



CLAYTON LOCAL DEVELOPMENT CORPORATION Request for Proposals (RFP)

New York State 2020 Downtown Revitalization Initiative (DRI)
For the Community of Clayton

APPLICATION DEADLINE: JANUARY 10, 2020

The Clayton Local Development Corporation is exploring the possibility of submitting an application to New York State for the 2020 Downtown Revitalization Initiative (DRI) for the community of Clayton. The New York State Downtown Revitalization Initiative is a funding program that is transforming downtown neighborhoods into vibrant communities where New Yorkers want to live, work and raise families. Each year, the program invests \$10 million into ten downtown communities throughout the state. One community is selected from each of the state's ten regions.

The DRI application is required to describe potential transformative projects that will be shovel-ready in 2021 and can be completed in 3-5 years. A successful application will highlight a variety of transformational projects of all sizes that advance the community's vision for revitalization and regional needs while meeting the goals of the DRI.

The purpose of this Request for Proposals (RFP) is to provide the opportunity for all interested parties to propose projects that meet the goals of the DRI and advance the community's vision for downtown revitalization. The DRI Project Committee will review all project proposals and nominate projects to include in the DRI application. Projects will be reviewed based on the criteria in this RFP. A variety of projects will be selected from the RFP and combined with the public projects with the goal of demonstrating a broad range of possibilities and strategies for downtown revitalization. Eligible projects must be located in or have an impact on the proposed downtown area. If it is determined that there are enough qualified projects to submit a viable application, the Clayton LDC will partner with a local municipality for the application submission to New York State.

There is no guarantee that projects submitted in response to this RFP will be included in the final DRI application. Projects that are included in the DRI application are meant to demonstrate the potential impact that a large public investment could create in the Clayton downtown area. If selected for a DRI award, the community will be required to complete a Strategic Investment Plan with the assistance of a team of expert planners funded through the project. The Strategic Investment Plan will identify which projects will be funded.

Downtown Revitalization Initiative Goals:

Proposed projects should meet at least one of the following goals. The DRI Project Committee seeks to identify a combination of public and private projects to include in the application so that all goals are addressed. The application will showcase all aspects of revitalization including new and expanded businesses, façade renovations, redevelopment of vacant or underutilized parcels, streetscape improvements, housing, enhanced public spaces and more.

- Creation of an active downtown with a strong sense of place
- Attraction of new businesses that create a robust mix of shopping, dining, entertainment, recreation, and service options for residents and visitors
- Enhancement of public spaces for art and cultural events
- Attraction of a diverse population with residents and workers supported by diverse housing and employment opportunities
- Growing the local tax base and creating jobs

APPLICATION IS DUE NO LATER THAN JANUARY 10, 2020

Form Instructions: Please download this PDF to your computer, complete the fields below, and save the completed PDF.

Project Title: _____

Project Owner(s): _____

Contact Phone Number: _____

Contact Email Address: _____

1. PROJECT DESCRIPTION: Provide a description of the project and how the project advances the DRI criteria.

2. PROJECT LOCATION/ADDRESS: _____

Is this project located in downtown Clayton? See attached map of proposed downtown area.

_____ **YES** _____ **NO**

If no, explain how the project will have a clear positive impact in the downtown.

3. DESCRIBE THE CAPACITY OF THE PROJECT OWNERS TO IMPLEMENT AND SUSTAIN THE PROJECT:

4. ESTIMATED NUMBER OF NEW JOBS CREATED: _____

Describe the type of jobs that will be created:

5. PROJECT BUDGET:

Expected Total Project Cost	\$
Previous/Current Investments	\$
Expected Owner/Private Financing	\$
Anticipated Grant Funding Request	\$

Provide a summary explaining how the cost estimate was developed:

Describe Previous/Current Investment:

Does the project have any expression of interest or similar commitment from investors/developers?

☐ Yes ☐ No

If yes, please explain:

6: Demonstrate the feasibility of the project and characterize the potential impact of the project on the overall economic health of the downtown area and surrounding region. This can be economic benefits and/or enhanced quality of life for residents.

7. Project Status/Project Phases (Check all that are completed):

☐ Business Plan ☐ Feasibility Study ☐ Market Study/Analysis ☐ Preliminary Site Design
☐ Site Control ☐ Conceptual Design ☐ Architectural Design ☐ Survey ☐ Engineering
☐ Cost Estimate

8. Describe the general time frame for the project (Projects expected to be completed in the next 2-4 years. Costs prior to award are not eligible for reimbursement).

9. Does the project conform to the Goals & Objectives of the 2016 Joint Town and Village of Clayton Comprehensive Plan listed below? ☐ Yes ☐ NO

2016 Joint Town & Village Comprehensive Plan

Economic Development Goals:

1. Foster economic development that capitalizes on rural and urban character
2. Use a balanced approach to increase jobs and employment opportunities while fostering residential development to maintain a vibrant local economy while preserving neighborhoods.
3. Foster economic development to help retain the area's young adults by expanding employment opportunities.

Economic Development Objectives:

1. Build on community character to expand economic development opportunities.
2. Expand the tourism based economy in a sustainable way that balances growth and preserves the natural environment and quality of life for residents and visitors.
3. Support economic development that will expand the tourism season to shoulder seasons as well as year round opportunities for residents and visitors.
4. Consider marketing the Village, Hamlet, and Town as a residential destination to expand development opportunities.

If Yes, how?

10: Describe any characteristics of the project that are unique /creative/non-traditional:

11. Optional: As separate attachments from this application, please attach photos, site plans, conceptual designs and any other documents that have been completed that illustrate the project.

Optional Additional Comments:

Please Note: Applicants may be contacted for additional information.

All questions and comments will be submitted to the DRI Committee.

SUBMISSION INSTRUCTIONS:

Email or mail completed Project Proposal forms to:

Kristi Dippel

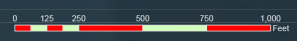
Clayton Local Development Corporation

913 Strawberry Lane

Clayton, NY 13624

cldc@townofclayton.com

VILLAGE OF CLAYTON PENINSULA



Legend

Roads

- State
- County
- Local
- Private
- Municipal Boundary



Proposed Downtown Target Area Outlined In Red