



**Homes and  
Community Renewal**

# **New York Main Street Program**

## **2021 Application Training Presentation – Part II**

# New York Main Street Program

## Application Presentation

### Program Summary

- Overview
- Preparing to Apply
- Eligibility and Activities
- Scoring Criteria Overview

### Application Questions

- Application Structure
- Application Questions with Tips
- Attachments

### Application Process

- Application Resources
- 2021 CFA
- Are you ready to apply?

### Q&A



# Program Summary



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

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**Property  
Owner**

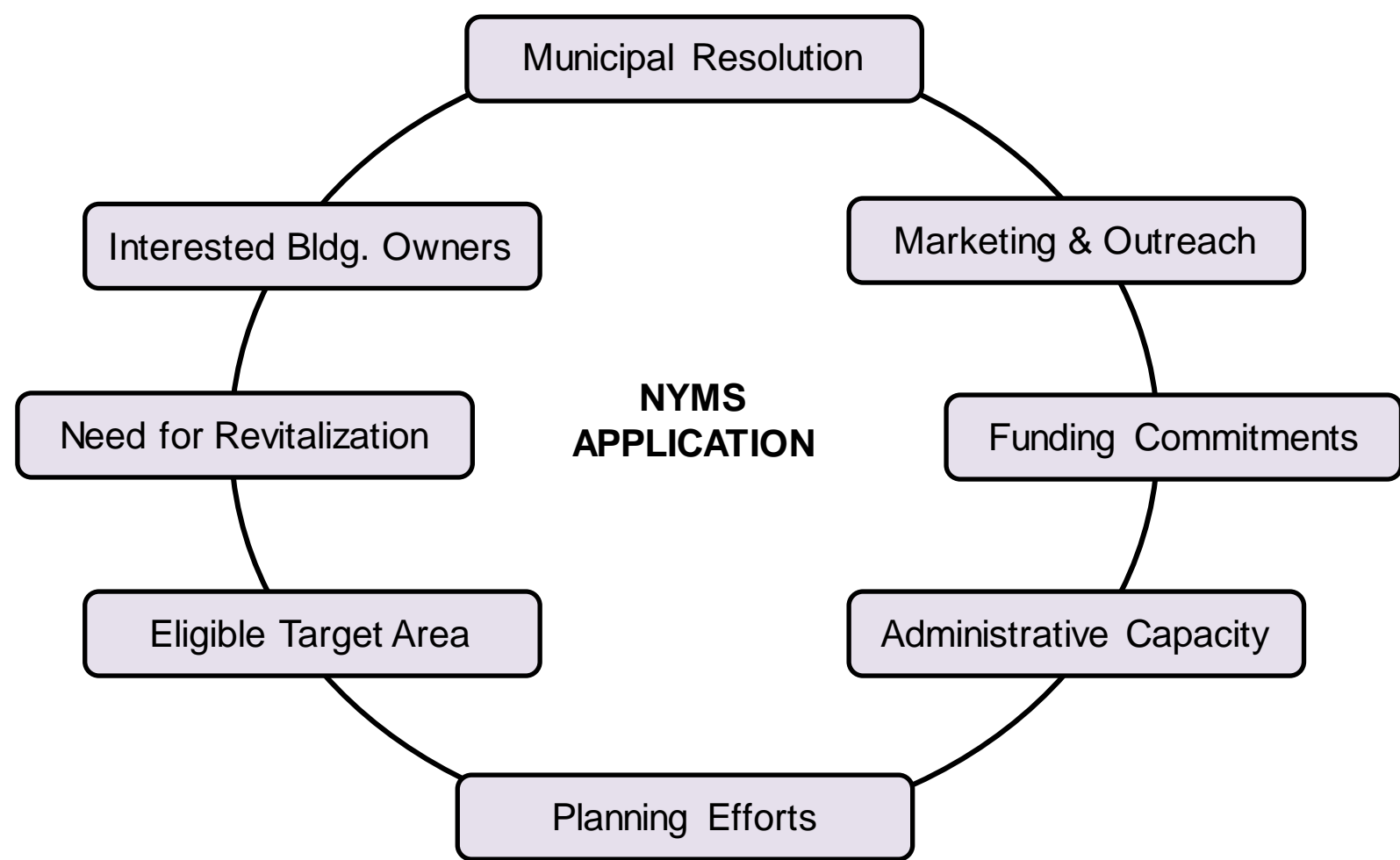


**Property  
Owner**



**Property  
Owner**

# How do I prepare to apply?



# 2021 NYMS Funding Round

- Estimated Funding Available: \$6.2 Million
- Application Deadline: **Friday, July 30, 2021, by 4:00 p.m.**
- First Step: Review the 2021 CFA Resource Guide
  - <https://hcr.ny.gov/nymms-resource-guide-0>





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

## **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.

# Eligible Activities - TA

## 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.

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 - Renovation

## 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.

# 2021 NYMS Activities Table

Eligible Activity	Funding Limits	Match**	Admin.	Streetscape	COVID Eligible
Technical Assistance	\$20k	5% TPC	N/A	N/A	N/A
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	\$25,000***	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

## 2021 NYMS Funding Round Activities Table

\* Administrative funds, soft costs, and streetscape 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 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 \$25,000, if the additional requested funds directly alleviate COVID related impacts and further economic recovery.

# 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.



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# NYMS Capital Projects Selection Criteria

## 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





## CONSOLIDATED FUNDING APPLICATION

Application Number 104142

PROGRAMS

LOCATION

QUESTIONNAIRE

FUNDING

REVIEW

Application  
is NOT  
FINALIZED



### THRESHOLD QUESTIONS

#### Instructions

Please answer the following questions.

Your answers will be automatically saved whenever you tab to the next question or when you click outside the answer box in which you are working. You may also click the "Save" button at the bottom of the screen to save your responses.

#### Legend

-  the question has been answered
-  an answer is required but has not been provided

PROGRAMS 

LOCATION

DOCUMENTS

QUESTIONNAIRE

FUNDING

REVIEW

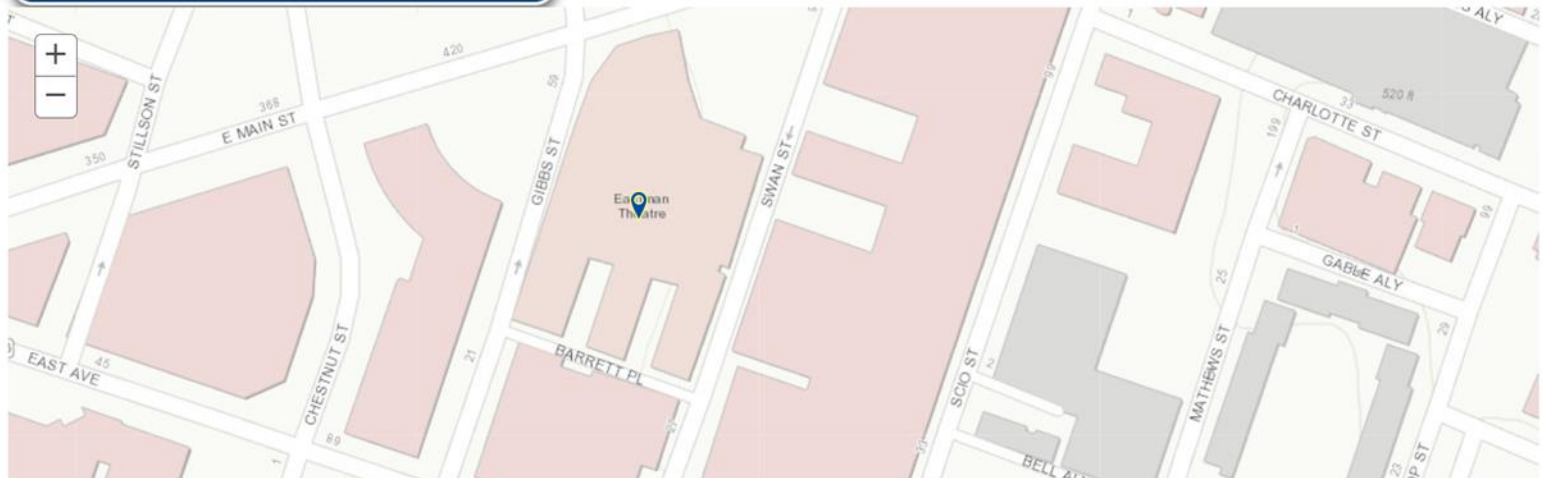
Application  
is NOT  
FINALIZED

## REVIEW

### Display Latitude and Longitude

You have selected the following coordinates from the map below: Latitude: 43.157779 Longitude: -77.601032

[Click Here to Accept These Coordinates](#)



# Application Questions



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# 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.

### Location

A series of questions regarding the location of the proposed target area or specific project.

### Documents/Attachments

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

### Questionnaire

Basic Questions

Standard Questions

### Funding

Budget Table



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# Application Questions

## Threshold Review

The initial threshold review is a series of Yes/No questions.

Responses determine program eligibility.

Applicant may not proceed to program specific questions if threshold criteria are not met.

For an application to be considered eligible the applicant must provide a municipal resolution from the municipality where the program will occur.

The applicant must present an eligible target area.

# Application Questions

## Location Questions

PROGRAMS

LOCATION

DOCUMENTS

QUESTIONNAIRE

FUNDING

REVIEW

Application is NOT FINALIZED

Select the region(s) within which your project is located



- ☐ Capital District
- ☐ Central New York
- ☐ Finger Lakes
- ☐ Long Island
- ☐ Mid-Hudson
- ☐ Mohawk Valley
- ☐ New York City
- ☐ North Country
- ☐ Southern Tier
- ☐ Western New York

### Location

HCR - New York Main Street (NYMS)

# Application Questions

## Basic Questions

Common to all applicants who are accessing applications through the CFA.

One set of Basic Questions per application.



# Application Questions

## Standard Questions

The standard questions are specific to the funding program that you are applying for.

If you are applying for multiple programs within a single application, there will be a set of standard questions for each program.

This is the section of the application we primarily focus on. Be sure to read each question carefully, address each individual bullet point, and provide sufficient detail.





# Application Questions – Project Summary

Q\_575

Project Description. Concisely describe the project, indicating the location, what will be planned, designed, acquired, and/or constructed, the issues/opportunities to be addressed, and expected outcomes and deliverables. Additional details will be collected later in the application process.

Q\_4204

Provide a project abstract. The abstract must include:

Legal applicant name; Project location; Request amount; Units to be assisted (if applicable);

General purpose of program. Sample text:

The Sample Organization will use \$250,000 in New York Main Street funds to assist in the renovation of five commercial units and five residential units in mixed-use buildings in the City of Sample's Downtown Neighborhood. The total estimated project cost is \$1,000,000.

