



Homes and Community Renewal

New York Main Street Program

Exit Conference Presentation

The presentation will review the content of the 2018 NYMS application, identify common deficiencies in unsuccessful applications and provide tips for improving an application. This presentation is designed to provide detailed feedback for unsuccessful 2018 applicants, and it is the most detailed NYMS application preparation presentation conducted during the year.

All prospective applicants should participate to prepare for the 2019 Consolidated Funding Application (CFA) round.

- **Audio will be transmitted through the phone only**
Click on the “I will Call in” button to access the call in number and your attendee ID (Individual Pin #)
- Use the Q&A feature to submit questions
- A PDF of the presentation will be provided after the webinar



New York Main Street Program

Exit Conference Presentation

Program Summary

- Overview
- Funding History
- Eligible Activities
- Ineligible Activities
- Application Structure

Scoring & Review

- NYMS Scoring Criteria Overview
- Application Questions with Tips

Application Process

- Application Resources
- 2018 CFA
- Are you prepared to apply?

Q&A

Program Summary

Program Summary



- Created by the Housing Trust Fund Corporation in 2004 to provide resources for the purpose of assisting New York's communities with Main Street and downtown revitalization efforts.
- Article 26 was added to NYS Private Housing Finance Law in 2009 to formally establish the New York Main Street Program in NYS statute.
- Administered by the Office of Community Renewal under the direction of the Housing Trust Fund Corporation.
- Local Program Administrator (LPA) approach

Funding History

Year:	Applications:	Awards:	% Awarded
2010	120	39	32%
2011	120	22	18%
2012	101	26	25%
2013	72	20	28%
2014	67	16	23%
2015	99	34	34%
2016	79	15	19%
2017	65	20	30%
2018	68	30	44%



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Program Summary

Eligible Activities

Reimbursement not to exceed 95% of Total Project Cost

Technical Assistance

Up to \$20,000 to complete a project that improves community or property owner readiness to participate in a future New York Main Street renovation activity.

Examples of technical assistance projects:

- Building redevelopment analysis for single site or multiple site projects;
- Design Guidelines;
- Market analysis/ revitalization strategy

Examples of completed NYMS-TA Projects are available for review online, here:

<http://www.nyshcr.org/Programs/NYMainStreet/TA/>



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Program Summary

Eligible Activities

**Reimbursement not to exceed
75% of Total Project Cost**

Target Area Building Renovations

\$50,000 - \$500,000 to award matching grants to a group of building owners within a concentrated target area.

Upon award, each building can receive up to \$50,000. An additional \$25,000 per directly assisted residential unit, up to a per building maximum of \$100,000.

Downtown Anchor

\$100,000 - \$500,000 to assist a standalone, single site, “shovel ready” renovation project that is key to local revitalization efforts.

Downtown Stabilization

\$50,000 - \$500,000 to assist with environmental remediation and associated construction costs, as well as other innovative approaches to stabilizing and developing downtown, mixed-use buildings.

Program Summary

Eligible Activities

Technical Assistance

- Project can feasibly be completed in 12-month term.
- Documentation of secured financial commitments, this should show enough funds 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.
- Request for proposals draft 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.

Program Summary

Eligible Activities

Target Area Building Renovations

- \$300,000 is reasonable request amount
- Interested property owners
- Well planned administrative procedures
- Strong administrative capacity
- Up to \$15,000 to complete a Streetscape project.

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?

Program Summary

Eligible Activities

**Including ineligible activities
weakens your application**

Health and Safety Improvements:

Fire alarms, sprinklers, fire escape repair;

General Building Renovations:

Roof replacement, foundation repair, HVAC, electrical, plumbing, drywall/plaster, flooring, tile;

Façade Restoration:

Preservation projects, reopening storefronts, removing solid security gates, signs, awnings, re-pointing brick, window repair;

Residential Improvements:

Update existing apartments, convert vacant upper stories into apartments, correct code violations.



