

- INFRASTRUCTURE STRATEGIES -

To develop the infrastructure essential to Long Island's growth for the next generation, we need to implement four broad and comprehensive strategies: • **Revitalize downtowns and commercial centers;** • **Repair and upgrade aging infrastructure;** • **Create new housing opportunities;** • **Promote new government policies to foster economic growth**

REVITALIZE DOWNTOWNS, BLIGHTED AREAS & COMMERCIAL CENTERS

Long Island should create downtowns that are centers of economic activity and provide the community with a pedestrian-oriented sense of place--and an attractive place for young people to live, work and play. Community participation in planning efforts is a key element in successful downtown revitalization. Government needs to take the lead in driving the revitalization process and work with community stakeholders and shareholders alike to build consensus for less rigid, more flexible land-use policies.

Specific strategies for revitalizing downtowns and commercial centers include:

- Government should provide incentives to stimulate the redevelopment of vacant, abandoned, blighted properties
- Support the development of walkable/bikable redevelopment at Nassau Hub that leverages local assets to maximize transportation connections, economic dynamism, and living-wage job opportunities for surrounding communities.
- Plan for transit-oriented development and downtown revitalization, particularly near LIRR stations and near new transit centers
 - ⇒ Zone for mixed-use development (see below)
 - ⇒ Orient buildings towards the street, and improve façades and streetscapes
 - ⇒ Improve wastewater treatment capacity
 - ⇒ Construct structured parking facilities and shared parking
 - ⇒ Design for pedestrians and bicyclists, incorporating traffic calming elements
 - ⇒ Use public spaces like plazas to create a “main street” feel
 - ⇒ Coordinate with law enforcement to improve local safety, security and quality of life, while maximizing access to public spaces for a broad range of users
 - ⇒ Encourage green construction

REPAIR AND UPGRADE AGING INFRASTRUCTURE

Upgrading our wide-ranging infrastructure to ensure economic growth requires a multi-faceted strategy to improve our sewer systems, outdated transportation and transit systems, and underdeveloped local airports.

Develop and repair sewer infrastructure

- ⇒ Upgrade and expand regional wastewater treatment facilities to meet future capacity and improve treatment and energy efficiency. Priority should be given to sewer infrastructure that will stimulate redevelopment projects and transit-oriented developments and revitalize downtowns and economically distressed communities. The sewer infrastructure project should result in the creation of jobs and the construction of affordable and mixed use housing. When sewers are constructed, efforts should be made to utilize sustainable, low-energy usage, and lower cost alternatives.
- ⇒ Expand Sewer Infrastructure in Suffolk County. In order for the County to grow in a sustainable way, sewer infrastructure is needed at the following locations: Ronkonkoma Hub, Mastic/Shirley Peninsula, Coram, Southwest Sewer District (West Islip, North Babylon, West Babylon, Wyandanch, and Deer Park, Bergen Point Sewage Treatment Plant Outfall Pipe), District 6 (Smithtown/Kings Park downtowns), District 1 (Port Jefferson), Sag Harbor Sewer District, Patchogue Sewer District, Bellport, Sayville, Middle Island, Yaphank, Southampton, Mattituck, Center Moriches, Flanders/Riverside, Riverhead.
- ⇒ Upgrade Sewer Infrastructure in Nassau County. Nassau County's sewage treatment plants are in need of serious capital repairs in order to continue to meet the needs of communities. One of the most important capital expenditures is the construction of an ocean outfall pipe at Bay Park Sewage Treatment Plant, which will contribute to the health of Reynolds Channel and the Great South Bay. Nassau's sewer lines are decades old and hinder redevelopment in downtowns. If sewer lines in Nassau's downtowns are repaired and upgraded to increase capacity, they will support downtown revitalization.

