



**Homes and
Community Renewal**

Office of Community Renewal

New York Main Street (NYMS) Program

New York Main Street Program

Application Webinar Agenda

Program Overview

- Program Overview
- Eligible Activities
- 2015 Funding Limits
- Preparing to Apply

Application Process

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



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.



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.



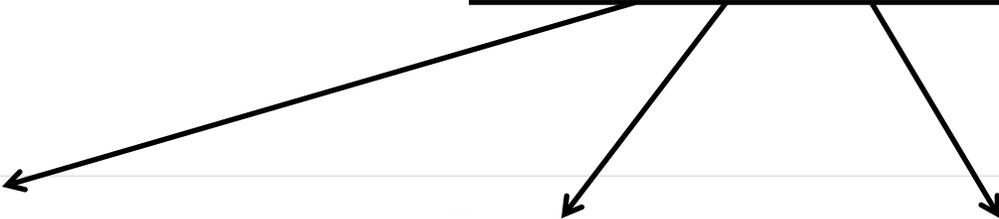
How does NYMS work?



**Homes and
Community Renewal**



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



**Property
Owner**

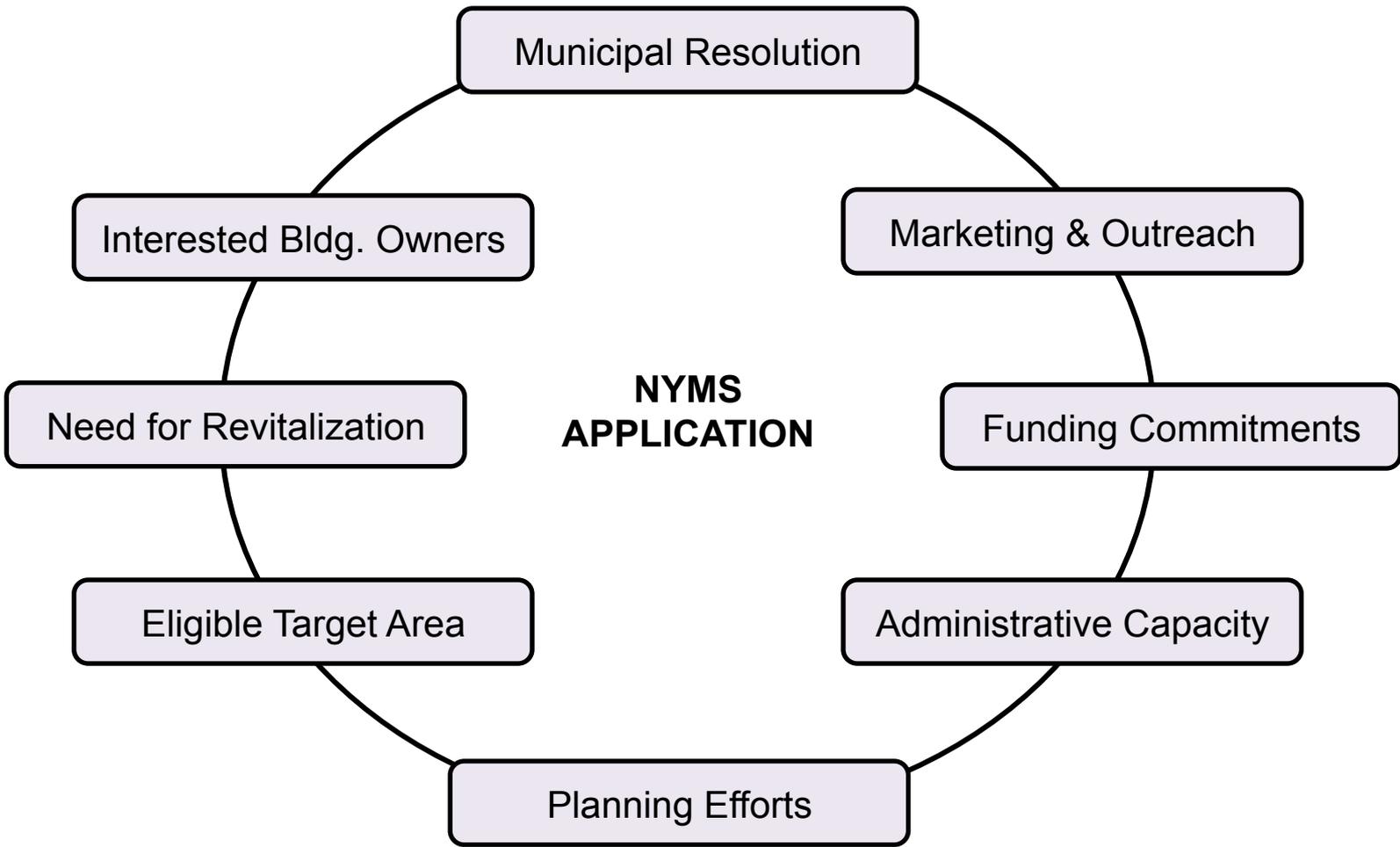


**Property
Owner**



**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 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.



2015 NYMS Activity Funding Limits

Target Area Building Renovations

\$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 Program

\$50,000 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 & 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 or architectural 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.



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.



NYMS Technical Assistance Projects

Example 1: NYMS Technical Assistance Project Request

\$20,000	2015 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	2015 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 2015 CFA.
- NYMS-TA funds are not available for general administrative expenses.

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/>



Consolidated Funding Application (CFA)

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

Online application

The New NY WORKS for Business
REGIONAL ECONOMIC DEVELOPMENT COUNCILS

Search Contact

Consolidated Funding Application

CFA Project Info

HOME REGIONAL COUNCILS MEDIA FAQs MAP 2011 Materials 2012 Materials 2013 Materials 2014 Materials

Governor Cuomo Launches Upstate Revitalization Initiative and Round V of Regional Councils

CFA Available Resource Manual

Regional Councils

2015 Regional Council Guidebook

2015 Upstate Revitalization Guidebook

CFA Resource Manual

Consolidated Funding Application Workshops

CFA Application Guide

NORTH COUNTRY

FINGER LAKES

CENTRAL NEW YORK

MOHAWK VALLEY

CAPITAL REGION

WESTERN NEW YORK

SOUTHERN TIER

MID-HUDSON

LONG ISLAND

NEW YORK CITY

Consolidated Funding Application (CFA)

