

Village of Massena

Downtown Revitalization Initiative

Call for Projects



**Downtown
Revitalization
Initiative**

DRI Program Overview

The Downtown Revitalization Initiative launched in 2016 to accelerate and expand the revitalization of downtowns and neighborhoods to serve as centers of activity and catalysts for investment in all ten regions of the state. The initiative represents an unprecedented and innovative plan-to-act strategy that couples strategic planning with immediate implementation. The Village of Massena was recently selected as one of two North Country DRI communities.

In the first four years of the program, the state committed \$400 million to invest in downtowns that are ripe for revitalization and have the potential to become magnets for redevelopment, business, job creation, greater economic and housing diversity, and opportunity. The fifth round of the DRI will have an additional \$200 million commitment. Participating communities are nominated by the state's 10 Regional Economic Development Councils based on the downtown's potential for transformation. Each community is awarded at least \$10 million to develop a downtown strategic investment plan and implement key catalytic projects that advance the community's vision for revitalization.

The initiative is headed by New York Acting Secretary of State Robert J. Rodriguez. Communities receive support from private sector experts and a team of state agency staff led by the Department of State in close partnership with Empire State Development, and state Homes and Community Renewal. Each community selected to participate in the Downtown Revitalization Initiative (DRI) will accomplish its goals through a unique state-local partnership that includes a Local Planning Committee (LPC), a consultant team, and state agency staff.

The LPC is seeking project proposals to be evaluated for possible inclusion in the Strategic Investment Plan. Proposal submissions are open to the public for projects that are located within the DRI boundary. Projects will be evaluated by the Local Planning Committee and Consultant Team for completion, feasibility, and alignment with the Massena DRI Vision.

The deadline for submission of this form is March 25, 2022. Please submit this form and supporting materials digitally (preferred) to DRI Consultant Jaclyn Hakes at MJ Engineering (MassenaDRIprojects@gmail.com). Hard copy submissions can be delivered to Monique Chatland in the Clerk's office, Town Hall Room 12, 60 Main St, Massena, NY 13662.

Please refer to the Project Sponsor Guide on Page 9 before filling out the Project Form. Additional questions can be directed to DRI Consultant, Jaclyn Hakes, MJ Engineering (MassenaDRIprojects@gmail.com).

For more information on the DRI program, visit: <https://www.ny.gov/programs/downtown-revitalization-initiative>.

DRI Project Guidelines

It is expected that the majority of DRI funds will be used for capital projects that will enhance the physical environment of the downtown. Projects will generally fall into the following categories:

Public Improvement Projects – These may include infrastructure projects such as broadband and other communications connectivity, green infrastructure, streetscape improvements, transportation, recreational trails, signage, new and upgraded parks and plazas, public art, and other public realm projects that will contribute to revitalization of the downtown. These projects are generally sponsored by the municipality.

New Development and/or Rehabilitation of Existing Downtown Buildings – Projects in this category may include development or redevelopment of real property for mixed-use, commercial, or public uses. They should have a visible and functional impact on the downtown, serving as anchor, catalytic or transformative projects that will provide employment opportunities, housing choices, and/or services for the community. Projects should employ decarbonization strategies consistent with the State’s goals under the Climate Leadership and Community Protection Act*. Construction or rehab of stand-alone parking garages not connected with other uses will not be considered for funding.

*Resources will be available to assist project sponsors in thinking this through, applying it to their project and to identify resources to implement.

Grant Fund or Revolving Loan Fund (Including Projects Less Than \$100K) – A locally managed fund may be proposed to undertake a range of smaller downtown projects such as façade improvements, public art and public realm improvements, and physical improvements to existing and/or vacant commercial or mixed-use space. Projects that are significant, such as new construction, should not be proposed for a fund and instead should be proposed as their own individual project. Funds are typically capped at \$600,000.

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. Ongoing operational costs, such as to fund a downtown manager or maintain a website, are not eligible for DRI funding.