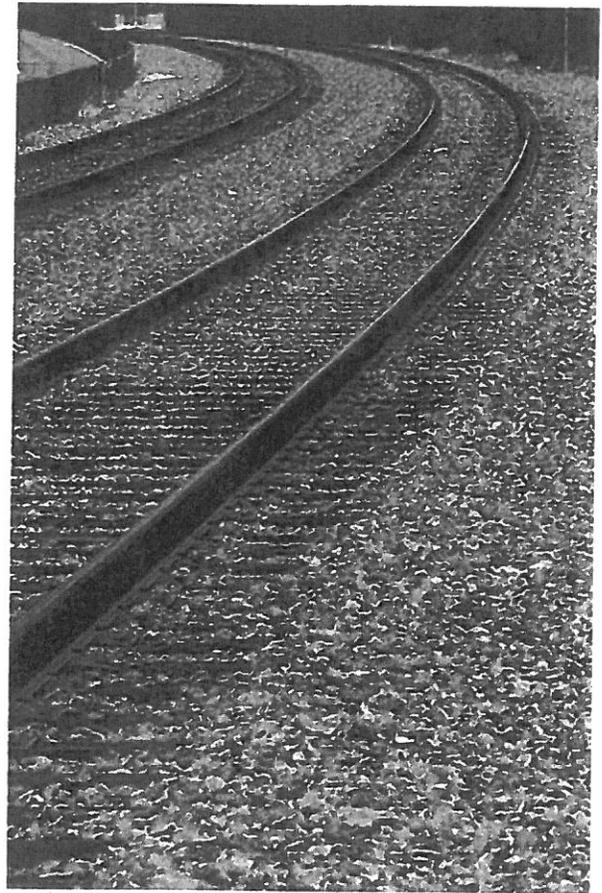
Build a LIRR second track from Farmingdale to Ronkonkoma

Construction of a full second track on the LIRR Main Line between Farmingdale and Ronkonkoma would be a tremendous advantage for revitalization efforts around the future Republic Hub, Wyandanch Rising, and the Ronkonkoma Hub. It will also greatly improve the access and reliability of connections to MacArthur Airport and can expand the role of the Ronkonkoma LIRR station as an airport gateway, further stimulating economic development in the area.

Improvements would include associated traction power infrastructure, including third rail; a new south platform at Wyandanch Station; new north and south platforms and station building at Pinelawn station; signal upgrades/modifications as required; retaining walls and earth work; right of way clearing as necessary; new switches / crossovers / interlocking; modified grade crossings to accommodate second track; and drainage improvements (i.e culverts, ditches) as required.

Construct a new Republic Station

The LIRR envisions constructing a new Republic Hub Station after the double track is constructed to serve the Route 110 corridor in western Suffolk County. The Route 110 Corridor is the largest employment center in Suffolk County, with almost 20 percent of Suffolk County's workforce employed in this area. A new Republic Station would play a key role in increasing rail access to Long Island MacArthur Airport. The reopening of this station would also play a critical role in supporting the proposed Bus Rapid Transit (BRT) service on Route 110; which would establish the first north-south mass transit connection on Long Island.



Devise LIRR parking solutions

In order to accommodate future transit-oriented developments around LIRR stations, new parking structures will be needed to free up land currently occupied by surface parking. The ideal solution is to establish intermodal facilities at selected LIRR stations, providing commuter parking and sheltered bus bays adjacent to the train station. Many LIRR stations have connecting bus service, which frequently is challenging and even dangerous to access because of busy nearby roadways and local traffic patterns. An intermodal facility is a central location where local residents, employees, and visitors can conveniently access and/or transfer between several different modes of transportation. Intermodal facilities will serve communities by providing more travel opportunities and encouraging economic development in downtown districts.

Develop bus/multimodal rapid transit

Bus Rapid Transit could serve as a solution to providing transit on north-south corridors not served by the Long Island Rail Road.

- ⇒ Support and expand existing bus/multimodal transit options, particularly to maximize access to emergent job centers and revitalizing downtowns.
- ⇒ Encourage transit use to minimize the impact of congestion and air pollution in the short run, and of greenhouse gas emissions in the long run.
- ⇒ Develop Hub transportation that reduces use of autos.

Generate new freight opportunities

Long Island needs to improve the physical infrastructure of the transportation system for freight-related transport between shipping and receiving points. Strategies to increase freight access and options include:

- ⇒ Rail freight intermodal terminals to link the nation's rail freight system and relieve truck congestion.
- ⇒ Freight villages, a fusion of land use and transportation planning to cluster freight-dependent companies around a concentration of shared transportation infrastructure. Freight villages can generate an entirely new market for small- and mid-sized businesses to reduce transportation costs, relieve truck congestion on regional and local road ways, and improve air quality.

