



OPEN CALL FOR PROJECT PROPOSALS

TO THE CITY OF HORNELL DOWNTOWN REVITALIZATION INITIATIVE

The City of Hornell Downtown Revitalization Initiative (DRI) is a comprehensive approach to boost the local economy and transform Hornell's downtown into a vibrant destination, where the next generation of New Yorkers will want to live, work, and raise a family.

This ten-million dollar (\$10,000,000) financial incentive program is funded by the State of New York and is guided by a Local Planning Committee (LPC). The LPC is comprised of local stakeholders from a variety of relevant backgrounds, industries, and sectors and is responsible for overseeing the development of Hornell's DRI Strategic Investment Plan. The purpose of the Strategic Investment Plan is to identify, describe, and recommend transformative projects that will utilize DRI funding to facilitate implementation.

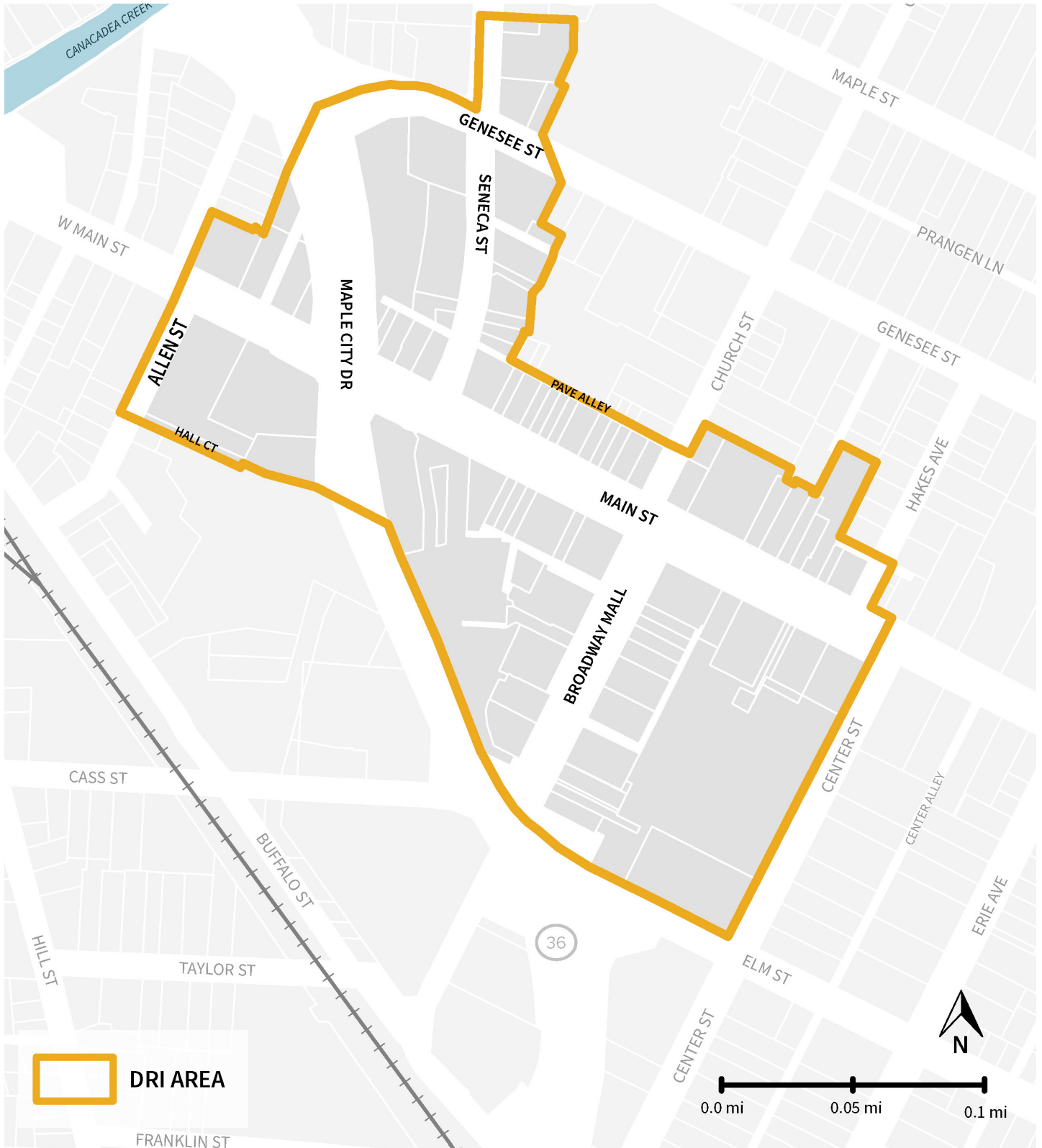
The LPC is seeking project proposals for possible inclusion in the Strategic Investment Plan.* The submission of project proposals is open to the public, and proposals will be considered from both private sector parties and not-for-profit organizations. Projects will be selected based on the criteria defined within this document. Project proposals must be submitted through this solicitation in order to be considered for DRI funding. This is one means by which the LPC will identify potential projects.

