

Downtown Revitalization Initiative (DRI)

City of Canandaigua DRI Open Call for Projects Information Session



NEW
YORK
STATE

Downtown
Revitalization
Initiative

Agenda

1. DRI Overview

2. What makes a DRI project?

- Project Identification
- Eligible / Ineligible Project Types
- Project Requirements
- Project Evaluation

3. Phase 1: Preparing and Submitting Your Application

4. Phase 2: Project Development

5. Questions & Answers



DRI Overview

What is the DRI?

- 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 Goals



**Enhance downtown living
and quality of life**



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



**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**



**Encourage the reduction
of greenhouse gas
emissions**



**Grow the local property
tax base**

Planning Process



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

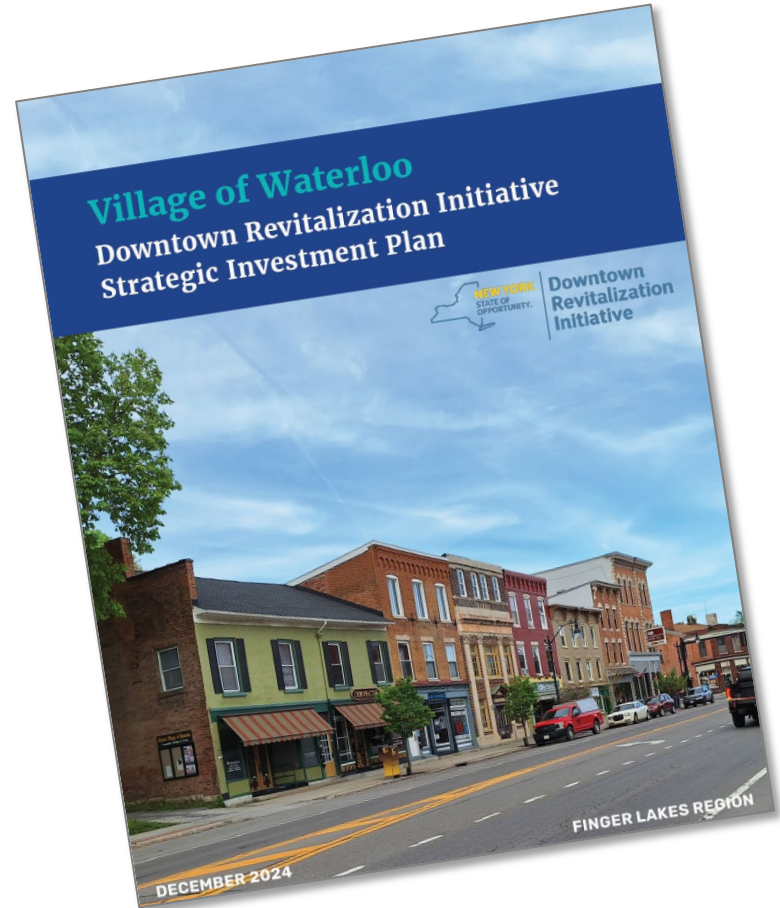
Recommend projects that align with the community's goals

8 Month Timeframe (May – December 2025)

- Each community is led by a consultant team who guides the planning process, works with sponsors to develop projects to recommend to the State, and documents the process/projects in the Strategic Investment Plan.
- This process helps ensure all voices are heard and projects are carefully considered.

