



Department  
of State

Downtown  
Revitalization  
Initiative

NY Forward



# **NYF Project Form**

The Village of Canton has been awarded funds through the New York State NY Forward (NYF) program to fund catalytic projects in the downtown to spur revitalization. The Local Planning Committee (LPC) is seeking project proposals from the public for potential projects to be included in Canton's Strategic Investment Plan. Projects included in the Strategic Investment Plan will be reviewed by New York State and may receive funding from a total allocation of \$4.5 million. Project proposals must be received by:

**July 31, 2024 at 5:00 PM**

Virtual office hours to learn more about the Open Call for Projects and eligibility requirements will be held virtually. The meeting links to register to attend will be available on the 'Call For Projects' tab located on the Project Website: [www.CantonNYForward.com](http://www.CantonNYForward.com)

Virtual office hours will be held virtually on:

**Tuesday, July 9, 2024 9:00 - 10:00 AM**  
**Thursday, July 11, 2024 12:00 - 1:00 PM**  
**Wednesday, July 24, 3:00 - 4:00 PM**

# How to Submit Your Project

- 1 Review the Eligibility Criteria and Project Requirements**  
on pages 2-4 to learn about requirements for projects and to make sure your project is eligible to be considered for NYF funding.
- 2 Review the Local Vision, Goals, and Evaluation Criteria**  
on pages 5-6 to learn about the vision and goals for [DRI/NYF community's] downtown and about how the Local Planning Committee (LPC) and State will evaluate projects.
- 3 Fill out the Project Proposal Submission Form**  
on pages 7-14. Address each topic thoroughly and completely. The LPC will use this information to consider projects to be included in the Village of Canton's Strategic Investment Plan.
- 4 Submit your Completed Application**  
Submit your completed application (and any supplemental materials) either electronically, in-person, or by mail no later than July 31, 2024 at 5:00 PM.

➔ **To submit online:**

Go to the 'Call For Projects' tab located on the Project Website ([www.CantonNYForward.com](http://www.CantonNYForward.com)) to access an online version of the form

➔ **To submit via email:**

Email your completed application and any supplemental materials to [gsherburne@mjteam.com](mailto:gsherburne@mjteam.com)

➔ **To submit a hard copy, mail or hand-deliver:**

Village Hall, 60 Main Street,  
Canton, NY 13617  
Attn: Leigh Rodriguez, Director of  
Economic Development

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**Questions regarding project eligibility, evaluation, or the project forms can be directed to the 'Contact' tab located on [www.CantonNYForward.com](http://www.CantonNYForward.com)**

# Project Types & Requirements

It is expected that NYF funds will be used for capital projects that will transform the physical environment of the downtown in ways that will benefit current residents and future generations. However, certain non-capital projects or projects that may lead to capital investment will also be considered to the extent that they will contribute to the revitalization of the downtown. The following is a description of eligible and ineligible project types.

## Eligible Project Types

- **Public Improvement Projects.** These may include projects such as streetscape and transportation improvements, recreational trails, wayfinding signage, new and upgraded parks, plazas, public art, green infrastructure, and other public realm projects that will contribute to the revitalization of the downtown.
- **New Development and/or Rehabilitation of Existing Downtown Buildings.** Projects in this category may include the development or redevelopment of real property for mixed-use, commercial, residential, not-for-profit, or public uses. All projects should be capital investments or should lead to capital investments. They should have a visible and functional impact on the downtown, serving as catalytic or transformative projects that will provide employment opportunities, housing choices, and/or services for the community.
- **Small Project Fund.** A locally managed matching small project fund may be proposed to undertake a range of smaller downtown projects such as facade enhancements, building renovation improvements to commercial or mixed-use spaces, business assistance, or public art. Funds are capped at \$600,000 for DRI communities and \$300,000 for NYF communities. However, an NYF community may receive up to \$600,000 if substantial demand is demonstrated.
- **Branding and Marketing.** Examples include downtown branding and marketing projects that may target residents, investors, developers, tourists, and/or visitors. The costs eligible under this category must be one-time expenses, such as those to develop materials and signage.

## Ineligible Project Types

- **Planning activities.** Following the preparation of the Strategic Investment Plan, all NYF funds must be used for projects that directly implement the plan.
- **Operations and maintenance.** NYF funds cannot be used for on-going or routine expenses, such as staff salaries and wages, rent, utilities, and property up keep.
- **Pre-award costs.** Reimbursement for costs incurred before the completion of the Strategic Investment Plan and the announcement of funding awards is not permitted.
- **Property acquisition.** The cost of property acquisition can be included in the overall project budget, but the acquisition must be funded by another funding source.
- **Training and other program expenses.** The NYF program is a one-time infusion of funds and cannot be used to cover continuous costs, such as training costs and expensed related to existing programs.
- **Expenses related to existing programs.** NYF funds cannot be used to supplement existing programs or replace existing resources.

