



**Homes and
Community Renewal**

Office of Community Renewal

New York Main Street (NYMS) Program
2021

New York Main Street Program

Agenda

Program Summary

- Program Overview
- Eligibility
- Preparing to Apply
- 2021 Activities and Funding Limits

Application Process

- Resources
- Accessing and Navigating the CFA
- Application Structure
- NYMS Scoring Criteria Overview



Program Summary

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.



**Homes and
Community Renewal**

NYMS Eligibility

Eligible applicants for NYMS program activities are:

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

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.



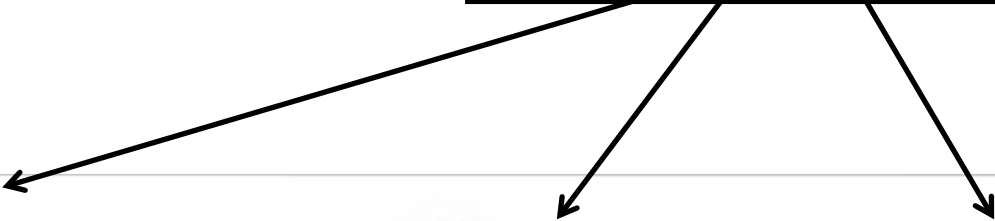
How does NYMS work?



**Homes and
Community Renewal**



**Municipality
or
Not-for-profit Organization
as Local Program Administrator (LPA)**



**Property
Owner**



**Property
Owner**



**Property
Owner**

How do I prepare to apply?



How do I prepare to apply?

Municipal Resolution

**Contact the
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, correcting code violations.
- Accessibility Improvements:
Ramps, elevators, widening entryways, automatic doors.
- Energy Efficiency Improvements:
Insulation, HVAC system upgrades, water-conservation improvements.
- 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, update existing apartments.
- Prepare Commercial Spaces for Tenants:
Drywall, electrical, plumbing.

Tip: Demonstrate an understanding of eligible activities and present ONLY eligible projects to make the 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/laterals, grading, parking lots, sidewalks, patios, decks, garages, sheds, landscaping, fences, free standing signs or general maintenance;
- Organization's general operating expenses;
- Planning activities.

Tip: Contact us to discuss your project. We can discuss project eligibility at any time.



2021 NYMS Activities & Funding Limits

Technical Assistance Project

Up to \$20,000 (not to exceed 95% of project cost) for a project that improves community or property owner readiness to participate in a future NYMS renovation activity. View project examples online and discuss project eligibility with OCR.

NYMS-TA is available in the same application as the NYMS renovation activities.

Target Area Building Renovation Project

\$50,000 to \$500,000 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 \$25,000 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 costs associated with administration of grant.

Downtown Anchor Project

\$100,000 to \$500,000 (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, cost estimate, and funding commitments.

Administration

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

Downtown Stabilization Project

\$1000,000 to \$500,000 (not to exceed 75% of project cost) to identify or mitigate risks associated with hazardous materials or remove obstacles to future redevelopment. Funds can assist with environmental remediation and associated construction costs, as well as other innovative approaches to stabilizing and developing downtown, mixed-use buildings.

Administration

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

NYMS Technical Assistance Projects

- Examples of completed NYMS-TA Projects are available for review online, here: <https://hcr.ny.gov/new-york-main-street-technical-assistance-nyms-ta-completed-projects>
- Select only one activity in the application – Do not combine with renovation activities;
- All questions asked in the application are relevant to the project type.



Administration & Soft Costs

Administration

Up to 7.5% (5% for Anchor & Downtown Stabilization) of a NYMS award may be requested for administrative activities such as: staff salaries, consultant expenses, program related equipment and supplies, travel, program marketing. Administrative funds must be budgeted and requested at the time of application.

Soft Costs

Professional service costs, or “soft costs,” that can be attributed directly to the delivery of project-specific renovation activities may be eligible expenses. Requires match and proof of payment and must remain within per building limits.

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.



COVID Relief Expansion

In conjunction with a Target Area Building Renovation or Anchor project, applicants may request to use funds to alleviate the impacts of the COVID-19 Pandemic.

- Activities must be directly related to a building renovation activity and awarded on a per project basis;
- Require matching funds
- COVID Relief Activities must be ancillary to a traditional TABR or Anchor project and cannot be applied for on its own;

Applicants will be required to document:

- Impact of COVID on participating business or property owner;
- Need for funding;
- Explanation for how the investment impacts the sustainability and resiliency of the business or property.