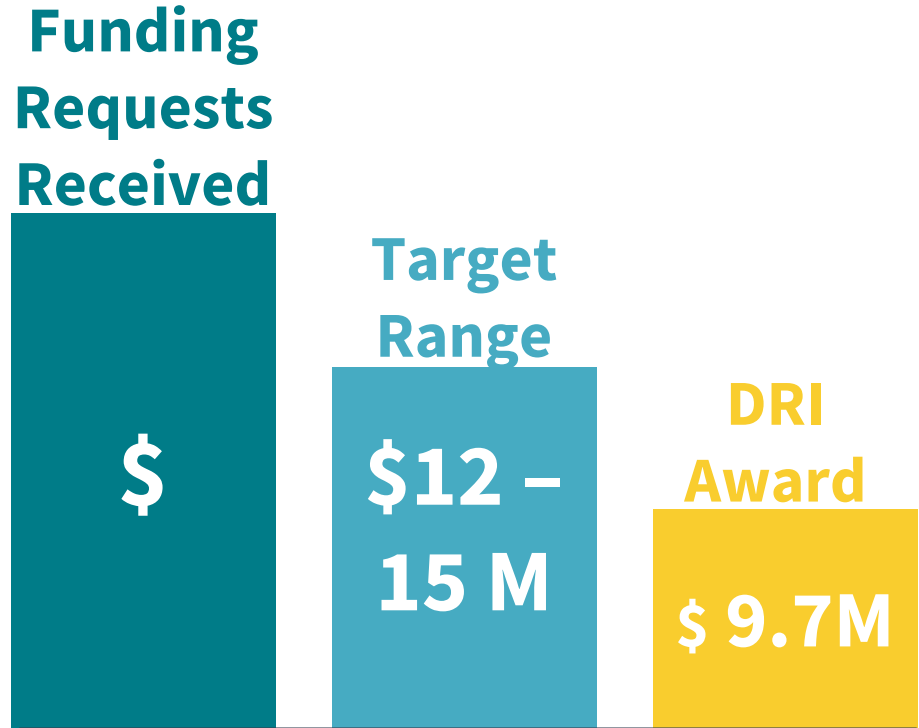
What is the end goal of the planning process?

- 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

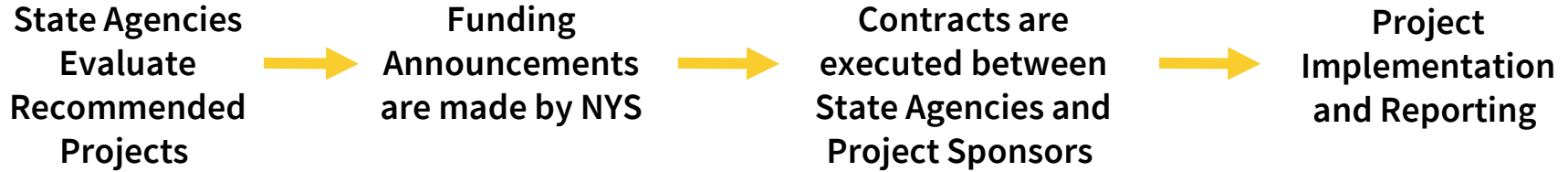


Final Slate of Recommended Projects

- 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



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.

What makes a DRI project?

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.**

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.

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 Canandaigua's DRI application.**
- **No project is guaranteed DRI funding**, even if it was included in Canandaigua's DRI application.
- All projects will be **equally and fairly evaluated** by the Local Planning Committee.

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 Grant 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.

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.