## Project Requirements

The following are the requirements for projects to be considered for NYF funding. Recognizing several requirements must be met to qualify for NYF funding, each project sponsor will have access to technical support from State agencies and a consultant team to assist with project development (i.e. construction cost estimates, renderings, climate resilient design, meeting decarbonization requirements, etc).

- **Project Location.** Projects must be located within the Village of Canton boundary. If your project is located outside the NYF boundary, please provide a brief description of how the project relates to the downtown and supports the stated goals of the NYF. Minor boundary modifications may be considered by the LPC.
- **Project Timing.** Projects must be able to break ground within two years or sooner of receiving NYF funding.
- **Project Size and Scale.** Projects must be large enough to be truly transformative for the downtown area. Standalone NYF projects must be at least \$75,000 in total project cost.\* Projects less than \$75,000 can be submitted through this process as demonstration of demand for a Small Project Fund. If you have a project that is under \$75,000 in total project costs, please contact the consultant team via the 'Contact' tab of the project website for more information.
- **Project Funding.** Projects should have financing commitments largely secured or be able to demonstrate a clear path to securing sufficient financing. It is strongly encouraged that all projects, especially private projects, use non-NYF funds that leverage requested public funding. Projects that use other funding sources will be more competitive for funding awards. For projects with a private sponsor, there is a minimum match requirement of 25% of the total project cost.\*\* There is no minimum match requirement for public or not-for-profit projects.
- **Project Sponsors.** Every project must have an identified project sponsor. Sponsors may be public, not-for-profit, or private entities with the capacity and legal authority to undertake the proposed project.
- **Building Decarbonization.** For NYF communities, all public, private, and not-for-profit projects that meet the criteria for new construction, substantial renovation, or a building addition shall include decarbonization techniques. Each project that meets the criteria will be required to select a method of demonstrating that the project satisfies the requirements *More information on this requirement can be found in the [DRI/NYF Guidebook](#).*

**If your project does not meet all of the criteria described in this section, we still want to hear your project idea! Please share your ideas at [www.CantonNYForward.com](http://www.CantonNYForward.com).**

\*A project may be exempt from the \$75,000 minimum project cost under special circumstances. This exemption can only be sought after consultation with the consultant and State team.

\*\*A private project may be exempt from the 25% minimum match requirement under special circumstances. This exemption can only be sought after consultation with the consultant and State team.

# Map of NY Forward Boundary



# **Village of Canton**

# **Downtown Vision and Goals**

The following draft vision and goals were established by the Village of Canton's Local Planning Committee (LPC) using feedback received from the public during earlier public engagement events. Alignment with the Village of Canton's vision and goals will be a criteria that the LPC will be using to evaluate submitted projects.

## **Draft Vision for Downtown**

Nestled along the Grasse River, Canton's historic downtown is the crossroads connecting the St. Lawrence River Valley. As the heart of Canton, downtown is an accessible, year-round economic hub and regional destination centered around its walkable streets, diverse housing options, art and cultural attractions, variety of local businesses, recreational offerings and community events. Abundant educational opportunities and an active entrepreneurial spirit supports downtown Canton as a thriving, welcoming environment for all to live, learn, work and play

## **Draft Goals for Downtown Revitalization**

### **Goal 1: Economic Vitality**

Foster and preserve a strong, year-round economic environment with an interconnected, walkable downtown offering a mix of uses and amenities.

### **Goal 2: Social Inclusion & Connections**

Enhance social inclusion and community connections through improved accessibility, expanded community collaboration, and varied housing options throughout downtown Canton.

### **Goal 3: Recreation & Entertainment**

Enhance community coordination and visibility for downtown events to create locally and regionally attractive entertainment and recreational opportunities.

### **Goal 4: History & Culture**

Celebrate and expand Canton's historic and cultural presence.

# Evaluation Criteria

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## State Evaluation Criteria

### Alignment with State DRI/NYF Goals.

- Create an active downtown with a strong sense of place.
- Attract new businesses that create a robust mix of shopping, entertainment and service options for residents and visitors, and that provide job opportunities for a variety of skills and salaries.
- Enhance public spaces for arts and cultural events that serve the existing members of the community but also draw in visitors from around the region.
- Build a diverse population, with residents and workers supported by complementary diverse housing and employment opportunities.
- Grow the local property tax base.
- Provide amenities that support and enhance downtown living and quality of life.
- Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.

**Catalytic Effect.** The project is likely to have a significant positive impact on the revitalization of the downtown by attracting other public and private investment at a scale appropriate for the DRI/NYF community.

**Project Readiness.** The project should be well-developed and poised to proceed in the near-term in a way that will jump start the redevelopment of the DRI/NYF area.

