

Downtown Revitalization Initiative (DRI)

Catskill DRI Open Call for Projects Informational Webinar

July 10, 2025

NYS Department of State | Office of Planning, Development & Community Infrastructure



NEW YORK
STATE OF
OPPORTUNITY.

**Department
of State**

**Downtown
Revitalization
Initiative**

Agenda

1:30-1:40pm – Welcome, DRI Overview

1:40-1:50pm – Open Call for Projects Overview

1:50-2:00pm – How to Submit a Proposal

2:00-2:30pm – Q&A



4 Takeaways from Today's Webinar

1. **Catskill received a \$10M award to help fund capital projects that improve quality of life or economic opportunity.** Eligible project types include public improvements, building development or rehab, downtown branding and marketing, and a small project fund to support a range of smaller local capital projects.
2. **Successful project sponsors will have** clear site control, the ability to fund ongoing operations and maintenance, a committed funding plan, the ability to collaborate with project partners, and a clear and compelling articulation of public benefit.
3. **Project sponsors must be able to fund all project costs in advance of reimbursement by the State.** For private projects and small project funds, DRI can cover up to a maximum of 75% of project costs.

4. **An Intent to Submit Form is due by July 25, and a complete proposal by August 18.**

To submit a proposal, visit www.catskilldri.com and follow the steps on the “Open Call” page.

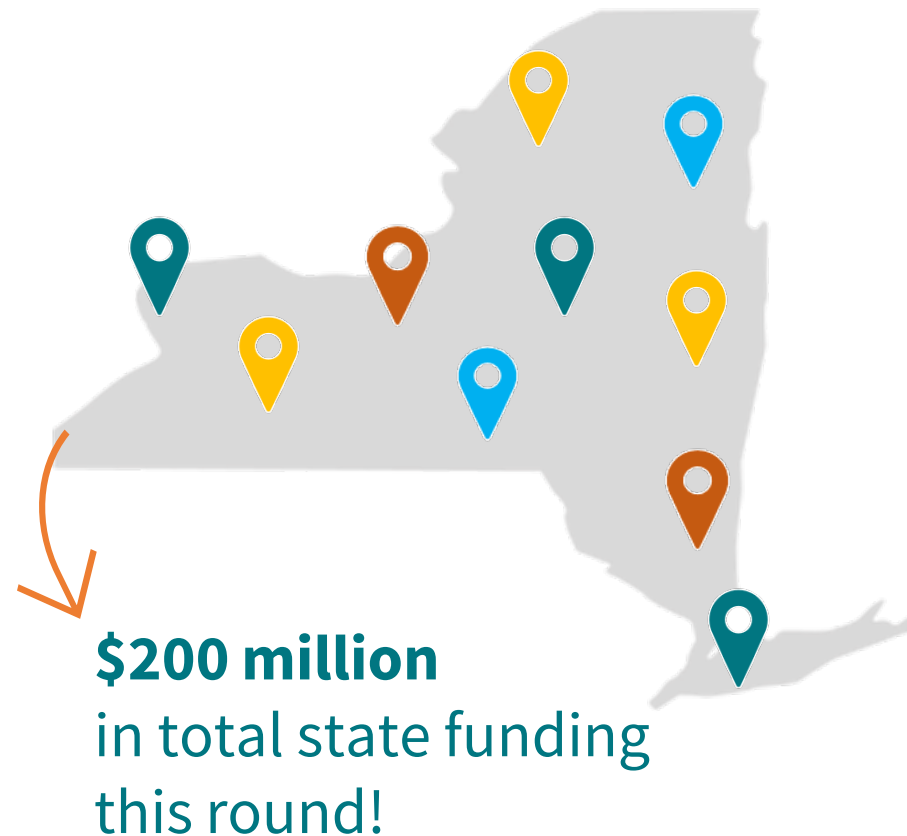
Proposals require details including project description, property ownership, sponsor's capacity to implement, and preliminary estimates of costs and timeline



DRI Program Overview

What is the Downtown Revitalization Initiative?

