

# New York Main Street Program (NYMS)



## THE NEW YORK MAIN STREET PROGRAM (NYMS) INVESTS IN PROJECTS TO PROMOTE ECONOMIC DEVELOPMENT AND HOUSING OPPORTUNITIES IN DOWNTOWN, MIXED-USE COMMERCIAL DISTRICTS.

The revitalization of downtowns can provide our communities with the benefits such as the preservation of historic building aesthetics, business creation & retention, and the establishment of quality housing options. The NYMS program provides financial resources and technical assistance to induce reinvestment in chronically vacant or underutilized downtown buildings.

### ELIGIBLE ACTIVITIES

- ▶ **Building Renovation:** Matching grants available for the renovation of mixed-use buildings. Renovations to façades, storefronts and commercial interiors, and residential units are all eligible activities. NYMS funds may reimburse up to 75% of total project cost (TPC).  
Minimum Funding Request: \$50,000  
Maximum Funding Request: \$500,000
- ▶ **Downtown Anchor:** Matching grants available to renovate standalone, single site, "shovel-ready" projects. Downtown Anchor projects should establish or expand cultural, residential, or business anchors that are integral to downtown revitalization. NYMS funds may reimburse up to 75% of TPC.  
Minimum Funding Request: \$100,000  
Maximum Funding Request: \$500,000
- ▶ **Downtown Stabilization Project:** Grants available to support a environmental remediation projects that identify or mitigate risks associated with hazardous materials. NYMS funds may reimburse up to 75% of TPC.  
Minimum Funding Request: \$100,000  
Maximum Funding Request: \$500,000
- ▶ **Technical Assistance:** Grants available to support a community's capacity or readiness to administer a future NYMS building renovation program. Feasibility analysis, design guidelines, and economic development planning are all eligible for technical assistance funding. NYMS funds may reimburse up to 95% of TPC.  
Maximum Funding Request: \$20,000

### QUICK FACTS

**\$6,200,000**  
FUNDING AVAILABLE

**Friday, January 15th, 2021**  
APPLICATION DEADLINE

**Municipalities, nonprofit organizations**  
ELIGIBLE APPLICANTS

### STREETSCAPE ENHANCEMENTS

Technical Assistance projects and Building Renovation projects are eligible for streetscape enhancements of up to \$15,000. Applicants may request a higher amount for streetscape enhancements, up to \$60,000, if the additional funds directly alleviate COVID related impacts.

### COVID 19: EXPANSION OF ELIGIBLE ACTIVITIES

In conjunction with standard NYMS eligible activities, applicants may also request additional funding to alleviate the impact of the COVID-19 pandemic. Additional funds will be awarded on a per project basis and expanded activities must be ancillary to a NYMS building renovation project or downtown anchor project.



## ELIGIBLE TARGET AREA

All projects funded through the NYMS Program must be located in an 'eligible target area,' in a downtown mixed-use commercial district. Three (3) conditions must be satisfied to be considered an eligible target area:

1. The area has experienced sustained physical deterioration, decay, neglect, or disinvestment.
2. The area has a number of substandard buildings or vacant residential or commercial units.
3. More than 50% of the area's residents are persons whose incomes do not exceed 90% of the area median income for the county or MSA in which the project is located.



## FUNDING PRIORITIES

Each application will be reviewed and scored on a 100 point scale. The NYMS program has indicated several funding priorities including "shovel-ready" projects, mixed-use developments, ancillary benefits to contiguous buildings, and demonstrated local support. The selection criteria will be scored as followed:

## PROJECT SCORING CRITERIA

Implementation Capacity and Readiness	<b>50 pts.</b>
Leveraging & Financing Plan	<b>20 pts.</b>
Need	<b>15 pts.</b>
Impact	<b>15 pts.</b>
<b>TOTAL</b>	<b>100 pts.</b>

## HOW WE CAN HELP

On behalf of the Genesee/Finger Lakes Regional Planning Council, MRB Group is ready and available to advise communities on the NYMS grant application process. If interested, please reach out to Connor Hartnett of MRB Group with any questions you may have.

QUESTIONS? CONTACT MRB GROUP

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**MRB** | *group*