**Cost Effectiveness.** Investment of DRI/NYF funds in the project would represent an effective and efficient use of public resources.

**Co-Benefits.** The project will result in secondary benefits to both the community, which will generate additional economic activity and improve quality of life in the neighborhood.

# **NYF Project Form**

Please complete this form in order for your project to be considered for LPC and potential NYF funding. Please address each topic thoroughly and completely. The LPC will use this information to consider projects to be included in the Village of Canton's Strategic Investment Plan. Project sponsors are expected to provide timely responses to requests for any additional information from New York State and/or the NYF consultant.

**1**

## **Project Sponsor**

Provide the contact information for the project sponsor, which is the entity proposing to implement the project. The project sponsor can be different from the property owner.

**Name:**

**Sponsor business or organization  
(if applicable):**

**Title (if applicable):**

**Mailing Address:**

**Phone:**

**Email:**

If there are additional people who should be contacted as part of this proposal, please provide their contact information.

**Name:**

**Phone:**

**Email:**

**Affiliation:**

**Name:**

**Phone:**

**Email:**

**Affiliation:**



**2**

## **Project Location**

Please indicate the location of the proposed project.

### **Project Address or Location:**

If the project is located outside the NYF boundary shown on page 4, please provide a brief description and justification of how the project relates to the downtown and supports the stated goals of the NYF program. The LPC may consider minor boundary adjustments.

**3**

## **Project Type**

Please indicate your project type:

**Public Improvement**

**New Development**

**Redevelopment and/or Renovation of an Existing Building(s)**

**Small Project (Less than \$75,000 in Total Cost)**

\*If you are interested in submitting a Small Project, do not complete this form; instead, please use the Small Project Fund Interest Form, which can be found at [www.CantonNYForward.com](http://www.CantonNYForward.com).

**Branding and Marketing**

**4**

## **Existing Conditions**

Describe the project site's existing conditions, including a description of why the proposed project is needed.

5

## **Project Title**

Please provide a title for your project that summarizes the goal of your proposed project (e.g., Renovate 10 Main Street into a Childcare Center).

6

## **Project Description**

Please provide a detailed description of the proposed project's scope of work, as applicable:

- The proposed use (e.g., commercial, industrial, public improvement, mixed-use).
- The goal of the project.
- Any work or planning done previously on the proposed project.
- The size of the project (e.g., square footage of the building and space to be renovated (if applicable), number of floors, acreage, number of units, type of housing, commercial tenants, etc.).
- The types of activities to be completed as part of this project (e.g., sidewalk construction, replacement of flooring, exterior siding, interior walls, plumbing and electricity in upper floors).

*It is important to provide as much detail on the proposed project scope as possible. The information submitted on this form does not need to be final and may change as the project becomes more developed.*

*\*\*If your project involves new construction or renovation of a building, please complete Question 13 about decarbonization.\*\**

## **7** **Project Alignment with Vision and Goals**

How does your proposed project help advance the community's vision and goals? Please be specific in explaining exactly how your project or components of your project advances the vision and goals.

## **8** **Property Ownership**

Identify the owner of the property on which the proposed project will be located. If the project sponsor and the property owner are not the same, please describe how the project sponsor will obtain the legal authority to implement the project at this site.

## **9** **Capacity**

Describe the project sponsor's experience in implementing projects similar in scope/complexity to the proposed project, including any experience with grant administration.

Describe any partner entities or organizations that will help implement the project (e.g., funding, operating, or business partners).

*\*\*Private project sponsors will be expected to submit information about the long-term financial feasibility of their project. At a minimum, project sponsors will be required to submit documentation demonstrating the ability to financially maintain the business/building after project completion. This may include a pro-forma (strongly encouraged from projects requesting \$500,000 or more from DRI/NYF), a business plan, or other documents showing cash flow. It is strongly encouraged that this documentation be provided when submitting this form, but it may be submitted later.\*\**

**10**

**Preliminary Funding Estimate**

What is the total estimated project cost and the amount of NYF funds requested?

**Total Project Cost:**

**Total DRI/NYF Request:**

**Please complete the budget table below. Please identify different activities associated with the project, their costs, the funding source, and the status. Please use the following definitions to guide the response for the Budget.**

**Secured:** This funding source and amount of funding is guaranteed.

**Anticipated:** This funding source is reasonably expected to be available at the time of project implementation, but the project sponsor does not have the funds currently available. This status may apply for funding sources such as loans, bonds, or fees.

**Requested:** The project sponsor has submitted a request to a funding entity for the amount identified but has not received confirmation of funding. This category is appropriate for the DRI/NYF funding source or other grants.

**Undetermined:** This funding source has not been secured, and the project sponsor has not fully identified the funding sources and amounts.

