



City of Canandaigua Downtown Revitalization Initiative

DRI Project Form

The City of Canandaigua has been awarded funds through the New York State Downtown Revitalization Initiative (DRI) 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 City of Canandaigua'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 \$10 million.

Project proposals must be received by:

July 11, 2025 by 5:00 PM

Virtual Office Hours will be held where applicants can discuss their projects with the DRI consultant team. Please reach out to **James DiPaolo** at jdipaolo@urbanstrategies to book a meeting during the month of June

Phase 1

Submitting Your Application

1

Review the Eligibility Criteria and Project Requirements

On pages 2-4 to learn about requirements for projects and to make sure your project is eligible to be considered for DRI funding.

2

Review the Local Vision, Goals, and Evaluation Criteria

On pages 5-6 to learn about the emerging vision and goals for the City of Canandaigua's downtown and about how the Local Planning Committee (LPC) and State will evaluate projects.

3

Set up Meeting with the DRI Project Team

To discuss your project, ask questions about preparing your application, and learn more about the DRI process as it relates to project sponsors.

4

Fill out the Project Proposal Submission Form

On pages 7-14. Address each topic thoroughly and completely. The LPC will use this information to consider projects to be included in the Strategic Investment Plan.

5

Submit your Completed Application

Submit your completed application (and any supplemental materials) either electronically, in-person, or by mail no later than July 11, 2025 at 5 PM.

➔ To submit via email:

Email your completed application and any supplemental materials to James DiPaolo at jdipaolo@urbanstrategies.com

➔ To submit a hard copy, mail or hand-deliver:

Attn: Shawna Bonshak, Assistant City Manager
City Hall, 2 North Main Street
Canandaigua, NY 14424

?

All applicants should meet with the DRI team in advance of submitting an application. Reach out to James DiPaolo at jdipaolo@urbanstrategies.com to set up a meeting.

Project Types & Requirements

It is expected that DRI funds will be used for capital projects that will transform the physical environment of the downtown in ways that will benefit current residents and future generations. However, certain non-capital projects or projects that may lead to capital investment will also be considered to the extent that they will contribute to the revitalization of the downtown. The following is a description of eligible and ineligible project types.

Eligible Project Types

- **Public Improvement Projects.** These may include projects such as streetscape and transportation improvements, recreational trails, wayfinding signage, new and upgraded parks, plazas, public art, green infrastructure, and other public realm projects that will contribute to the revitalization of the downtown.
- **New Development and/or Rehabilitation of Existing Downtown Buildings.** Projects in this category may include the development or redevelopment of real property for mixed-use, commercial, residential, not-for-profit, or public uses. Projects should have a visible and functional impact on the downtown, serving as catalytic or transformative projects that will provide employment opportunities, housing choices, and/or services for the community.
- **Small Project Fund.** A locally managed matching small project fund may be proposed to undertake a range of smaller downtown projects such as facade enhancements, building renovation improvements to commercial or mixed-use spaces, business assistance, or public art. Funds are capped at \$600,000 for DRI communities.
- **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 marketing materials. This project type is intended for the overall branding and marketing of a downtown, not to provide branding and marketing services to individual downtown businesses or other entities.

Ineligible Project Types

- **Planning activities.** Following the preparation of the Strategic Investment Plan, all DRI funds must be used for projects that directly implement the plan.
- **Operations and maintenance.** DRI 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.** The cost of property acquisition can be included in the overall project budget, but the acquisition must be funded by another funding source.
- **Training and other program expenses.** The DRI program is a one-time infusion of funds and cannot be used to cover continuous costs, such as training costs and expensed related to existing programs.
- **Expenses related to existing programs.** DRI funds cannot be used to supplement existing programs or replace existing resources.

Project Requirements

The following are the requirements for projects to be considered for DRI funding. Recognizing several requirements must be met to qualify for DRI funding, each project sponsor will have access to technical support from State agencies and a consultant team to assist with project development (i.e. construction cost estimates, renderings, climate resilient design, meeting decarbonization requirements, etc).

