

Downtown Revitalization Initiative (DRI)

Village of Waterloo DRI Open Call for Projects Information Session



Department
of State

Downtown
Revitalization
Initiative

Our Agenda for Tonight

- Overview of the DRI Program & Process
- DRI Projects
 - Project Identification
 - Eligible / Ineligible Project Types
 - Project Requirements
 - Project Evaluation
- Preparing and Submitting Your Application
- What Happens Next?
- Questions & Answers

Overview of the DRI Program & Process

What is the DRI?

- \$10 Million awarded to one community in each REDC region
- State-wide investment to reinvigorate local and regional economies by revitalizing downtowns
- Program recognizes the unique qualities and sizes of various communities throughout the State



DRI Program Goals



**Enhance downtown living
and quality of life**



**Provide enhanced public
spaces that serve those of
all ages and abilities**



**Create an
active downtown with
a mix of uses**



**Create diverse
housing options for
all income levels**



**Provide diverse
employment opportunities
for a variety of skill sets
and salary levels**



**Encourage the reduction
of greenhouse gas
emissions**



**Grow the local property
tax base**

DRI Program from Start to Finish



APPLY

September 2023 –
March 2024

- Communities prepared and submitted applications to REDCs
- REDCs nominated communities
- State announced winners



PLAN

April – December 2024

- Local Planning Committees are established
- Community vision and goals are refined
- Projects are identified and refined
- LPC recommends projects to State

WE ARE HERE!



IMPLEMENT

2025 - 2030

- Final plans are submitted to the State
- Projects are selected and awarded

Planning Process



WE ARE HERE!

Visioning

Refine the community's future vision, establish priorities and gather input



Opportunities + Challenges

Understand the community's unique characteristics and key opportunities



Project Development + Evaluation

Identify, develop, and evaluate potential projects



Project Recommendations

Recommend projects that align with the community's

8-9 Month Timeframe (April – December 2024)

- Each community is led by a consultant team to guide the planning process, develop projects to recommend to the State, and document in a Strategic Investment Plan
- This process helps ensure all voices are heard and projects are carefully considered.

What is the end goal of the planning process?

- Consensus on a recommended list of projects for implementation
- Submission of a Strategic Investment Plan to the State containing recommended list of projects
- Momentum and direction for downtown revitalization



VILLAGE OF TANNERSVILLE Strategic Investment Plan

Capital Region Economic Development Council

New York State
Downtown Revitalization Initiative

August 2022

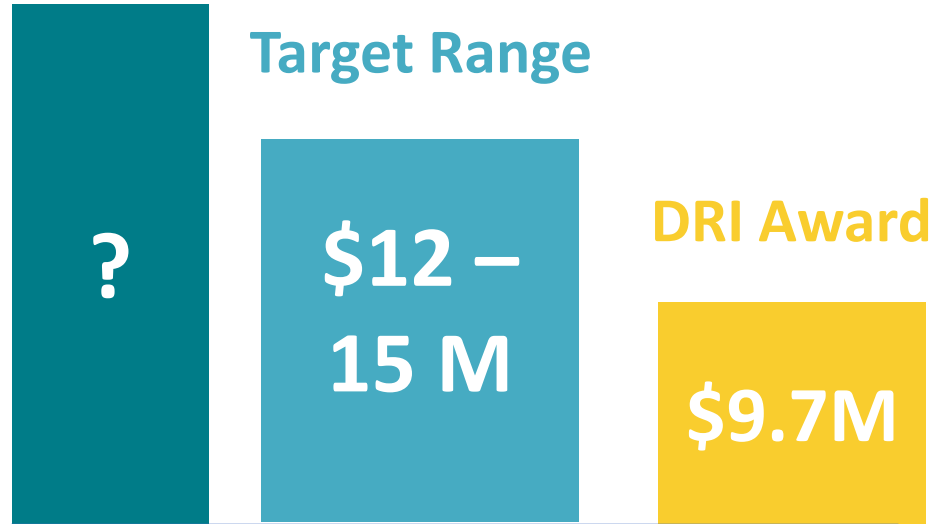


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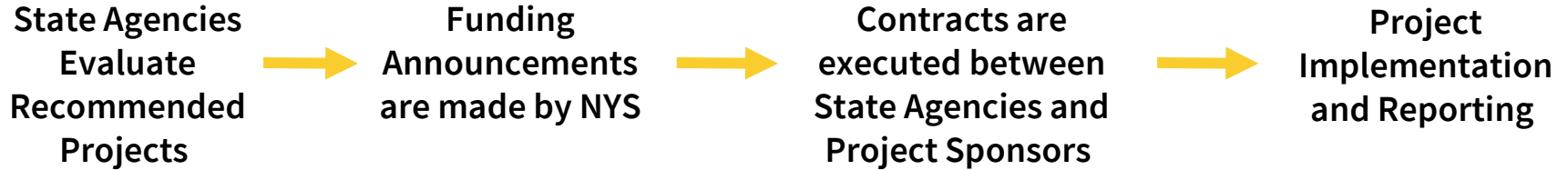
Final Slate of Recommended Projects

