



OPEN CALL FOR PROJECTS

INTRO | Q&A - JUNE 17, 2025



NY Forward





ITEMS

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NY Forward Program Overview & Project Eligibility

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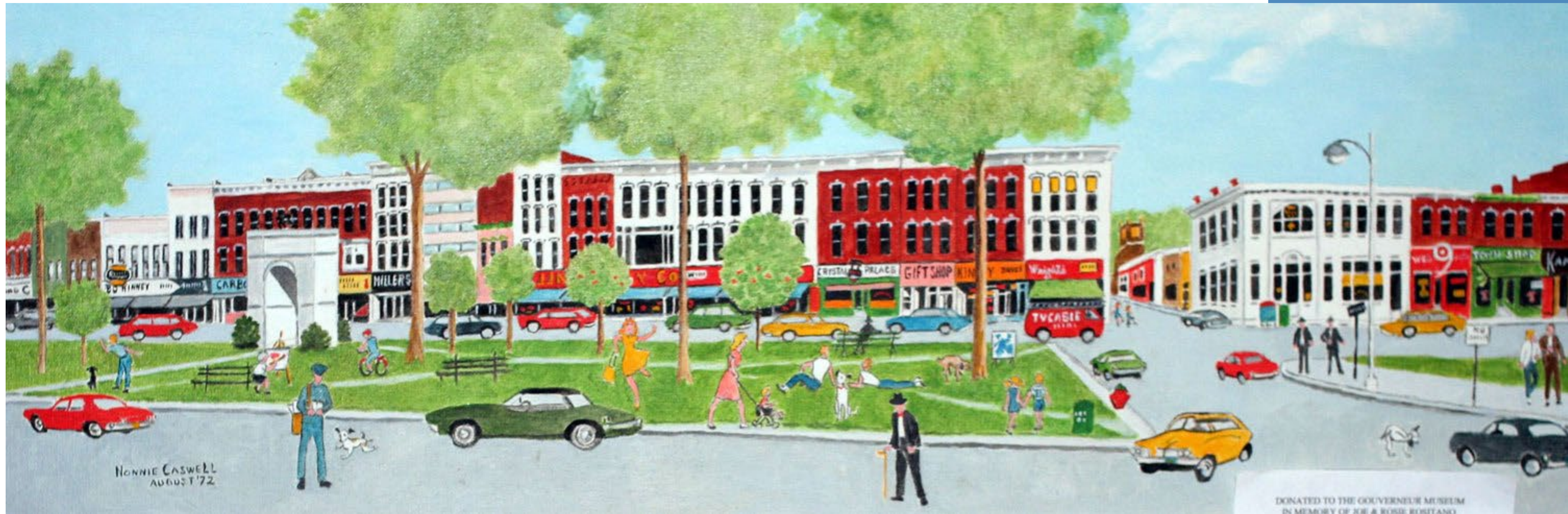
Call for Projects overview & Project Application Form

03

Questions & Answers



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

2026 - 2031

- 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 NYF 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.** NYF funds cannot be used for property acquisition.
- **Training and Other Program Expenses.** NYF funds cannot be used to cover continuous costs, such as training costs and expenses related to existing programs.
- **Expenses related to Existing Programs.** NYF funds cannot supplement existing programs or replace existing resources.





PROJECT MATCH REQUIREMENTS & DECARBONIZATION

- 25% minimum project match for private projects (per NYF program)
 - * *Proposed projects with a greater sponsor match may be more competitive during the project evaluation process*
- No match requirement for public or non-profit projects
- Total project cost must be a minimum of \$75,000 (except small project fund)
- LPC can set higher match requirements at their own discretion
- New construction, building additions over 5,000 SF and some substantial renovation over 5,000 SF will be required to meet decarbonization standards

HOW ARE PROJECTS IDENTIFIED?



Projects included in
the community DRI application



Projects
solicited through the
Open Call for Projects

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



Call for Projects Overview & Project Application Form





Call for Projects

- 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 NYF submission form with required information through the Open Call, even if submitted in the NYF application
- The Open Call For Projects will run from **June 17th through July 31st**
- 25% local match for private projects required by the program
 - * *Proposed projects with a greater sponsor match may be more competitive during the project evaluation process*
- 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





SCAN QR CODE
FOR MORE
INFORMATION
ON YOUR
MOBILE DEVICE



OPEN CALL FOR PROJECTS NOW LIVE!

Transform downtown Gouverneur with NY Forward!

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

ACCEPTING PROJECT PROPOSALS UNTIL
JULY 31, 2025 AT 4:00PM





Application Forms

HOW TO SUBMIT YOUR PROJECT

1. Review the Eligibility Criteria and Project Requirement

on pages 3-4 learn about requirements for projects and to make sure your project is eligible to be considered for NY Forward funding.

2. Review the Local Vision, Goals, and Evaluation Criteria

on pages 6-7 to learn about the vision and goals for the Village of Gouverneur's downtown and how the Local Planning Committee (LPC) and State will evaluate projects.

3. Fill out the Project Proposal Submission Form

on pages 8-9. Address each topic thoroughly and completely. The LPC will use this information to consider projects to be included in the Village of Gouverneur's Strategic Investment Plan.

4. Submit your Completed Application

Submit your completed application (and any supplemental materials) either electronically, in-person, or by mail to the Village Clerk, Gouverneur Municipal Building Offices, 33 Clinton Street, Gouverneur, NY 13642 no later than **Thursday, July 31st at 4:00 PM.**

To submit via email:

Email your completed application and any supplemental materials to: mhema@mjteam.com with the subject: "Gouverneur NY Forward Proposal"

The screenshot shows the first page of a form titled "Village of Gouverneur NY Forward Project Form". At the top, there are logos for "NEW YORK STATE" and "NY Forward", and a larger "GOUVERNEUR NY Forward" logo on the right. A navigation bar at the top lists pages 1 through 9, with page 1 highlighted. The main heading is "Village of Gouverneur NY Forward Project Form". Below this, a paragraph of text explains that the Village of Gouverneur has been awarded funds through the "New York State NY Forward program" to fund catalytic projects in the downtown area. It mentions that the Local Planning Committee (LPC) is seeking project proposals and that 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. It encourages applicants to consult the "NY Forward Program Guidebook" for details on project eligibility, selection criteria, and application requirements. At the bottom, it states "Project proposals must be received by:" followed by "Thursday, July 31st at 4:00 PM".

The screenshot shows the first page of a form titled "Small Project Fund Interest Form". At the top, there are logos for "NEW YORK STATE" and "NY Forward". A navigation bar at the top lists pages 1 through 4, with page 1 highlighted. The main heading is "Small Project Fund Interest Form". Below this, there are two questions: "Do you own a business or property in the Village of Gouverneur's NY Forward program boundary (below)?" and "Do you have a building or business in need of smaller-scale improvements such as interior and exterior renovations or permanent equipment acquisition?". At the bottom, a paragraph of text explains that 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.





NYS NY Forward 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	520,000	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 Gouverneur.
- **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)





Final Slate of Recommended Projects

- The Final slate of projects takes into consideration feedback from the public and is finalized by the LPC and submitted to NYS
- 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.





Questions?



Use your smartphone camera to scan the QR code for more information and to access the online application form!

GouverneurNYForward.com

