



**Homes and
Community Renewal**

New York Main Street Program

2020 Application Training Presentation – Part I

New York Main Street Program

Agenda

Program Summary

- Program Overview
- Preparing to Apply
- Eligibility
- 2020 Activities and Funding Limits

Application Structure

- Sections
- New Questions

Application Process

- Timeline
- Resources
- Accessing CFA
- NYMS Scoring Criteria

Q&A



Program Summary



**Homes and
Community Renewal**

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 fit-out
- Residential unit rehab or creation
- 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**

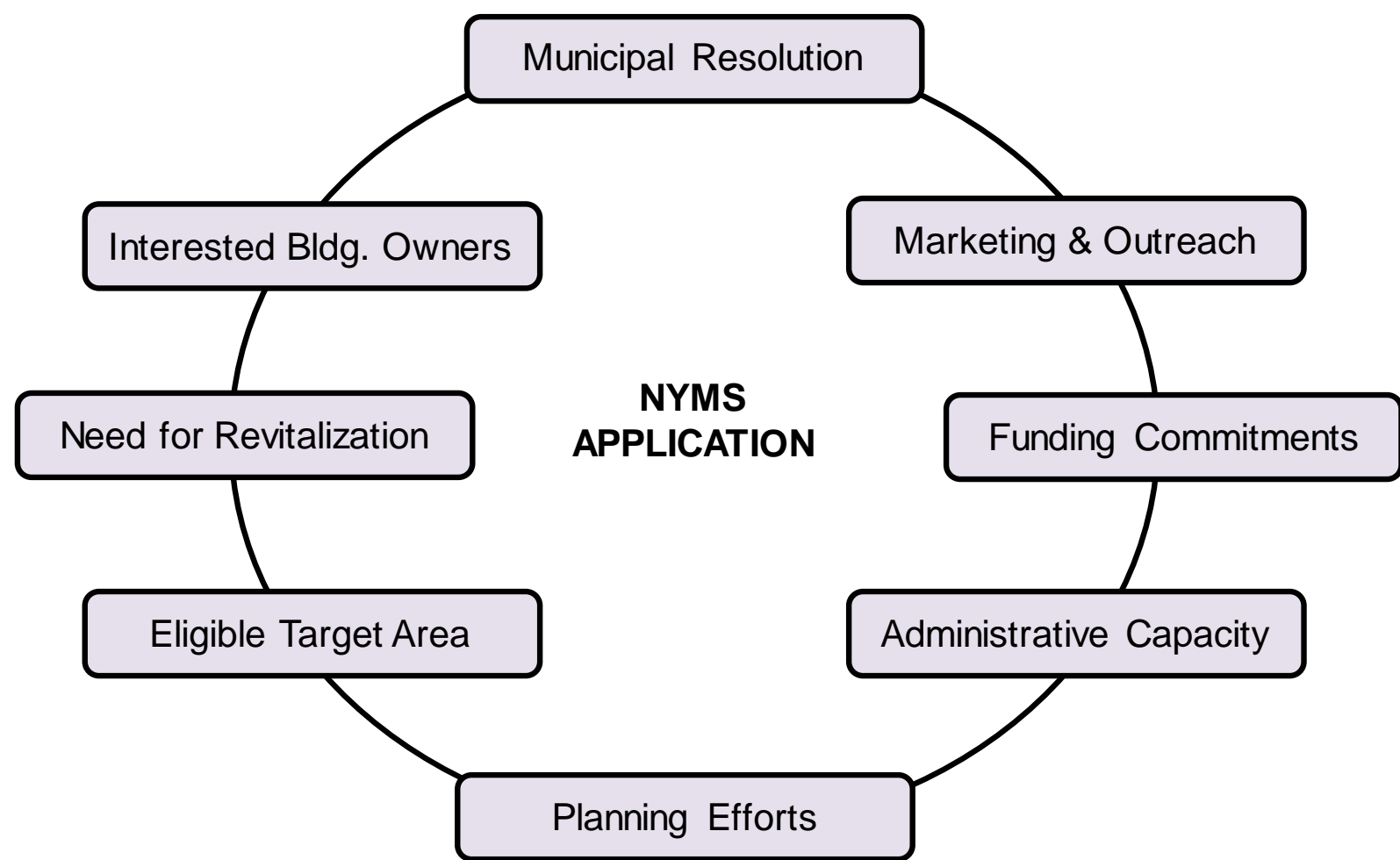


**Property
Owner**



**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.

2020 Funding Round

- Estimated Funding Available: \$6,200,000
- Application Deadline: Friday, January 15, 2021 4:00 PM
- First Step: Review the Request for Applications (RFA)