*Please note that the inclusion of a project in the Strategic Investment Plan does not guarantee funding through the Hornell DRI Program. New York State reserves the sole right to determine which projects from the Strategic Investment Plan shall receive DRI funding.

DEADLINE FOR PROJECT PROPOSAL SUBMISSIONS: January 6th by 12 PM.

SECTION 1 | ELIGIBLE PROJECT AREA

Proposed projects **must be located** within the proposed Hornell DRI boundary outlined in yellow (see map below) to be eligible for this solicitation. If a project is located in close proximity just outside of the proposed boundary, a justification statement explaining why the LPC should consider a minor boundary change must be provided as noted in Section 5, Submission Format and Required Information.



SECTION 2 | PROJECT ELIGIBILITY

Projects included in the Strategic Investment Plan must be capital projects that can be implemented within a 3 year period and have the potential to transform the physical environment of downtown Hornell in ways that will benefit current and future residents and visitors.

1. ELIGIBLE PROJECTS

The following project types are eligible through this solicitation:

New Development, Redevelopment, and/or Rehabilitation of Existing Buildings:

Projects involving the development, redevelopment, or rehabilitation of real property for mixed-use, commercial, residential, or entertainment.

Site Improvements:

Projects involving the renovation of existing or creation of new outdoor spaces on private property.

Branding and Marketing:

Projects that improve downtown wayfinding and legibility and foster a sense of place for residents, investors, developers, tourists, and/or visitors. Eligible activities for this project type include on-time expenses, such as the development of materials and signage or purchase of equipment. Ongoing operational costs, such as funding a downtown manager or maintaining website, are not eligible.

2. INELIGIBLE ACTIVITIES FOR DRI

Projects proposing the following activities must identify an alternative funding source for the listed activities, as these are NOT eligible for DRI funding.

- Planning Activities
- Operations and Maintenance
- Pre-Award Costs (money spent prior to official DRI funding award anticipated in Summer 2020)
- Property Acquisition
- Training and Other Program Expenses
- Expenses Related to Existing Programs

SECTION 3 | EVALUATION CRITERIA

Every project proposal will be evaluated by the LPC based on how well it meets the following criteria:

1. ALIGNMENT WITH THE GOALS OF THE DRI

The project is aligned with and advances local and state DRI goals.

Hornell DRI Goals:

- Strengthen existing local and regional assets
- Create long-term value to support future generations
- Provide an inclusive and sustainable downtown experience for residents, workers, students and visitors
- Enhance the City streetscapes + public spaces
- Establish workforce and education training opportunities

State DRI Goals:

- Create an active, desirable downtown with a strong sense of place
- Attract new businesses, high-paying jobs, and skilled workers
- Enhance public spaces for arts and cultural events
- Build a diverse population with residents and workers supported by different housing and employment opportunities

2. CATALYTIC POTENTIAL

The project should have a significant positive impact on the City of Hornell by attracting other public and private investment and creating momentum for downtown revitalization.

3. PROJECT READINESS

The project has a realistic timeline and is poised to proceed with implementation in the near-term. Any challenges related to site control, environmental constraints, or regulatory issues are clearly defined and feasible solutions are proposed.

4. CO-BENEFITS

The project will generate benefits not only for the project sponsor, but also for Hornell's community. Specifically, the project will generate additional economic activity, grow the local property tax base, and improve the quality of life in the downtown.

5. COST EFFECTIVENESS AND FEASIBILITY

The project represents an effective and efficient investment of public DRI funds by leveraging additional sources of public and/or private funding and generating broad benefits for the community. The estimated cost of the project is feasible and realistic. The applicant must be current on local taxes in order to be eligible for funding consideration.

6. CAPACITY TO IMPLEMENT AND SUSTAIN THE PROJECT

The project sponsor clearly demonstrates the capacity and expertise to implement and sustain the project in the long-term through strategic partnerships and past experience.