Q\_1421

In addition to the brief project description provided above, please break down the eligible project components and work proposed for each grant for which you are requesting funding. If the grant proposal is part of a larger project, describe the complete project and identify the portion proposed for current grant funding.

# Application Questions

Q\_1421

In addition to the brief project description provided above, please break down the eligible project components and work proposed for each grant for which you are requesting funding. If the grant proposal is part of a larger project, describe the complete project and identify the portion proposed for current grant funding.

*Review Area: Implementation Capacity – Project Readiness*

## **Response should:**

- Present a clear description of the project
- Be consistent with more detailed question and budget

## **Common mistakes:**

- Use of NYMS funds unclear
- Inconsistent with earlier basic Project Description questions (#575), budget and attachments.

## Insufficient Response and Missed Opportunity!

Q\_1421 In addition to the brief project description provided above, please break down the eligible project components and work proposed for each grant for which you are requesting funding. If the grant proposal is part of a larger project, describe the complete project and identify the portion proposed for current grant funding.

Project components will include work on 8 exterior facades, 6 interior renovations including systems upgrades for commercial properties, and 6 interior renovations including systems upgrades for residential units.

## Clear description of use of NYMS funds

**Q\_1421** In addition to the brief project description provided above, please break down the eligible project components and work proposed for each grant for which you are requesting funding. If the grant proposal is part of a larger project, describe the complete project and identify the portion proposed for current grant funding.

The work proposed for the NYMS program includes updates to building facades, HVAC and energy efficiency improvements. The Village of Sample is requesting \$200,000 and the funding will be used as follows:

**\$10,000 for Administration.** The Village intends to issue an RFP and hire a consultant to assist in the administration of the NYMS program. The Village will use \$10,000 in local funds to pay the consultant (commitment letter attached).

**\$10,000 for Streetscape.** The Village intends to purchase benches and bike racks for Main Street within the identified target area.

**\$5,000 for Soft Costs.** The Village intends to use the NYMS funds soft costs to offset the architectural and engineering expenses, as well as the site contamination review required for the site-specific environmental review process.

**\$175,000 for Building Renovations** for the three committed projects:

**2 Main Street** – Property owner proposes to complete interior renovations to retail store totaling \$50,000.

**4 Main Street** – Property owner intends to renovate upper story of building to create two new apartments. Estimated total project cost based on attached estimates is \$100,000.

**6 Main Street** – Property owner intends to renovate façade of building to complement work completed in existing ground level commercial space. Estimated total project cost is \$100,000.



# Application Questions – Target Area

Q\_6902

Provide a concise description of the location of the proposed project site or program target area. Description must be consistent with required Target Area / Project Site attachment.

Review scoring tips for examples.

*Review Area:      Threshold Project Eligibility  
Implementation Capacity – Project Readiness*

## Response should:

- Present a clear description of the project site or target area.
- Anchor should provide a single address; a target area program should be a range.

## Common mistakes:

- No answer.
- Description inconsistent with map or properties identified in application



# Application Questions – Target Area

**Applicable for all NYMS activities:**  
Clear descriptions of proposed target areas for  
building renovation programs

Q\_6902

Provide a concise description of the location of the proposed project site or program target area. Description must be consistent with required Target Area / Project Site attachment.

Review scoring tips for examples.

Locked.

The proposed program target area consists of up to nine buildings on Crane Street between Bridge Street and 7th Avenue in the Mont Pleasant neighborhood of Schenectady. The addresses are listed on the attached map.

or

The Target Area is a compact 3 blocks at the juncture of Madison and Main Streets in the core of Oneida's City Center, consisting of contiguous 2 & 3 story mixed-use masonry buildings. It includes the north and south sides of Madison from Main to 150 and 155 Madison Street. And, the east and west sides of Main from 102 to 138.

**Anchor target area example:**

The project site is located at 2 South Prospect Street, Kingston, NY 12401.



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# Application Questions – Area Eligibility

Eligibility Description	
Part I - Describe the sustained physical deterioration, decay, neglect or disinvestment experienced in the target area.	<div><p><i>Review Area:</i></p><ul style="list-style-type: none"><li><i>Threshold Project Eligibility</i></li><li><i>Need</i></li></ul><p><b>Response should:</b></p><ul style="list-style-type: none"><li>Provide concise response to each question.</li><li>Provide accurate, substantiated data.</li><li>This is required for all activities</li></ul><p><b>Common mistakes:</b></p><ul style="list-style-type: none"><li>No answer, incomplete response.</li><li>Irrelevant information</li><li><u>Prior awards do not qualify area</u></li><li>Historic district does not qualify an area.</li></ul></div>
Part II - Describe the condition of commercial & residential units in the target area. Identify the extent of substandard conditions and vacancies.	
Part III(a) - Is the target area within the service area of an HCR funded Preservation Company? Identify the organization(s)	
Part III(b) - Explain if the target area is designated by a state or federal agency to be eligible for a community or economic development program.	
Part III(c) – Identify all Census Tracts, Block Groups and LMI % for the proposed Target Area. View help for instructions.	
Additional Target Area Eligibility Comments	

Applicable  
for all NYMS  
activities

# Application Questions – Area Eligibility

*Award of prior NYMS grant  
does not guarantee Target  
Area Eligibility.*

## Eligible Target Area

*Private Housing Finance Law, Article 26*

An eligible target area shall mean an area:

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

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



# Application Questions – Area Eligibility

Insufficient Response, ineligible application.

Target Area Eligibility

	Target Area Eligibility Description
Part I - Describe the sustained physical deterioration, decay, neglect or disinvestment experienced in the target area.	N/A
Part II - Describe the condition of commercial & residential units in the target area. Identify the extent of substandard conditions and vacancies.	N/A
Part III(a) - Is the target area within the service area of an HCR funded Preservation Company? Identify the organization(s).	N/A
Part III(b) - Explain if the target area is designated by a state or federal agency to be eligible for a community or economic development program.	N/A
Part III(c) – Identify all Census Tracts, Block Groups and LMI % for the proposed Target Area. View help for instructions.	N/A
Additional Target Area Eligibility Comments	No Answer

Eligible Target Area must be documented for all NYMS activities



## Clear, adequate and eligible response

	Target Area Eligibility Description
<p><b>Part I - Describe the sustained physical deterioration, decay, neglect or disinvestment experienced in the target area.</b></p>	<p>This answer cannot be modified.</p> <p>The project site is located in Census Tract 305 of the City . For years this CT has been targeted by CDBG funds under the National Objective of slums and blight removal. Although progress has been made over the past two decades disinvestment in the immediate area surrounding the project site is evident. On West Third, just one building one building away are two one story former retail stores that have been vacant for 8 years. The window panes that previously held displays are cracked and the facades of the buildings are deteriorating. Directly across the street from these two structures that formerly housed professional offices but are now 100% vacant. Street level retail is sparse but beginning to show signs of renewal.</p>
<p><b>Part II - Describe the condition of commercial &amp; residential units in the target area. Identify the extent of substandard conditions and vacancies.</b></p>	<p>This answer cannot be modified.</p> <p>In addition to the above description of the commercial units in the immediate area surrounding the project site residential units are also in decay. The Housing Authority owns and manages 100 units. The units are small and in need to upgrade. Limited market rate housing is available. Vacancy rate of existing housing units in the immediate area is approximately 30%.</p>

## Clear, adequate and eligible response

<p><b>Part III(a) - Is the target area within the service area of an HCR funded Preservation Company? Identify the organization(s).</b></p>	<p>This answer cannot be modified.</p> <p>No. As indicated on the HCR website, a Preservation Company does not presently serve the Target Area.</p>
<p><b>Part III(b) - Explain if the target area is designated by a state or federal agency to be eligible for a community or economic development program.</b></p>	<p>This answer cannot be modified.</p> <p>The Target Area (CT 305) has the following designations for community and economic development:</p> <ol style="list-style-type: none"> <li>1. HUD Community Development Block Grant Status</li> <li>2. Federal Renewal Community Status</li> <li>3. New York State Empire Zone</li> <li>4. Federal New Markets Tax Credit Qualified CT</li> <li>5. U.S. Small Business Administration HUB Zone Qualified CT</li> <li>6. Historic District – Historic Tax Credit Qualified</li> </ol>
<p><b>Part III(c) – Identify all Census Tracts, Block Groups and LMI % for the proposed Target Area. View help for instructions.</b></p>	<p>This answer cannot be modified.</p> <p>GEONAME Block Group 2, Census Tract 305, Chautauqua County, New York LOW 685.00 LOWMOD 950.00 LOWMODUNIV 1,095.00 <b>LOWMOD_PCT 0.87</b></p>
<p><b>Additional Target Area Eligibility Comments</b></p>	<p>This answer cannot be modified.</p> <p>As indicated above the project site lies in an area that has seen disinvestment and is qualified under a number of state and federal designations that assist in economic redevelopment. We see this as an area of opportunity to make a difference in our community and provide avenues to encourage others to reinvest.</p>

## 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](http://www.census.gov).
- <https://hud.maps.arcgis.com/apps/webappviewer/index.html?id=ffd0597e8af24f88b501b7e7f326bedd>

