

# Downtown Revitalization Initiative (DRI)

# Catskill DRI Public Visioning Workshop

**June 26, 2025**

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



**NEW YORK**  
STATE OF  
OPPORTUNITY.

**Department  
of State**

**Downtown  
Revitalization  
Initiative**



# Agenda

1. 7:00-7:45 – Welcome, DRI Overview, Q&A
2. 7:45-8:15 - Activity #1: Wall Prompts
3. 8:15-8:25 – Transition
4. 8:25-8:55 - Activity #2: Small Group Discussions
5. 8:55-9:00 – Next Steps



# **Welcome + Introductions**



# Meeting Goals

*The objectives of today's meeting are:*

1. To inform the public about the **Downtown Revitalization Initiative (DRI) process** and timeline.
2. To learn about community members' **goals and aspirations for Catskill** as well as **common challenges**.





# **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)

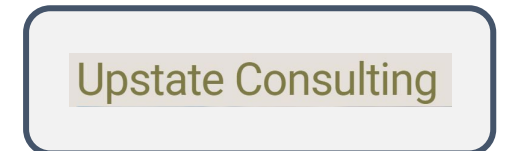
## Members

- Gilbert Bagnell, Catskill Public Library
- Thomas Boomhower, Greene County Economic Development
- 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





# DRI Boundaries

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



# What are the 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.



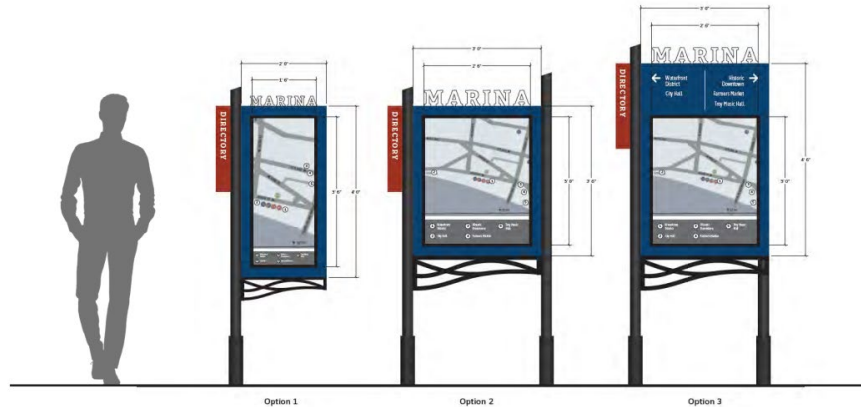
# Ineligible Project Types/Activities

- **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.



# Successful Projects in Our Region

## Wayfinding and Branding| DRI ROUND 5: DOWNTOWN TROY (2022)



### Goals

Create branding and activation media to help visitors navigate to important public and cultural spaces along the Troy Riverwalk and downtown.

### Sponsor

City of Troy

### Partner

- City Planning and Economic Development
- Tangram Design, LLC
- Downtown Troy BID

### Budget

- Total Budget: \$1.4M; DRI Funds: \$700K

### Implementation Timeline

- Tentative Design completion-Spring 2026
- Installation Q3 2026

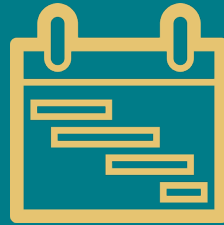
# DRI Program from Start to Finish



## 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!***



**Downtown  
Revitalization  
Initiative**

# 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!**





# 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.**

# 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 18<sup>th</sup>**
- **There will be an informational webinar on July 10<sup>th</sup> at 1:30PM**
- Applicants must complete a submission form with required information, available at [www.catskilldri.com](http://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**