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Program Summary

Ineligible Activities

- Acquisition, demolition, new construction and capitalizing a revolving loan fund;
- Improvements to structures owned by religious or private membership based organizations;
- Municipally-owned and operated buildings;
- Non-permanent fixtures, furnishings, appliances, electronics, tools and business equipment are not eligible uses of NYMS funding.
- Site work or ancillary activities on a property including septic systems or laterals, grading, parking lots, sidewalks, fences, free standing signs, landscaping or general maintenance.
- General operating expenses or planning activities.

Program Summary

Most Common Ineligible Activities Presented in Applications

- Streetscape-only or streetscape focused projects. Landscaping.
- Renovation of municipally-owned and operated buildings
- Electronics and business equipment
- Sidewalks and site work
- Property owners acting as contractors
- Elected officials as participating property owners or contractors
- Projects not appropriate for NYMS, i.e. not downtown mixed-use district ~ strip-malls

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.

Attachments

Documents that you must upload to submit a complete application. These support the responses you have 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 that you are applying for, i.e. NY Main Street. If you apply for multiple programs with a single application, Standard Questions for each program will appear.

Budget Table(s)

Scoring & Review

Scoring & Review

NYMS Scoring Criteria Overview

2018 Scoring Criteria - *Up to 100 Points*

A) Need - 10 Points

- Residential
- Commercial

B) Impact - 25 Points

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

C) Leveraging - 10 Points

- Public and Private Investment

D) Implementation Capacity - 35 Points

- Program Experience
- Administrative Capacity
- Readiness

E) Total Vision and REDC Strategies - 20 Points

- Alignment with Regional Council's Strategic Plan

2018 Project Selection Criteria are detailed beginning on page 34 of the 2018 CFA Available Resources Guide:

<https://regionalcouncils.ny.gov/sites/default/files/2018-04/2018REDCGuidebook.pdf>

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.



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Application Questions - Abstract

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.

Review Area: Implementation Capacity – Project Readiness

Response should:

- Present a brief, press-ready description of the project

Common mistakes:

- Inconsistent with other areas of application
- Abstract does not appropriately identify the organization/applicant and location



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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.



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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.



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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



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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

**Applicable
for all NYMS
activities**

Eligibility Description	
Part I - Describe the sustained physical deterioration, decay, neglect or disinvestment experienced in the target area.	Review Area: <ul style="list-style-type: none">• <i>Threshold Project Eligibility</i>• <i>Need</i> Response should: <ul style="list-style-type: none">• Provide concise response to each question.• Provide accurate, substantiated data.• This is required for all activities Common mistakes: <ul style="list-style-type: none">• No answer, incomplete response.• Irrelevant information• <u>Prior awards do not qualify area</u>• Historic district does not qualify an area.
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	



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Application Questions – Area Eligibility

Eligible Target Area

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

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**



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Clear, adequate and eligible response

	Target Area Eligibility Description
<p>Part I - Describe the sustained physical deterioration, decay, neglect or disinvestment experienced in the target area.</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>Part II - Describe the condition of commercial & residential units in the target area. Identify the extent of substandard conditions and vacancies.</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>Part III(a) - Is the target area within the service area of an HCR funded Preservation Company? Identify the organization(s).</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>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.</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"> 1. HUD Community Development Block Grant Status 2. Federal Renewal Community Status 3. New York State Empire Zone 4. Federal New Markets Tax Credit Qualified CT 5. U.S. Small Business Administration HUB Zone Qualified CT 6. Historic District – Historic Tax Credit Qualified
<p>Part III(c) – Identify all Census Tracts, Block Groups and LMI % for the proposed Target Area. View help for instructions.</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 LOWMOD_PCT 0.87</p>
<p>Additional Target Area Eligibility Comments</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>