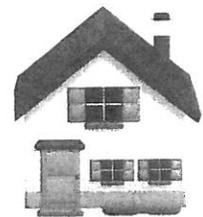
Tap into the economic potential at Long Island's Airports

- ⇒ Attract more commercial carriers to MacArthur Airport and develop the north side of the airport to provide better access to the Ronkonkoma Rail Road Station.
- ⇒ Build a sewage treatment plant to serve the Ronkonkoma Hub to expand Long Island MacArthur Airport and connect it to a transit-oriented development.
- ⇒ Develop the underdeveloped west side of Long Island MacArthur Airport.
- ⇒ Tie Long Island's airports to regionally significant projects to heighten economic potential.
- ⇒ Attract businesses to locate near Long Island's airports to leverage economic activity and attract fixed-based operators to locate on or near Long Island's airports.
- ⇒ Brand, market, and promote Long Island's airports.



CREATE NEW HOUSING OPPORTUNITIES

Create new, affordable housing for young people, empty-nesters, and low-income households



Long Island needs to build new affordable, rental, and multi-family housing for youth, empty-nesters, and low-income households. Government needs to also work with members of the community to build consensus for affordable rental housing. Affordable housing projects are economic engines in their own right, leveraging public and private dollars. These new housing opportunities should:

- ⇒ Create multi-family rental housing opportunities at varying levels of affordability (below 120 percent, 80 percent, and 50 percent AMI).
- ⇒ Site and affirmatively market new housing to provide access to new living-wage jobs and reduce racial segregation.

- ⇒ Develop for-sale homes that are affordable to households with incomes near or below AMI.
- ⇒ Support affordability tools such as land trusts and limited-equity cooperatives, that preserve affordability in the long term.
- ⇒ Provide a range of housing opportunities in downtowns and around train stations, including larger (e.g., 3-bedroom) units.
- ⇒ Commit to the siting and construction of multifamily rental buildings in scale with the surrounding community.
- ⇒ Require energy conservation, specifically include solar where feasible, in all new affordable housing.
- ⇒ Link clean energy, environmental and housing funding sources in order to provide for the initial increase in design/construction costs needed to incorporate solar and other “green building” elements in multi-unit affordable buildings.

Maintain and support existing housing programs

Beyond developing new housing, there are many other strategies currently used by Community Development Corporation of Long Island, the Long Island Housing Partnership, the Kimmel Housing Foundation, and other non-profits and local municipalities. They address critical housing and related social equity needs, and we believe need to be continued. These include:

- ⇒ Providing opportunities for down payment assistance for first time buyers.
- ⇒ Pre-purchase homeownership education.
- ⇒ Grants and loans to homeowners needing health and safety repairs to their dwelling, as well as energy efficiency improvements.
- ⇒ Employer-assisted housing, which helps employers recruit and retain workers in a high-cost area and provides down payment and rehab assistance to homebuyers.
- ⇒ Siting and affirmatively marketing new housing to provide access to opportunities, such as quality education, and reduce racial segregation.
- ⇒ Foreclosure prevention services.
- ⇒ Handicapped accessibility.
- ⇒ Purchase, rehabilitation, and disposition of foreclosed houses that are blighting neighborhoods.
- ⇒ The 72-H program, which transfers properties in tax default for the development of affordable housing.
- ⇒ Providing education and awareness about fair housing.