Consolidated Funding Application | CFA Project Info | Regional Economic Development Councils

Home | Help | Print Page

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.



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

Links

Available CFA Resources

Regional Council Guidebook

CFA Application Manual



Program Recorded Webinars

2014 CFA Workshops

Tip:

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



Homes and Community Renewal

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. Each attachment field will allow an applicant to upload a single PDF single document.

2015 Required Attachments

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

2015 Optional Attachments

- Construction Specifications and Cost Estimate(s) - *Required for Downtown Anchor*
- Support Letters
- Financial Commitment Documentation



Program Budget Table

1.

Use	Source	Amount	Indicate Source / Comments	Add / Remove
Administration	State	\$ 10000	NYMS	Remove

2.

Construction/Renovation	State	\$ 200000	NYMS	Remove
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3.

Streetscape	State	\$ 15000	NYMS	Remove
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4.

Project Delivery	State	\$ 10000	NYMS	Remove
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Construction/Renovation	Private	\$ 400000	Property Owners/ Pending Approval	Remove
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Administration	Local	\$ 20000	Applicant/ Committed	Remove
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- Use
- Administration
- Streetscape
- Project Delivery
- Construction/Renovation

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

\$ 655,000



Program Budget Table

2015 NYMS Activity Funding Limits

- Target Area Building Renovation Program: Request between \$50,000 and \$500,000.
 - Downtown Anchor Project: Request between \$100,000 and \$500,000
 - Downtown Stabilization Project: Request between \$50,000 and \$500,000
 - NYMS Technical Assistance Project : Request up to \$20,000
- Applications must 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.



Estimated Timeline for a 2015 CFA Project

Winter 2015

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

Spring 2016

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

Summer 2016 – Summer 2017

- Construction
- Reimbursement

Winter 2017

- 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.