- Final slate of projects takes into consideration feedback from the public and is finalized by the LPC
- The total amount of requested DRI funds will have a higher dollar amount than what will be awarded

Funding Requests Received



What happens after the planning process ends?



- Announcements are typically made in the months following submission of SIPs
- Projects begin implementation as soon as possible

Project Implementation

- All awards are provided as a reimbursement grant – **project sponsors must complete work before monies are provided**
- Project sponsors will **likely need to secure bridge financing** to cover costs while project is being completed
- All awards are **subject to State requirements**, including MWBE goals, competitive procurement, etc.
- State requirements will depend on the contracting agency – DOS, HCR, or ESD.

DRI Projects –

Identification, Eligible Project Types, Requirements, Evaluation Criteria, etc.

How are projects identified?



**Projects included in the
community DRI application**



**Projects solicited through
the Open Call for Projects**

**The LPC will evaluate all projects based on the DRI
Program criteria and community goals. Not all solicited
projects will be included in the final Strategic
Investment Plan.**

How are projects identified?

- The Open Call for Projects Application form must be submitted by all sponsors, **regardless of whether their project was included in Waterloo's DRI application.**
- **No project is guaranteed DRI funding**, even if it was included in Waterloo's DRI application.
- All projects will be **equally and fairly evaluated** by the Local Planning Committee.

Who can submit a project?

Eligible project sponsors include:

- Public entities
- Not-for-Profits
- Private, for-profit sponsors

Projects can only have one private sponsor (i.e. no joint sponsors). Project sponsors cannot be individuals; they must be an entity with the legal authority to execute a contract with the State.

What are the eligible project types?



Public Improvement Projects

Streetscape and transportation improvements, recreational trails, new and upgraded parks, plazas, public art, green infrastructure, and other public realm projects.



New Development and/or Rehabilitation of Existing Downtown Buildings

Development and redevelopment of real property for mixed-use, commercial, residential, not for profit, or public uses. Development / redevelopment should result in employment opportunities, housing choices or other community services.



Small Project Fund

A locally managed matching small project fund (up to \$600,000) for small downtown projects, such as façade improvements, building renovations, business assistance, or public art.



Branding and Marketing

Downtown branding and marketing projects that target residents, tourists, investors, developers and visitors.

Successful Projects in Our Region



City of Geneva – Round 1



Town of Seneca Falls – Round 4



City of Batavia – Round 2



City of Geneva – Round 1

Ineligible Project Types/Activities

- **Planning Activities.** All DRI funds must be used to implement projects.
- **Operations and Maintenance.** 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.** DRI funds cannot be used for property acquisition.
- **Training and Other Program Expenses.** DRI funds cannot be used to cover continuous costs, such as training costs and expenses related to existing programs.
- **Expenses related to Existing Programs.** DRI funds cannot supplement existing programs or replace existing resources.

Project Requirements

- ✓ Located within DRI boundary

Project Requirements

The Local Planning Committee may consider minor adjustments to the boundary.

For example, the boundary could be tweaked to capture a project just outside the boundary, but not a mile down Main Street.



Project Requirements

- ✓ Located within DRI boundary
- ✓ **Aligned with State and local vision and goals**

Project Requirements

In addition to State goals, locally specific goals will be developed, based on input from the LPC and the public.

These will be finalized before the Open Call is officially launched.

State Goals



Create an active downtown with a mix of uses



Enhance downtown living and quality of life



Provide diverse employment opportunities for a variety of skill sets and salary levels



Create diverse housing options for all income levels



Provide enhanced public spaces that serve those of all ages and abilities



Grow the local property tax base



Encourage the reduction of greenhouse gas emissions

Project Requirements

- ✓ Located within DRI boundary
- ✓ Aligned with State and local vision and goals
- ✓ **Able to break ground within two years**

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- ✓ **Should have financing commitments or a clear path to sufficient financing in place**

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- ✓ **Must be large enough to be truly transformative (>\$75,000)**

Project Requirements

The Village intends to submit an application for Small Project Fund (SPF) which would provide funding for smaller scale building improvements and public art.

