



NY Forward



Office Hours #2

Introduction to the Open Call for Projects & Project Application

June 12, 2025





List of Items

- 01** NY Forward Program Overview & Project Eligibility
- 02** Call For Projects Overview & Project Application Form
- 03** Q & A Session





1. NY Forward Program Overview & Project Eligibility



NY FORWARD PROGRAM OVERVIEW



APPLY

September 2024 – March 2025

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



PLAN

April – December 2025

- **Local Planning Committees are established**
- **Community vision and goals are refined**
- **Projects are identified and refined**
- **LPC recommends projects to State**
- **Participate in the preparation of the Strategic Investment Plan**



IMPLEMENT

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

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.



Small Project Grant Fund

A locally managed matching small project for small downtown projects, such as façade improvements, building renovations, business assistance, or public art.



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.



Branding and Marketing

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

INELIGIBLE PROJECT TYPES + ACTIVITIES

- **Planning Activities.** All NY Forward 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.** NY Forward funds cannot be used for property acquisition.
 - **Training and Other Program Expenses.** NY Forward funds cannot be used to cover continuous costs, such as training costs and expenses related to existing programs.
 - **Expenses related to Existing Programs.** NY Forward funds cannot supplement existing programs or replace existing resources.
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PROJECT MATCH REQUIREMENTS + DECARBONIZATION



- LPC can set match requirements at their own discretion (*NY Forward program requires minimum 25% match for private projects*)
 - * **Local Planning Committee set a preferred match for private projects of at least 70%**
 - NY Forward program does not require a match for public or non-profit projects
 - Total project cost must be a minimum of \$75,000 (except small project fund)
 - New construction, building additions over 5,000 SF and some substantial renovation over 5,000 SF will be required to meet decarbonization standards
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HOW ARE PROJECTS IDENTIFIED?



Projects included in
the community NY
Forward application



Projects
solicited through the
Open Call for
Projects

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- **All potential projects must complete a NY Forward project form through the Open Call, even if submitted in the community's NY Forward application**
 - The LPC will evaluate all projects based on the NY Forward Program criteria and community goals
 - Not all solicited projects will be selected
-



2. Call For Projects Overview & Project Application Form



Call for Projects Overview



OPEN CALL FOR PROJECTS NOW LIVE



Transform downtown Keeseville with NY Forward!

To learn more about NY Forward, project eligibility requirements and to access an official Call for Projects Application form, visit KeesevilleNYForward.com or scan the QR code below.

For assistance with the Open Call for Projects application, **virtual office hours** will be available. Please check the website for upcoming dates and times.

ACCEPTING PROJECT
PROPOSALS UNTIL
JULY 25, 2025 AT 12:00PM



- Open Call for Projects provides an opportunity for community members, property owners, and business owners to submit projects for consideration.
- All potential projects must complete a NY Forward Project Application form with required information through the Open Call, even if the project was submitted in Keeseville original application for NY Forward
- The Open Call For Projects will run from **June 12th to July 25th**
- NY Forward program requires a minimum 25% match for private projects
- Local Planning Committee set a preferred match for private projects of at least 70%
- The total project cost must be a minimum of \$75,000 to submit a Project Form.
- Projects <\$75,000 should submit a Small Project Fund Interest Form to demonstrate support for the fund.
- Not all solicited projects will be selected

Application Forms



NYF Project Form

The Hamlet of Keeseville 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 Keeseville'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:

Hamlet of Keeseville

Small Project Fund Interest Form

Do you own a business or property in the Hamlet of Keeseville's NY Forward program boundary (below)?

Do you have a building or business in need of smaller-scale improvements such as interior and exterior renovations or permanent equipment acquisition?

The Small Project Fund is a type of NY Forward project that could help fund a range of improvements in a downtown, such as building improvements (e.g., facades, interior fit-out, HVAC, etc.), business assistance (e.g., permanent equipment acquisition), or public art.

For the Small Project Fund to be included in the slate of proposed NY Forward projects submitted to the State, it is important to document interest in it. The Hamlet of Keeseville's Local Planning Committee is seeking letters of interest from business and/or property owners to show that there are property and/or business owners interested in participating in this program.

However, submitting a letter of interest does not guarantee that a community will apply for a Small Project Fund as part of NY Forward. The project sponsor (e.g., the municipality or business improvement district) will also have to demonstrate interest and capacity to implement a Small Project Fund. Additional information about eligibility and requirements for the Small Project Fund can be found on Page 1.

