



CLAYTON LOCAL DEVELOPMENT CORPORATION

Request for Proposals (RFP)

New York State 2021 Downtown Revitalization Initiative (DRI)

APPLICATION DEADLINE: August 23, 2021

Please note: There is new information included in this RFP. We encourage you to please take the time to read this document and visit https://www.ny.gov/sites/default/files/2021-07/DRI_Five_Guidebook.pdf to learn more about the program.

Downtown Revitalization Initiation Summary

After a year long delay, due to the COVID pandemic, the Clayton Local Development Corporation is planning to submit an application to New York State for the 2021 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. This year, NYS is investing \$200 million into the program with the potential of two communities selected from each of the state's ten regions.

The DRI application is required to describe potential transformative projects that will use DRI funding within the next 2 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 of the DRI. A variety of projects will be selected from the RFP responses 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.

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. Projects included in the application must directly support the community's vision. If selected for a DRI award, the community will be required to form a Local Planning Committee made up of local stakeholders. That Committee will 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 ultimately be funded.

Downtown Revitalization Initiative 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. Proposed projects should meet at least one of the following goals.

2021 DRI Goals:

- Creation of an active, desirable 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, and that provide job opportunities for a variety of skills and salaries.
- Enhancement of public spaces for art and cultural events that serve existing members of the community but also draw in attendees from around the region
- Building a diverse population with residents and workers supported by complementary diverse housing and employment opportunities
- Growing the local tax base
- Providing amenities that support and enhance downtown living and quality of life
- Reducing 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.

APPLICATION IS DUE NO LATER THAN August 23, 2021

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 goals on page 2.

2. PROJECT LOCATION/ADDRESS: _____

Is this project located in the downtown area or close proximity to the downtown area of 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. DO THE PROJECT OWNERS HAVE THE CAPACITY TO IMPLEMENT AND SUSTAIN THE PROJECT?
(Capacity = funding, time and resources)

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

Details of capacity available:

4. ESTIMATED NUMBER OF NEW JOBS CREATED: _____

5. PROJECT BUDGET:

Important!

2021 DRI Funding Details*:

- DRI funding can be used to pay for up to 40% of total project costs for private projects.
- Funding may be increased to 50% of total project costs for private projects if the project owner(s) commits to meeting higher standards, including efficiency combined with full electrification or the vehicle charging equipment.
- Non-for-profit projects are strongly encouraged to leverage other funding.

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:

6. 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

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

8. 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 economic 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?

9. TRANSFORMATIVE: New York State awards put a large emphasis on awarding DRI funds to communities that show their DRI projects will be transformative. *Transformative is defined as causing a marked change in something.*

How is the proposed project transformative to the downtown area?

10. COMMUNITY VISION

Community of Clayton Vision:

Clayton will capitalize upon recent private and public investment to continue the transformation of its downtown corridor into a premiere community in which to live, do business and visit. The next phase of Clayton's future will be shaped by DRI funding to:

- Capitalize on the community's unique location on the shores of the St. Lawrence River and along the international border with Canada;
- Continue to elevate Clayton as the premiere destination in the Thousand Islands region;
- Preserve and maximize the potential of historically significant buildings that are the cornerstones of the downtown area while maintaining the historic character of the community;
- Promote the quality of life, unique attributes, natural resources and plethora of recreational activities to attract families to live in the community;
- Catalyze growth and sustainability of entrepreneurial businesses to develop a year-round, sustainable economy.
- Further expand the arts and culture in the community to enhance the quality of life and what the community has to offer to both residents and visitors.

Does the project support and contribute to the community's vision? If so, how?

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

12. 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

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Clayton, NY 13624

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