DRI implementation projects will be required to comply with the following requirements:

Timing

- Projects must be able to break ground within two years or sooner.

Project size and scale

- No DRI awards of less than \$100k will be considered to ensure projects are of a significant size and scale to be truly transformative in nature. (See Grant Fund or Revolving Loan Fund above.)
- To be considered for DRI funding, a fully-residential project must include at least 8 units and must include an affordable component.

Private or local match

- The DRI will not cover more than 40% of privately-sponsored projects, except as described below.
- Decarbonization
 - New and substantial rehabilitation construction projects will be required to meet the Stretch Energy Code, whether or not the locality has adopted that code.
 - Privately-sponsored projects that commit to meeting higher standards, including efficiency combined with full electrification or the integration of climate resiliency measures, onsite renewables, energy storage or electric vehicle charging equipment, may be eligible for a larger DRI subsidy of up to 50%. Projects achieving these higher levels of performance should also seek incentives from NYSERDA to co-fund their development.

Additional information regarding project requirements, including ineligible activities can be found in the DRI Five Guidebook available on the New York State DRI website at www.ny.gov/dri.

New York State Downtown Revitalization Initiative (DRI)

Village of Massena DRI Call for Projects – Project Form

Please complete this form to the greatest extent possible. **Submit this form and all supporting materials digitally (preferred) to DRI Consultant, Jaclyn Hakes, MJ Engineering (MassenaDRIPROJECTS@gmail.com) by close of business March 25, 2022.** Hard copy materials can be delivered to Monique Chatland in the Clerk's office, Town Hall Room 12, 60 Main St, Massena, NY 13662. For guidance on filling out this form, please refer to the Project Sponsor Guide on Page 9.

1. Project Name

2. Project Sponsor/
Contact

Phone Number Email Address

3. Is the project location within the DRI boundary? Yes No
(see map provided on **Page 13**)

4. Project Address

5. Is the project sponsor also the property owner?

Yes No. The current property owner is

6. Project Description (attach additional pages if needed)

7. What steps have already been taken to implement this project?

8. What additional steps are needed before the project can begin (i.e. permitting, final design plans, construction documents, etc.)?

9. How will this project support the Vision identified for the Village of Massena community?

10. Describe any additional benefits this project will provide to the downtown, including the creation of full-time jobs.

11. Describe any previous projects, investments, etc. that highlight the project sponsor's capacity to implement this project.

12. Please describe if any elements of your project further the goal of decarbonization.

13. Project Budget and Funding Sources

For help with this section, please refer the examples provided in the Project Sponsor Guide on Page 7.

Please provide a detailed budget with this application using the excel template provided [here](#). Summarize the project funding in the table below.

Project Budget Summary

DRI Funding Request	\$	
Anticipated Sponsor Contribution	\$	
Other Secured Sources	\$	
Total Project Cost	\$	
DRI Ask Percentage	%	

14. Is the DRI funding request more than \$100K Yes No

15. Is there a housing component to this project? Yes No

16. Have you obtained professional cost estimates for the work described? Yes No

17. Additional supporting materials provided (check all that apply):

The submission of additional supporting materials will strengthen the project application. Please note that a Detailed Budget is a required item for submission.

- Detailed Budget (REQUIRED)
- Business Plan
- Conceptual Designs
- Cost Estimates
- Financial letters of commitment
- Site Plans
- Site Photos
- Timeline/Schedule
- Other _____
- Other _____

New York State Downtown Revitalization Initiative (DRI)

Village of Massena DRI Call for Projects – Project Sponsor Guide

The LPC is seeking project proposals for inclusion in the Strategic Investment Plan. The submission of project proposals is open to the public.

Please submit the Project Sponsor form and supporting materials digitally (preferred) to DRI Consultant Jaclyn Hakes at MJ Engineering (MassenaDRIprojects@gmail.com). Hard copy submissions can be delivered to Monique Chatland in the Clerk's office, Town Hall Room 12, 60 Main St, Massena, NY 13662.