Successful Projects in Our Region

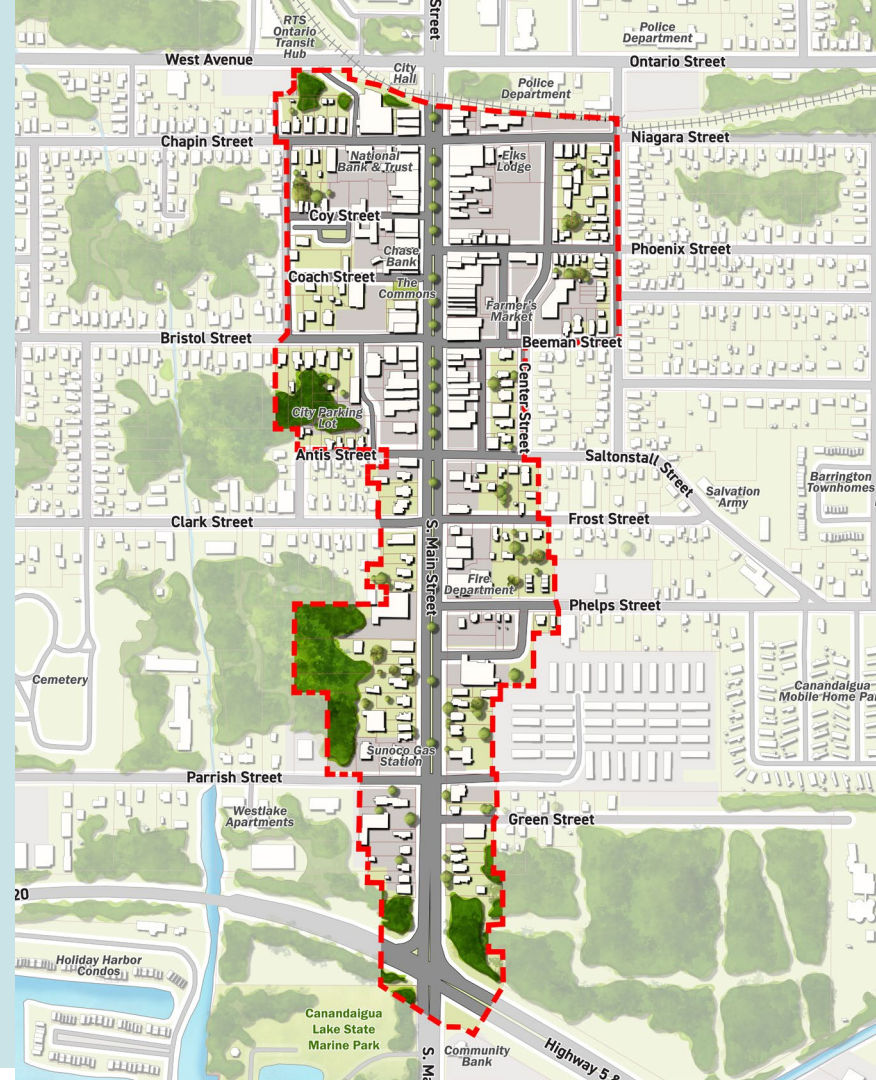


Project Requirements

- ✓ **Located within DRI boundary**

The DRI Boundary

The LPC **may** consider **minor** adjustments to the DRI boundary, for example, to capture potential projects located just beyond (but not a mile down the road).



Project Requirements

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

Local goals will be developed in addition to State goals



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**Provide enhanced public
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**Create diverse
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**Encourage the reduction
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**Grow the local property
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Project Requirements

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

Project Requirements

- ✓ Located within DRI boundary
- ✓ Aligned with State and local vision and goals
- ✓ Able to break ground within two years
- ✓ **Financing commitments or a clear path to sufficient financing in place**

Project Requirements

- ✓ Located within DRI boundary
- ✓ Aligned with State and local vision and goals
- ✓ Able to break ground within two years
- ✓ Financing commitments or a clear path to sufficient financing in place
- ✓ **Large enough to be truly transformative (>\$75,000)**

The Small Project Grant Fund

The City intends to submit an application for a Small Project Fund (SPF) which would provide funding for smaller-scale projects (generally less than \$75K), such as façade enhancements, building renovations, business assistance, or public art.

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)

**Small Project Interest Forms are available here tonight.
These help demonstrate potential uptake of this program.**

Project Requirements

- ✓ Located within DRI boundary
- ✓ Aligned with State and local vision and goals
- ✓ Able to break ground within two years
- ✓ Financing commitments or a clear path to sufficient financing in place
- ✓ Large enough to be truly transformative (>\$75,000)
- ✓ **Have an identified project sponsor with site control**

Project Requirements

- ✓ Located within DRI boundary
- ✓ Aligned with State and local vision and goals
- ✓ Able to break ground within two years
- ✓ Financing commitments or a clear path to sufficient financing in place
- ✓ Large enough to be truly transformative (>\$75,000)
- ✓ Have an identified project sponsor with site control
- ✓ **Meet the minimum matching requirement**

Match Requirement & Match Goal

Privately Sponsored Projects

- Match requirement of **30%** of total project costs.
- Match goal of **40%** of total project costs.
- Cost-effectiveness (i.e., meeting the match **goal**) will factor into the overall evaluation