<https://hcr.ny.gov/nyms-request-applications-rfa>



**Homes and
Community Renewal**

2020 Funding Round Modifications

- CFA
 - Request for Applications through HCR;
 - Applications still submitted through the CFA system;
 - Applications not scored by REDC;
 - Award announcement through HCR
- Addition of COVID Relief Activities
- Streetscape Enhancement Activities
 - Eligible with a Target Area Building Renovation Program or Technical Assistance Project
 - Up to \$60,000, if the additional requested funds directly alleviate COVID related impacts and further economic recovery and neighborhood and community revitalization

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.



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.

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.



**Homes and
Community Renewal**

2020 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

\$100,000 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.

2020 NYMS Activities – COVID Expansion

Technical Assistance Project

Streetscape

Applicants can request up to \$60,000, if additional funds directly alleviate COVID related impacts and further economic recovery and neighborhood and community revitalization.

Administration

Applicants can request up to 5% of the total streetscape project cost for salaries and other costs associated with the administration of the streetscape portion of the project.

Target Area Building Renovation Project

Streetscape

Applicants can request up to \$60,000, if additional funds directly alleviate COVID related impacts and further economic recovery and neighborhood and community revitalization.

COVID Relief

Applicants may also request to use funds to alleviate the impacts of the COVID-19 Pandemic. COVID Relief activities must be directly related to a building renovation activity and awarded on a per project basis.

Downtown Anchor Project

Streetscape activities not eligible with this activity

COVID Relief

Applicants may also request to use funds to alleviate the impacts of the COVID-19 Pandemic. COVID Relief activities must be directly related to a building renovation activity and awarded on a per project basis.

Downtown Stabilization Project

COVID Relief activities not eligible with this project type

Eligible Activities

Technical Assistance

- Project can feasibly be completed in 12-month term.
- Documentation of secured financial commitments to cover the total project cost before reimbursement.
- Project work plan should clearly outline the project timeline, milestones, anticipated timeframe for completion of the project deliverable(s) and cost estimates.
- Draft request for proposals (RFP) submitted with the application must clearly describe the activities to be completed and match the application's work plan.
- At the time of application an applicant must provide a minimum of one quote to explain how the total project cost has been established.
- Applicants can request up to \$60,000 for Streetscape Enhancements, if additional funds directly alleviate COVID related impacts
- Applicants can request up to 5% of the total streetscape project request for salaries and other costs associated with the administration of the streetscape portion of the project.

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>

Eligible Activities

Target Area Building Renovations

- \$300,000 is a reasonable request amount
- Interested property owners
- Well planned administrative procedures
- Strong administrative capacity
- Streetscape

Downtown Anchor

- Firm financial commitments are required
- Clear local support
- Business Plan & Market Analysis – Is investment sustainable?

Downtown Stabilization

- Should be single site
- Why Stabilization?

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.

2020 NYMS Activities Table

Eligible Activity	Funding Limits	Match**	Admin.	Streetscape	COVID Eligible
Technical Assistance	\$20k	5% TPC	N/A	N/A	N/A
Technical Assistance & Streetscape	\$80k	5% Total TA cost	5% of Streetscape request	\$60,000***	Yes, in conjunction with Streetscape project
Target Area Building Renovation	\$50k-500k \$50,000/ building + \$25,000/ residential unit not to exceed \$100,000/building	25% total renovation cost / building	7.5% of total request	\$60,000***	Yes, in conjunction with renovation project
Downtown Anchor	\$100k-500k	25% total renovation cost	5% of total request	N/A	Yes, in conjunction with renovation project
Downtown Stabilization	\$100k-500k	25% total renovation cost	5% of total request	N/A	N/A

* All requested funds must be included within an activity's funding limits.

** Match requirements must be realized on a building-by-building basis. NYMS funds can reimburse up to 75% of eligible building renovation costs. Match is required for at least 25% of the total renovation cost on a per building basis. Soft cost expenses and COVID eligible building activities also require matching funds. Administrative and streetscape expenses do not have a match requirement.