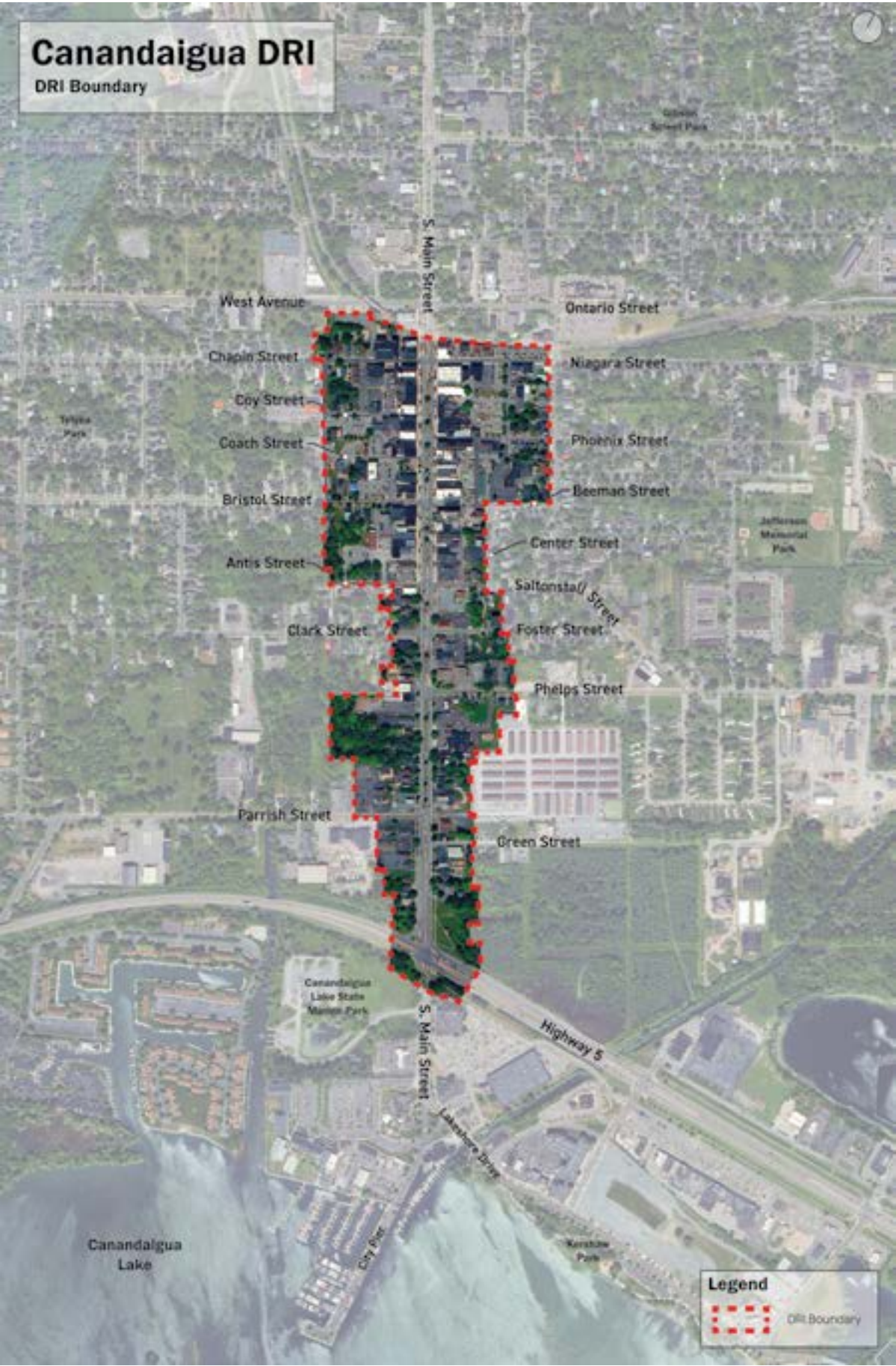
- **Project Location.** Projects must be located within the City of Canandaigua downtown boundary. If your project is located outside the City of Canandaigua downtown boundary, please provide a brief description of how the project relates to the downtown and supports the stated goals of the DRI. Minor boundary modifications may be considered by the LPC.
- **Project Timing.** Projects must be able to break ground within two years or sooner of receiving DRI funding.
- **Project Size and Scale.** Projects must be large enough to be truly transformative for the downtown area. Standalone DRI projects must be at least \$75,000 in total project cost.* Projects less than \$75,000 can be submitted through this process as demonstration of demand for a Small Project Fund. If you have a project that is under \$75,000 in total project costs, please contact the consultant team at jdipaolo@urbanstrategies.com for more information.
- **Project Funding.** Projects should have financial commitments largely secured or be able to demonstrate a clear path to securing sufficient financing. It is strongly encouraged that all projects, especially private projects, use non-DRI funds that leverage requested public funding. Projects that use other funding sources will be more competitive for funding awards.