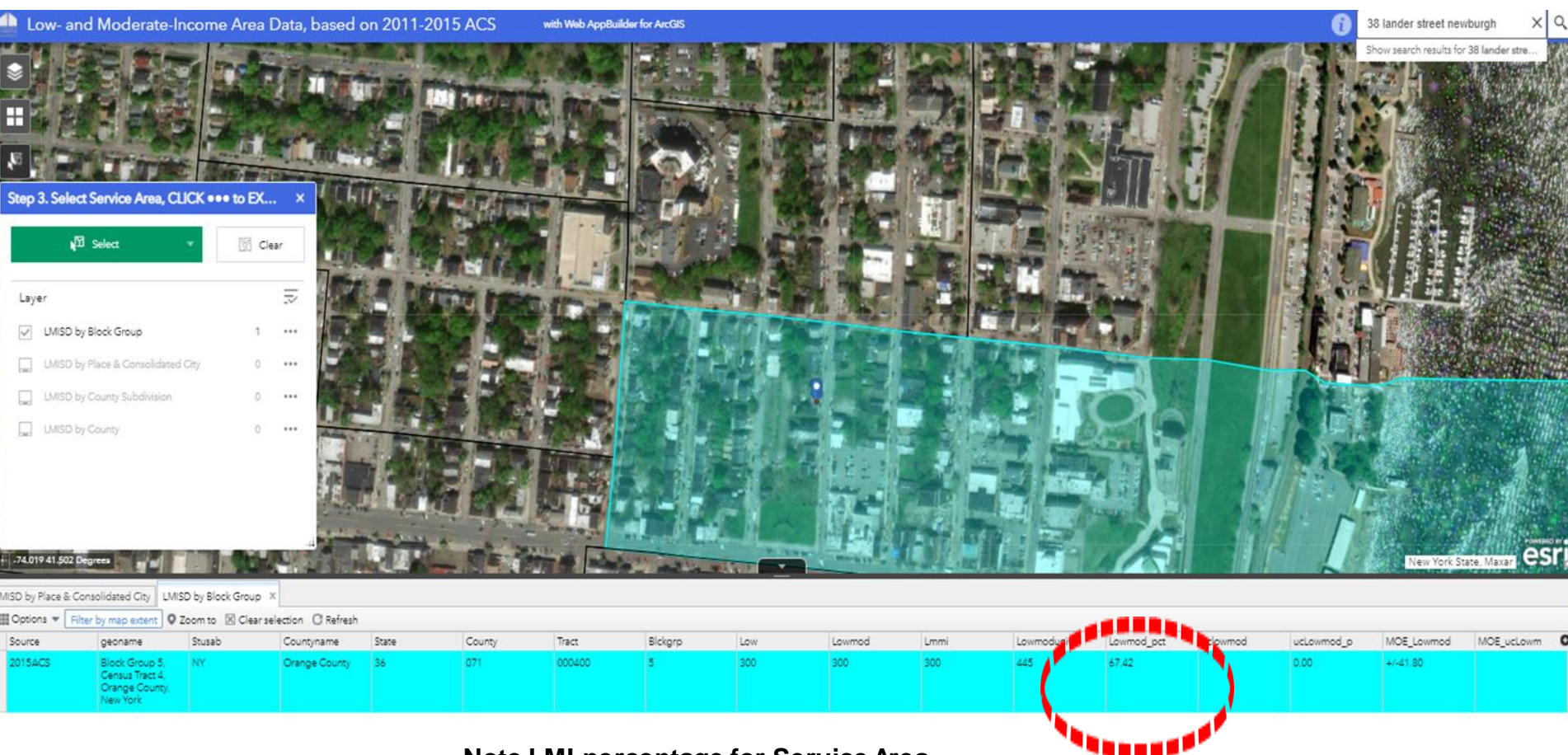
### Common mistake – insufficient documentation:

*“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.





# Eligible Target Area



Note LMI percentage for Service Area

In this example, the percentage of LMI individuals in the Service Area is 67%

<https://hud.maps.arcgis.com/apps/webappviewer/index.html?id=ffd0597e8af24f88b501b7e7f326bedd>



## Step 3. Select Service Area, CLICK ●●● to EX...



Select

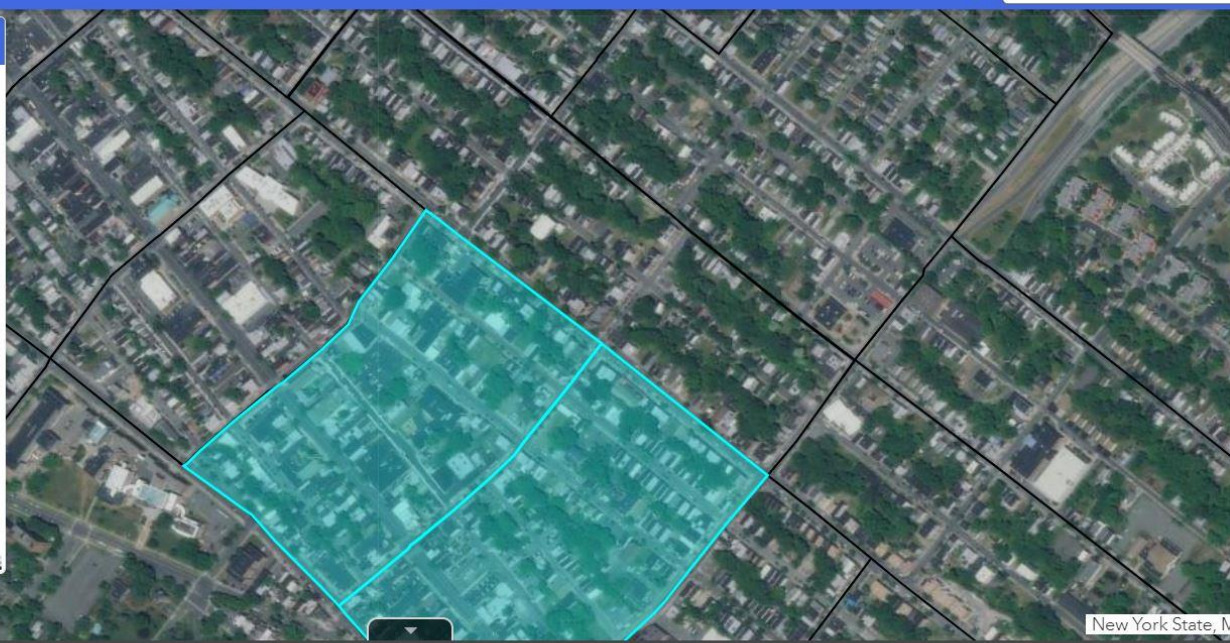


Clear

Layer



- ☒ LMISD by Block Group 2 \*\*\*
- ☐ LMISD by Place & Consolidated City 0 \*\*\*
- ☐ LMISD by County Subdivision 0 \*\*\*
- ☐ LMISD by County 0 \*\*\*



New York State, M

LMISD by Place &amp; Consolidated City

LMISD by Block Group x

Options Filter by map extent Zoom to Clear selection Refresh

Source	geoname	Stusab	Countyname	State	County	Tract	Blckgrp	Low	Lowmod	Lmmi	Lowmoduniv	Lowmod_pct
2015ACS	Block Group 2, Census Tract 8, Albany County, New York	NY	Albany County	36	001	000800	2	810	880	975	1025	85.85
2015ACS	Block Group 3, Census Tract 8, Albany County, New York	NY	Albany County	36	001	000800	3	470	495	650	650	76.15

Note LMI percentage for Each Block Group

In this example, the percentage of LMI individuals in BG 2 is 85% and BG 3 is 76%



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## CAPITAL REGION

### NPC

Albany Housing Coalition, Inc.  
278 Clinton Avenue  
Albany, NY 12210  
518.465.5251  
County: Albany  
Service Area: Arbor Hill, West Hill

<http://www.ahcvets.org>

Arbor Hill Development Corp.  
241 Clinton Avenue  
Albany, NY 12210  
518.463.9993  
County: Albany  
Service Area: Arbor Hill, North Albany

<http://www.arborhilldc.org>

Better Neighborhoods, Inc.  
120 Emmons Street, Room 121  
Schenectady, NY 12304  
518.372.6469  
County: Schenectady  
Service Area: Hamilton Hill, Vale Area

<http://www.better-neighborhoods.org>

Community Land Trust of Schenectady, Inc.  
1677 Van Vranken Avenue  
Schenectady, NY 12308  
518.372.7616  
County: Schenectady  
Service Area: Mt. Pleasant, Bellevue, North Schenectady, Goose Hill, Stockade

<http://www.cltofshcdy.org>

Shelters of Saratoga, Inc.  
P.O. Box 3089  
Saratoga Springs, NY 12866  
518.581.1097  
County: Saratoga  
Service Area: City of Saratoga Springs excl. Geyser Crest, North of I-87

<http://www.sheltersofsaratoga.org>

South End Improvement Corp.  
38 Catherine Street  
Albany, NY 12202  
518.436.8777  
County: Albany  
Service Area: City of Albany-South End

<http://www.seicny.org>

TAP, Inc.  
210 River Street  
Troy, NY 12180  
518.274.3050  
County: Rensselaer  
Service Area: Troy-South, Central, Hillside, Collar City, Mt. Ida, North Central Sections, Lansingburgh

<http://www.tapinc.org>

Troy Rehabilitation and Improvement Program  
415 River Street  
Troy, NY 12180  
518.272.8289  
County: Rensselaer  
Service Area: Hillside Neighborhood

<http://www.trionline.org>

United Tenants of Albany, Inc.  
255 Orange Street, Suite 104  
Albany, NY 12210  
518.436.8997  
County: Albany  
Service Area: Albany-South End, Delaware Ave, Arbor Hill, North Albany, West Hill, Pine Hills, Center Square, Mansion, Hudson Park, Park South

[www.unitedtenantsalbany.org](http://www.unitedtenantsalbany.org)

### RPC

Albany County Rural Housing Alliance, Inc.  
P.O. Box 407  
Voorheesville, NY 12186  
518.765.2425  
County: Albany  
Service Area: Townships of New Scotland, Coeymans, Knox, Westerlo, Berne, Rensselaerville; Village of Green Island; City of Cohoes

<http://www.acrha.org/>

Catskill Mountain Housing Development Corp. Inc.  
448 Main Street  
Catskill, NY 12414  
518.943.6700  
County: Greene  
Service Area: Greene County

<http://www.cmhdc.org>

Galvan Housing Resources, Inc.  
252 Columbia Street  
Hudson, NY 12534  
518.822.0707  
County: Columbia  
Service Area: Columbia County

<http://www.galvanfoundation.org>

# Target Area

## Selecting a target area:

- Keep it small, concentrated.
- Appropriate downtown, mixed-use character.
- Locate the need.
- Determine which area will have the most impact.
- Find the interested property owners.
- Consider other sources of investment.
- Target area description must be consistent with the map attachment.





# Application Questions – Need & Impact

## Need & Impact Statement

Q\_6900

Explain the need for the requested funds and the anticipated impact of the proposed project. This should include information specific to the project neighborhood, target area/project site such as:

- Data and narrative on the condition and occupancy rates of existing commercial and residential properties;
- Information about available businesses and services;
- Challenges and needs specific to the area;
- Explanation of need for public investment;
- Explanation of how the proposed project activities will address the identified needs;
- Description of the impact of the investment on alleviating substandard housing conditions and increasing accessible, affordable housing opportunities in the target area;
- Description of the impact of the investment on economic and downtown revitalization in the target area;
- Explanation of the positive impact of the proposed project on the surrounding neighborhood and community: Explain how the project will build on area strengths and assets and how the project is additive and inclusive.



