision and REDC Strategies – 20 Points

- Alignment with Regional Council's Strategic Plan

* Project Selection Criteria are detailed in the CFA Resource Manual/Available Resources Guide.

What happens when we submit the application?



New York Main Street Program

QUESTIONS?

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Crystal Loffler, Program Director

Erin Kinne, Community Developer

Patricia O'Reilly, Community Developer

www.nyshcr.org