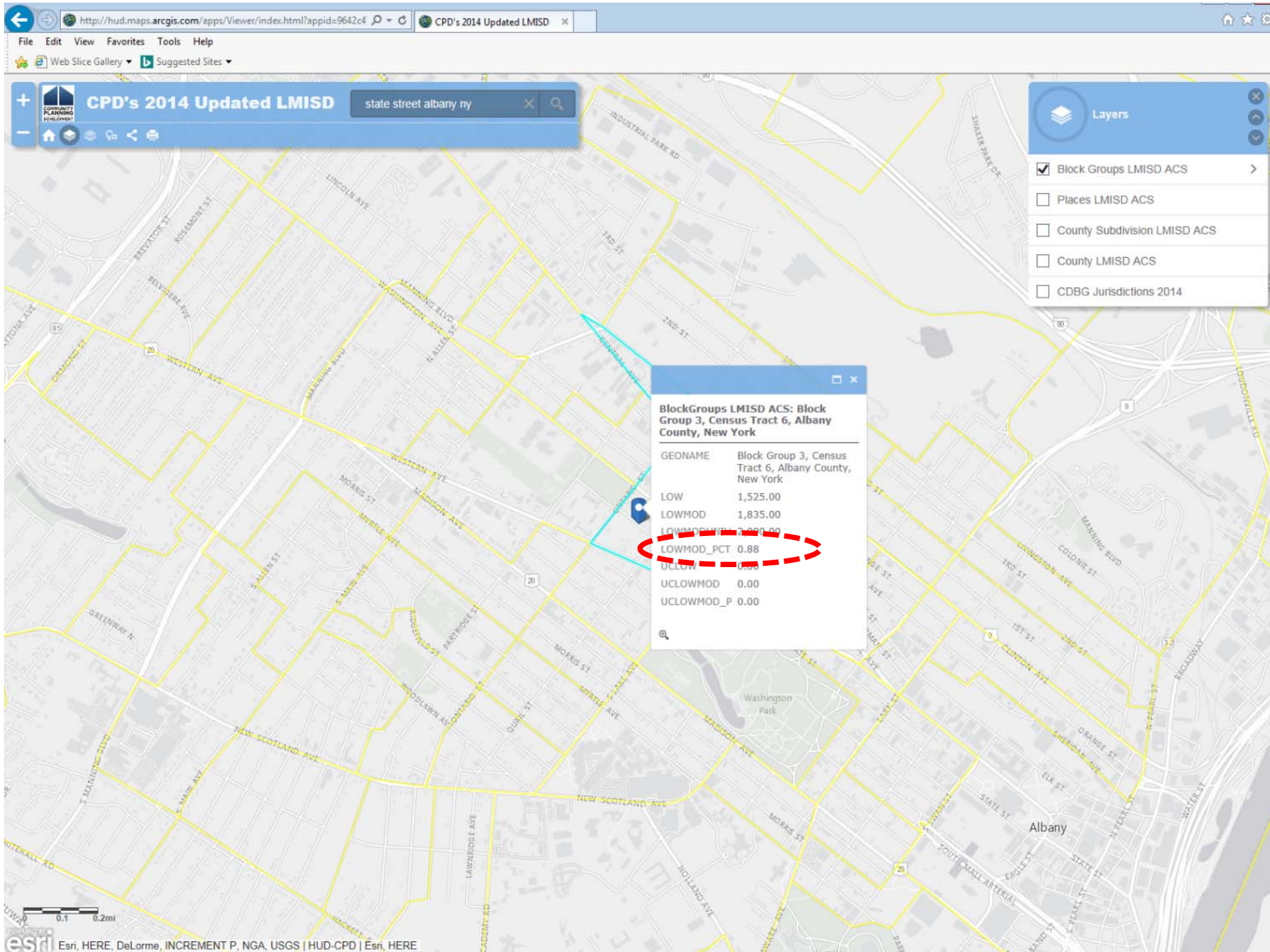


Eligible Target Area

- 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. <http://www.nyshcr.org/Programs/NPP-RPP/11.2018%20NRPP%20Website%20Directory.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.