# Application Questions – Need & Impact

*Review Areas:    Need & Impact*

## **Response should:**

- Provide clear, current data
- Provide interpretation of data and explain how it's relevant
- Connect impact of NYMS program with the needs presented
- Justify an award in your community
- Should address each bullet

## **Common mistakes:**

- Provides limited response and does not address all bulleted areas
- Response provides data without interpretation
- Fails to explain how NYMS meets needs identified
- Response does not adequately describe conditions that warrant public investment

# Application Questions – Need & Impact

*Review Areas: Need & Impact*

**Missed opportunity – Limited information provided in Applicant's response.**

Note: The proposed Main Street program is an anchor building project, not a target area project, and the issues raised under this question are more focused on target area programs. For the purposes of answering the questions raised herein, the target area is a four block area along Main Street adjacent to the anchor building.

Locked.

The NYMSI funds are needed to attract businesses to [REDACTED] making a more vibrant business strip. Four years ago the street was repaved and the sidewalks were retiled creating a new looking street. The goal of this grant is to continue the facade of businesses along the strip to create a cultural and ethnically congruent community that is attractive and will draw new retail and other service providers to the district as well as serve as a welcoming group to [REDACTED].

# Application Questions – Need & Impact

- Assess the existing conditions that indicate a need for improvements in your downtown:
  - Vacancies
  - Blight
  - Safety hazards
  - Census data (interpret)
- Is NYMS the right fit for your needs?
- Do not rely on data to speak for itself. Statistics should be presented with proper context to explain why NYMS funds are necessary.
- Tell us why your community needs Main Street funds. Be specific.
- Write about both commercial and residential needs-- we need to hear the whole story.
- Explain why the specific activities were proposed.
- Explain how the proposed activities meets the needs identified.

# Application Questions – Administrative Procedures

## NYMS Administrative Procedures

Q\_3137

Describe the procedures in place to administer the requested New York Main Street grant.

- Identify staff assigned to work on the proposed program and their specific roles.
- Describe specific staff experience or training relevant to the implementation of the NYMS Program.
- Identify administrative procedures in place to ensure timely implementation for proposed project. For NYMS renovation projects, specifically identify supplements to the NYMS Administrative Plan.
- Other procedures or plans that demonstrate applicant understanding of NYMS Program rules, and demonstrate readiness.
- Identify issues or delays encountered during the administration of earlier grants, and explain procedural changes implemented to avoid these issues or delays in the administration of future grants.

*Review Areas: Implementation Capacity*

### Response should:

- Address each bullet
- Prove that applicant understands rules, required procedures & can start quickly

### Common mistakes:

- Response lacks detail
- Organization does not plan for staffing changes



**Homes and  
Community Renewal**

# Application Questions – Administrative Procedures

## Questions to consider:

- Does the organization have experienced staff?
- Does the staff have the capacity to dedicate time to administering the program? Be cautious of strictly relying on volunteers. Your organization must dedicate time to this grant program.
- **Is there a plan for staffing changes?**
- Is the applicant really familiar with the rules, regulations, and required procedures of the NYMS program?
- Are local resources committed?
- Are procedures in place to supplement the NYMS Administrative Plan?
- Do you have the technology? *Digital Photos, Scanning, Adobe Professional*
- Do you have adequate construction management expertise?
- Is there a plan for using the NYMS admin funds?
- Do you have staff to designate for monitoring compliance?





# Application Questions – Administrative Procedures

## Partnerships

- Get Help & Locate Available Resources!
- Discuss plans with local municipality
- Reach out to your County organizations
- Develop partnerships with your Chamber or local Business Improvement District



# Application Questions – Budget Table

New York Main Street Program Activities

	Select One	NYMS Request Amount	Other Funds
Primary Activity	<div>Q_6873</div> <div>(This question is associated with your answer selection in question: Q_6872)</div> <div>Target Area Building Renovations ▾</div>	<div>Q_6877</div> <div>(This question is associated with your answer selection in question: Q_6872)</div> <div>\$ 425000</div> <div>min value: 50000 , max value: 500000</div>	<div>Q_6881</div> <div>(This question is associated with your answer selection in question: Q_6872)</div> <div>\$ 420000</div> <div>min value: 16666,67</div>
Soft Costs	<div>Q_6874</div> <div>(This question is associated with your answer selection in question: Q_6872)</div> <div><input checked="" type="checkbox"/> Filing &amp; Permit Fees</div> <div><input checked="" type="checkbox"/> Environmental Testing</div> <div><input checked="" type="checkbox"/> Architectural &amp; Engineering</div> <div><input type="checkbox"/> N/A</div>	<div>Q_6878</div> <div>(This question is associated with your answer selection in question: Q_6872)</div> <div>\$ 45000</div> <div>min value: 0 , max value: 50000</div>	<div>Q_6882</div> <div>(This question is associated with your answer selection in question: Q_6872)</div> <div>\$ 80000</div>
Administration	<div>Q_6875</div> <div>(This question is associated with your answer selection in question: Q_6872)</div> <div><input checked="" type="checkbox"/> Staff Administration</div> <div><input checked="" type="checkbox"/> Consultant Services</div> <div><input type="checkbox"/> N/A</div>	<div>Q_6879</div> <div>(This question is associated with your answer selection in question: Q_6872)</div> <div>\$ 15000</div> <div>min value: 0 , max value: 37500</div>	<div>Q_6883</div> <div>(This question is associated with your answer selection in question: Q_6872)</div> <div>\$</div>
Streetscape	<div>Q_6876</div> <div>(This question is associated with your answer selection in question: Q_6872)</div> <div>Project Identified ▾</div>	<div>Q_6880</div> <div>(This question is associated with your answer selection in question: Q_6872)</div> <div>\$ 15000</div> <div>min value: 0 , max value: 15000</div>	<div>Q_6884</div> <div>(This question is associated with your answer selection in question: Q_6872)</div> <div>\$</div>
Total		500,000	500,000





# Application Questions - Budget

*Review Area: Implementation Capacity – Project Readiness, Leverage*

**Budget should be consistent across each budget related question**

- Q1421 – Project Description
- Q 4204 – Project Abstract
- Q 7261 – Budget Description
- Q 6901 – Administrative Funds Description
- Q 6903 – Soft Cost Funds Description
- Q 11987 – COVID Flexibility
- Funding Request and Sources and Uses Program Budget Table

# Application Questions - Budget

*Review Areas: Implementation Capacity – Project Readiness, Leverage*

## **Response should:**

- Present a clear, well planned budget for NYMS funds;
- Remain within allowable request amounts;
- Demonstrate sufficient match;
- Be consistent with budget narrative question and CFA budget table at the end of the application.

## **Common mistakes:**

- Contradicts other areas of the application;
- Fails to consider soft costs and administrative costs;
- Exceeds allowable limits.

# Application Questions – Budget Narrative

Q\_7261

Explain the proposed project budget.

- Identify the estimated costs, and planned sources of the funds for the proposed activities. Be specific, and list each source in a consistent format. This explanation of your program budget must be consistent with the program budget table at the end of this application. Refer to example in Scoring Tips
- Explain how the NYMS request amount was determined. The NYMS request amount should be based upon local demand, financial need, identifiable funding gaps as demonstrated by property owner commitments to participate.
- For each source identified, indicate if the source is formally committed or pending approval.
- If a source is identified as committed, the applicable commitment letter must be attached where requested in the application.

Review to the CFA Available Resources Guide for activity funding limits.

## Response should:

- Provide clear, concise response to each bullet
- Provide accurate and consistent amounts

## Common mistakes:

- Does not adequately describe construction vs. permanent financing
- Response is inconsistent with budget tables and attachments



# Application Questions – Budget Narrative

## Matching Funds & Leveraged Funds

Investments of NYMS funds in eligible building activities must be matched by other funds. Any funds provided to administer the program or to support program activities beyond the required match amount are considered leveraged funds.

- Match requirements must be realized on a building-by-building basis.
- Applicants must demonstrate that they will be able to secure sufficient resources to administer the proposed Main Street program.
- Calculate required matching funds from the total project cost not the NYMS award amount.
- Plan for matching funds and construction financing.

## \$60,000 Renovation Total Project Cost

\$45,000 Maximum NYMS Award (75% of Total Project Cost)

\$15,000 Minimum Match Required (25% of Total Project Cost)



**Homes and  
Community Renewal**

# Application Questions – Administrative Funds

Q\_6901

Provide details related to the use of administrative funds, and source(s) of administrative funds.

- Include estimates related to staff time in support of the NYMS Program, and explain how the estimates were developed.
- Explain the procurement process to be used if administrative consultant services will be funded with NYMS program funds. Refer to NYMS Program Guide for bidding/procurement guidelines.
- If administrative consultant services will be used to administer the grant, provide a description of the division of responsibilities between the consultant and administrator.
- Be specific, and list each source in a consistent format. This explanation must be consistent with the budget table.
- For each source identified, indicate whether the source is formally committed or pending approval.
- If a source is identified as committed, the applicable commitment letter must be attached where requested in the application. A municipality may submit a commitment letter indicating a commitment of staff hours in support of the proposed NYMS program.

If NYMS funds are not requested to cover administrative costs, explain the plan for covering administrative expenses.

# Application Questions – Administrative Funds

*Review Areas: Implementation Capacity*

## **Response should:**

- Address each bullet
- Show us that the applicant organization understands the required procedures
- Show us that the applicant organization is prepared

## **Common mistakes:**

- Applicant underestimates administrative responsibilities relies on volunteer support
- Response lacks detail
- Applicant skips procurement process

***Identifying a consultant in application does not satisfy bidding/procurement requirement.***

*Up to 7.5% (5% for Anchor) 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.*

# Application Questions – Soft Costs

Q\_6903

Provide information about the soft costs related to the proposed activities.

- Explain the procurement process to be used if professional services will be funded with NYMS funds.
- Be specific, and list each source in a consistent format. This explanation must be consistent with the budget table.
- For each source identified, indicate whether the source is formally committed or pending approval.
- If a source is identified as committed, the applicable commitment letter must be attached where requested in the application.
- Review the [NYMS Program Guide](#) for rules and guidance related to NYMS soft costs.
- If NYMS funds are not requested to cover soft costs, explain the plan for covering soft costs including the required environmental review processes.

*Review Areas: Implementation Capacity*

## **Response should:**

- Address each bullet
- Amounts indicated must be substantiated

## **Common mistakes:**

- Response lacks detail
- Applicant underestimates costs, e.g. environmental review
- Doesn't request NYMS for soft costs at time of application



**Homes and  
Community Renewal**

# Application Questions – COVID Relief

**Q\_12231** 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.

## **Response should:**

- Describe activities and budget and how the activities will alleviate impacts of COVID

## **As a reminder:**

- Require matching funds;
- COVID Relief Activities must be ancillary to a traditional TABR or Anchor project and cannot be applied for on its own.



# Application Questions - Reimbursement

Q\_6618 NYMS operates as a reimbursement program, and construction or temporary financing will be required. Explain how the project(s) will be financed to complete the proposed renovation activities prior to reimbursement.