# 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.

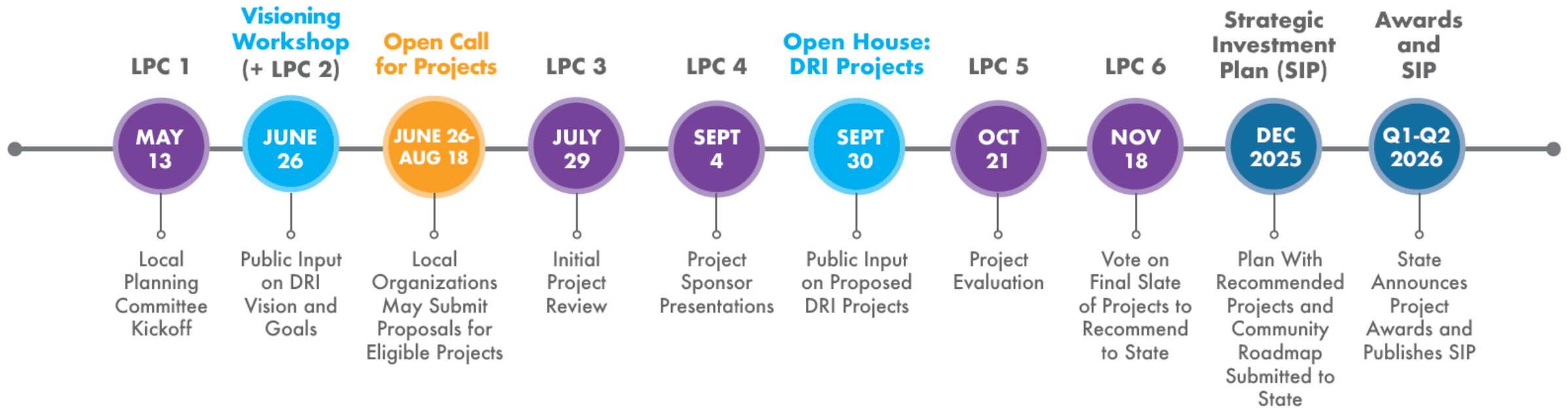
## Impact

- **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.



# High Level Timeline

## Catskill DRI 2025 Milestones





# Opportunities for Community Input

# How does Public Engagement Help This Process?

- Helps to craft / refine the downtown's **vision, goals, and strategies**
- Input on **project types and community needs**
- **Feedback on proposed projects** and transformative potential in downtown



# How We're Collecting Community Input

## Public Events

- Table at the Catskill Farmers Market: All Summer
- Public Workshop #1: Today!
- Public Workshop #2: Late September

## Monthly Local Planning Committee Meetings

- 2 out of 6 held to date

## Online Community Survey

- Live Today – August 18<sup>th</sup>

## Small Group Meetings & Interviews

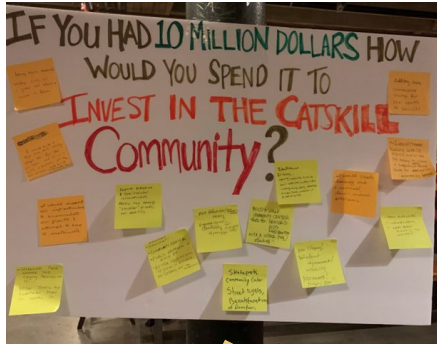
- **Residents:** Included throughout all groups
- **Economic Development:** Capital Region REDC, Greene County Economic Development
- **Businesses:** MH Fiber, Bank of Greene County, High Peak Services/Catskill Collectibles, Avalon Lounge, Catskill Marina/Creekside Restaurant, Left Bank Ciders, Cat on the Corner, Catskill Local Development Corporation
- **Arts and Culture:** Shandaken Projects, Thomas Cole House, Catskill Library, Greene County Council of the Arts, Little Art Shop, Foreland
- **Social Services:** MH Association
- **Real Estate:** Century 21, Coldwell Banker
- **Housing Organizations:** Catskill Housing Authority, Hudson/Catskill Housing Coalition, Local property owners
- **Public Safety:** Catskill PD
- **Youth and Workforce:** Youth Clubhouse, MH Association
- **Direct Engagement with the Hop-O-Nose Community**



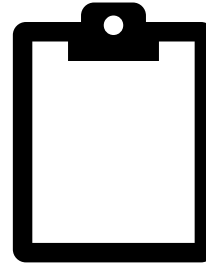


# How You Can Shape This Plan

**Attend a Public Event!**



**Respond to the Survey!**



**Submit a Project Proposal!  
(Informational Webinar on  
July 10<sup>th</sup>)**

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**



Visit [www.CatskillDRI.com](http://www.CatskillDRI.com)  
Questions? Contact us at  
[CatskillDRI@gmail.com](mailto:CatskillDRI@gmail.com)



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**Q&A**

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***We will spend the remainder of this evening on goal #2***

# **Activity #1**

## **Wall Prompts**



# **Activity #2**

## **Small Group Discussions**



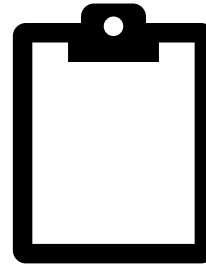
**What's Next?**

# How You Can Shape This Plan

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