To submit online (preferred):

Go to the 'Call for Projects' tab located on the Project Website (www.KeesevilleNYforward.com) to access an online version of the form

To submit via email:

Email your completed application and any supplemental materials to:

mhema@mjteam.com with the subject: "Keeseville NY Forward Proposal"

NYS DOS Guidance

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Project Title

The project title must begin with an action-oriented statement and should succinctly describe the "what" and "where." Project titles must:

- Begin with an action (Transform, Expand, Establish, Renovate, Build, Create, etc.)
- Name the outcome if applicable (Public Plaza, Job Training Center, Small Project Fund, Mixed-Use, Housing)
- Name the location if applicable (Historic Edwards Building, Historic Cannon Building, Long-Vacant Historic Buildings, Corner of Main & Clinton, 78 Bridge Street)

DRI/NYF Funding Request and Total Project Cost

Each project profile must state the requested amount to be paid by DRI/NYF funds, the total project cost, and the percentage of total costs requested. It is expected that the DRI/NYF funding request for private projects will represent just a component of the overall project budget. The total project cost should reflect costs paid for by DRI/NYF funds, as well as private equity or financing, tax credits, or other public funding or financing. Those sources of additional funds should be listed in the project budget.

Examples

- Construct Mixed-Use Development on West Water Street
- Transform City Centre into an Indoor Market and Performance Space
- Renovate 13-15 Central Avenue to Create New Office Space

Example

Total DRI Funds Requested: \$2,500,000
Total Project Cost: \$6,500,000
% of Total Project Cost: 40%

SECTION 5.4

PROJECT PROFILES

Example | Create the Regional Health & Wellness Center

Activity	Amount	Funding Source	Status of Funds
Construction	\$3,820,000	DRI	Requested
	\$6,481,000	Bank Loan	Anticipated
	\$500,000	RG&E	Requested
	\$200,000	Restore NY	Requested
	\$100,000	ESD Capital	Requested
	\$530,000	Capital Campaign	Undetermined
	\$470,000	ARPA Funding	Secured
Drainage Infrastructure/Site Work	\$20,000	DRI	Requested
Permitting / Inspections	\$198,000	Bank Loan	Anticipated
Design	\$352,000	Bank Loan	Anticipated
Construction Administration	\$831,000	Bank Loan	Anticipated
Total DRI/NYF Funding Request			\$4,340,000
Total Funding from Other Sources			\$9,662,000
Total Project Cost			\$14,002,000
% Requested of Total Project Cost			31%

Example | Enhance Streetscaping Along Main Street

Activity	Amount	Funding Source	Status of Funds
Stamped Asphalt	\$69,000	DRI	Requested
Asphalt Resurfacing	\$162,000		
Median Landscaping	\$312,000		
Sidewalk Widening	\$78,000		
Retaining Wall Repair	\$67,000		
Decorative Fencing	\$57,000		
Design and Engineering	\$112,000		
Total DRI/NYF Funding Request			\$857,000
Total Funding from Other Sources			N/A
Total Project Cost			\$857,000
% Requested of Total Project Cost			100%



Scan QR Code for
NY Forward
Guidance

HOW ARE PROJECTS EVALUATED?

The LPC will evaluate all submitted projects based on the NYS NYF Program criteria and goals and local goals:

- **Eligible Project.** Projects must be one of the eligible project types.
 - **Alignment with Local and State Goals.** Projects must advance the goals established by the LPC and align with the State's program goals
 - **Catalytic Effect.** Projects must have a significant positive impact on the revitalization of downtown Keeseville.
 - **Project Readiness.** Projects should be well-developed and ready to proceed as soon as possible upon the award of funding.
 - **Cost Effectiveness.** Projects must represent an effective and efficient use of public resources.
 - **Co-Benefits.** Projects must result in benefits to the community, beyond just the project developer, such as: additional economic activity and improved quality of life.
 - **Community Criteria.** The LPC may set additional criteria for their review (LPC #2 discussion)
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FINAL SLATE OF RECOMMENDED PROJECTS



- The Final slate of projects takes into consideration feedback from the public and is finalized by the LPC
 - NYS will make final decision on projects selected for funding
 - The total amount of requested NY Forward funds will have a higher dollar amount than what will be awarded (\$6 - \$8 million)
 - Projects included on the Final Slate of Projects are not guaranteed to be selected for funding
-

What Happens If Your Project Is Selected For Funding?



- 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.
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TWO SIDES.ONE STORY.

Q & A SESSION



www.KeesevilleNYforward.com



NY Forward