*Review Areas: Implementation Capacity  
Leverage*

## **Response should:**

- Confirm understanding of reimbursement structure
- Describe source of construction financing and matching funds

## **Common mistakes:**

- Applicant acknowledges understanding of reimbursement structure. Forgets once awarded
- Project plans on progress payments instead of securing construction financing

# Application Questions – Sources and Uses Budget Table

## Program Budget

### HCR - New York Main Street (NYMS)

Use	Source	Amount	Indicate Source / Comments
Administration	State	\$37500	NYMS - pending
Construction/Renovation	State	\$462500	NYMS - pending
Construction/Renovation	Private	\$1491300	Building Owner Match - committed
Architectural/Engineering/Soft Costs	Private	\$8700	Building owner match - committed

*Review Areas: Leveraging & Implementation Capacity*

### Response should:

- Provide one line for each use of NYMS funds.
- Clearly show use of other funds.

### Common mistake:

- Amounts do not match other areas of applications (budget narrative, attachments)
- Match not reflected



# Application Questions – Proposed Units

**Response should:**

- Provide accurate data for target area.
- Provide a realistic, honest estimate for assisted units.
- Include residential units only if a unit will actually receive direct assistance for interior renovations.

**Common mistakes:**

- Residential assistance is inaccurate and unrealistic
- Target area numbers are not accurate

Units		
	# NYMS Assisted	# Total in Target Area or Project Site
Number of Buildings	(This question is associated with your answer selection in question: <a href="#">Q 6872</a> ) 1	(This question is associated with your answer selection in question: <a href="#">Q 6872</a> ) 1
Residential Units	(This question is associated with your answer selection in question: <a href="#">Q 6872</a> ) 4	(This question is associated with your answer selection in question: <a href="#">Q 6872</a> ) 4
Commercial Units	(This question is associated with your answer selection in question: <a href="#">Q 6872</a> ) 4	(This question is associated with your answer selection in question: <a href="#">Q 6872</a> ) 4
Civic/Community	(This question is associated with your answer selection in question: <a href="#">Q 6872</a> ) 0	(This question is associated with your answer selection in question: <a href="#">Q 6872</a> ) 0

# Application Questions – Design

Q\_6904

NYMS program administrators are expected to develop new design guidelines or use existing design reference materials for building facade and storefront renovations. The NYMS funds are provided to support comprehensive and enhanced renovation projects, not routine maintenance.

Outline the plan for a coordinated design review process, and describe the systems in place to ensure high quality, lasting renovation projects.

- Describe the local Design Review Process that will be used to select projects, and to develop the scope of work for each NYMS renovation project.
- Describe how funds will be used to leverage high quality, comprehensive renovations.
- The importance of preserving downtown architecture must not be overlooked in repairing and renovating buildings. Describe how the local Design Review Process takes action to preserve historic buildings and address other non-historic design issues in a contextually-appropriate manner.

*Review Areas: Impact & Implementation Capacity*

## **Response should:**

- Demonstrate applicants understanding of historic preservation
- Outline well-planned design review process
- Reassure the reviewer that NYMS will not fund insensitive design

## **Common mistakes:**

- Applicant mistakes SHPO review for NYMS design review
- Process relies on property owner for design decisions



**Homes and  
Community Renewal**

# Application Questions – Design

## Questions to consider:

- How do you ensure quality and appropriate design in your projects?
- Is there an Architectural Review Board or other mandated Design Review?
- Does your community have Design Guidelines to reference?
- Does your organization have design expertise? If not – where will you get help?





# Application Questions – Design

**Use NYMS funds as an incentive for high quality design and construction.**



# Application Questions – Regulatory Term

Q\_6898

The owner of a property improved with New York Main Street funds must agree for a minimum of five years to maintain the property in good operating order and condition, and to make available and maintain the affordability of residential housing units to persons of low income by imposing a rent limit as provided by Housing Trust Fund Corporation (HTFC). The NYMS investment is secured, and maintenance responsibility affirmed when the participating property owner signs and files the NYMS Property Maintenance Declaration with the County in which the building is located. The Local Program Administrator, the awardee of the NYMS funds, must monitor all assisted projects during the five-year regulatory period to ensure property owners are maintaining Main Street investments.

- Describe the formal plan for monitoring the assisted properties and ensuring compliance for the five-year regulatory term;
- Address staff assignment of this responsibility and address continuity of operations in the event of staffing changes;
- Explain inspection procedures, documentation and action to be taken in the event of non-compliance;
- Explain how and when participating property owners will be provided with the relevant information, i.e., Declaration Template and Rent Limits;
- Describe procedures for recapture of grant funds if an assisted property is sold.

[Please review the Ongoing Maintenance Section of the NYMS Program Guide](#)



# Application Questions – Regulatory Term

*Review Areas: Implementation Capacity*

**Response should:** Address each bullet

**Common mistake:** Applicants fail to plan for continuity

*The owner of a property improved with New York Main Street funds must agree for a minimum of five years to: maintain the assisted improvements in good condition; to make available and maintain the affordability of residential housing units to persons of low income.*

- Any residential unit assisted with NYMS funds that is vacant at the time of the application or becomes vacant during the maintenance term must be marketed to, and affordable to, households with incomes at or below 90% of the median family income, as adjusted for family size. This requirement is met through a rent limit imposed on the assisted unit(s) during the regulatory term. OCR will provide annual rent limits for the applicable county upon request. Marketing efforts and documentation of annual rent charged must be documented in LPA program files.
- Property owners must sign a Property Maintenance Declaration that is filed in the County Clerk's office.
- LPA responsible for monitoring properties for five year term.





# Application Questions – Local Initiative & Support

## Local Initiative & Project Support

Q\_3139

Describe the local support for the downtown revitalization process.

- Identify other planned or existing community development and revitalization efforts this program will be linked to.
- Identify all program partners and stakeholder groups that have a role in local downtown revitalization efforts. Provide specific details related to their involvement in the proposed program.
- Identify how the proposed project involves coordination in community based planning and collaboration.
- If any of the support described is formally documented by letters or agreements, please attach to the application.

*Review Areas:     Impact & Implementation Capacity*

### **Response should:**

- Document strong local support for proposed project
- Demonstrate coordinated efforts - actual coordinated efforts are more meaningful than support letters

### **Common mistakes:**

- Applicant organization is disconnected from key downtown revitalization efforts
- Proposed project is not tied to existing efforts

# Application Questions – Downtown Revitalization

## Downtown Revitalization and Economic Development

Q\_3556

Applicants must demonstrate economic development and downtown revitalization efforts underway in the proposed community that will be enhanced by the proposed building renovation grant program.

Please address each of the following:

- Describe the local strategy for retaining and assisting existing business, attracting new businesses and investors, and finding new uses for vacant or underutilized buildings in the area and any support that is currently provided for those activities.
- Explain plans or processes used to track economic progress, including tracking of business activity and investment.
- Identify plans for strengthening the target area's existing economic base and for finding ways to expand that base to meet new opportunities and challenges.
- Describe in detail how the proposed NYMS program will be incorporated into these economic development and downtown revitalization efforts.

**Review Areas:**            **Impact & Implementation Capacity**

### Response should:

Demonstrate applicants involvement in Downtown Revitalization and Main Street efforts  
Explain how NYMS builds on these existing efforts

### Common mistake:

Response focuses on NYMS program only instead of describing local economic development and progress



**Homes and  
Community Renewal**

# Application Questions – Marketing & Communication

Q\_4205

Describe existing and proposed marketing techniques and communication approaches that promote the downtown or Main Street district.

- Describe in detail how the proposed NYMS program will be incorporated into these efforts.
- Outline plans for marketing the NYMS funds to potential participants in the identified target area.
- If projects have already been identified, explain the marketing and communication methods used to identify and select the proposed projects. Please note, program administrators must maintain documentation related to the project selection process for all NYMS activities.

*Review Areas: Impact & Implementation Capacity*

## **Response should:**

- Demonstrate applicants involvement in Downtown Revitalization and Main Street efforts
- Explain how NYMS can be easily incorporated into existing efforts

## **Common mistake:**

- Response focuses on marketing NYMS funds only



# Attachments



# Attachments

## 2021 Required Attachments

- Municipal Resolution or a signed letter from the municipal or community board
- Target Area/Project Site Map + Eligibility Documentation
- Building Information List
- Building Photographs
- Applicant Certification
- Vendor Responsibility Questionnaire.
- 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



# Attachments – Municipal Resolution

## Municipal Resolution

Each municipality in which the proposed program will function must approve a formal resolution supporting an application for the proposed New York Main Street (NYMS) program. Applicants within New York City must obtain the resolution from the Community Board with jurisdiction over the project target area.

- Draft or proposed resolutions will not be accepted; **the Resolution must be passed prior to the application deadline.**
- If the vote is not documented on the resolution, provide the meeting minutes that document the vote.
- The resolution must be attached to the application where requested.
- A support letter is not a municipal resolution.
- A written letter from the municipal or community board may be an acceptable alternative.

## Attachments – Municipal Resolution

[Official Letterhead of Municipality]

Motion By:  
Seconded By:

Resolution by the [Governing Body] approving and endorsing [Applicant Organization Name] in its application to NYS Homes and Community Renewal for funding under the New York Main Street Program.

WHEREAS, the [Applicant Organization Name] desires to apply for [\$250,000] in financial assistance through the 2013 Consolidated Funding Application (CFA) under the New York Main Street Program; and

**WHEREAS**, the application proposes funding to assist property owners to complete building renovations to downtown "main street" buildings on Main Street between First Street and Second Street; and

WHEREAS, the proposed funding will contribute to ongoing community revitalization efforts; and

WHEREAS, the grant application requires that the applicant obtain the approval and endorsement of the governing body of the municipality in which the project will be located,

**NOW, THEREFORE, BE IT RESOLVED**, that the [Governing Body] of the [Municipality Name] approves and endorses the 2013 New York Main Street application for assistance prepared and to be submitted by [Applicant Organization Name].

Passed by the following vote of all [Governing Body] Members voting in favor thereof:

~~Affirmative [Governing Body] Members:~~

Affirmative: #  
Negative: #  
Abstain: #

I, [Clerk Name], do hereby certify that resolution [Number] was passed at a meeting of the [Governing Body] held on [Date], and is [incorporated in the original minutes of said meeting OR on file and of record], and that said resolution has not been altered, amended or revoked and is in full force and effect.