Projects that are less than \$75K can be used to demonstrate demand for this fund. Potential users of the SPF will be asked to fill out an Interest Form later on.

Eligible Activities for the Small Project Fund

- Building renovations (interior and exterior)
- Business assistance (e.g., permanent commercial machinery)
- Public Art (design, production, installation)
- Soft Costs (architecture, engineering)

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- ✓ **Must have an identified project sponsor with site control**

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- ✓ Must have an identified project sponsor with site control
- ✓ **Must meet the minimum matching requirement**

Match Requirements

- **Privately-Sponsored Projects.** Minimum match of 25% of total project cost.
- **Public or Non-Profit-Sponsored Projects.** No minimum match requirements.

The LPC has discretion to increase match goals, as appropriate. For example, the LPC may decide to increase the match goal for privately-sponsored projects to 40%, if desired.

The LPC will confirm the matching goal at LPC Meeting #2 on June 12!

Project Requirements

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- ✓ Must have an identified project sponsor with site control
- ✓ Must meet the minimum matching requirement
- ✓ **Construction, additions, and some renovation projects >5,000 SF must comply with decarbonization standards**

Project Requirements

More on decarbonization:

- A key part of the State's strategy to reduce GHGs.
- Occurs by making buildings more energy efficient and powered by emissions-free sources.
- Projects that meet certain thresholds will be required to meet one of various compliance pathways.

The State will be holding two webinars on decarbonization!

June 27, 11 AM to 12 PM and July 11, 3 PM to 4PM

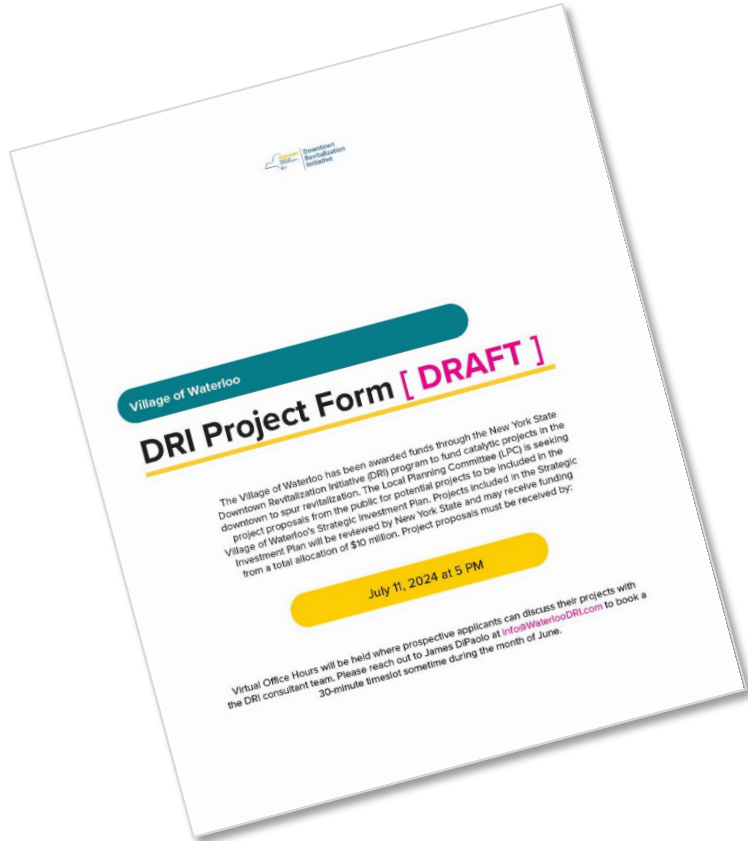
How does the LPC evaluate projects?

A key role of the LPC will be to evaluate and recommend projects for inclusion in the Strategic Investment Plan. The LPC may build on the State's criteria:

- Alignment with DRI Goals
- Project readiness
- Catalytic Effect
- Co-Benefits
- Cost Effectiveness

Application Walk-Through

Let's walk through the DRAFT application form



We are inviting public, not-for-profit, and private for-profit entities to come forward with their ideas!

Projects should have a significant positive impact on the revitalization of downtown.