*** Streetscape activity limits are \$15,000. Applicants may request a higher amount, up to \$60,000, if the additional requested funds directly alleviate COVID related impacts and further economic recovery.

Application Structure



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



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 RFA and Program Guide for details related to each.



Threshold Questions

Eligible Target Area

- OCR may accept designations such as CDBG eligible census tracts (51% or more LMI) or areas served by a Neighborhood Preservation Company (NPC) or Rural Preservation Company (RPC) in lieu of a determination based on the income of residents in the area.
<https://hcr.ny.gov/system/files/documents/2020/01/2020.1.8.-nrpp-website-directory.pdf>
- Eligibility must be presented using relevant, current, and verifiable data, including but not limited to, the most recent Census data pertaining to the target area, www.census.gov.
- <https://hud.maps.arcgis.com/>

Common mistake – insufficient documentation:


“The 2009 Village median household income of \$37,000 is 68% of the County median of \$54,000.” This statement does not meet the eligibility criteria outlined in statute. HUD has a 7-step formula to calculate the total Low-Moderate Income population. We can provide the formula upon request.





CPD's 2014 Updated LMISD

state street albany ny

**Layers**

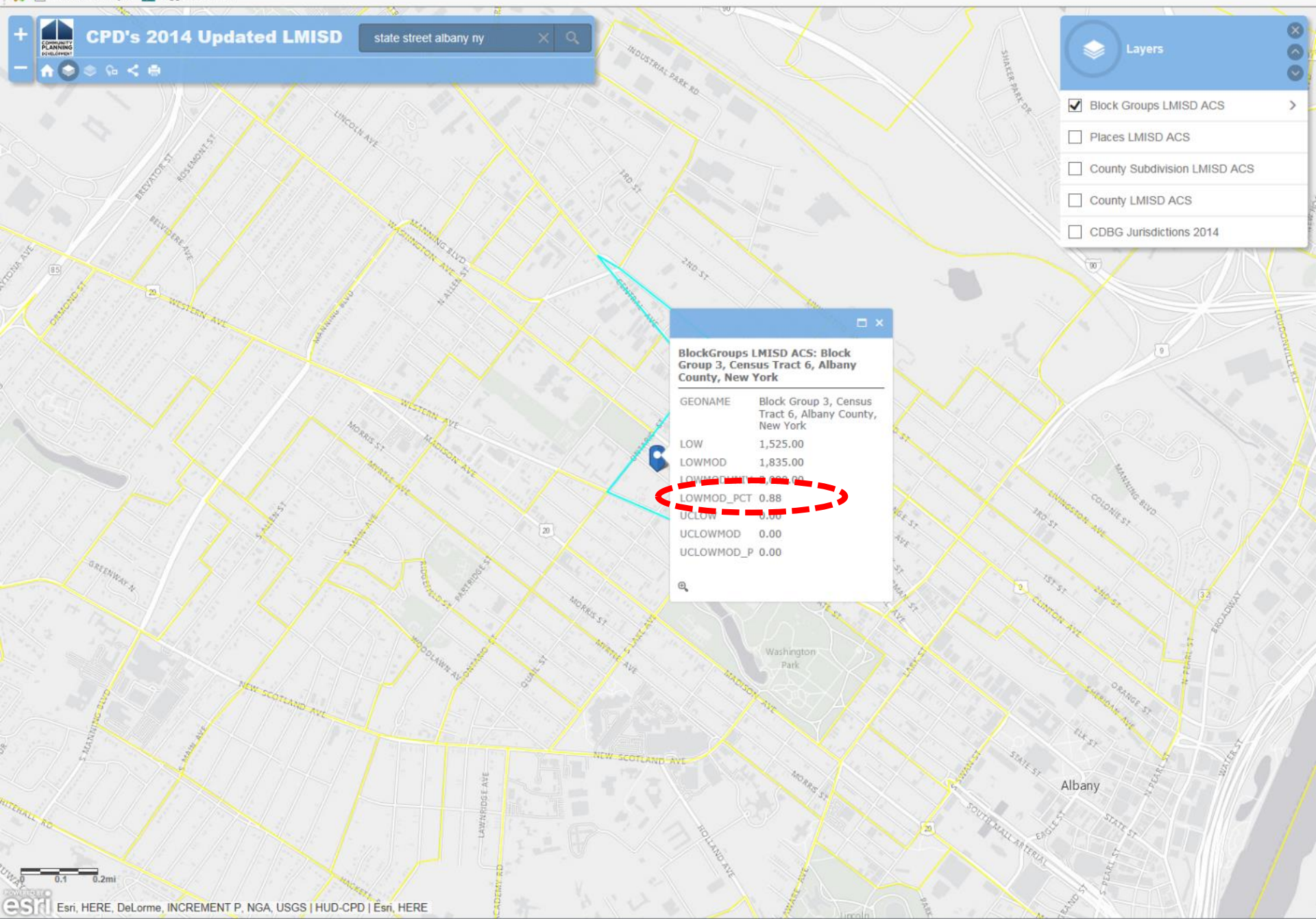
☒ Block Groups LMISD ACS

☐ Places LMISD ACS

☐ County Subdivision LMISD ACS

☐ County LMISD ACS

☐ CDBG Jurisdictions 2014



BlockGroups LMISD ACS: Block Group 3, Census Tract 6, Albany County, New York

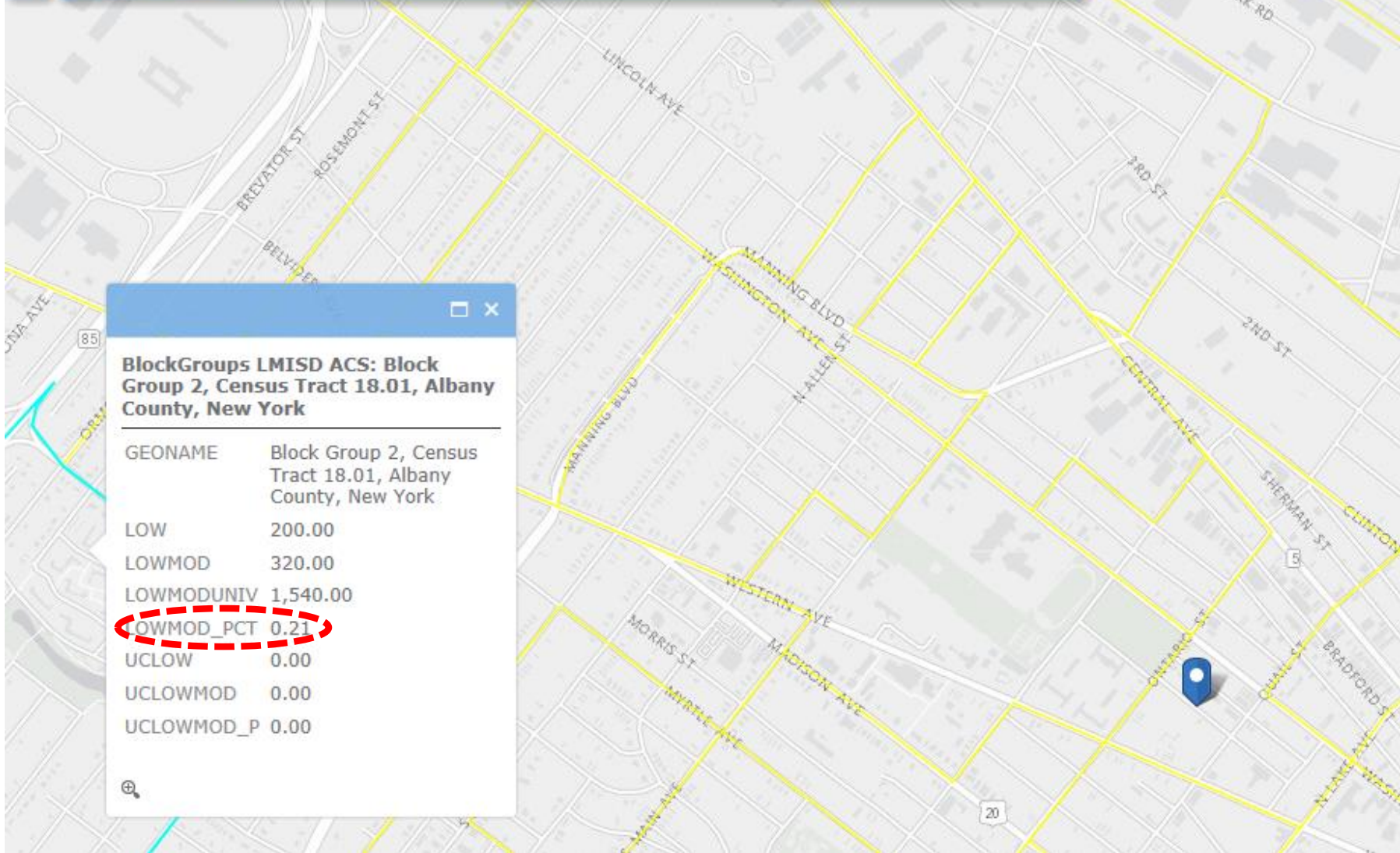
GEONAME	Block Group 3, Census Tract 6, Albany County, New York
LOW	1,525.00
LOWMOD	1,835.00
LOWMOD_PCT	0.88
UCLOW	0.00
UCLOWMOD	0.00
UCLOWMOD_P	0.00