*Signature of Clerk*

[Official Seal of Municipality]

- **Applicant Name**
- **Year**
- **Program Name**

- **Vote**

- **Official Seal &**
- **Signature**



# Attachments – Target Area Map

## Map should include:

- Clearly delineated target area boundary
- Street labels
- Show target area in relation to full municipal boundary
- Show earlier NYMS target area
- Identify landmarks or related downtown properties

## Common mistakes:

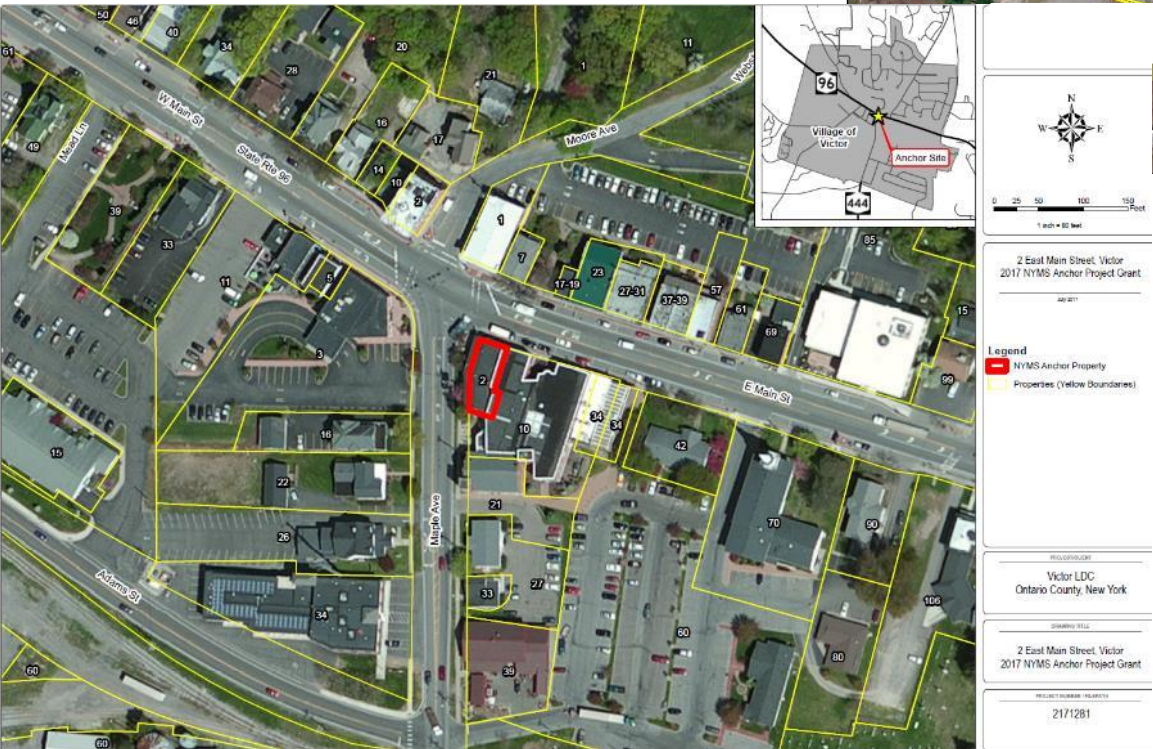
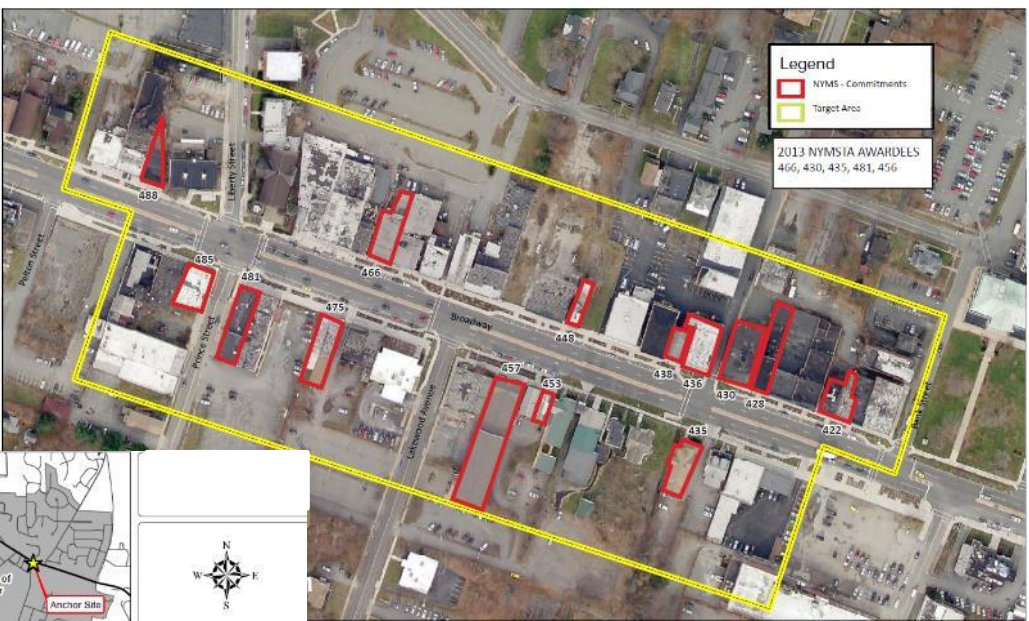
- Boundary not shown on map
- Boundary does not match target area description
- Streets not labeled





# Attachments – Target Area Map

Examples of good target area maps:



Anchor project target area map

# Attachments – Building Photographs & Information List

## **Attachments should:**

- Provide accurate property addresses and the NYS Office of Real Property Services tax parcel identification numbers (section, block and lot) for each building in the target area
- Note the properties that have indicated an interest in participating
- Provide photographs for the full target area
- Include building address labels on photos
- Use a single, organized PDF
- Give reviewers a feel for your *Main Street*

## **Common mistakes:**

- List and building photos are not representative of full target area, only of specific buildings
- Document is disorganized and difficult to cross reference with other application materials, i.e. photographs, property owner commitments
- Building addresses are not clearly labeled

# Attachments – Building Photographs

9-45 Genesee Street, Avon



**1 45 Genesee Street**  
SBL: 34.10-1-17  
4 commercial | 2 residential

**6 13 Genesee Street**  
SBL: 34.6-1-4  
1 commercial | 2 residential

**7 9 Genesee Street**  
SBL: 34.6-1-5  
3 commercial | 18 residential



**Scope:** Implementation of design completed under 2015 NYMS-TA program  
**TPC:** \$ 640,050  
**Assist:** 3 Commercial, 3 Residential



# Attachments – Building Photographs



- 1** 110 W Main Street  
SBL: 34.6-1-34  
1 commercial

- 2** 100 W Main Street  
SBL: 34.6-1-70.2  
1 commercial

- 3** 90 W Main Street  
SBL: 34.6-2-1  
1 commercial

- 4** 72 W Main Street  
SBL: 34.6-2-2  
1 commercial | 2 residential

**Scope:** Implementation of design completed under 2015 NYMS-TA program

**TPC:** \$ 50,750

**Assist:** 1 Commercial



**Scope:** Implementation of design completed under 2015 NYMS-TA program

**TPC:** \$ 103,000

**Assist:** 1 Commercial, 0 Residential



- 5** 58 W Main Street  
SBL: 34.6-2-5  
1 commercial | 2 residential

- 6** 46 W Main Street  
SBL: 34.6-2-6.11  
Residential

# Attachments – Applicant Certification

Office of Community Renewal Program Applicant Certification				
<input type="checkbox"/>	Agree	<input type="checkbox"/>	Do Not Agree	I certify that I am an authorized representative and have been specifically authorized to file this submission and required documents for the proposed project with HCR/HTFC on behalf of the <b>applicant organization or community</b> .
<input type="checkbox"/>	Agree	<input type="checkbox"/>	Do Not Agree	I certify that the Applicant is authorized to carry out the proposed activities and that the Applicant is familiar with and will comply with all applicable statutes, rules and regulations established.
<input type="checkbox"/>	Agree	<input type="checkbox"/>	Do Not Agree	I further authorize the agency receiving this application to forward it to any other State agency which administers a program for which a funding request is indicated in this application.
<input type="checkbox"/>	Agree	<input type="checkbox"/>	Do Not Agree	I certify that I have reviewed the full application and attached documents, and statements contained in this application are true, complete and correct to the best of my knowledge and belief and are made in good faith, including data related to the Organization's Relevant Experience and I agree to immediately inform HTFC of any change in circumstances. A false certification or failure to disclose information shall be grounds for termination of any award.
<b>For the period beginning 10 (ten) years prior to the date of this certification:</b>				
<input type="checkbox"/>	Agree	<input type="checkbox"/>	Do Not Agree	The information and supporting documentation contained in this application are complete and accurate and acknowledges that falsification of information will result in disqualification of application, denial of funding, rescinding of subsequent award and contract or required repayment of funds disbursed for any Office of Community Renewal (OCR) Program. The undersigned further recognizes and accepts the responsibility and obligation to notify the Housing Trust Fund Corporation (HTFC) and the Office of Community Renewal (OCR), in writing, if the Applicant becomes aware of any subsequent events or information which would change any statements or representations previously submitted to HTFC / OCR.
<input type="checkbox"/>	Agree	<input type="checkbox"/>	Do Not Agree	The Applicant will notify OCR within five (5) calendar days of any change of staff related to the program award and administration.
<input type="checkbox"/>	Agree	<input type="checkbox"/>	Do Not Agree	No member of the Board of Directors or staff of the Applicant organization will directly or indirectly benefit financially from administration of the program. Any matter regarding any potential conflict of interest or appearance of impropriety arising in connection with this program must be disclosed at the time of application or when the conflict is identified.
<input type="checkbox"/>	Agree	<input type="checkbox"/>	Do Not Agree	The Applicant will disclose if any of its employees, affiliates, program partners, subcontractors, and /or consultants have been the subject of a criminal investigation and /or charged with a crime in the last five (5) years at the time of application or within one (1) week of the issue being identified. OCR reserves the right to deny the Applicant's request for funding based on concerns for the Applicant's overall organizational health and / or capacity.
<input type="checkbox"/>	Agree	<input type="checkbox"/>	Do Not Agree	The Applicant will disclose in this application if it or any of its affiliates has filed for bankruptcy in the last seven (7) years. OCR reserves the right to deny the Applicant's request for funding based on concerns for the Applicant's overall fiscal health and / or capacity.
<input type="checkbox"/>	Agree	<input type="checkbox"/>	Do Not Agree	The Applicant has not experienced any of the following and shall notify OCR within five (5) calendar days after obtaining knowledge of: a) the commencement of any investigation or audit of its activities by any governmental agency, specifically housing discrimination; or b) the alleged default by the Applicant under any mortgage, deed of trust, security agreement,

<input type="checkbox"/>	Agree	<input type="checkbox"/>	Do Not Agree	loan agreement or credit instrument executed; or c) the allegation of ineligible activities, misuse of any award, or failure to comply with the terms of the Application. Upon receipt of such notification, OCR may, in its discretion, withhold or suspend payment of some or all of the Award and reserves the right to deny application for funds for any OCR program
<input type="checkbox"/>	Agree	<input type="checkbox"/>	Do Not Agree	Neither the Applicant, nor any principal, partner, or staff member of the Applicant organization has experienced default, non-compliance, debarment, suspension or termination of funds, or been otherwise restricted by DOL, HUD, USDA, ESDC, HFA, HTFC, DHCR, AHC or other federal, state, or local authority. Applicant further certifies there are no unresolved findings raised as a result of audits, management reviews, or other investigations concerning projects, contracts, or programs for which the Applicant organization is involved and Applicant has not been the subject of a claim under an employee fidelity bond.
<input type="checkbox"/>	Agree	<input type="checkbox"/>	Do Not Agree	As a condition of award, OCR may seek to verify certain financial, credit and related information contained in the application concerning the project Applicant, and other members of the project/program team.
<input type="checkbox"/>	NA	<input type="checkbox"/>	Attached	If the applicant is unable to select "Agree" to any of the items above, a detailed explanation must be provided at the end of the Applicant Certification Detail attachment.