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.



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.triponline.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

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.



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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 – Residential 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].



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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.
- Explain how the proposed plan aligns with community goals and the Regional Economic Development Council Strategic Plan: <http://regionalcouncils.ny.gov/>

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



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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

New York Main Street Program Activities

	Options	NYMS Request	Other Sources
Primary Activity	Locked. Downtown Anchor Project	Locked. \$426,000	Locked. \$284,074
Soft Costs	Locked. Architectural & Engineering	Locked. \$49,000	Locked. \$47,309
Administration	Locked. Consultant Services	Locked. \$25,000	Locked. \$0
Streetscape	Locked. N/A	Locked. \$0	Locked. \$0
Total		500,000	331,383



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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

Review Area: Implementation Capacity – Project Readiness, Leverage

Budget should be consistent across each budget related question

- NYMS Program Activities - Budget Table
- Q1421 – Project Description
- Q 4204 – Project Abstract
- Q 7261 – Budget Description
- Q 6901 – Administrative Funds Description
- Q 6903 – Soft Cost Funds Description
- Funding Request & Program Budget Table

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



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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.

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

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

\$60,000 Renovation Total Project Cost



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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.



**Homes and
Community Renewal**

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 - 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 – Proposed Units

Units		
	# Assisted NYMS	Total # In Target Area
Number of Buildings	Locked. 13	Locked. 49
Residential Units	Locked. 11	Locked. 49
Commercial Units	Locked. 18	Locked. 52
Civic/Community	Locked. 0	Locked. 3

Review Area: Impact

Response should:

- Provide accurate data for target area.
- Provide realistic, honest estimate for assisted units.
- Include direct assistance to residential units if an apartment will actually be renovated.

Common mistakes:

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



**Homes and
Community Renewal**

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.



**Homes and
Community Renewal**

Application Questions – Design

Review Areas: Impact & Implementation Capacity

Response should:

- Demonstrate applicant 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

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?



**Homes and
Community Renewal**

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](#)



**Homes and
Community Renewal**

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 – Local Initiative & Support

Questions to consider:

- Are there other planned or existing community development and revitalization efforts this program will be linked to?
- Which 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.
- How does the proposed project involve coordination and collaboration in community revitalization efforts?
- Is support described in formal letters or agreements? Attach to the application if they are relevant.

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.



**Homes and
Community Renewal**

Application Questions – Downtown Revitalization

Review Areas: Impact & Implementation Capacity

Response should:

- Demonstrate applicant 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

Application Questions – Downtown Revitalization

BUSINESS STRATEGY

*The 2020 Strategic Plan lays out ambitious yet attainable goals . These are goals **that**, if achieved, will result in fundamental and sustainable transformational change for downtown:*

- (1) A formal business recruitment and attraction program based on four different yet parallel tracks;*
- (2) A formal business retention program, consisting of visitation, case management, and technical assistance on key issues and concerns;*
- (3) A program to attract and work with developers and investors, both from within the Ithaca market and from beyond;*
- (4) Efforts to amend and modify zoning;*
- (5) Efforts to provide and package incentives that will assist urban projects to fill financial gaps;*
- (6) Our work plans target problem properties and buildings, seeking to work with owners to come up effective solutions.*

The Main Street program provides one way to help with some of these problem properties. The DIA conducts annual benchmarking to track progress on key indicators, such as retail and office vacancy, investment, jobs, and street activity. This regular monitoring allows us to assess and evaluate our intervention efforts and target resources more appropriately. We will bring this methodology to this Main Street program.