- Downtown Revitalization Initiative (DRI) communities are selected each year across the state.
- DRI communities receive **\$10 million** to produce projects that offer a high quality of life and are magnets for redevelopment, business, job creation, and economic and housing diversity.
- **Anybody can submit a project idea for funding consideration** as long as it satisfies the DRI goals.
- A Local Planning Committee (LPC) of local stakeholder is formed to steer the process.



DRI Goals



**Enhance downtown living
and quality of life**



**Provide enhanced public
spaces that serve those of
all ages and abilities**



**Create an
active downtown with
a mix of uses**



**Create diverse
housing options for
all income levels**



**Provide diverse
employment opportunities
for a variety of skill sets
and salary levels**



**Encourage the reduction
of greenhouse gas
emissions**



**Grow the local property
tax base**



Local Planning Committee

LPC Co-chairs

Natasha Law (Village of Catskill)

Joseph Wildermuth (REDC)

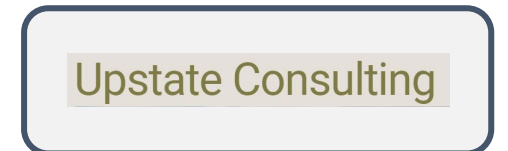
Members

- Gilbert Bagnell, Catskill Public Library
- Thomas Boomhower, Upstate Capital Association of New York
- Bertram Downes, MHA
- Rachel Puckett Fischer, MH Fiber
- Jared Giordano, RC Lacy
- Jennifer Griem, Thomas Cole House
- Henry Haye, Resident
- Kai Hillman, MHA
- Elliott Matos, HCHC
- Junait Shah, Coxackie Athens School District
- Liam Singer, Business Owner
- Nicholas Weist, Shandaken Projects
- Stella Yoon, CREATE Council on the Arts

New York State Team



Consultant Team



Study Area and Boundary Description

All DRI funded projects must fall within the boundaries created by the Local Planning Committee

The Catskill DRI Area

- **Boundary Area:** Centered on the central business district and Catskill Creek
- **Strategic Location:** The heart of Catskill's walkable commercial core and underutilized waterfront
- **Key Amenities:** Catskill Creek, Black Bridge, Catskill Farmers Market, Catskill Public Library
- **Revitalization Focus:** Boost tourism, commercial investment, and housing opportunities for residents



DRI Program from Start to Finish



APPLICATION + SELECTION **September 2024 – March 2025**

- Communities prepared and submitted applications to REDCs
- REDCs nominated communities
- State announced winners



PLANNING **April – December 2025**

- **Local Planning Committees are established**
- **Community vision and goals are refined**
- **Projects are identified + developed**
- **LPC recommends projects to State**
- **Participate in the preparation of the Strategic Investment Plan**



IMPLEMENTATION **2026 - 2031**

- Final Strategic Investment Plan is submitted to the State
- Projects are selected and awarded

WE ARE HERE!