Signature

Printed Name

Title

Applicant Organization Name



**Homes and  
Community Renewal**

# Attachments – Not-For-Profit Organizations

## **Certificate of Incorporation & Filing Receipt**

Not-for-profit organizations must provide the organization's certificate of incorporation and filing receipt from the Department of State.

- This is not applicable for units of local government, just not-for-profit organizations
- IRS documentation 501(c)(3) is not sufficient
- The applicant organization name must match certificate

## **Vendor Responsibility Questionnaire**

In addition, not-for-profit organizations applying for NYMS program funds must submit a Vendor Responsibility Questionnaire (VRQ) with the application.

<https://hcr.ny.gov/vendor-responsibility-questionnaire-notfor-profit-organizations>

# Attachments – Business Plan & Market Analysis

**Required for Downtown Anchor projects.  
Read the scoring tips text for bulleted list of prompts for complete response.**

## **Attachment should:**

- Outline market need for proposed use
- Demonstrate project viability
- Identify funding gap and specific need for NYMS funds
- Show reviewers a well-planned project

## **Common mistakes:**

- No market information provided
- No plan for use of space
- No justification for larger investment of NYMS resources

# Attachments – TA Work Plan

## Required for Technical Assistance projects

### **Attachment should:**

- Outline project:
  - deliverables,
  - start and completion date,
  - cost estimates,
  - NYMS-TA request amounts,
  - Estimated payment request dates.

### **Common mistakes:**

- Insufficient detail
- Insufficient matching funds
- Information doesn't correspond to relevant application questions



# Attachments – TA Work Plan

## Single Property Re-Use Study

Activity and Deliverable/s	Start Date	Estimate Completion Date	Cost	NYMS-TA Cost	Estimated Payment Request Date
Procure Professional Services - Request for proposals (RFP) for professional services. - Selection of consultant/firm.	05/01/21	07/01/21	-	-	N/A
Building Re-Use Analysis - Structural assessment of existing conditions. - Code analysis. - Feasibility study. - Cost estimates. - Financial analysis.	08/01/21	11/01/21	\$20,950	\$19,950	12/01/21
Project Closeout - Final recommendations and reports to HTFC and property owner.	11/01/21	01/01/22	-	-	N/A
<b>Total Costs</b>			\$20,950	\$19,950	

## Target Area Market Analysis

Activity and Deliverable/s	Start Date	Estimate Completion Date	Cost	NYMS-TA Cost	Estimated Payment Request Date
Procure Professional Services - Request for proposals (RFP) of professional services. - Selection of consultant/firm.	05/01/21	06/01/21	-	-	N/A
Market Analysis - Incorporate pre and post COVID conditions and their impact on the sustainability of the target area. - Analysis of existing conditions. - Pedestrian and traffic counts. - Development of a commercial revitalization strategy.	07/01/21	01/01/22	\$21,053	\$20,000	03/01/22
Project Closeout - Final recommendations and reports to HTFC, stakeholders and property owners.	02/01/22	03/01/22	-	-	N/A
<b>Total Costs</b>			\$21,053	\$20,000	

## Multiple Properties Re-Use Study

Activity and Deliverable/s	Start Date	Estimate Completion Date	Cost	NYMS-TA Cost	Estimated Payment Req Date
Procure Professional Services - Request for proposals (RFP) for professional services. - Selection of consultant/firm.	05/01/21	06/01/21	-	-	N/A
Kick-off Meeting - Property owner outreach. - Solicit proposals from all property owners in the target area. - Selection committee selects buildings to be included in reuse study.	06/01/21	07/01/21	\$3,500	-	02/01/22
Re-Use Study - Inspect a minimum of four properties to determine their suitability for reuse and/or rehabilitation. - Meet with property owners to discuss desired renovations and budgets. - Complete detailed analyses for each identified building including basic layouts, pro forma, cost estimates, and funding options. - Formulate façade recommendations for each identified building.	08/01/21	01/31/22	\$20,000	\$20,000	02/01/22
Project Closeout - Final recommendations and reports to HTFC, Village and property owners.	02/01/22	03/01/22	-	-	N/A
<b>Total Costs</b>			\$23,500	\$20,000	



**Homes and  
Community Renewal**

# Attachments – Request For Proposals

## Required for Technical Assistance projects

### Attachment should:

- Clearly describe the activities to be completed
- Match the applications Work Plan

### Common mistakes:

- Insufficient detail
- Doesn't match application Work Plan
- Information doesn't correspond to relevant application questions

# Attachments – Streetscape Plan

**Required for all projects requesting Streetscape funds**

## **Streetscape Plans Should Include The Following:**

- Detailed description of the proposed project;
- How the project enhances the planned building renovation projects;
- How the project contributes to other downtown revitalization efforts underway;
- Cost estimates and how these estimates were developed;
- Planned construction financing;
- If the request is over \$15,000, be sure to make the specific connection to relieve COVID impacts.

**\*If awarded, all Streetscape activities are subject to a formal eligibility determination, and a request for funds does not guarantee the activity will be approved as part of an award. \***

# Attachments – Potential Participant Supporting Documentation

## Recommended for TABR projects

- Property owner applications;
- Property owner's letters of interest;
- Cost estimates;
- Financial commitment documentation;
- Project scopes of work including design drawings.

# Attachments – Support Letters

## **Support letters should:**

- Be attached to application electronically
- Be specific to the proposed NYMS project
- Describe meaningful project support

## **Common mistakes:**

- Letters provided months after application deadline
- Identical form letter from multiple sources

# Attachments – Financial Commitment Documentation

**Required for Downtown Anchor and Technical Assistance projects.  
Strongly recommended for Target Area Building Renovation programs.**

## **Attachment should:**

- Clearly connect and correspond to application narrative, i.e. addresses, amounts, level of commitment
- Document sufficient pool of interested property owners
- Document readiness of interested property owners
- Be based on realistic project estimates and eligible scopes of work

## **Common mistakes:**

- Applicant treats letter of interest as financial commitment
- Amounts indicated on commitment letters are inconsistent with application narrative
- Commitment letters are old
- Eligible uses for funds offered in commitment letters are unclear
- Letters provided are not referenced in application narrative
- Letters document conflicts of interest, ineligible work scopes, projects already under construction

# Attachments – Financial Commitment Documentation

- Provide commitment letters for all sources of matching or leveraged funds contributing to the project. Sources will not be considered committed without formal documentation.
- Formal documentation can include grant award letters from local or state agencies, property owner commitment letters with accompanying bank statements, and board minutes approving administrative funding for the program.
- Pledge cards and bank statements are not sufficient without a formal expression of commitment for a specific activity or building project. A pledged donation outside of the contract term is not an acceptable source of match or leverage.
- All documented commitments should correspond with the budget narrative and budget table.
- Consolidate all financial commitment documentation into a single PDF and attach.

# Attachments – Financial Commitment Documentation

As the proprietor of a local business in the main business district of Sample City, Downtown Enterprise, Inc., I am writing to confirm my interest in participating in Sample City's 2016 NYMS Program should the funds be awarded. I understand that if my project is selected to participate in the program I will be eligible to be reimbursement for up to 75% of the eligible costs of the renovations to my building and the two apartment units above it, located at 123 Main Street Sample City.

My property is in need of the following proposed improvements: brick repointing, new historically inspired sign and gooseneck; energy efficiency HVAC upgrades; replace lighting fixtures and smoke detection system in apartments. I anticipate the total project cost to be around \$110,000. I have enclosed documentation of my pre-approval for a personal loan amount exceeding \$110,000 to demonstrate my ability to cover the cost of improvements.

Without the NYMS reimbursement to defray approximately 75% (\$85,000) of the project costs, I would be unable to permanently commit this amount of money towards these improvements. These grant funds would go a long way towards the improving the appearance and performance of my business, giving us the chance to expand operations. I understand that I will be required to maintain the assisted improvement for a minimum of five years, and will execute a Property Maintenance Declaration to formalize this responsibility. I understand that if I sell my building within this five year term, I will be required to pay back a pro-rated amount of the grant funds.

Sincerely,

• *Building owner name and project address*

Property Owner Name

- Brief scope
- Estimated total project cost (How was the estimate established?)
- NYMS Request
- Total owner match
- Source of match
- Other Sources if applicable
- Signature of Owner
- *Understanding of program rules and reimbursement process!*

**Letter of Interest  
vs.  
Commitment Letter**



# Attachments – Financial Commitment Documentation

I am writing to confirm my support for the New York City Business Assistance Corporation (NYCAC), New York Main Street Program application, focusing on façade and building renovation projects on East Tremont Avenue.

Sample commitment letter

I own the property located at [redacted] I am interested in making improvements to my property, which will contribute to the revitalization of not only my property, but also the larger commercial district.

I anticipate the total project cost to be approximately **\$46,700** for which I understand I would be eligible for a maximum reimbursement of 75%. I understand that this is a reimbursement program, meaning I must complete all the work in the approved project scope, pay all contractors in full, and submit receipts & proof of payment before receiving the grant.