**Note:** NYF funds are structured as reimbursable grants. If NYF funds are awarded, the grant recipient may need to finance the total project cost using a bridge loan, owner equity, or another financing mechanism. In this situation, grant funds will be released once the project is completed per the contracted scope of work.

*\*If a proposed project has not yet developed cost estimates or identified sources of funding, please provide as much detail as possible at this stage.*

*\*A project may include the cost of acquisition in the project budget, but the acquisition must be covered by another funding source, as NYF funds cannot be used to acquire property.*

Action	Cost	Funding source	Status of Funds
<b>Total NYF funding request</b>	<b>\$</b>		
<b>Total funds from other sources</b>	<b>\$</b>		
<b>Total project cost</b>	<b>\$</b>		

11

## **Project Readiness and Timeframe for Implementation**

Describe any work that is underway or has already been completed to advance the project, such as feasibility studies, market studies, preliminary site design, permits obtained, and/or funding or financing that has been secured.

Describe the proposed timeline for project implementation that includes major project milestones.

Is there any environmental investigation or cleanup needed so that the project can proceed? If yes, please explain.

What permits or approvals will your proposed project require?

What challenges or issues, if any, would affect the implementation of your proposed project?

12

## **Supplemental Information**

If available at this time, indicate the types of supplemental information that will be provided with this application:

**Images of the existing project site**

**Images/renderings of the proposed project**

**Documentation of project readiness**

**Other (please specify)**

Supplemental project information may be submitted either electronically or as a hard copy. Include the project title and project sponsor contact information on each page of supplemental information.

**If you are submitting supplemental information that is confidential, please label it as such.**

13

**Decarbonization (only applicable to new construction, building additions, and substantial rehabilitation)**

Projects involving new construction, building additions, or renovations equal to or greater than 5,000 square feet may be subject to decarbonization compliance. *More information on decarbonization criteria and requirements can be found in the DRI/NYF Guidebook.* Please answer the following questions to help determine whether or not your project will require decarbonization.

**Project Square Footage:**

Which types of improvements will be made in this project? Check all that apply.

Removal and/or replacement of 50% or more of the area of interior wall-covering material

Removal and/or replacement of 50% or more of the area of the exterior wall-covering material, including doors and windows

Replacement of equipment that makes up 50% or more of the total heating and cooling capacity serving the building

Replacement of equipment making up 50% or more of the total water heating equipment serving the building

Replacement of 50% or more of the interior and exterior lighting that is powered from the building

Unsure about if my project will meet any of the above items

**Are interested in learning more about how to make your building more energy efficient and reduce long-term operating costs?**

Yes

No

**Learn more about decarbonization on one of our upcoming webinars!**  
**June 27, 2024**  
Time: 11:00 AM - 12:00 PM  
Registration Link: <https://meetny.webex.com/webappng/sites/meetny/webinar/webinarSeries/register/bb50780d632242d697c44571f15db9a6>  
**July 11, 2024**  
Time: 3:00 PM - 4:00 PM  
Registration Link: <https://meetny.webex.com/webappng/sites/meetny/webinar/webinarSeries/register/bb50780d632242d697c44571f15db9a6>

## Certifications

I hereby certify that the information provided in this form is true and correct to the best of my knowledge. In order to be considered for NYF funding, I understand that additional information may be requested about the project and may involve meeting(s) with the NYF consultant. I agree to provide the requested information in a timely manner in order for the LPC, consultant team, and State team to consider my project for funding.

**Project Sponsor Signature:**

**Date:**

I understand that submission of this form does not constitute an application for or guarantee of funding from New York State, that the information provided herein will be reviewed and considered by the NYF Local Planning Committee for possible inclusion in the NYF Strategic Investment Plan. I further understand that inclusion in the NYF Strategic Investment Plan does not constitute a guarantee of funding from New York State, that all funding decisions will be made by New York State, and if funded I will comply with all State funding requirements.

**Project Sponsor Signature:**

**Date:**

Further, I hereby acknowledge that I have read the NYF project criteria and understand that any NYF funding provided for projects will be made available on a reimbursement basis only after expenses are incurred or in some cases, after a project has been successfully completed in its entirety. I also understand that NYF funding will be subject to all applicable New York State requirements, including, but not limited to MWBE utilization, competitive procurement for goods and services, and project status reporting.

**Project Sponsor Signature:**

**Date:**

**➔ To submit via email:**

Email your completed application and any supplemental materials to Grace Sherburne at [gsherburne@mjteam.com](mailto:gsherburne@mjteam.com)

**➔ To submit a hard copy, mail or hand-deliver to:**

Village Hall, 60 Main Street, Canton, NY 13617

Attn: Leigh Rodriguez, Director of Economic Development

**Deadline for Submission:**

**July 31, 2024 at 5:00 PM**