Planning Process



Visioning

Refine the community's future vision, establish priorities and gather input



Opportunities + Challenges

Understand the community's unique characteristics and key opportunities



Project Development + Evaluation

Identify, develop, and evaluate potential projects



Project Recommendations

Recommend projects that align with the community's goals

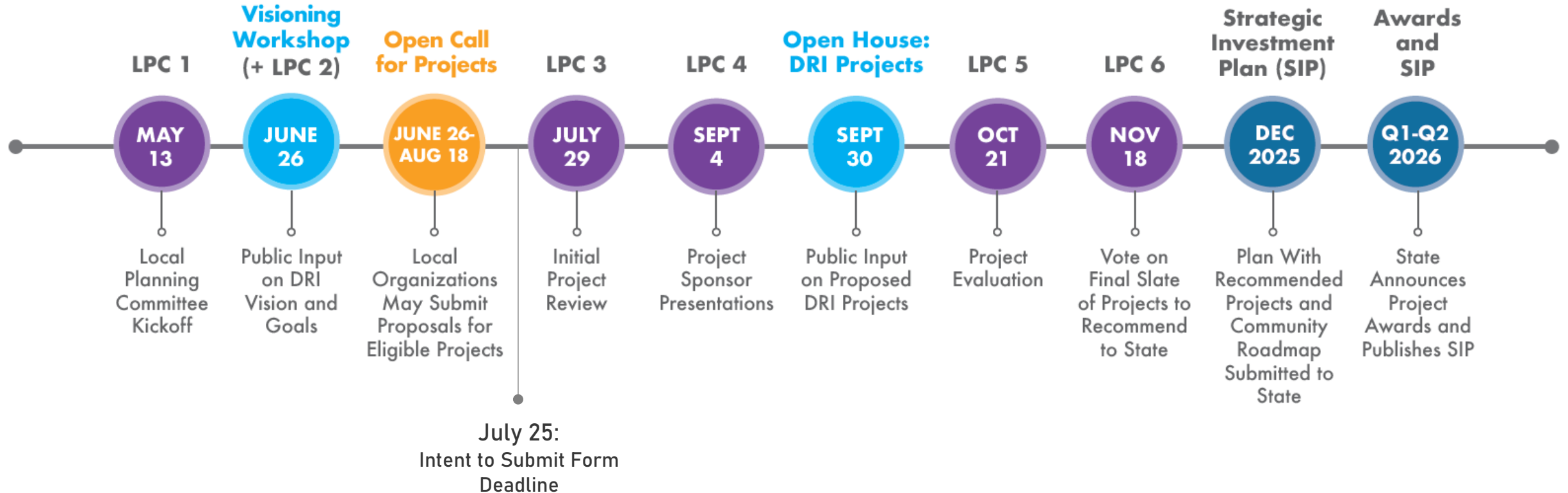
WE ARE HERE!



**Downtown
Revitalization
Initiative**

High Level Timeline

Catskill DRI 2025 Milestones



What makes a successful DRI project?

1. Well-defined project scope
2. Sponsor with site control
3. Sponsor with demonstrated capacity to implement the project
4. Evidence of strong public support for the project
5. Clear demonstration of community benefits
6. Clear demonstration of economic benefits for the DRI area, beyond the single project or sponsor (DRI Area)
7. Evidence of market demand for the project (market studies, economic assessments)
8. Documentation of ability to financially maintain the project after completion (e.g., pro forma)

What makes a successful DRI?

1. Strong, transformative slate of projects that are all financially viable, ready for implementation, and are greeted with excitement by the community
2. Slate of projects that totals between \$12 and \$14 Million
3. Slate of projects such that the loss of 1-2 projects will not gravely affect the DRI revitalization outcome
4. Project slate that includes public, private, and non-profit projects.
5. Demonstration of ongoing community involvement and community benefit

Open Call for Projects

Open Call for Projects

- The Open Call for Projects provides an opportunity for community members, property owners, and business owners to submit projects for consideration
- **The Open Call submission period will be open to the public through August 18th**
- Sponsors must complete a submission form with required information, available at www.catskilldri.com, or the QR Code to the right.

We are looking for projects that are ready to be implemented in the near-term, are transformational, and are feasible!



Link to the Catskill DRI website and project submission form

Eligible Project Types



Public Improvement Projects

Streetscape and transportation improvements, recreational trails, new and upgraded parks, plazas, public art, green infrastructure, and other public realm projects.



New Development and/or Rehabilitation of Existing Downtown Buildings

Development and redevelopment of real property for mixed-use, commercial, residential, not for profit, or public uses. Development / redevelopment should result in employment opportunities, housing choices or other community services.



Small Project Grant Fund

A locally managed matching small project fund (up to \$600,000) for small downtown projects, such as façade improvements, building renovations, business assistance, or public art.



Branding and Marketing

Downtown branding and marketing projects that target residents, tourists, investors, developers and visitors.