**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 applicant 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



**Homes and
Community Renewal**

Application Questions – Budget Table

Program Budget

HCR - New York Main Street (NYMS)

Construction/Renovation	State	\$237500	NYMS (CFA application submitted 6/16/14)
Construction/Renovation	State	\$814158	ESD (CFA application submitted 6/16/14)
Administration	State	\$16700	NYMS (CFA application submitted 6/16/14)
Project Delivery	Lending Institution	\$465753	Corning Credit Union (approval pending)



**Homes and
Community Renewal**

Application Questions – 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

Attachments

Attachments

2018 Required Attachments

- Municipal Resolution
- Target Area Map
- Building Information List
- Building Photographs
- Certificate of Incorporation & Filing Receipt (NFPs) – Name must match applicant name exactly
- Business Plan & Market Analysis (Anchor)
- Work Plan (Technical Assistance)
- Request for proposals (Technical Assistance)

2018 Optional Attachments

- Support Letters
- Financial Commitment Documentation (Required for Anchor and Technical Assistance recommended for all)
- Construction Specifications and Project Cost Estimate (Required for Anchor)

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.

Attachments – Municipal Resolution

Municipal Resolution

- The resolution must be on official stationery and should hold the official seal.
- The resolution must include the name of the program being applied for, New York Main Street, and should approve and endorse the 2018 application.
- The resolution must include the name of the applicant (municipality or not-for-profit). For not-for-profit applicants, the applicant's name must be stated as it is recorded in the incorporation documents.
- The resolution must include the name of the funding agency (New York State Homes and Community Renewal and/or the Housing Trust Fund Corporation).

If you intend to apply for 2019 – request the Resolution now!

Attachments – Municipal Resolution

- Applicant Name
- Year
- Program Name

- Vote

- Official Seal &
- Signature

[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: 11
Negative: 11
Abstain: 1

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]