For projects with a private sponsor, there is a minimum match requirement of 30% of the total project costs, and a match goal of 40%.** There is no minimum match requirement for public or not-for-profit projects.
- **Project Sponsors.** Every project must have an identified project sponsor. Sponsors may be public, not-for-profit, or private entities with the capacity and legal authority to undertake the proposed project. Proposals with project sponsors that are membership-only organizations or religious facilities must propose projects that are available to the public and not just to active members.
- **Building Decarbonization.** For DRI communities, all public, private, and not-for-profit projects that meet the criteria for new construction, substantial renovation, or a building addition shall include decarbonization techniques. Each project that meets the criteria will be required to select a method of demonstrating that the project satisfies the requirements *More information on this requirement can be found in the [DRI Guidebook](#).*

If your project does not meet all of the criteria described in this section, we still want to hear your project idea! Please share your ideas at CanandaiguaDRI.com

*A project may be exempt from the \$75,000 minimum project cost under special circumstances. This exemption can only be sought after consultation with the consultant and State team.

**A private project may be exempt from the 30% minimum match requirement under special circumstances. This exemption can only be sought after consultation with the consultant and State team.



Canandaigua's Community's Vision and Goals

The following draft vision was put forward by the City of Canandaigua in their DRI Application, and refined based on input and feedback from the Local Planning Committee and the public.

Draft Vision for Downtown

“Downtown Canandaigua will leverage its historic character and extraordinary location at the tip of Canandaigua Lake to reinforce downtown as a great place to live and visit. Downtown and the lakefront will connect seamlessly via safe, quality walking and biking pathways and compact, mixed-use development along South Main Street. Downtown will be brimming with a diverse mix of local businesses, housing, events, arts, and public spaces that contribute to a vibrant atmosphere for residents and visitors of all backgrounds and interests.”

Goals for Downtown

The State has set out a series of goals for the DRI program, which are listed on page 6. Locally specific goals were developed based on input and feedback from the LPC and public. These include:

Goal 1: Promote a vibrant, mixed-use downtown by supporting diverse housing options and encouraging a variety of business types.

Goal 2: Broaden the amenity and appeal of downtown by expanding the range of retail, services, events, and other activities for residents and visitors of different ages and interests.

Goal 3: Promote active modes of transportation by improving connections between downtown, adjacent neighborhoods, and the lakefront.

Goal 4: Enhance the visual appearance of downtown to create a more welcoming environment for residents, visitors and businesses

Evaluation Criteria

In addition to the State Evaluation Criteria listed below, the LPC may develop additional criteria with which to evaluate the proposed projects. These will be finalized by mid-June. Please visit CanandaiguaDRI.com for the final evaluation criteria.

State Evaluation Criteria

Alignment with State DRI Goals.

- Create an active downtown with a strong sense of place.
- Attract new businesses that create a robust mix of shopping, entertainment and service options for residents and visitors, and that provide job opportunities for a variety of skills and salaries.
- Enhance public spaces for arts and cultural events that serve the existing members of the community but also draw in visitors from around the region.
- Build a diverse population, with residents and workers supported by complementary diverse housing and employment opportunities.
- Grow the local property tax base.
- Provide amenities that support and enhance downtown living and quality of life.
- Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.

Catalytic Effect. The project is likely to have a significant positive impact on the revitalization of the downtown by attracting other public and private investment at a scale appropriate for the DRI community.