Ineligible Project Types/Activities

- **Planning Activities.** All DRI funds must be used to implement projects.
- **Operations and Maintenance.** 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.** DRI funds cannot be used for property acquisition.
- **Training and Other Program Expenses.** DRI funds cannot be used to cover continuous costs, such as training costs and expenses related to existing programs.
- **Expenses related to Existing Programs.** DRI funds cannot supplement existing programs or replace existing resources.

Project Match Requirements

- **Projects with public or nonprofit sponsors.** The LPC may decide on a match minimum for public and nonprofit projects.
- **Projects with private sponsors.** There must be a **minimum 25% match** by project sponsors for private projects. The LPC can decide on a higher minimum match.
- **Small project fund sponsors.** There must be a **minimum 25% match** by project sponsors for small project fund projects. The program administrator or LPC can decide on a higher minimum match.

Project Funding Requirements

- In addition to the 25% minimum match requirement for private and small project sponsors, **projects with a mix of funding streams are viewed more favorably** by the state.
- **Sponsors must be able to execute the project in advance of reimbursement** by the State.
- **Many DRI project sponsors have been able to partner with local banks** for a temporary bridge loan or line of credit.

Small Project Fund Criteria

Guidance:

- Requires a project sponsor with **capacity** to administer all aspects of the fund and be accountable to NYS HCR. This is typically the municipality or an LDC.
- Project sponsor must complete a **full project proposal**.
- LPC may recommend a small project fund **up to \$600,000** in final slate of projects
- **Small Project Interest forms** indicate **community interest** and the ultimate **viability** of a small project fund

Eligible Activities (examples):

- Interior and exterior **building renovations** for commercial and mixed-use spaces,
- **Soft costs** - architecture, engineering, and environmental review services as related to the improvements
- **Public art**

Ineligible activities:

- Property acquisition
- Deferred maintenance or general repairs
- Working capital
- Single site landscaping
- Improvements to municipally owned or operated buildings
- Participant, participant's family, or participant's staff labor

Small Project Match:

- **Minimum match of 25%** of the total project cost on a per project basis.
- **Match** requirements must be realized on a **building-by-building basis** and are calculated using the total project cost
- In-kind or volunteer services **not eligible** as match.



Decarbonization

- **DRI projects that substantially alter buildings must comply with New York State's decarbonization policy to mitigate greenhouse gas emissions.**
 - *New construction projects $\geq 5,000$ square feet, building addition projects $\geq 5,000$ square feet, substantial renovation projects $\geq 5,000$ square feet that significantly alter the building or its services*
- Consultants will schedule Decarbonization Community Planning Meetings with all project sponsors after the Open Call is closed to allow for project sponsors to incorporate requirements into scope and budget.
- Sponsors can reach out to Rachel Truttman from NORESO (Rachel.truttmann@noresco.com) with decarbonization questions at any time.
- Community Decarbonization Toolkit is available at <https://www.ny.gov/downtown-revitalization-initiative/decarbonization>

How are projects identified?

①

Projects included in the community DRI application

②

Projects solicited through the Open Call for Projects

The LPC will evaluate all projects based on the DRI Program criteria and community goals. Not all solicited projects will be included in the final Strategic Investment Plan.

How are projects evaluated?

Eligibility

- **Eligible Project Type.** Projects must match one of the four eligible project types:
 - **Public Improvement Projects**
 - **New Development and/or Rehabilitation of Existing Downtown Buildings**
 - **Small Project Grant Fund**
 - **Branding and Marketing**
- **Eligible Expenses.** Projects must only fund eligible expenses and not temporary events or ongoing operating costs.

Feasibility

- **Project Readiness.** Projects should be well-developed and ready to proceed as soon as possible upon the award of funding, with other funding sources already secured.
- **Sponsor Capacity.** Sponsor must demonstrate the capacity to execute the project, including having or obtaining site control, securing all required permits, and completing the project on a reimbursement basis.