CPD's 2014 Updated LMISD

state street albany ny





BlockGroups LMISD ACS: Block Group 2, Census Tract 18.01, Albany County, New York

GEONAME	Block Group 2, Census Tract 18.01, Albany County, New York
LOW	200.00
LOWMOD	320.00
LOWMODUNIV	1,540.00
LOWMOD_PCT	0.21
UCLOW	0.00
UCLOWMOD	0.00
UCLOWMOD_P	0.00

Documents / Attachments

NYMS applications will require a series of attachments, and allow for several optional attachments. Attach a single, consolidated PDF for each requested attachment.

2020 Required Attachments

- Municipal Resolution or a signed letter from the municipal or community board
- **Budget Table**
- Target Area/Project Site Map
- Building Information List
- Building Photographs
- **Applicant Certifications**
- 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*

2020 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



NEW YORK MAIN STREET (NYMS) PROGRAM

Proposed Sources & Uses of Funds							
CFA #:		Applicant Name:					
NAME OF FUNDING SOURCE		FUNDING AMOUNT	USE OF FUNDS	STATUS	If Committed, enter the following:		ASSISTANCE TYPE
					Date of Letter	Signatory	
1	New York Main Street		Select One ▾	Pending Approval			Grant
	New York Main Street		Streetscape	Pending Approval			Grant
	New York Main Street		Administration	Pending Approval			Grant
	New York Main Street		Soft Costs	Pending Approval			Grant
	New York Main Street		COVID Relief (Anchor Only)	Pending Approval			Grant
2			Select One ▾	Select One ▾			Select One ▾
3			Select One ▾	Select One ▾			Select One ▾
4			Select One ▾	Select One ▾			Select One ▾
5			Select One ▾	Select One ▾			Select One ▾
6			Select One ▾	Select One ▾			Select One ▾
7			Select One ▾	Select One ▾			Select One ▾
8			Select One ▾	Select One ▾			Select One ▾
9			Select One ▾	Select One ▾			Select One ▾

NYMS funds are available on a reimbursement basis only. Identify sources and amounts of available construction financing.							
1			Select One ▾	Select One ▾			Select One ▾
2			Select One ▾	Select One ▾			Select One ▾
3			Select One ▾	Select One ▾			Select One ▾
4			Select One ▾	Select One ▾			Select One ▾
5			Select One ▾	Select One ▾			Select One ▾
Total Construction Financing Available (Should match Total Sources and Uses)		\$ 0.00					

Example Budgets

NYMS-TA Example Budget:

Feasibility Study Total Project Cost = \$21,053

Total NYMS Request Amount = \$20,000

Required Match = \$1,053 (5% of TPC)

Total Project Cost = \$21,053

NYMS-TA Including Streetscape Example Budget:

Re-use Study Total Project Cost = \$20,000

NYMS Request Amount = \$19,000

Required Match = \$1,000 (5% TPC)

NYMS Streetscape Funds = \$19,000

NYMS Administrative Funds = \$1,000

Total Project Cost = \$40,000 Total NYMS Requested Amount = \$39,000

TABR Example Budget:

NYMS Building Renovation Funds = \$210,000

NYMS Soft Costs = \$10,000

Minimum Required Match from Property Owners = \$73,334 (25% match)