Please read this guide before filling out the Project Sponsor Form. Additional questions can be directed to DRI Consultant, Jaclyn Hakes, MJ Engineering (MassenaDRIprojects@gmail.com).

Question 1 – Project Name

Please provide the name of the proposed project. The project name should be more than just the property address. Be descriptive, but succinct. For instance, “Renovation of 93 Ridge Road”, “Enhancement of Central Park”, “Creation of the Central Perk Coffeehouse”, etc.

Question 2 – Project Sponsor

The Project Sponsor will be the primary contact for all communication. The project sponsor is often the property owner. Please provide both an email and phone number.

Question 3 – Is the Project within the DRI Boundary?

In order to be considered for DRI funding, the location of the project must be within the Downtown Boundary specified in the Massena DRI application. Please see the map on **Page 13**.

Question 4 – Project Address

Please provide the address where the project will occur. If a suitable space is still being sought, write “TBD” and provide a letter with the application stating what spaces within the project area are being considered. This information will be kept confidential due to the sensitivity of real estate transactions still in process.

Question 5 – Property Owner

Please provide the name of the property owner. The project sponsor is often the property owner. If a property is not yet secure, indicate who the property owner will be (if known) or indicate “TBD”.

Question 6 – Project Description

Please provide a detailed description of the project. Include the past, current and future anticipated uses for the proposed project area. For examples of past DRI projects, review the final Strategic Investment Plans from past rounds on the DRI website here:

<https://www.ny.gov/programs/downtown-revitalization-initiative>

Question 7 – Project Progress

Please describe the steps that have already been taken to implement this project. This may include the purchase of property, securing grant funding, securing financing, conceptual/final designs, completion of a business plan, obtaining cost estimates for the work, obtaining permits, etc. Please submit any supporting information with your application.

Question 8 – Project Milestones

Please list any outstanding items needed for the implementation of this project. This may include securing grant funding, securing financing, conceptual/final designs, completion of a business plan, obtaining cost estimates for the work, obtaining permits, etc.

Question 9 – Alignment with Massena DRI Vision

Please describe how this project will support the specific DRI Vision for Village of Massena:

"Proud Past, Promising Future"

"A rich heritage nestled amongst one of the most scenic settings in New York State, the Village of Massena is transforming into a greener, more vibrant, and more connected community. The goal is to revitalize Massena's downtown making it more walkable, utilized, and functional. Serving the community's housing, wellness, and recreational needs while improving the economy and sustainability for the entire Massena community, continued investment in Massena's downtown will boost economic growth, inspire entrepreneurial opportunities, and enhance placemaking. As a central hub to smaller surrounding communities, Massena's growth has the potential to ripple through and enhance neighboring areas to strengthen the region as it recovers from the COVID-19 pandemic and well into the future. Enhancing downtown to serve as a true community center will support health and sustainability for both the Village and region."

Question 10 – Additional benefits

Please describe any additional benefits of the proposed project for the Village of Massena. This may include the creation of full/part-time jobs, additional housing, the preservation of a historic resource, the generation of a unique business, generation of tourism, etc.

Question 11 – Past Projects and Sponsor Capacity

Please highlight the Project Sponsor's capacity to implement this project. This may include past successful projects and investments.

Question 12 – Decarbonization Component

One of the many goals of the DRI is to reduce greenhouse gas emissions by creating compact, walkable development patterns that increase public transit ridership and allow for adoption of district-wide decarbonized heating and cooling; and by supporting efficiency and electrification of buildings, installation of onsite renewable energy generation, and electric vehicle charging. Privately-sponsored projects that commit to meeting higher standards, including efficiency combined with full electrification or the integration of climate resiliency measures, onsite renewables, energy storage or electric vehicle charging equipment, may be eligible for a larger DRI subsidy of up to 50%. Please describe if any elements of your project further the goal of decarbonization. Please note that all new development projects are required to meet the [NYStretch Energy Code](#).