PROMOTE NEW GOVERNMENT POLICIES TO FOSTER ECONOMIC GROWTH

- **Streamline approval process**

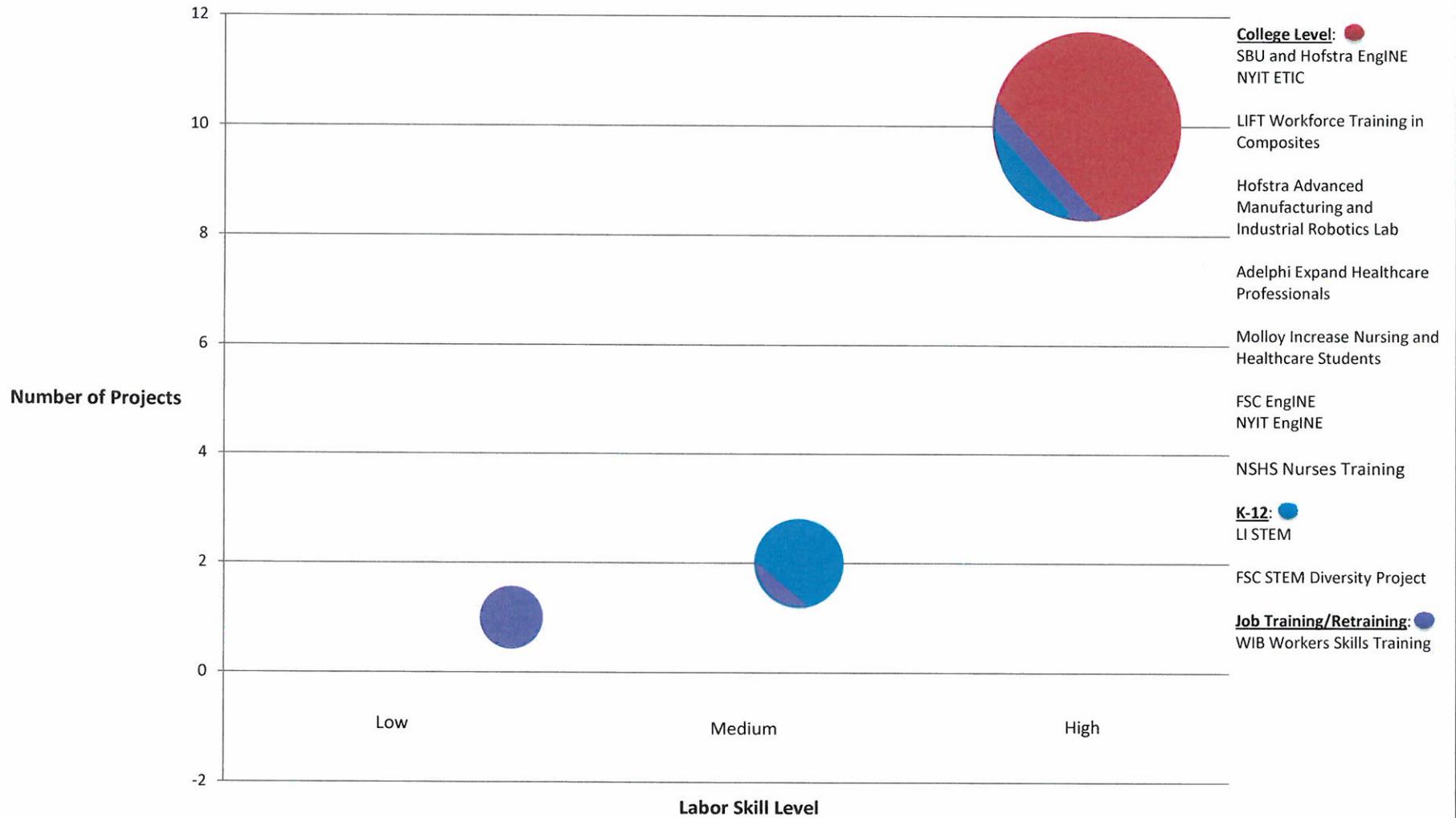
Governments should make efforts to “cut the red tape” and increase transparency in the land-use approval process. An example is the newly launched Suffolk Unified Permit Portal, a multi-year effort to create an online process for development applications that provides transparency and accountability for land use across Suffolk’s 43 municipalities. Town Planning Departments can also look to reorganize their departments to give priority to regionally significant and transformative projects.
- **Innovate new zoning codes**

In order to facilitate and accommodate redevelopment of downtowns and large, mixed-use regionally significant projects around train stations, governments should develop new zoning codes such as form-based zoning or planned development districts that encourage redevelopment of community centers. Innovative zoning codes should encourage the efficient use of land, be a catalyst for revitalization, and foster a sense of place.
- **Update zoning codes to:**
 - ⇒ Discourage segregated zoning and strip malls.
 - ⇒ Create land use and street design guidelines to promote walking and cycling.
 - ⇒ Ensure that guidelines for the improvement of existing streets and the development of new streets encourage multi-modal road networks.
 - ⇒ Encourage diverse housing types and demographics.
- **Foster inter-municipal cooperation**

Many regionally significant projects cross municipal boundaries. If these projects are to succeed, municipalities should think regionally from the early stages. Inter-municipal cooperation is critical to securing funding for projects and ensuring a smooth approval process.
- **Support Industrial Development Agencies**

Local IDAs are the most efficient and effective economic development program available to local governments. They are often self-sufficient and the average statewide cost per job created for projects they assist is \$2,400. The role of IDAs in helping to create and maintain jobs in their communities is much greater than just serving as a conduit financing vehicle for the project. IDAs are the lead economic development agency of a county, town, or city, and serve as the nexus between the public and private sectors on economic development activities. IDAs have played and should continue to play a central role in the development of our economy, while engaging with local governments and encouraging the participation of community stakeholders.