Project Readiness. The project should be well-developed and poised to proceed in the near-term in a way that will jump start the redevelopment of the DRI area.

Cost Effectiveness. Investment of DRI funds in the project would represent an effective and efficient use of public resources.

Co-Benefits. The project will result in secondary benefits to both the community, which will generate additional economic activity and improve quality of life in the neighborhood.

Phase 2

Project Development

Once your application is submitted, a member of the DRI Project Team will be assigned to work with you to discuss your project, identify additional information required for LPC review, and to identify any supporting documentation for final submission to NYS for grant consideration. The following provides an overview of key steps and timeframes for Phase 2 - Project Development.

1 Applicant Support (June to October)

The DRI Project Team will work with each applicant to develop their project. Project development needs will vary from project to project.

2 Decarbonization Webinar (June 25 or July 15)

Projects involving new construction, building additions, or renovations equal to or greater than 5,000 square feet may be subject to decarbonization compliance. A member of the DRI Project Team will confirm whether this applies to your project. If so, you will need to attend a decarbonization webinar. See page 16 for more information. This webinar is an information session, with key topics including an overview of decarbonization and the types of decarbonization strategies that can be incorporated into DRI building projects. A follow-up meeting(s) on decarbonization will be required, which will be held in August.

3 LPC Meeting #3 - Application Review (July 29)

The DRI Project Team will present a summary of your project at this meeting. Comments, questions, and concerns raised by the LPC will be addressed through the project development phase.

4 LPC Meeting #4 - Project Updates (September 9)

The DRI Project Team will present an update on your project. By this meeting, the scope of work must be finalized, and an updated budget and any additional supporting materials will be presented.

5 LPC Meeting #5 - Final Project Review (October 21)

At this meeting, the LPC will discuss and evaluate projects and potentially recommend projects for DRI funding. Final budget and materials are required.

6 Strategic Investment Plan (December 2025)

The DRI Project Team will prepare the Strategic Investment Plan, which will include a profile of each project recommended for funding. The Project Team will reach out as necessary for final details to support your project profile.

7 Grant Award Announcement - Spring of 2026

NYS anticipates announcements of awards in Spring 2026. Grantees will then enter into contract with the appropriate state agency.

DRI Project Form

Please complete this form in order for your project to be considered for LPC and potential DRI funding. Please address each topic thoroughly and completely. The LPC will use this information to consider projects to be included in the City of Canandaigua Strategic Investment Plan. Project sponsors are expected to provide timely responses to requests for any additional information from New York State and/or the DRI consultant.

1

Project Sponsor

Provide the contact information for the project sponsor, which is the entity proposing to implement the project. The project sponsor can be different from the property owner.

Name:

Sponsor business or organization
(if applicable):

Title (if applicable):

Mailing Address:

Phone:

Email:

NYS Tax ID:

NYS Vendor ID
(if applicable):

If there are additional people who should be contacted as part of this proposal, please provide their contact information.

Name:

Phone:

Email:

Affiliation:

Name:

Phone:

Email:

Affiliation:

2

Project Location

Please indicate the location of the proposed project.

Project Address or Location:

If the project is located outside the DRI boundary shown on page 4, please provide a brief description and justification of how the project relates to the downtown and supports the stated goals of the DRI program. The LPC may consider minor boundary adjustments.

3

Project Type

Please indicate your project type:

Public Improvement

New Development

Redevelopment and/or Renovation of an Existing Building(s)

Small Project (Less than \$75,000 in Total Cost)

*If you are interested in submitting a Small Project, do not complete this form; instead, please use the Small Project Fund Interest Form, which can be found at CanandaiguaDRI.com

Branding and Marketing

4

Existing Conditions

Describe the project site's existing conditions, including a description of why the proposed project is needed.