NYMS Streetscape Funds = \$15,000

NYMS Administrative Funds = \$15,000

Total Project Cost = \$323,334 Total NYMS Requested Amount = \$250,000

Example Budgets

Anchor Project Example Budget:

NYMS Anchor Funds = \$212,500

NYMS COVID Relief = \$15,000

NYMS Soft Costs = \$10,000

NYMS Administrative Funds = \$12,500

Committed Match from Property Owner = \$80,000 (~25% Match)

Total Project Cost = \$330,000 Total NYMS Requested Amount = \$250,000

Stabilization Project Example Budget:

NYMS Stabilization Funds = \$250,000

NYMS Soft Costs = \$50,000

NYMS Administrative Funds = \$15,000

Committed Funds = \$100,000 (25% Match)

Total Project Cost = \$415,000 Total NYMS Requested Amount = \$315,000

Standard Questions * NEW

COVID Relief

Q_11987 Applicants may request expanded flexibility or deviation from certain NYMS program rules to respond to the COVID pandemic. Describe any activities to be considered as part of the proposed project that will directly alleviate the impacts of the COVID pandemic.

- **Question Type:** Standard Question
- **Required:** No
- **Answer Type:** Long Rich Text (HTML)
- **Characters:** 0 - 4000
- **Scoring Tips:**

In conjunction with a building renovation activity, applicants may also request to use funds to alleviate the impacts of the COVID-19 Pandemic. Provide a detailed description of the specific activities proposed. This description should explain how the proposed project or activities contributes to alleviating economic impacts of the pandemic.

Review the RFA for specific eligible and ineligible COVID Relief activities: <https://hcr.ny.gov/new-york-main-street#funding-round-materials>

Supporting documentation should be provided as an attachment in Q_5643 or Q_5942 as applicable.

COVID Relief activities must be directly related to a building renovation activity and awarded on a per project basis. Funds will be awarded only for activity ancillary to a traditional NYMS Target Area Building Renovation or Downtown Anchor project and cannot be applied for on its own. NYMS Downtown Stabilization applicants may not request funds for these types of activities. Program administrators will be required to document:

- Impact of COVID on participating business or property owner;
- Need for funding; and
- Explanation for how the investment impacts the sustainability and resiliency of the business or property. Small projects are unlikely to demonstrate long term viability.
- If awarded, all COVID related activities are subject to a formal eligibility determination, and a request does not guarantee that the activity will be approved as part of an award.

Applicants requesting funds for COVID Relief activities in conjunction with a NYMS Downtown Anchor project must specifically identify funds for these activities in the budget and budget table attachment as well as describe the specific use in the budget narrative question.