Impact

- **Alignment with Local and State Goals.** Projects must advance the goals established by the LPC and the State for the DRI community.
- **Catalytic Effect.** Projects must have a significant positive impact on the revitalization of downtown.
- **Cost Effectiveness.** Projects must represent an effective and efficient use of public resources.
- **Co-Benefits.** Projects must result in benefits to the community, beyond just the project developer, such as: additional economic activity and improved quality of life.

How to Submit a Project

There are two project submission pathways:

A Full Project Proposals (for projects >\$75,000)

- Private, non-profit, and public entities are eligible to submit proposals
- Projects should be well-defined and ready to be implemented in the short term (break ground within 2 years of award)
- Proposals require details including project description, property ownership, sponsor's capacity to implement, and preliminary estimates of costs and timeline
- Consultant Team will help assess eligibility and feasibility and refine projects

B Small Project Interest Forms (For projects <\$75,000)

- Brief form to demonstrate whether there is sufficient interest to justify the LPC considering a small project fund among the recommended projects

Deadline: August 18 – early submissions encouraged!

How to Submit Your Project

- Download the [DRI Project Form](#)
- 1 Review the Eligibility Criteria
- 2 Review the Project Requirements
- 3 Review the Evaluation Criteria
- 4 Fill out the Intent to Submit a Proposal Form online at www.CatskillDRI.com
- 5 Fill out the DRI Project Form (or Small Project Interest Form if <\$75,000)
- 6 Submit your Completed Proposal to catskilldri@gmail.com
- Present Your Proposal to the LPC on September 4th

Deadlines

Intent to Submit: July 25th, 2025 @11:59PM
Project Proposal: August 18th, 2025 @11:59PM

Proposals will be reviewed on a rolling basis;
sponsors are encouraged to submit as soon as possible.

The Local Planning Committee may, at its own discretion, consider projects identified outside the open call process.

Step 1: Review the Eligibility Criteria

ELIGIBLE PROJECT TYPES

Public Improvement Projects

Investments in transportation, streetscapes, open space, recreation, wayfinding signage, parks, green infrastructures, public art, and other public realm projects.

New Development and/or Rehabilitation of Existing Building

Development or rehab of properties or individual spaces for mixed-use, commercial, not-for-profit, or public uses that provide jobs, housing, or services for the community.

Small Project Fund

A locally managed matching fund for small projects such as façade enhancements, renovations to commercial or mixed-use buildings, business equipment, or public art. Funds are capped at \$600,000.

Branding and Marketing

One-time expenses for downtown branding and marketing projects that target residents, investors, developers, and/or visitors (e.g., for materials or signage).

INELIGIBLE TYPES

Planning Activities

Operations/maintenance

Pre-award costs

Property acquisition

Training and other program expenses

Expenses related to existing programs

Step 2: Review the Project Requirements

PROJECT REQUIREMENTS

Project Location

Projects must be located within the Catskill DRI boundary. If your project is located outside the boundary, provide a brief description of how the project relates to the downtown and supports the stated goals of the DRI.

Project Timing

Projects must be able to break ground within three years or sooner of receiving funding.

Project Funding

Projects should have financing commitments largely secured or be able to demonstrate a clear path to securing sufficient financing. Projects that leverage other sources of funds will be more competitive for DRI funding. Sponsors must be able to fund the projects in advance of reimbursement by the State.

Project Match

Private project sponsors and recipients of the Small Project Fund must match at least 25% of the total project cost.

Project Size and Scale

Projects must be large enough to be truly transformative for the downtown area.

Project Sponsors

Every project must have an identified project sponsor with the capacity and legal authority to undertake the proposed project.

Building Decarbonization

All projects that meet the criteria for new construction, substantial renovation, or a building addition shall include decarbonization techniques.



Step 3: Review the Evaluation Criteria

Project proposals will be evaluated based on their eligibility, feasibility, and impact.

