

Breakout Session II Municipalities: Drilling into the DRI, Parks & Other Key Sources of Municipal Funding

IN COLLABORATION WITH:

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Introduction

- Briana Maloney, VP, Choice Words
- The Chazen Companies
 - Chris Round, VP Planning Services
 - Julie Pacatte, Municipal Funding Specialist
 - Brit Basinger, Director, Landscape Architecture
- Chazen facilitated more than \$100,000,000 community investment since 2015

Session Overview

- Define Resources
 - DRI, Parks & Other Key Funding
- Critical Success Factors
 - Prepare & Secure
- Interactive Discussion
 - Project Screening
- DRI Case Study
 - New Rochelle
 - Other related engagement: City of Batavia & City of Hudson

DRI, Parks & Other Key Funding

➤ Consolidated Funding Applications (CFA)

- Economic & Community Revitalization
- Clearinghouse Portal: May, July & December
- State-wide Competition, Regional Scoring
 - Community Development
 - Waterfront Revitalization
 - Sustainability Planning & Implementation

➤ Downtown Revitalization Initiative (DRI)

- Community Transformation
- Round IV in 2019: \$10,000,000
- Governor Cuomo Initiative, NYS Department of State Guidance
- Implementation 3-5 years

CFA: Key Funding Resources

➤ Community Development

- NYS Council on the Arts ([NYSCA](#))
- Community Development Block Grant ([CDBG](#))
- New York Main Street Program ([NYMS](#))
- Office of Parks, Recreation & Historic Preservation ([OPRHP](#))

➤ Waterfront Revitalization

- Department of State Local Waterfront Revitalization Program ([LWRP](#))
- [Canalway](#) Grants Program

➤ Sustainability Planning & Implementation

- [Climate Smart Communities](#) Grant Program
- Department of State [Local Government Efficiency](#)

DRI Round IV: Nine (9) Questions

- Transformational Community Development
 - Strategic Investment Plan
 - Implement Key Catalytic Projects
 - Define Community, Targeted Area
 - Future Investment Potential
 - Job Growth
 - Attractiveness of Physical Environment
 - Policies to Enhance Quality of Life
 - Local Support
 - Project list to Demonstrate Readiness
 - Administrative Capacity
 - Other: Diversity, Model, Leverage

CFA & DRI

- Key Words: Prepare & Secure
 - Prepare: Readiness to advance defined projects.
 - Strategic Planning
 - Maintain a pipeline of initiatives: public & private
 - Work with industry to define projects
 - Secure: Rise above competition & execute.
 - Demonstrate need
 - Illustrate a future
 - Steward of funds

CFA & DRI: Prepare

➤ Pre-App Planning

➤ Local, Regional & State Plans

➤ **Placemaking:** *The notion that where investment occurs matters. In order to attract a talented workforce, our built environment must emphasize creating accessible job centers, sustainable infrastructure and livable communities.*

➤ **Innovation:** *The strategy of investing in and creating synergies between research and commercialization to drive the economy forward.*

➤ Community Engagement

➤ Leverage

➤ Community Assets & Match

➤ Private Investment

➤ Targeted Area/Project

CFA & DRI: Secure

- **Demonstrate a need**
 - Articulate the problem
 - Alignment with planning efforts
- **Illustrate a future**
 - Describe how the project will make a difference
- **Steward of funds**
 - Capacity to execute project
 - Compliance with State & Federal Agencies

CFA: Project Screening

➤ Prepare

- Pre-App Planning
- Community Engagement
- Leverage
- Targeted Area

Which plan reference?

Public involvement?

Investment, public/private?

Service area?

➤ Secure

- Demonstrate a need
- Illustrate a future
- Steward of funds

Will project advance if not grant funded?

How will the project change the community, populations served?

How will we manage the funds/reporting?

CFA: Which Key Resource?

➤ Community Development

- ❑ NYS Council on the Arts (NYSCA)
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➤ Waterfront Revitalization

- ❑ Department of State Local Waterfront Revitalization Program (LWRP)
- ❑ Canalway Grants Program

➤ Sustainability Planning & Implementation

- ❑ Climate Smart Communities Grant Program
- ❑ Department of State Local Government Efficiency

DRI Round 3: Case Study

- Briefs:
 - Round 2: City of Batavia, Finger Lakes Region
 - Round 2: City of Hudson, Capital District Region
- Round 3: City of New Rochelle, Mid-Hudson Region

New Rochelle's Winning DRI



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New Rochelle's Winning Assets

- ▶ Significant mix of public and private investment
- ▶ Equal share of areas benefitting from economic investment and those underutilized and/or vacant and/or blighted
- ▶ Growing population
- ▶ Transit access
- ▶ Millennial draw
- ▶ IHEs
- ▶ Central location
- ▶ Arts/Media Groups



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New Rochelle's Winning Actions

- ▶ Years of municipal planning
- ▶ Persistence (this was the third try!)
- ▶ Leveraging significant funding from other government sources
- ▶ Engaged and excited Development Department
- ▶ Forming and soliciting community feedback through targeted outreach
- ▶ Building community relationships
- ▶ Hiring planning firms to create detailed plans with steps towards remedying longstanding “road blocks” to economic development
- ▶ Redefining DRI Zone to better suit ESD's parameters



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Thank You.

Chris Round, VP Planning

(518) 824-1938

cround@chazencompanies.com

Julie Pacatte, Municipal Funding Specialist

(518)266-7343

jpacatte@chazencompanies.com