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

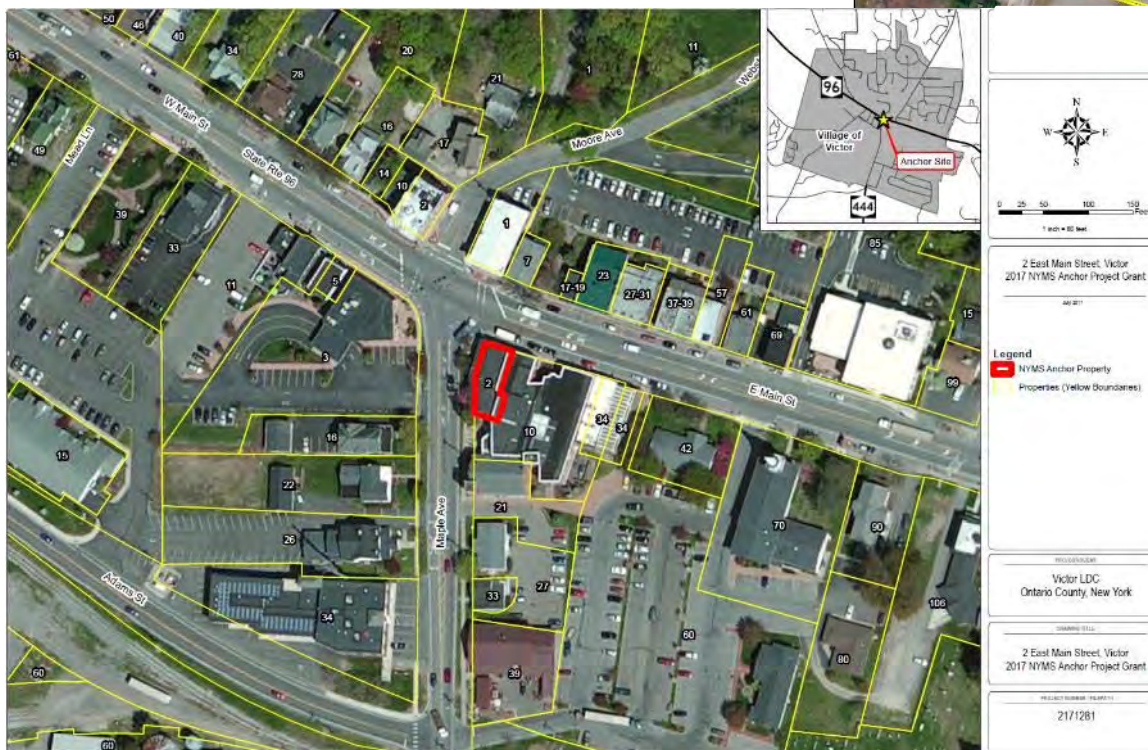
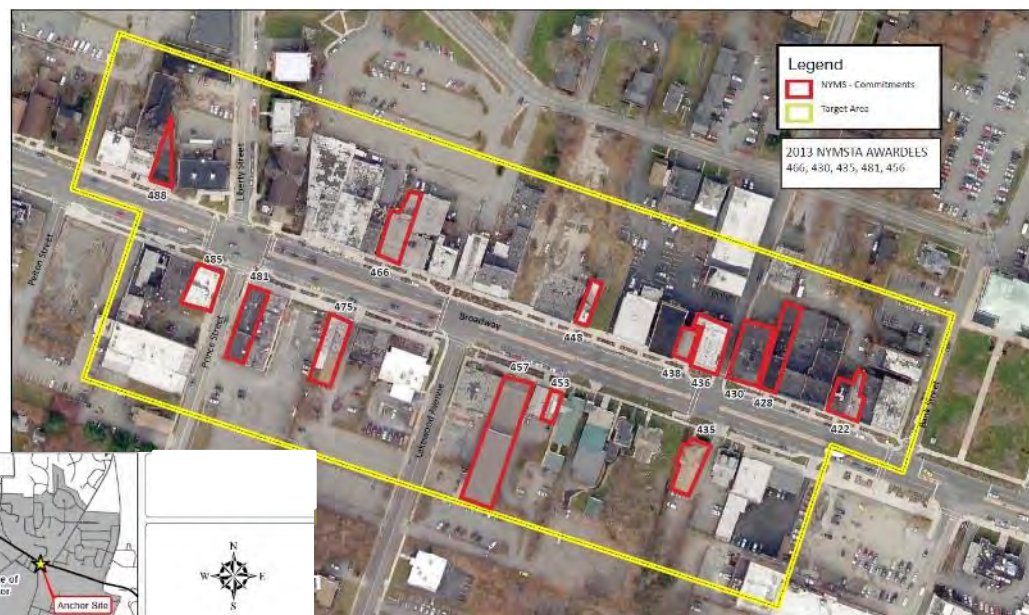
Common mistakes:

- 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 Information List

Attachment 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

Common mistakes:

- List does not represent full target area
- Document is disorganized and difficult to cross reference with other application materials, i.e. photographs, property owner commitments

Attachments – Building Photographs

Attachment should:

- Provide photographs for the full target area
- Label building addresses on photos
- Note the properties that have indicated an interest in participating
- Use a single, organized PDF
- Give reviewers a feel for your *Main Street*

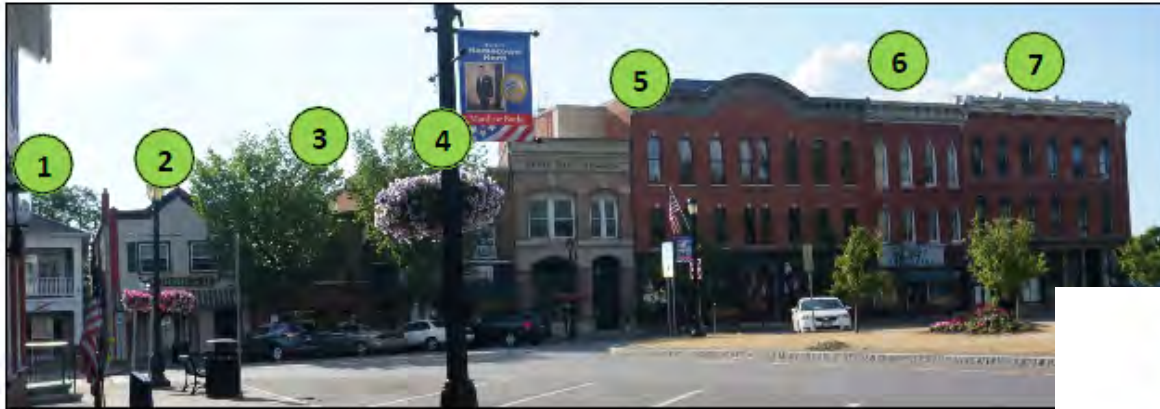
Common mistakes:

- Building photos are not representative of the entire target area, only of specific buildings
- Building addresses are not labeled
- Document is disorganized and difficult to cross reference with other application materials



Attachments – Building Photographs

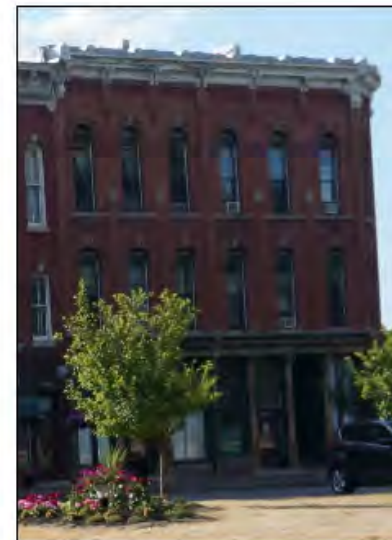
9-45 Genesee Street, Avon



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: \$ 103,000
Assist: 1 Commercial, 0 Residential

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

TPC: \$ 50,750

Assist: 1 Commercial



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 – 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

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 – Work Plan

Required for Technical Assistance projects

Attachment should:

- Outline each project activity's:
 - 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 – 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 – 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, 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,

Property Owner Name

- *Building* owner name and project address
- 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 100 East Tremont Avenue, New York Main Street Program application, focusing on façade and building renovation projects on East Tremont Avenue.

I own the property located at 100 East Tremont Avenue. 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.

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 the City of New York design guidelines, State and City environmental requirements, and complete the work in a timely manner, within 18 months of the State's grant announcement.

Sincerely,

Name: _____

Property Owner 

Sample commitment letter

← Reimbursement structure

← 5-year term and Declaration



Homes and
Community Renewal

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:

By: _____

By: _____

Date: 7/13/15

Business Owner (if different):

By: _____

By: _____

Date: _____

**Letter of Interest
vs.
Commitment Letter**



**Homes and
Community Renewal**

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.

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)	<p>Helpful for Target Area Building Renovation Programs</p> <ul style="list-style-type: none"> • How were these estimates developed? • Do these match the property owner letters or financial commitments? 	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

Resources

- New York Main Street Program Guide
<http://www.nyshcr.org/Programs/NYMainStreet/NYMSProgramGuide.pdf>
- New York Main Street Administrative Plan Sample
<http://www.nyshcr.org/Forms/NYMainStreet/AdminPlanTemplate.pdf>
- Regional Economic Development Councils
<http://regionalcouncils.ny.gov/>
- Consolidated Funding Application
<https://apps.cio.ny.gov/apps/cfa/>



**Homes and
Community Renewal**

Application Process

Consolidated Funding Application (CFA)

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Regional Economic Development Councils

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Regional Economic Development Council Awards Ceremony

Governor Cuomo announced the funding awarded through Round VIII of the Regional Economic Development Council initiative to drive local economies forward and implement strategic plans for growth.