**Small projects are unlikely to demonstrate long term viability.*



COVID Relief Activities

Eligible Activities:

- Reconfiguration of existing facilities to encourage reduced density;
- Redesign and updates for air filtering or ventilation systems;
- Equipment or software required to increase business capacity and efficiency in post-COVID climate, e.g. online sales, POS systems. *One-time only purchases, subscription or membership fees are not eligible for reimbursement;*
- Fixtures and equipment to partition customers, guide social distancing or provide contact-less sales opportunities;
- Interior and exterior improvements to support adjusted business practices, e.g. pick-up windows, outdoor seating areas.

Ineligible Activities:

- Inventory, rent or lease expenses, working capital or other undefined expenses, general or disposable supplies;
- Other expenses that do not sustain business operations.

Streetscape (Target Area Building Renovation Applicants Only)

Applicants can request up to \$25,000, if additional funds directly alleviate COVID related impacts and further economic recovery and neighborhood and community revitalization



Application Process

Resources

- New York Main Street Program Guide
<https://hcr.ny.gov/nyms-program-guide>
- New York Main Street Administrative Plan Sample
<https://hcr.ny.gov/nyms-administrative-plan-sample>
- Regional Economic Development Councils
<http://regionalcouncils.ny.gov/>
- Consolidated Funding Application
<https://apps.cio.ny.gov/apps/cfa/>



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.

The CFA system is also the mechanism for Upstate Revitalization Initiative (URI) project sponsors to submit applications.

To proceed with your CFA, please use the [Log In](#) or [Register](#) buttons.

[*New - Cloning an Application*](#)

To save time you can now clone an application from the previous year.

[Click here to learn how.](#)

[Log In](#)

[Register](#)

Links

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



Regional Council Guidebook

Learn more about the ninth round of the REDC initiative.



Available CFA Resources

For Round IX, there are over 30 programs available through 10 state agencies.



CFA Application Manual

A step by step guide for how to fill out a Consolidated Funding Application (CFA).



Program Recorded Webinars

An online recorded webinar applying through the Consolidated Funding Application (CFA).



Program Application Questions

A list of questions for the available programs in the Consolidated Funding Application (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 must be uploaded to submit a complete application. These support the responses 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, e.g. New York Main Street. If multiple programs are included within 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. Attach a single, consolidated PDF for each requested attachment.

2021 Required Attachments

- Municipal Resolution
- Budget Table
- Target Area/Project Site Map
- Building Photographs & Information
- OCR Applicant Certification
- Vendor Responsibility Questionnaire - Required for Not-For-Profits
- Certificate of Incorporation & Filing Receipt - Required for Not-For-Profits
- Business Plan & Market Analysis - Required for Downtown Anchor Projects
- Project Workplan – Required for Technical Assistance Projects
- Professional Services RFP – Required for Technical Assistance Projects

2021 Optional Attachments

- Construction Specifications and Cost Estimate(s) - Required for Downtown Anchor, recommended for other activities.
- Financial Commitment Documentation – Required for Downtown Anchor, recommended for other activities.
- Streetscape Project Plan
- Support Letters



Program Budget Table

2021 NYMS Activity Funding Limits

- Technical Assistance Project Request up to \$20,000
 - Target Area Building Renovation Project: Request between \$50,000 and \$500,000.
 - Downtown Anchor Project: Request between \$100,000 and \$500,000
 - Downtown Stabilization Project: Request between \$100,000 and \$500,000
-
- Applications must include a line for each NYMS activity/use for which funds are requested:
 - Administration
 - Soft Costs (*Use for NYMS-TA Request*)
 - Construction/Renovation
 - Streetscape (*Not an eligible use for Downtown Anchor or Stabilization 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, Soft Costs and Admin. are not eligible uses for NYMS, and are not eligible as matching funds.



Estimated Timeline for Renovation Activities

Months 1-3

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

Months 4-6

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

Months 7-21

- Construction
- Reimbursement

Months 22-24

- Program completion, monitoring and closeout

Tips:

Projects that commence prior to award, or cannot be completed within 24 months are not eligible for participation.

Provide a clear, reasonable and eligible project timeline for a more competitive application.

NYMS-TA projects will have a 12-month contract.



Application Process

NYMS Capital Projects Selection Criteria Overview

2021 Selection Criteria

Up to 100 Points

A) Need

10 Points

- Residential
- Commercial

B) Impact

10 Points

- Residential
- Commercial

C) Leveraging & Financing Plan

20 Points

- Public and Private Investment

D) Implementation Capacity & Readiness

40 Points

- Program Experience
- Implementation Capacity
- Readiness
- Program Support
- Design
- Business Strategy

E) Total Vision and REDC Strategies

20 Points

- Alignment with Regional Council's Strategic Plan



New York Main Street Program

QUESTIONS?

HCR_CFA@nyshcr.org

<https://hcr.ny.gov/new-york-main-street>



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