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



Application Process

NYMS Capital Projects Scoring Criteria Overview

2015 Scoring Criteria *Up to 100 Points*

A) Need - 10 Points

- Residential
- Commercial

B) Impact - 25 Points

- Residential
- Commercial
- Program Support
- Design
- Business Strategy

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



Application Process

NYMS Technical Assistance Scoring Criteria Overview

2015 Scoring Criteria

Up to 100 Points

A) Need - 5 Points

- Residential
- Commercial

B) Impact - 5 Points

- Residential
- Commercial

C) Local Support - 10 Points

D) Leveraging - 5 Points

- Public and Private Investment

E) Work Plan - 45 Points

- Procurement
- Budget
- Deliverables
- Implementation

F) Capacity and Readiness- 10 Points

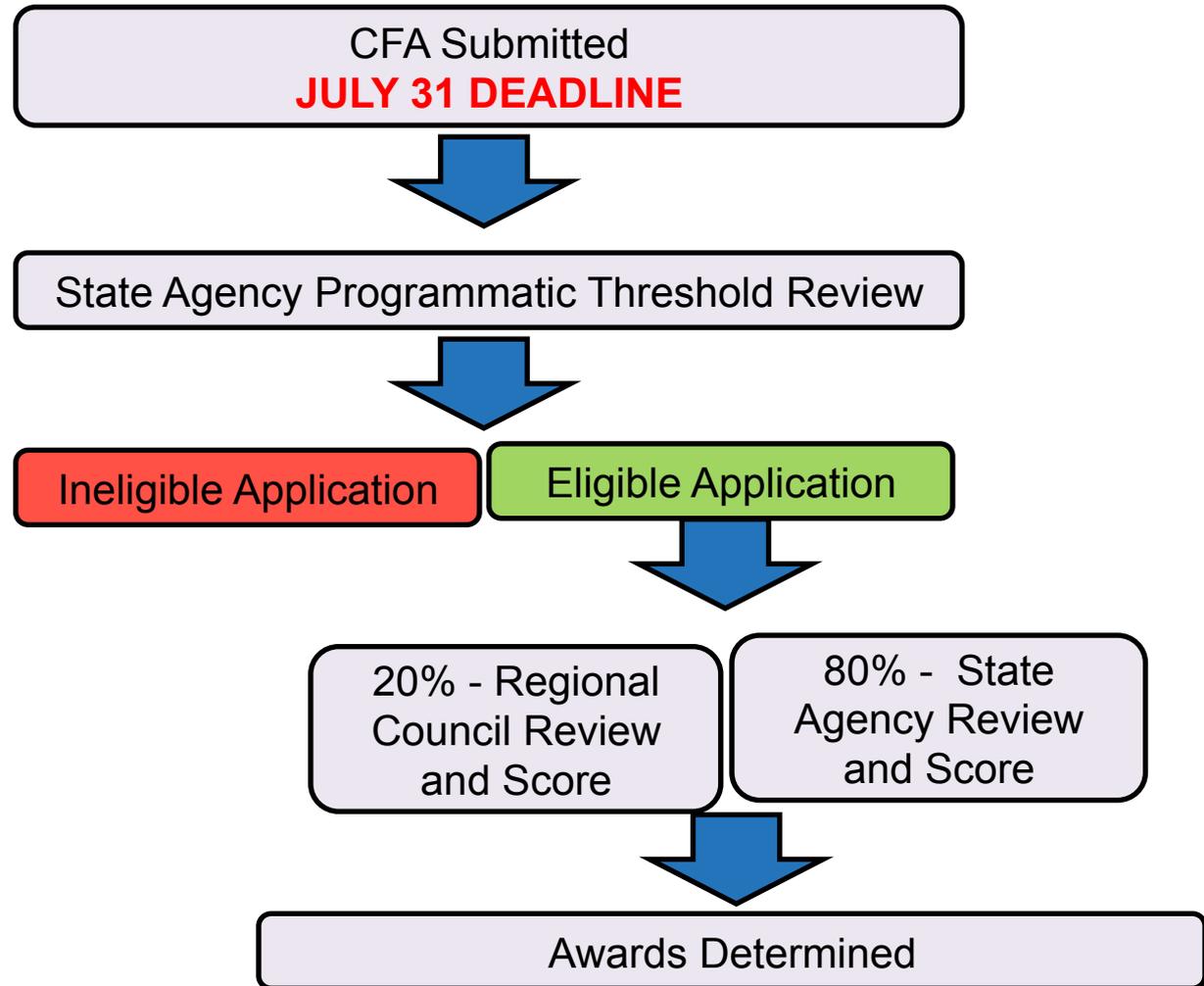
G) Total Vision and REDC Strategies – 20 Points

- 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