Question 13 – Project Budget

Please provide a detailed project budget using the template provided [here](#). The project budget should specify the cost of each component of the project and specify whether the component will be requested through DRI (“DRI Request”), contributed by the project sponsor (“Sponsor Contribution”) or through other sources. The maximum DRI subsidy (DRI Request) can be up to 40% of the Total Project Cost, with the exception of projects that further the goal of decarbonization (see above). The DRI request percentage is automatically calculated within the budget template.

A detailed project budget should itemize all costs associated with the project and the anticipated funding source for each item. Please note that the minimum DRI ask is 100K. However, projects with a DRI ask of less than \$100K may be considered for the potential Grant or Revolving Loan Fund.

In the budget template, detail the total cost for each component of your project in the "Item" and "Cost" Columns. Next, specify whether the cost for each item will be incurred by the project sponsor, requested for DRI funding, or will come from another source. An example of another source could be a NYS grant (must be secured), an investment from another partner, etc. If additional funding is obtained, detail the source in the space below the table. Finally, list the status of the funds to be incurred by the project sponsor and other sources. For instance, if the project sponsor has the funds in hand, they would list "Committed". If the Sponsor is awaiting financing, they would list "Pending". Please provide supporting material for project costs such as contractor quotes or estimates.

Here is an example of a detailed budget:

Items	Cost	Source of Funds			Status of non DRI Funds
		Sponsor	Other Secured Sources	DRI Request	
(list each item; should be detailed)					(committed, pending, etc)
Final Design	30,000	30,000			Committed by Sponsor
Plumbing	60,000	60,000			Committed by Sponsor
Electrical	60,000	60,000			Committed by Sponsor
Remodel Residential Space	100,000	100,000			Committed by Sponsor
Remodel Commercial Space	100,000	60,000		40,000	Pending
Interior Painting	15,000	15,000			Committed by Sponsor
Landscaping	25,000		25,000		Committed by XYZ Fund
Exterior Painting	30,000	10,000		20,000	Committed by Sponsor
Exterior Improvements	80,000	40,000		40,000	Committed by Sponsor
TOTAL	500,000	375,000	25,000	100,000	

*A \$25,00 grant was received for landscaping improvements from the XYZ Fund

In this example, the project includes various items for a \$500,000 interior and exterior renovation of a commercial and residential space. The project sponsor has received \$25,000 in grant funding and plans to contribute \$375,000. All funds not requested from DRI are committed by the sponsor or the XYZ Fund with the exception of the \$60,000 item for "Remodel Commercial Space". In this example the Sponsor intends to secure financing for that item so has listed the status as "Pending". The project sponsor would then summarize this information on the Project Budget Summary table:

Project Budget Summary

DRI Funding Request Anticipated	\$ \$ 100,000
Sponsor Contribution	\$ \$ 375,000
Other Secured Sources	\$ \$ 25,000
Total Project Cost	\$ \$ 500,000
DRI Ask Percentage	\$ 20%

Question 14 – DRI Funding Request

Please indicate whether the DRI funding request is greater than \$100,000. Note that projects with a DRI funding request less than \$100,000 may be considered should the community develop a grant and/or revolving loan fund.

Question 15 – Housing

Please indicate whether your project includes a housing component. Note that a fully-residential project must include at least 8 units and must include an affordable component.

Question 16 – Detailed Cost Estimates

Indicate whether detailed cost estimates/ contractor quotes will be included with this application. This information will be required before inclusion in the Strategic Investment Plan.

Question 17 – Additional Supporting Materials

Indicate which supporting materials will be included with your application. Items such as detailed cost estimates, business plans, conceptual or final designs, letters of commitment, etc. will strengthen the project application.

Village of Massena DRI Boundary