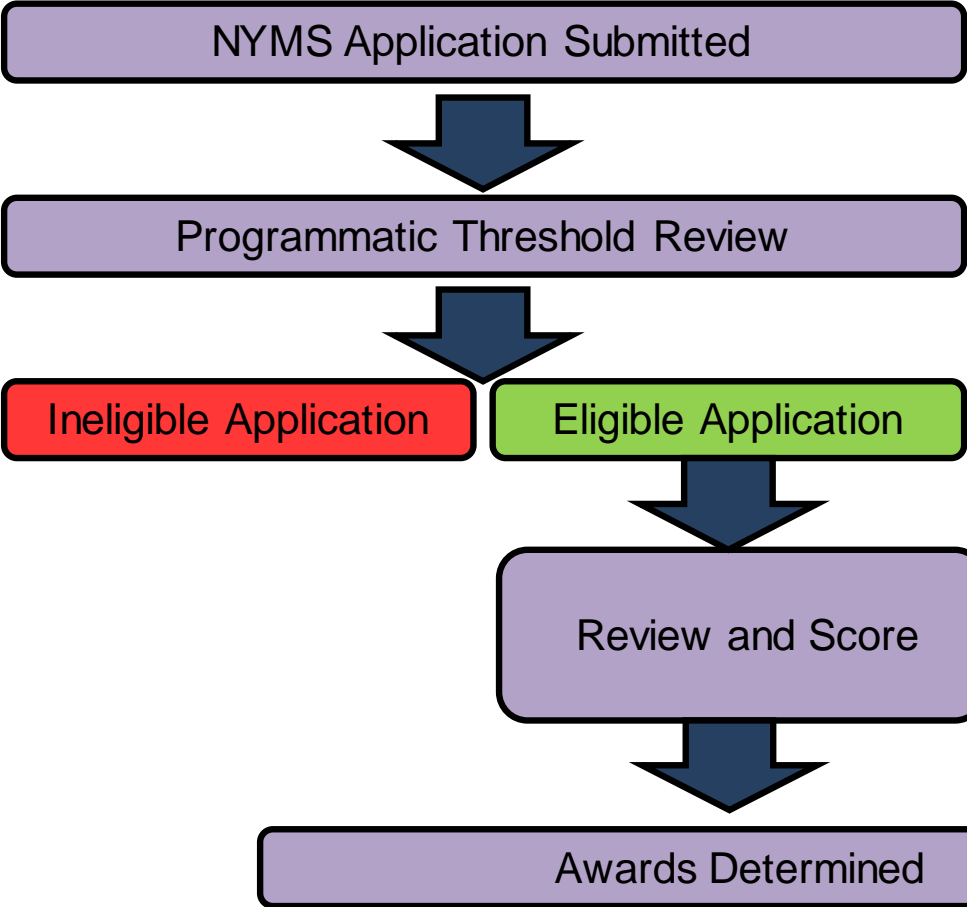
Application Process



**Homes and
Community Renewal**

Application Process

*January 15
Deadline*



March



Estimated Timeline for Renovation Activities

Spring 2021

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

Summer 2021 - Winter 2021

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

Winter 2021 – Winter 2022

- Construction
- Reimbursement

Winter 2023 – Spring 2023

- 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.



Resources

- New York Main Street Funding Round Materials
<https://hcr.ny.gov/new-york-main-street#funding-round-materials>
- Consolidated Funding Application
<https://apps.cio.ny.gov/apps/cfa/>

TOP ^

New York Main Street

SECTIONS

Overview

Program Guide

Forms and Documents

Funding Round Materials

Resources

Featured and Completed Projects

Funding Round Materials


- [NYMS Program Guide](#)
- [NYMS Request for Applications \(RFA\)](#)
- [NYMS FAQs](#)
- [Municipal Resolution Template](#)
- [NYMS Budget Table](#)
- [OCR Applicant Certifications](#)
- [NYMS Technical Assistance Work Plan Template](#)
- [Consolidated Funding Application \(CFA\)](#)

2020 New York Main Street (NYMS) Program Application Training

- [Application Review Presentation for 2019 Applicants](#)
- **Register for December 4, 2020 10:00 am Application Training Webinar here:** <https://meetny.webex.com/meetny/onstage/g.php?MTID=e2c36786d7af19336955a4ed2ab6d7170>

Applications must be submitted by Friday, January 15, 2021 by 4:00 pm

Consolidated Funding Application (CFA)



Services News Government Local

CONSOLIDATED FUNDING APPLICATION

HELP PRINT PAGE REGIONAL ECONOMIC DEVELOPMENT COUNCILS CFA PROJECT INFO

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




Regional Council Guidebook
Learn more about the current round of the REDC.




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).




2019 CFA Workshops
Open House Workshops available to the public for the Consolidated Funding Application (CFA).



2019 Program FAQs
A list of program frequently asked questions are available for Round 9 Programs.

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

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



NEW YORK
STATE OF
OPPORTUNITY.

Homes and
Community Renewal

NYMS Capital Projects Selection Criteria

2020 Selection Criteria *Up to 100 Points*

A) Need

15 Points

- Residential
- Commercial

B) Impact

15 Points

- Residential
- Commercial

C) Leveraging & Financing Plan

20 Points

- Public and Private Investment

D) Implementation Capacity & Readiness

50 Points

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

Ready to Apply?

Questions to consider:

- Does your organization have adequate administrative capacity?
- Have specific properties been identified to participate?
- Do the interested property owners have \$\$\$\$?
- Do the property owners understand the NYMS program rules?
- Are only eligible activities being proposed?
- Can the projects be completed within two years?

New York Main Street Program

QUESTIONS?

HCR_CFA@nyshcr.org

NYMS Application Training Part II
Friday, December 11, 2020 10:00 AM



**Homes and
Community Renewal**