← Reimbursement structure

My property is in need of the following eligible improvements:

Eligible Improvement	Estimated Cost
Removal of existing business signage	\$500
Power washing of entire façade	\$5,000
One blade sign on upper floors for ground floor business	\$1,600
New signage for 2 storefront businesses	\$4,500
Painted signage on side of building	\$5,000
New storefront framing and entrance replacement for 2 storefront businesses	\$15,000
Exterior lighting –6 fixtures across two storefront businesses	$450 * 6 = \$2,700$
Open grille security gates – 2 motorized	$3,950 * 2 = \$7,900$
Soft costs – (Architectural services, permits, environmental testing)	\$4,500
Total estimated cost = \$46,700	

Without the reimbursement to defray 75% of the project cost, I would be unable to permanently commit this amount of money toward the costs of these improvements.

Further, I understand that I will be required to maintain the existing improvements for a minimum of 5 years and will execute a Property Maintenance Declaration to formalize this responsibility. I also understand that if I sell my building within this 5-year term I will be required to pay back a prorated amount of the grant. I realize that in order to be eligible for these funds, I would need to undertake these improvements in cooperation with [redacted] design guidelines, State and City environmental requirements, and complete the work in a timely manner, within 18 months of the State’s grant announcement.

← 5-year term and Declaration

Sincerely,

Name: \_\_\_\_\_  
Property Owner

# Attachments – Financial Commitment Documentation

☒ Building Owner      ☐ Tenant

Property Address \_\_\_\_\_ Property TAX ID: \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone number where you can be reached during the day (\_\_\_\_\_) \_\_\_\_\_


Name of Owner, if different from Applicant \_\_\_\_\_

☐ Is owner aware of application?   ☐ Is there owner approval?   ☐ Is there a rent agreement?

Type of Improvements being proposed:

- ☒ Exterior Façade    \_\_\_\_\_ Storefront lighting    \_\_\_\_\_ New Signage
- ☒ Cleaning/Repainting of Brick    \_\_\_\_\_ New Awnings    ☒ Painting
- ☒ Windows    \_\_\_\_\_ Walls and Siding (No vinyl or aluminum siding)    \_\_\_\_\_ Roof
- ☒ Other Areas (specify) interior improvements

Description of project (attach additional pages if necessary): Repair & repaint facade masonry, windows, front doors and entrance to original character.  
Develop two interior apartments for rental unit on second and third floors. These floors have been completely removed and gas/electrical entrance installed.

Estimated Cost: \$ 100,000.00    

I/We understand that Snow Belt Housing Company, Inc. is applying for New York Main Street funds to undertake façade and building improvements in downtown Lowville. By my/our signature below, I/we certify that I/we are interested in participating in this program. I/We understand that the program is a reimbursement program and I/we must have the financial ability to provide 100% of the cost of the proposed renovation upon project completion. I/We understand that 75% of the eligible costs may be reimbursed.

Building/Property Owner:      Business Owner (if different):

By: \_\_\_\_\_      By: \_\_\_\_\_

By: \_\_\_\_\_      By: \_\_\_\_\_

Date: 7/13/15      Date: \_\_\_\_\_

**Letter of Interest  
vs.  
Commitment Letter**

# Attachments – Financial Commitment Documentation

The Development Division will commit to providing thirty weekly hours of staff time to administer of the proposed New York Main Street grant. These hours amount to \$72,709.37 over the 24-month grant period. In addition to the hours committed by the Program Manager and Program Coordinator, I will commit up to two weekly hours of my time to oversee the grant administration efforts.

The Program Manager is already employed and salaried through . The Program Coordinator is employed by on a contract basis. NYMS admin funds would be used to partially cover the costs of retaining the Program Coordinator through the two-year grant period. The additional costs of the Program Coordinator's salary will be covered by .

In addition to the funding committed for this 24-month period, program staff will continue to monitor and administer the grant, and ensure compliance with the 5-year maintenance term.

Sincerely,

Example of administrative funds commitment letter.



**Homes and  
Community Renewal**

# Attachments – Construction Specifications & Cost Estimates

**Required for Downtown Anchor projects.**

**Recommended for Target Area Building Renovation programs.**

## **Attachment should:**

- Clearly connect and correspond to application narrative and financial commitments, i.e. addresses, amounts, project scope, NYMS-funded portion
- Help substantiate NYMS request amount
- Acknowledge that bidding is still required!

## **Common mistakes:**

- Project scope includes ineligible activities
- Project scope does not match application narrative
- Cost estimate does not substantiate request amount or match application narrative

# Attachments – Construction Specifications & Cost Estimates

	CONCEPTUAL WORK SCOPES	PROJECT COSTS
1)	7504 South State Street - Storefront improvements (redesign); Replace siding at upper front façade, sides and rear of building; Interior retail/commercial space improvements, cap concrete floor.	\$47,000.00
2)	7516 South State Street - Storefront improvements - redesign and construct in classic style; Replace siding at upper front façade, sides and rear of building; Interior retail/commercial space improvements - cap concrete floor; new electrical entrance, distribution wiring and lighting; accessible toilet room; floor, wall and ceiling finishes; Repair/stabilize roof structure and replace roofing.	\$79,430.00
3)	7523 South State Street - Strip and re-roof with steel roofing; Remove two layers of existing siding and replace with fiber cement clapboard material over original siding.	\$42,700.00
4)	7549-7551 South State Street (Keller Building) - Repair damaged brick façade, repair windows, interior	\$135,000.00
5)	<div> <div>Helpful for Target Area Building Renovation Programs</div> <ul style="list-style-type: none"> <li>How were these estimates developed?</li> <li>Do these match the property owner letters or financial commitments?</li> </ul> </div>	including tial rental 545;
		\$49,100.00
6)		all exterior
		\$21,000.00
7)		
		\$28,800.00
8)		\$15,000.00
9)	7574 South State Street (Bateman Apartments) - Refurbish windows at front façade; repairs to resident entry; refurbish front entry doors w/new hardware; carpet 3rd floor common hall; replace outdoor lighting at resident entry; new HVAC system for principal commercial space; air sealing to eliminate negative air in building.	\$91,000.00
	TOTAL	\$509,030.00

# Application Process



**Homes and  
Community Renewal**

# Resources

New York Main Street Funding Round Materials

<https://hcr.ny.gov/new-york-main-street#funding-round-materials>

New York Main Street Program Guide

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

New York Main Street Administrative Plan Sample

<https://hcr.ny.gov/system/files/documents/2018/10/adminplantemplate.pdf>

Consolidated Funding Application

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





## 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\***

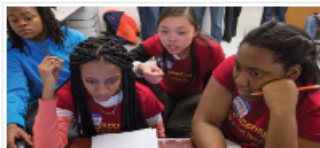
To save time you can now clone an application from the previous year.

[Click here to learn how.](#)

**Log In**

**Register**

### Links



#### **Regional Council Guidebook**

Learn more about the eleventh round of the REDC initiative.



#### **Available CFA Resources**

For Round 11, there are over 30 programs available through 9 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).



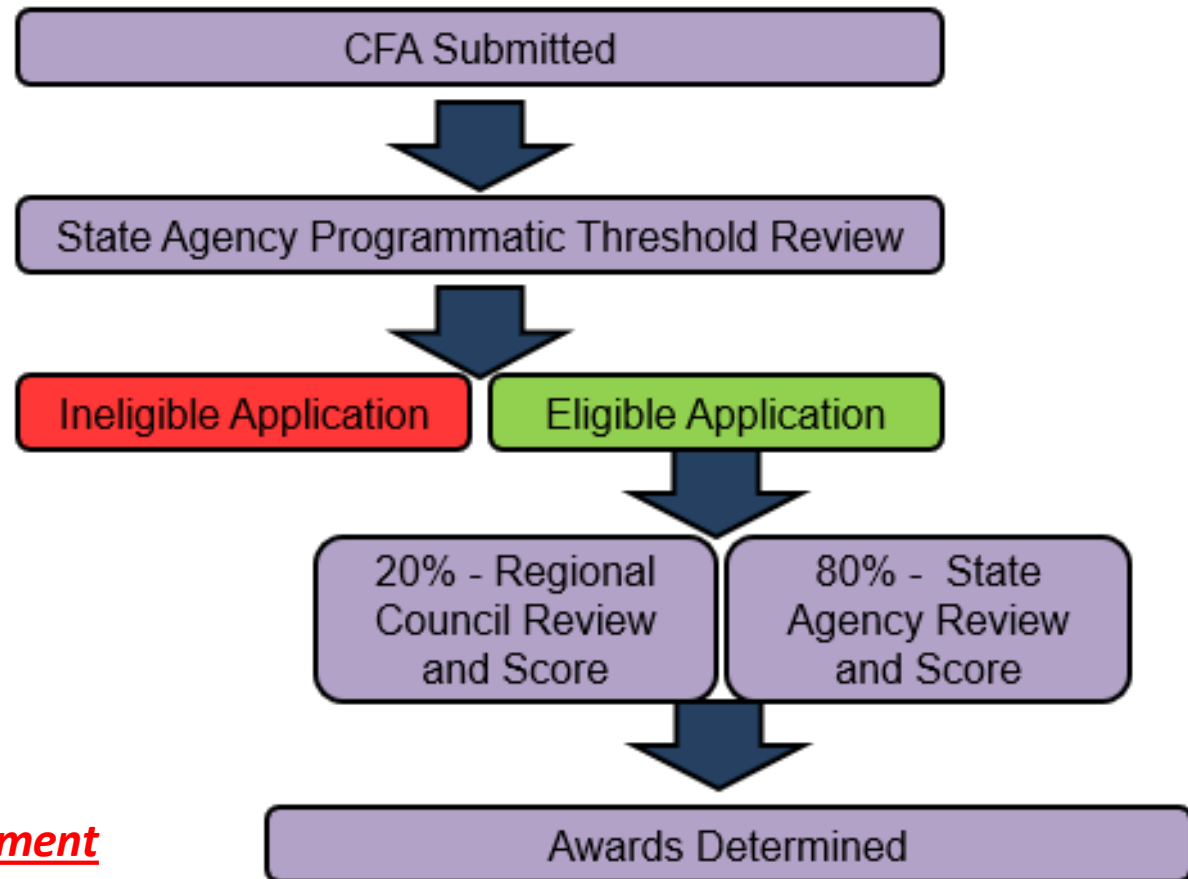
#### **Program Application Questions**

A list of questions for the available programs in the Consolidated Funding Application (CFA).

# Application Process

## Consolidated Funding Application (CFA)

**July 30<sup>th</sup> Deadline**



**Fall/Winter Announcement**

# 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](mailto:HCR_CFA@nyshcr.org)

**New York Main Street Funding Round Materials**

<https://hcr.ny.gov/new-york-main-street#funding-round-materials>

**Application Deadline: Friday, July 30, 2021 4:00 PM**



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