Round 1 and Round 2 Workforce and Education Projects





Path Through History Heritage Tourism Grant Program Guidelines

OVERVIEW

New York State has an unparalleled network of museums, historic sites, and other cultural institutions. Heritage tourism has a \$5 billion impact on New York's economy per year. Governor Andrew M. Cuomo's new "Path Through History" initiative not only showcases New York State's historic and cultural significance but also promotes tourism and economic development in communities in every region of New York State.

The "Path Through History" program ("PTH") will connect historic and cultural attractions throughout New York State. PTH is an extension of New York's approach to economic development through the Regional Economic Development Councils, and will empower regional stakeholders through the ten regional PTH Workgroups.

The PTH program will help the state, its regions, and numerous heritage tourism stakeholders work together to tell New York's story and increase heritage tourism. The program includes PTH branded signage installed along interstates; PTH Website and Mobile App; I Love NY Marketing Campaign; and PTH Grants based on Regional Heritage Tourism Vision Plans and Implementation Projects. The connection between these PTH components will provide the foundation for a seamless heritage tourism experience. The PTH Grants are discussed below.

PTH Grants

New York State will make available a total of \$1,000,000, equally divided into \$100,000 for each of the ten Regional Economic Development Council regions, to fund Implementation Projects based on Regional Heritage Tourism Vision Plans, as discussed below. Each of the ten regional PTH Workgroups within those regions is being asked to identify and prioritize Implementation Projects in coordination with local tourism promotion professionals and agencies. Early in the process, each Workgroup is also required to coordinate and communicate with New York State's "I Love NY" tourism division in order to maximize program impact statewide. After such cooperation and coordination, each PTH Workgroup will submit to the New York State Urban Development Corporation dba Empire State Development Corporation ("ESD") one, two-part grant application, consisting of:

Part 1: PTH Heritage Tourism Vision Plan; and

Part 2: PTH Heritage Implementation Projects (with Worksheets).

With this funding, the regions will be positioned to begin Implementation Projects during the 2013 tourism season. Once each region's PTH Workgroup completes its application, both the Vision Plan and prioritized Implementation Projects will be submitted to the corresponding Regional Economic Development Council ("REDC") for endorsement.

Path Through History Heritage Tourism Grant Program 2013 Proposal Guidelines

PTH Themes

Each of the ten regional PTH Workgroups has identified region-specific themes that connect resources and sites to better tell the story of that region. The PTH program has synthesized the diverse themes identified across the regions into 12 state-wide themes identified below. These are not exclusive and are intended to allow each region to explore their unique story with sub-themes which may fall under these broader themes.

- *Arts and Culture*
- *Innovation and Commerce*
- *Sports History*
- *Canals and Transportation*
- *Native Americans*
- *U.S. Presidents*
- *Civil Rights*
- *Natural History*
- *War of 1812*
- *Colonial History*
- *The Revolution*
- *Women's Rights*

A. CONTENT OF PTH GRANT APPLICATION

PART I: PATH THROUGH HISTORY HERITAGE TOURISM VISION PLAN

INTRODUCTION AND GENERAL REQUIREMENTS

A regional PTH Heritage Tourism Vision Plan will describe how to capitalize on strengths, opportunities and heritage assets and outline goals, strategies and projects that will help your region achieve its goals for heritage tourism along a five year timeframe.

Building on the work that your PTH workgroup has done, and drawing from existing efforts within your region, the Vision Plan will both highlight the opportunities within your region and propose actions to leverage those opportunities. The plans will be informed by public and stakeholder input. Workgroups must ensure that the region's tourism professional, including tourism promotion agencies, are engaged in this process. The strategies in your PTH Heritage Tourism Vision Plan will be your region's guide for heritage tourism efforts.

All Vision Plans should include but not be limited to the following elements:

1. Vision Statement
2. Regional Overview
3. Assets and Opportunities
4. Goals, Strategies, and Tactics

Vision Statement

The Path Through History vision statement should express an ideal regional heritage tourism experience within your region and the framework within which that experience can be achieved, touching on broad internal and external strategies that will help the region tell its story. Be succinct.

Regional Overview

This section should be a brief summary of the region and its story. This should be a general introduction to the region and some of its most significant themes.

Path Through History Heritage Tourism Grant Program 2013 Proposal Guidelines

Assets and Opportunities

Develop a narrative outlining your region's assets and opportunities. When developing this section, you may want to consider heritage assets (including priority sites the PTH Workgroup has already identified), themes, organizations, existing tourism resources and partnerships, target markets, and any heritage tourism efforts or opportunities in your region or connecting with other regions. Some questions to consider as you develop this section: What are our region's strengths and opportunities? What are some challenges? Who's doing what? What can be learned from existing plans, model programs or strategies, and how can they be leveraged?