5**Project Description**

Please provide a detailed description of the proposed project's scope of work, as applicable:

- The proposed use (e.g., commercial, industrial, public improvement, mixed-use).
- The goal of the project.
- Any work or planning done previously on the proposed project.
- The size of the project (e.g., square footage of the building and space to be renovated (if applicable), number of floors, acreage, number of units, type of housing, commercial tenants, etc.).
- The types of activities to be completed as part of this project (e.g., sidewalk construction, replacement of flooring, exterior siding, interior walls, plumbing and electricity in upper floors).
- Existing conditions

It is important to provide as much detail on the proposed project scope as possible. The information submitted on this form does not need to be final and may be subject to change.

If your project involves new construction or renovation of a building, please complete Question 13 regarding decarbonization.

6

Project Alignment with Vision and Goals

How does your proposed project help advance the community's vision and goals? Please be specific in explaining exactly how your project or components of your project advances the vision and goals.

7

Property Ownership

Identify the owner of the property on which the proposed project will be located. If the project sponsor and the property owner are not the same, please describe how the project sponsor will obtain the legal authority to implement the project at this site.

8

Capacity

Describe the project sponsor's experience in implementing projects similar in scope/complexity to the proposed project, including any experience with grant administration.

Describe any partner entities or organizations that will help implement the project (e.g., funding, operating, or business partners).

Private project sponsors will be expected to submit information about the long-term financial feasibility of their project. At a minimum, project sponsors will be required to submit documentation demonstrating the ability to financially maintain the business/building after project completion. This may include a pro-forma (strongly encouraged from projects requesting \$500,000 or more from DRI), a business plan, or other documents showing cash flow. It is strongly encouraged that this documentation be provided when submitting this form, but it may be submitted later.

9

Preliminary Cost Estimate

What is the total estimated project cost and the amount of DRI funds requested?

Total Project Cost:

Total DRI Request:

Please complete the budget table below. Please identify different activities associated with the project, their costs, the funding source, and the status. Please use the following definitions to guide the response for the Budget.

- Secured:** This funding source and amount of funding is guaranteed.
- Anticipated:** This funding source is reasonably expected to be available at the time of project implementation, but the project sponsor does not have the funds currently available. This status may apply for funding sources such as loans, bonds, or fees.
- Requested:** The project sponsor has submitted a request to a funding entity for the amount identified but has not received confirmation of funding. This category is appropriate for the DRI funding source or other grants.
- Undetermined:** This funding source has not been secured, and the project sponsor has not fully identified the funding sources and amounts.

Notes: Typical activities included in a construction budget include: architectural and design costs, permit and survey fees, site preparation costs, insurance / bond fees, construction costs, and contingencies. Please ensure that you have considered these costs, if applicable to your project.

DRI funds are structured as reimbursable grants. If DRI funds are awarded, the grant recipient may need to finance the total project cost using a bridge loan, owner equity, or another financing mechanism. In this situation, grant funds will be released once the project is completed per the contracted scope of work.

**If a proposed project has not yet developed cost estimates or identified sources of funding, please provide as much detail as possible at this stage.*

**A project may include the cost of acquisition in the project budget, but the acquisition must be covered by another funding source, as DRI funds cannot be used to acquire property.*

Activities	Cost	Funding source (DRI)	Status of Funds
Ex: Design Fee	\$X,000	DRI	Requested
Total DRI funding request	\$		
Total funds from other sources	\$		
Total project cost	\$		

10

Cost Estimate Description

Please describe how your costs were estimated. If your project requires an architect or contractor, you should work with them to establish a preliminary line item cost summary that will be vetted by the DRI Project Team.

For example, were the estimates provided by a third-party contractor or architect?

Please describe the status of non-DRI funds and the timeline for obtaining them.

For example, \$X will be provided by private equity. These funds are anticipated to be secured through a loan from XYZ bank by X date. Letters of commitment or other proof of funds may be attached as supplemental information.

11

Project Readiness and Timeframe for Implementation

Describe any work that is underway or has already been completed to advance the project, such as feasibility studies, market studies, preliminary site design, permits obtained, and/or funding or financing that has been secured.

Is there any environmental investigation or cleanup needed for the project to proceed? If yes, please explain.

If known, please list the permits or approvals your proposed project will require.

What challenges or issues, if any, would affect the implementation of your proposed project?

Fill out the proposed timeline for project implementation by milestone, as applicable.