Public or Non-Profit Sponsored Projects

- No minimum match requirement

Project Requirements

- ✓ Located within DRI boundary
- ✓ Aligned with State and local vision and goals
- ✓ Able to break ground within two years
- ✓ Financing commitments or a clear path to sufficient financing in place
- ✓ Large enough to be truly transformative (>\$75,000)
- ✓ Have an identified project sponsor with site control
- ✓ Meet the minimum matching requirement
- ✓ **Construction, additions, and some renovation projects >5,000 SF must comply with decarbonization standards**

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 25 at 2 PM and July 25 at 10 AM

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

Phase 1:

Preparing & Submitting

Your Application

Where to find the Application

- Hardcopies of the draft application is available here tonight or online at www.CanandaiguaDRI.com
- **However, keep in mind:** The DRI Vision and Goals will be confirmed at LPC Meeting #2 on June 10. You should review these before submitting your application.

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@CanandaiguaDRI.com to book a time.

How to Submit Your Application

Email your application to James:

info@CanandaiguaDRI.com

- OR -

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

Attn: Shawna Bonshak, Assistant City Manager

City Hall

2 North Main Street

Canandaigua, NY 14424

More information is available on the website!

Have more questions?

Visit the DRI Website at

www.CanandaiguaDRI.com

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

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

# **Phase 2:**

# **Project Development**

# Submitting you application is just the first step!

- As a project sponsor, you will need to work closely with our team to discuss and potentially refine your project to meet State standards and be ready for implementation.
- Projects will have different levels of project development needs. This could include:
  - Providing supporting materials (drawings, quotes, commitment letters from a bank, etc.)
  - Clarifying and refining the scope of work
  - Working with our market analyst to determine financial feasibility
  - Developing / confirming the project budget

# Roles & Responsibilities of Project Sponsors

## **As a project sponsor, you will need to:**

- Provide information to our team in a timely manner to enable review and evaluation by the LPC.
- Work closely with our project team (as previously described).
- If requested by the LPC, attend an LPC meeting to pitch your project.

# Key Steps & Important Dates

| <b>June</b>                   | Attend a meeting to discuss your project with the project team.                                                           |
|-------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| <b>June 10 or July 29</b>     | Meet with the project team on site.                                                                                       |
| <b>June 25 or July 15</b>     | Attend the de-carbonization webinar, if required.                                                                         |
| <b>July 11</b>                | Submit a complete application.                                                                                            |
| <b>July 29</b>                | LPC Meeting #3: Summary of applications provided to LPC                                                                   |
| <b>Late July/early August</b> | Meeting with project team to discuss project development needs                                                            |
| <b>August</b>                 | Ongoing project development                                                                                               |
| <b>September 9</b>            | LPC Meeting #3: Final scope of work, updated budget, and supporting materials presented                                   |
| <b>October 21</b>             | LPC Meeting #5: LPC review and discussion of projects (final budget and materials required – no changes to scope of work) |



# Key Steps & Important Dates (cont'd)

| <b>Through Oct/Nov</b> | Communications with project team to provide additional details project profile |
|------------------------|--------------------------------------------------------------------------------|
| <b>November TBD</b>    | LPC Meeting #6 (if needed): LPC vote on final slate of projects                |
| <b>December 19</b>     | Strategic Investment Plan submitted to the State                               |
| <b>Q1 of 2026</b>      | Project Awards and beginning of contracting phase.                             |

# Key Reminders

# Key Reminders

- The DRI is a **reimbursement grant** – project sponsors must complete work before funds are provided. You may need to secure bridge financing to cover costs while project is being completed.
- Funds spent prior to DRI awards are not eligible for reimbursement.
- All awards are subject to State requirements, including MWBE goals, competitive procurement, etc.
- All project sponsors must submit an application (including for projects included in the City's DRI application).
- The DRI is a fast-moving program and the active involvement of project sponsors is key to its success.

# Questions & Answers