Eligibility

- **Eligible Project Type.** Projects must match one of the four eligible project types:
 - **Public Improvement Projects**
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 - **Branding and Marketing**
- **Eligible Expenses.** Projects must only fund eligible expenses and not temporary events or ongoing operating costs.

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- **Project Readiness.** Projects should be well-developed and ready to proceed as soon as possible upon the award of funding, with other funding sources already secured.
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Step 3: Review the Evaluation Criteria

Project proposals will also be evaluated based on their alignment with Catskill's DRI Vision Statement and Goals:

Catskill DRI Vision Statement

Catskill will continue to grow into a more dynamic place to live, work, and visit, while retaining its small-town character and remaining open and affordable to people of all income levels and backgrounds.

Step 3: Review the Evaluation Criteria

Project proposals will also be evaluated based on their alignment with Catskill's DRI Vision Statement and Goals:

Catskill DRI Goals

1

Draw more residents and visitors to Catskill Creek and Main Street with new activities and destinations.

2

Expand and improve accessible community spaces that serve Catskill youth, families, and seniors.

3

Address the local affordability crisis by building new homes at a range of price points, including affordable and workforce housing, and improving existing homes.

4

Beautify public spaces, improve wayfinding, and make it easier for residents and visitors to get around Catskill.

Step 3: Review the Evaluation Criteria

In addition to their alignment with eligibility rules, feasibility, impact, and local priorities, projects will be evaluated based on their alignment with New York State's DRI Goals.

New York State's DRI Goals:

- Create an **active downtown** with a strong sense of place
- Attract **new businesses** that create a robust mixed-use community and support new jobs
- Enhance **public spaces** for arts and cultural events
- 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 **climate resiliency**

Step 4: Fill Out the Intent to Submit a Proposal Form

Available at
www.catskilldri.com

Questions include:

- Project Name
- Project Type
- Project Location
- Brief Project Description

Submit your Intent to the Submit Form
no later than

July 25th at 11:59PM ET.



Intent to Submit a Proposal Form

If your project meets the Downtown Revitalization Initiative eligibility criteria and you plan to submit a proposal for a project to receive Downtown Revitalization Initiative funding, please complete this intent form to start the process.

Then before August 18th, fill out and return via email the formal application, "Downtown Revitalization Initiative Project Form," found at <https://www.catskilldri.com/opencall>.

If you intend to submit multiple proposed projects, please submit a separate form for each project.

Step 5: Fill Out the Project Proposal Submission Form (>\$75,000) OR Small Project Interest Form (<\$75,000)

Village of Catskill

Downtown Revitalization Initiative Project Form

The Village of Catskill has been awarded funds through the New York State Downtown Revitalization Initiative (DRI) program 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 the Village of Catskill'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:

August 18, 11:59 pm

Both forms are available at
www.CatskillDRI.com



Step 6: Submit Your Completed Proposal

Submit your completed proposal and any supplemental materials no later than

August 18th at 11:59PM ET.

To submit:

Email your completed proposal and any supplemental materials to catskilldri@gmail.com with “PROJECT PROPOSAL” in the subject line.

After Submission

Project sponsors will be asked to briefly present their projects to the Local Planning Committee on

Thursday, September 4th, 5-7:30PM

Following presentations, the LPC and Consultant Team will work with project sponsors to review eligibility, feasibility, and prepare project proposals for inclusion in the final Strategic Investment Plan.

Projects vs. Ideas

Project

A project must meet **all of the DRI project eligibility criteria and project requirements**. Importantly, it must have a sponsor with the organizational and financial capacity, and legal authority, to fully execute the project.

Idea

If you have an idea that does not meet all of the criteria and requirements, we still want to hear it! **Please email your ideas to catskilldri@gmail.com with “PROJECT IDEA”** in the subject line.

4 Takeaways from Today's Webinar

1. **Catskill will receive \$10M for capital projects that improve quality of life or economic opportunity.** Eligible project types include public improvements, building development or rehab, downtown branding and marketing, and a small project fund to support a range of smaller local capital projects.
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