Goals, Strategies, and Tactics

Goals: In this section, identify specific goals and strategies that will help your region achieve its Heritage Tourism Vision. In developing the goals and strategies consider long vs. short term goals, the visitor experience, tourism impacts, and ways to enhance existing resources.

Strategies: There may be multiple strategies per goal. Strategies should consider:

- Who will be responsible for implementation?
- Target audiences.
- What is the timeframe for implementation?
- How will progress be measured?
- How much would it cost to implement?

When addressing these questions, it's also important to think about what stories your region has to tell, the unique history that you want to convey to visitors and new ways to connect them to those stories. Identify these compelling stories and how best to market them to your target audience. Strategies can include creative collaborations among organizations to create compelling stories that reach your target market.

Tactics: Please provide any detail on the marketing channels, messages, and tactics that will be utilized to achieve your goals.

PART 2: PATH THROUGH HISTORY PRIORITY IMPLEMENTATION PROJECTS

The PTH Grant Application should identify one or more Implementation Projects. These projects will help put into action the goals and strategies identified in the Vision Plan and will feed into the state-wide PTH effort. You may also consider projects that involve multiple REDC regions promoting a common theme. Workgroups should prioritize Implementation Projects listed in this section. The Priority Implementation Projects chosen by each regional PTH Workgroup will be funded under this grant program, up to a maximum of \$100,000 per region. Any other Implementation Projects included in the Plan, but not funded through this grant program, will become the region's template for implementation moving forward.

Path Through History Heritage Tourism Grant Program 2013 Proposal Guidelines

To aid in the development of Priority Implementation Project applications, an Implementation Project Worksheet is attached. One worksheet must be completed for each Project being funded under the grant. Worksheets include Project description, consistency statements, budget, schedule, measurement, and leverage impact.

B. FUNDING PROCESS, ELIGIBILITY, AND OTHER REQUIREMENTS

Grant funds up to \$100,000 per region will be allocated for Priority Implementation Projects selected by the respective regional PTH Workgroup and endorsed by the corresponding Regional Economic Development Council.

Considering the goals and strategies identified in the PTH Heritage Tourism Vision Plan, Priority Implementation Projects should be achievable near-term while being a catalyst for your vision plan. PTH Priority Implementation Projects will advance the PTH Regional Heritage Tourism Vision Plan, be consistent with and complement I Love NY's PTH Marketing Plan, advance the Regional Economic Development Councils' strategic plans, and support the overall vision for tourism promotion in New York State. The PTH program encourages interregional collaboration, and groups may collaborate to promote shared assets or themes. Applications may include multiple Priority Implementation Projects that would be funded through this program.

Examples of Eligible Activities:

The PTH program encourages creativity, collaboration, projects that demonstrate impact, and projects that help tell New York's story in a fresh way. The following project examples are not intended to limit your thinking, but rather to prime the pump for creative project ideas.

Photography: *Projects that will result in hi res images (300 dpi or greater) depicting New York's heritage.*

Video: *Projects that will result in video content appropriate for various media platforms. I Love NY will assist with consistency of message across regions.*

Advertising: *Cooperative projects focused on New York's heritage or local 'Path Through History' programs including digital, print, radio, and television.*

Itinerary development: *Projects to connect sites by theme, geography, or which otherwise would create a dynamic tourism experience with a central heritage tourism component.*

FAM Tours: *A trip or tour offered to travel agents, travel writers, or other travel industry professionals to familiarize the agents with the PTH and regional heritage experiences.*

Targeted PTH Marketing Plan: *A focused and specific plan (consistent with but more specific than the PTH Heritage Tourism Vision Plan) for coordinated marketing related to PTH within your region.*

Experiential programming: *Programs that engage and tell a story through experiences. Projects could include making tours more experience driven.*

Partnership programming development: *Projects that connect various public and private partners to advance projects of mutual benefit related to increasing heritage tourism and telling New York's story.*

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Trade shows and new market outreach: *Outreach projects to connect local or regional heritage tourism experiences to tourism industry representatives, target audiences, or the general public.*

Special programming and events: *Events that showcase New York's heritage, including Path Through History Weekends events (June 1-2, 8-9).*

Grant Sponsor and Project Coordinator(s): Through consensus, each PTH Workgroup will identify one Grant Sponsor that will act as host and administrator for each grant, both receiving and disbursing funds for each Priority Implementation Project subject to the disbursement conditions set forth below. Each Implementation Project must have a Project Coordinator that will serve as the lead on the Project and be able to receive funds from the Grant Sponsor and account for fund expenditures to the Grant Sponsor. The Grant Sponsor may also be a Project Coordinator for Implementation Projects. Grant Sponsors must be either not-for-profit organizations or municipalities.