Project Stage	Timeframe (in Months) and Responsible Party
Project Financing	
Sketch Plan / Preliminary Design	
Regulatory Approvals (Permitting and Approvals)	
Design, Engineering and Selection of Contractor	
Construction or Implementation	
Other	

12

Required Documents

Please include images of the existing project site or building (interior and/or exterior). The images provided must be of the space where project work is proposed. These can be submitted electronically or as a hard copy.

13

Additional Information

Inclusion of supporting documents helps to demonstrate that your project is ready to be implemented in the short term and feasible, and assists the DRI Project Team and LPC to vet your project. Please check the corresponding box to the supplemental information you are providing with this application.

This information can be submitted electronically or as a hard copy. Include the project title and project sponsor contact information on each page of supplemental information. **If you are submitting supplemental information that is confidential, please label it as such.**

Images/renderings of the proposed project

Construction cost estimates / quotes from contractors

Commitment letters from financial institutions

Documentation of commitment from other funding agencies

Memorandum of Understanding (MOUs) or Agreements

Business Plans / Market Studies / Pro-forma Analyses

List of Anticipated Permits / Approvals / Variances (please add copies of documents, if available)

Property Survey

Letter or support from the Property Owner (or current lease terms)

Other (please specify)

14

Decarbonization (only applicable to new construction, building additions, and substantial rehabilitation)

Projects involving new construction, building additions, or renovations equal to or greater than 5,000 square feet may be subject to decarbonization compliance. *More information on decarbonization criteria and requirements can be found in the DRI Guidebook.* Please answer the following questions to help determine whether or not your project will require decarbonization.

Project Square Footage (proposed project footprint):

Which types of improvements will be made in this project? Check all that apply.

Removal and/or replacement of 50% or more of the area of interior wall-covering material

Removal and/or replacement of 50% or more of the area of the exterior wall-covering material, including doors and windows

Replacement of equipment that makes up 50% or more of the total heating and cooling capacity serving the building

Replacement of equipment making up 50% or more of the total water heating equipment serving the building

Replacement of 50% or more of the interior and exterior lighting that is powered from the building

Unsure about if my project will meet any of the above items

Are interested in learning more about how to make your building more energy efficient and reduce long-term operating costs?

Yes

No

Learn more about decarbonization on one of our upcoming webinars!

June 25, 2025
2:00 PM

July 15, 2025
10:00 AM

Registration Link:

<https://meetny-gov.webex.com/webappng/sites/meetny-gov/webinar/webinarSeries/register/acb6cb929bc54899932f58308ec557af>

Certifications

I hereby certify that the information provided in this form is true and correct to the best of my knowledge. In order to be considered for DRI funding, I understand that additional information may be requested about the project and may involve meeting(s) with the DRI consultant. I agree to provide the requested information in a timely manner in order for the LPC, consultant team, and State team to consider my project for funding.

Project Sponsor Signature:

Date:

I understand that submission of this form does not constitute an application for or guarantee of funding from New York State, that the information provided herein will be reviewed and considered by the DRI Local Planning Committee for possible inclusion in the DRI Strategic Investment Plan. I further understand that inclusion in the DRI Strategic Investment Plan does not constitute a guarantee of funding from New York State, that all funding decisions will be made by New York State, and if funded I will comply with all State funding requirements.

Project Sponsor Signature:

Date:

Further, I hereby acknowledge that I have read the DRI project criteria and understand that any DRI funding provided for projects will be made available on a reimbursement basis only after expenses are incurred or in some cases, after a project has been successfully completed in its entirety. I also understand that DRI funding will be subject to all applicable New York State requirements, including, but not limited to Minority and Women Business Enterprise (MWBE) utilization, competitive procurement for goods and services, and project status reporting.

Project Sponsor Signature:

Date:

→ **To submit via email:**

Email your completed application and any supplemental materials to James DiPaolo at jdipaolo@urbanstrategies.com

→ **To submit a hard copy, mail or hand-deliver to:**

Attn: Shawna Bonshak, Assistant City Manager
City Hall, 2 North Main Street, Canandaigua NY 14424

Deadline for Submission:

July 11, 2025 at 5:00 PM