The Open Call for Projects will officially launch on June 13. Application submission deadline is **July 11, 2024 by 5 PM.**

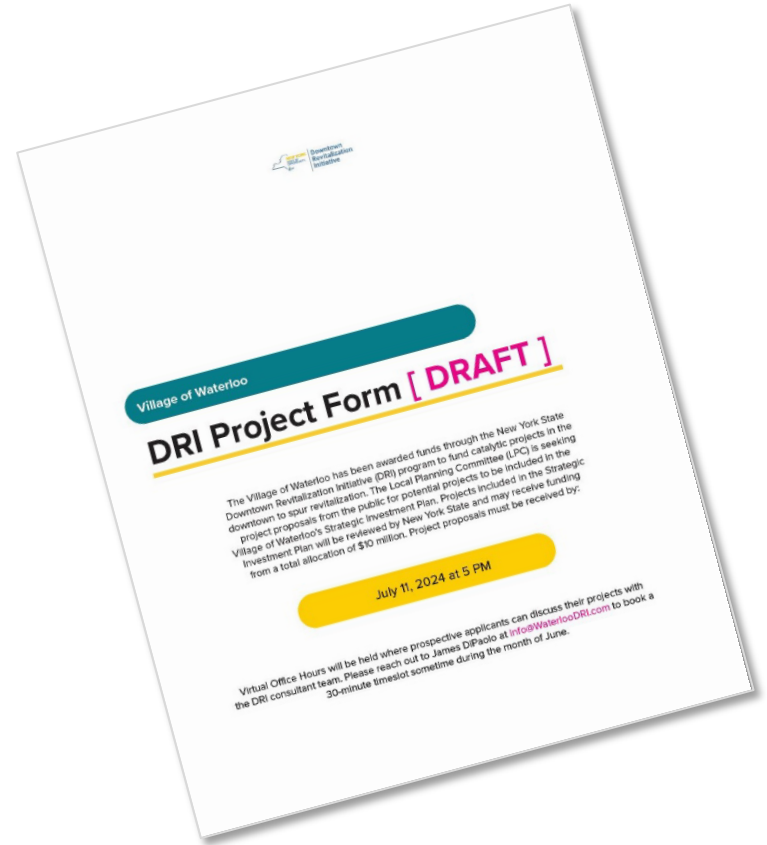
Preparing & Submitting Your Application

Getting started on your application

- While the Open Call for Projects will not be officially launched until June 13, **DRAFT** application forms are available here tonight. We encourage you to get a head start on pulling together information and supporting documents related to your project!
- **However, keep in mind:**
 - The LPC will determine the matching goal at LPC Meeting #2, to be held on June 12.
 - The LPC will also confirm the Waterloo DRI vision and goals at this meeting.
- Your projects may be impacted by these decisions, therefore we advise you to check the website (WaterlooDRI.com) for the decisions that are made by the LPC.
We encourage not submitting an official application until after June 13.

Where to find the Application

- Hardcopies of the draft application is available here tonight.
- The draft application can also be found at WaterlooDRI.com.
- The final application form will be posted online on June 13 and circulated to those who add their e-mails to the sign-in sheet.



Office Hours to Discuss Your Project

Prospective project sponsors can discuss their projects, ask questions, and get assistance with the application process during virtual office hours:

Please reach out to **James** at info@WaterlooDRI.com to book a 20-min timeslot during the weeks of June 3 and June 10

How to Submit Your Application

There are two ways to submit your complete application:

Email your application to: info@WaterlooDRI.com

- OR -

Submit a hard copy (mail or hand-deliver) to:

Attn: Don Northrup
Village Hall
46 W. Main Street
Waterloo, NY 13165

More information is available on the website!

Have more questions?

Visit the Waterloo DRI Website
at WaterlooDRI.com

* * *

Add your name to the sign-in
sheet to receive the final
application by email and other
Waterloo DRI updates!

- Information about the DRI
- Information on upcoming events
- Information on the Open Call
- The Draft Submission Form
- The Final Submission Form (June 13)
- A recording of this session (soon)
- LPC Meeting Presentations
- Public Workshop Materials
- Frequently Asked Questions

Add your name to the sign-in sheet to receive the final application by email and other Waterloo DRI updates!

What happens once you submit your application?

Roles & Responsibilities of Project Sponsors

Shortly after submitting your application, you will hear from a member of our team, and we will begin the project development process. Your role as a project sponsor will be to:

- Provide information to our team in a timely manner to enable review and evaluation by the LPC.
- Work closely with our team to discuss and potentially refine your project to meet State standards and be ready for implementation. Different projects will have different levels of project development needs.
- If requested by the LPC, attend an LPC meeting to pitch your project.

Questions & Answers