Municipality: A local public authority or public benefit corporation, a county, city, town, village, school district, supervisory district, district corporation, improvement district within a county, city, town or village, or American Indian nation or tribe recognized by the state or the United States with a reservation wholly or partly within the boundaries of New York State.

Not-for-profit corporation: A corporation formed pursuant to the not-for-profit corporation law and qualified for tax-exempt status under the federal internal revenue code. All participating not-for-profit corporations, whether Grant Sponsors or Project Coordinators, must submit appropriate IRS form 990.

Admin Fee: Grant Sponsor administration costs may not be greater than 10% of the total grant amount.

Funding and Reimbursement: Program funds may be used only for expenses incurred after an ESD Award Letter has been issued to the Grant Sponsor (expense documentation will be required).

First 10% of grant funds: Promptly after issuance of an Award Letter, ESD shall disburse to each Grant Sponsor \$10,000 as an initial advance against Eligible Expenses* to be incurred by each Project Sponsor .

Next 80% of grant funds: All disbursements after the initial advance shall be for Eligible Expenses. Requisitions for payment shall be submitted by the Grant Sponsor no more frequently than monthly and must include Supporting Documentation**. In addition, the initial requisition must include supporting documentation for expenditure of the initial 10% advance. ESD shall reimburse the Grant Sponsor, not more frequently than monthly, for Eligible Expenses actually incurred, in compliance with ESD requirements and upon presentation to ESD of such Supporting Documentation as ESD may require. The amount reimbursed by ESD in this manner will not exceed \$80,000 per Grant Sponsor.

Last 10% of grant funds: The final \$10,000 of each Grant shall not be disbursed by ESD to the Grant Sponsor until each of the respective regional Priority Implementation Projects and final reports have been completed to ESD's satisfaction.

Path Through History Heritage Tourism Grant Program 2013 Proposal Guidelines

* “Eligible Expenses” must be incurred: (a) in connection with Priority Implementation Projects; and (b) on or after the date ESD issues the respective Award Letter to Grant Sponsor.

** “Supporting Documentation” must include copies of invoices as well as proof of payment (e.g. cancelled checks (both sides), bank statements, paid credit card statements, or other proof of payment). ESD reserves the right to require additional documentation to support payment requisitions.

Leverage: This is not a matching grant program. However, it is expected that the funds awarded through the ‘Path Through History’ Program will result in leveraged funds and other benefits such as in-kind services and other contributions from partner organizations.

Organizational Structure and Finances: Each Project Sponsor of a Priority Implementation Project shall provide to the Grant Sponsor: (i) an organizational chart and/or description of ownership structure; and (ii) three (3) years of historical financials. If most recent financials are over one hundred eighty (180) days old, the most recent interim statements, certified as true, accurate and complete by an authorized officer, should be included.

Approval and Disbursement Process: Awards will be contingent upon approval of the ESD Directors and compliance with applicable laws and regulations. After ESD Director approval, Grant Sponsors will enter into a Grant Disbursement Agreement with ESD.

Final Report: A final report for each Priority Implementation Project must be submitted by the relevant Project Sponsor to the Grant Sponsor prior to the final 10% reimbursement of grant funds. The report should include measures of success and leverage as described in the relevant Priority Implementation Project Worksheet. Additional materials may include a narrative, photographs, sketches, maps, and any printed or electronic materials produced with grant funds.

SEQRA Requirements: All Priority Implementation Projects will be reviewed by ESD to determine the type and extent of environmental review that may be required. If information is required, it will be requested through the Award Letter process.

Ineligible Expenses: State funds granted under this program may not be used for construction, renovation, food, alcohol, equipment, furniture, office supplies and/or other expenses deemed ineligible by ESD. Costs incurred prior to the date an ESD Award Letter has been issued to the Grant Sponsor are not eligible and cannot be included in the Project budget. Expenses reimbursed from any other source or agency may not be claimed for reimbursement but may be used to demonstrate leverage.