SECTION 4 | SUBMISSION INSTRUCTIONS

This section describes the submission procedures, deadlines, and required information for all responses to this solicitation. Project proposals that do not meet these requirements will not be considered.

SUBMISSION DEADLINE

All submissions are due no later than 12:00 PM on January 6th, 2019.

SUBMISSION PROCEDURES

Project proposals may be submitted either electronically or as a hard copy. Applicants can access the project submission form as a fillable PDF at the following link:

www.HornellDRI.com

Electronic Submissions:

Please submit electronic copies of the project proposal using the PDF of the project submission form and all supplemental information via email to:

Kimberly Baptiste, AICP
Bergmann
kbaptiste@bergmannpc.com

Hard Copy Submissions:

Please mail or hand deliver hard copies of the project proposal using the fillable PDF of the project solicitation form or the template provided in Section 5 of this document and all supplemental information to:

ATTN: Heather Reynolds
City of Hornell Planning Office
City Hall
82 Main Street
Hornell, NY 14843

QUESTIONS

Questions regarding this call for proposals may be submitted in writing to:

Kimberly Baptiste, AICP
Bergmann
kbaptiste@bergmannpc.com

SECTION 5 | SUBMISSION FORMAT AND REQUIRED INFORMATION

Please use the following template to submit your project proposal, and please address each topic thoroughly and completely. The LPC will use this information as they consider projects to be included in the DRI Strategic Investment Plan.

1. PROJECT SPONSOR

Provide the contact information for the Applicant including:

- Name
- Address
- Phone
- Email

2. PROJECT LOCATION

Please indicate the address of the proposed project. If the project is outside of Hornell's proposed DRI boundary, please provide a brief description of how the project relates to the downtown and supports the stated goals of the DRI.

3. PROJECT TYPE

Using the following categories, please indicate your project type:

1. New Development, Redevelopment, and/or Rehabilitation of Existing Buildings
2. Site Improvements
3. Branding and Marketing

4. PROJECT TITLE AND DESCRIPTION

Please provide a description of the proposed project's scope of work. Project descriptions should include the following information:

- Describe the project site's existing conditions
- Indicate the size of the proposed project (e.g., square footage, number of floors, acreage)
- Describe how the project will positively impact downtown Hornell
- Describe the future use of the property

5. PROPERTY OWNERSHIP

Are you the owner of the property? If not, identify the owner of the property on which the proposed project would be implemented. The property owner must have the legal authority to execute contracts with the State and oversee the project.

If property acquisition is a component of the proposed project, describe the need for acquiring land. Property acquisition costs are not eligible for DRI funds, but may be part of the total project cost.

6. RESPONSIBLE PARTIES

Identify who will be responsible for the long-term implementation of the proposed project. Clearly address the capacity of the responsible party(ies) to implement and sustain the project.

7. PRELIMINARY FUNDING ESTIMATE*

State the total estimated project cost and the estimated amount of DRI funds requested. In general, DRI funding may range from 60% to 20% of total project cost, depending on specific details of each project. Clear documentation of need for DRI funds, leveraging of additional funds, and impact of the project on downtown will be among the criteria used by the LPC to evaluate projects. Applicants should request only the outstanding funding needed to implement the proposed project. Please provide a breakdown of total projects costs, including sources of potential funding, following the format below:

ACTION	COST	FUNDING SOURCE
Action #1 (e.g., facade improvements)		Funding Source Examples: DRI grant, private funds, public funds, loan
Action #2 (e.g., interior renovations)		
TOTAL DRI FUNDING REQUEST		\$ XXXXXX
TOTAL FUNDS FROM OTHER SOURCES		\$ XXXXXX
TOTAL PROJECT COST		\$ XXXXXX

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.

8. TIMEFRAME FOR IMPLEMENTATION AND PROJECT READINESS

Provide a general timeline for implementation of the project. (e.g.; When is it ready to begin? How long is it anticipated to take to complete?)

Describe any work that 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. Append any studies, preliminary designs, legal agreements, permits, documentation of site control, and/or documentation of funding secured as supplemental materials.

Describe any known challenges, such as regulatory issues and environmental constraints, and explain how these challenges will be addressed in a timely manner.

9. ANTICIPATED REVITALIZATION BENEFITS

Describe benefits associated with the proposed project. Benefits may be both direct and quantitative (e.g., number of full time jobs created, number of housing units created) and qualitative (e.g., beautification, quality of life improvements).

10. SUPPLEMENTAL INFORMATION

If available, provide the following information as attachments to this submission:

- Images of the existing project site
- Images/renderings of the proposed project