[LEARN MORE](#)

2018 Regional Economic Development Council Awards Booklet

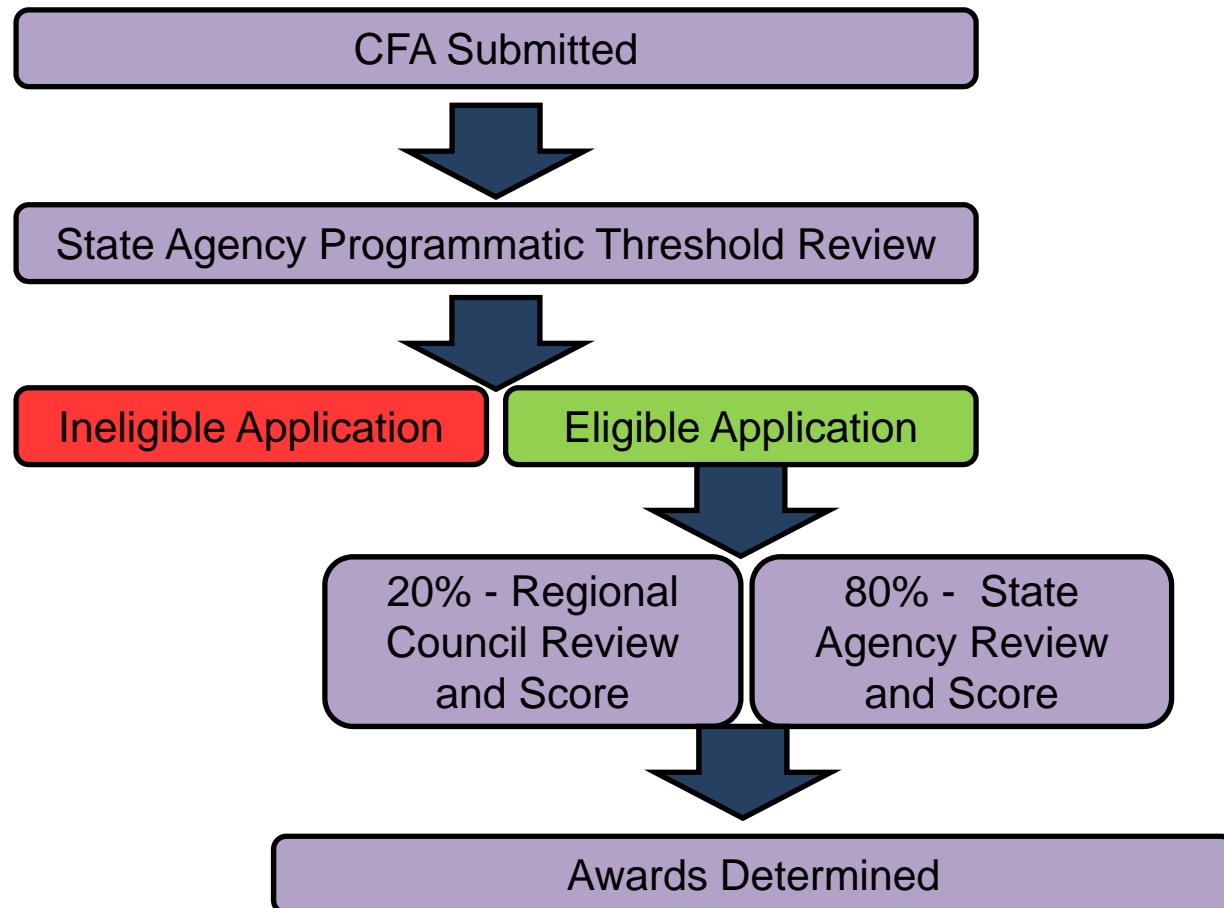
Federal Opportunity Zones

Find out more about the Federal Opportunity Zones program.

Application Process

Consolidated Funding Application (CFA)

*Estimated:
July or
August*



December



Homes and
Community Renewal

Preparing 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?

QUESTIONS?

NYS Homes and Community Renewal website:

www.nyshcr.org

Crystal Loffler

Crystal.Loffler@nyshcr.org

Patricia O'Reilly

Patricia.OReilly@nyshcr.org

Rachel Bremser

Rachel.Bremser@nyshcr.org