Project or Budget Revisions: As set forth above, each Priority Implementation Project Worksheet will include, among other things, a Project description, budget, and schedule. Subsequent to ESD issuing an Award Letter, Grant Sponsors are required to notify ESD of any revisions to any Priority Implementation

Path Through History Heritage Tourism Grant Program 2013 Proposal Guidelines

Project description, budget, or schedule. At ESD's sole option, ESD contract documents may be amended to reflect any approved revisions.

Branding Guidelines: ESD / I Love NY will distribute PTH Branding Guidelines before contracts are executed.

General Terms and Conditions:

1. *Modification of Award* – ESD reserves the right to offer Priority Implementation Project assistance under terms different from those requested or those contained in these guidelines. ESD reserves the right to review and reconsider Priority Implementation Project assistance offers and terms in the event of material changes in Project description, budget, or schedule.

2. *Non-Discrimination Policy* – It is the policy of the State of New York, including specifically ESD, to comply with all federal, State, and local laws, policies, orders, rules, and regulations that prohibit the unlawful discrimination because of race, creed, color, national origin, sex, sexual orientation, age, disability, or marital status. Grant Sponsors and Project Coordinators also will be required to so comply.

3. *M/WBE Goals* – It also is the policy of the State of New York and ESD to take affirmative action when implementing projects to ensure Minority and Women-Owned Business Enterprises (“M/WBE”), Minority Group Members, and women share in the economic opportunities generated by ESD's participation in projects or initiatives or in the use of ESD funds. Compliance with these laws and policies shall be required.

As a result, PTH Grant Applications will be reviewed by ESD's Affirmative Action Unit, which shall, in consultation with Applicant, Grant Sponsor, Project Coordinators, and/or any other relevant interested parties, develop appropriate goals, in compliance with applicable law (including Section 2879 of the *Public Authorities Law*, Article 15-A of the *Executive Law*, and Section 6254 (11) of the *Unconsolidated Laws*) and the policy of ESD, for participation by Minority Group Members and women in Priority Implementation Projects. Such goals shall include employment participation goals for minorities and women as well as business and participation goals for minorities and women in accordance with applicable laws and Governor Cuomo's Executive Order No. 8, dated February 17, 2011, which speaks to the need for leadership in all State agencies to meet M/WBE goals.

4. *Reservations of Rights Concerning Funding Commitment* – It is expected that Priority Implementation Projects will proceed in the time frame set forth by Applicant in its Application. If the implementation of a Project fails to proceed as so indicated or is delayed for a significant period of time, or ESD determines that there is doubt as to the viability of the Project or the Applicant or the economic benefit of the Project, ESD reserves the right to cancel its commitment to such Project of program assistance.

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5. *Environmental Sustainability* – ESD encourages the environmentally sustainable practice of recycling construction and demolition debris rather than disposition in a landfill.

Other ESD Funding Sources: Applicants for program assistance may apply for and receive assistance from multiple ESD-administered and affiliated sources, even for the same Project. Applicants must always disclose whether they are pursuing or intend to pursue multiple ESD funding sources, including loans, grants, and tax incentives.

Coordination, Deadline, and Submission Process:

Coordination with I Love NY: Each regional PTH Workgroup will be required to coordinate with ESD's 'I Love NY' tourism division during the planning and project development phase to ensure consistency and maximize impact of the program. While 'I Love NY' staff will be engaged in the Workgroup process throughout, Workgroups must schedule a meeting (by phone or in person) with 'I Love NY' staff to discuss Implementation Project ideas by **April 4, 2013**. Contact Gavin Landry at glandry@esd.ny.gov or (212) 803-3267.

Applications must be received by May 10, 2013

The regional Path Through History Workgroups, in cooperation with the Grant Sponsor, will be responsible for submitting all applications by the deadline.

Applications will be submitted through the following email address, submissions@esd.ny.gov, with one (1) hard copy of application mailed to:

Jamin Clemente
Division of Marketing, Advertising and Tourism
Empire State Development
625 Broadway, 8th Floor
Albany, NY 12245

Submitting an application to this email address will ensure that the proposal is reviewed by both the Regional Economic Development Council and Empire State Development. Workgroups only need to seek the endorsement of their corresponding REDC. If proposed Priority Implementation Projects involve multiple REDCs, you must share the application with them concurrent with submission.

Contact for Questions:

For questions regarding these application materials or the Path Through History program, please contact Mark Castiglione, mark.castiglione@hudsongreenway.ny.gov or (518) 473-3835