



# Project Application

**\$4.5 MILLION**  
GRANT FUNDING AVAILABLE

**DUE AUGUST 31**  
NO LATER THAN 4 PM

**VICTORNYFORWARD.COM**

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A total of \$4.5 million in grant funding is available through the Village of Victor NY Forward program for projects that will revitalize downtown. The Victor Local Planning Committee (LPC) is seeking project applications from the public to consider for potential funding. The LPC will evaluate all applications and decide which projects to recommend to New York State for potential NY Forward funding. New York State will make the final decision on which projects receive NY Forward funding. Not all projects will receive funding.

# How to Complete This Application

Follow the steps below to complete an application to be considered for potential funding through the NY Forward program.

- Step 1** **Review the Requirements (Pages 2-4)** to ensure that your project is eligible to be considered for funding and to make sure you understand the basic requirements and deadlines associated with NY Forward funding.
- Step 2** **Review the Evaluation Criteria (Page 5)** to see how your project will be evaluated by the Local Planning Committee and New York State.
- Step 3** **Consider Consulting an Expert**, such as an architect, engineer, or general contractor to help define your project scope of work, review code requirements and design feasibility, and develop a realistic budget.
- Step 4** **Fill out the Application.** For projects greater than or equal to \$75,000 in total cost, complete the Large Project Application Form (Pages 6-15). For projects less than \$75,000 in total cost, complete the Small Project Letter of Interest Form (Pages 16-18). The information you provide in these forms will be the basis for how the Local Planning Committee evaluates your project. It is important to be as detailed as possible in your application.
- Step 5** **Submit your Application** and any additional materials by no later than Monday, August 31 at 4 PM. You can submit:
- **By email:** Send your application and any attachments by email to VictorNYForward@gmail.com.
  - **By mail or in-person:** Mail or drop off your application and any attachments to Village Hall at 60 E. Main Street, Victor, NY 14564. Mailed applications must be received by Monday, August 31.



## Have Questions?

An informational session will be held on Thursday, August 6 starting at 6 PM at the Victor Early Childhood School (953 High Street, Victor, NY 14564). You may also email questions to VictorNYForward@gmail.com and a Team Member will respond.

**Due Date: Monday, August 31 at 4 PM**

# Important Deadlines

Please keep the following dates and deadlines in mind while preparing your NY Forward application.

**July 20** **Project Application Period Opens.**

**August 6** **Informational Session** to help potential applicants understand the requirements of the NY Forward program and answer questions about the application process.

**August 11 & September 10** **Decarbonization 101 Webinars.** For project sponsors interested in making their buildings more sustainable, this webinar will provide strategies to help improve your building's energy efficiency. *You can register for this webinar at VictorNYForward.com.*

**August 20** **Historic Preservation Webinar.** All projects receiving State funding will be required to consult with the State Historic Preservation Office (SHPO). *You can register for this webinar at VictorNYForward.com.*

**August 31** **Open Call for Projects Ends.** Completed project applications must be submitted by no later than Monday, August 31 at 4 PM.

**September to December 2026** **Local Planning Committee Reviews Applications.** The Victor Local Planning Committee (LPC) will review and evaluate project applications and may remove projects from further consideration during this review period. The LPC meeting schedule is posted online at VictorNYForward.com. Time for public comment will be available at the end of each LPC meeting.

During this review period, you may be contacted by the Project Team with questions or comments about your project. Project sponsors are expected to respond promptly to inquiries.

**Early 2027** **Strategic Investment Plan Submitted to New York State.** The LPC submits its final slate of recommended projects to New York State. The State will determine which of the recommended projects receive NY Forward funding. *Not all recommended projects will receive funding.*

**Summer 2027** **Funding Awards are Announced.** Awarded projects are announced. *Funds spent before award announcements are not eligible for reimbursement.*

**2027 to 2029** **Contracting and Start of Construction.** Awarded projects will contract with a State agency and can begin construction or implementation.

# Eligibility Criteria

In order to be eligible for funding through the NY Forward program, projects must be one of the eligible project types below.

## ✓ Eligible Project Types:

**New development.** New construction for mixed-use, commercial, residential, not-for-profit, or public uses.

**Redevelopment or rehabilitation of an existing downtown building.** Redevelopment or rehabilitation of an existing downtown building for mixed-use, commercial, residential, not-for-profit, or public uses.

**Public improvement projects.** Projects that improve the public realm such as parks, public spaces, or streetscape improvements.

**Downtown branding and marketing projects.** Projects that promote downtown to residents, visitors, investors, and/or developers such as signage or promotional materials.

**Small projects.\*** Projects less than \$75,000 in total cost. Eligible activities include minor renovations, business assistance, soft costs, and public art. For applicants proposing small projects, the LPC is seeking Letters of Interest to demonstrate support for establishing a Small Project Fund in the future. If a Small Project Fund is established, small project applicants will need to complete another round of applications to be considered for the Small Project Fund. See Page 16 for more information.

## ✗ Ineligible Project Types:

**Planning activities.** NY Forward funds cannot be used for planning or feasibility studies.

**Operations and maintenance.** NY Forward funds cannot be used for on-going or routine expenses, such as salaries and wages, rent, utilities, or property up-keep.

**Pre-award costs.** NY Forward funds cannot be used to reimburse costs that were already incurred prior to the announcement of NY Forward funding awards.

**Property acquisition.** NY Forward funds cannot be used for property acquisition. The cost of property acquisition can be included in the overall project budget, but the acquisition must be funded by a source other than NY Forward.

**Training costs.** NY Forward funds cannot be used to cover continuous costs, such as training costs.

**Expenses related to existing programs.** NY Forward funds cannot be used to supplement existing programs or replace existing resources.

# Project Requirements

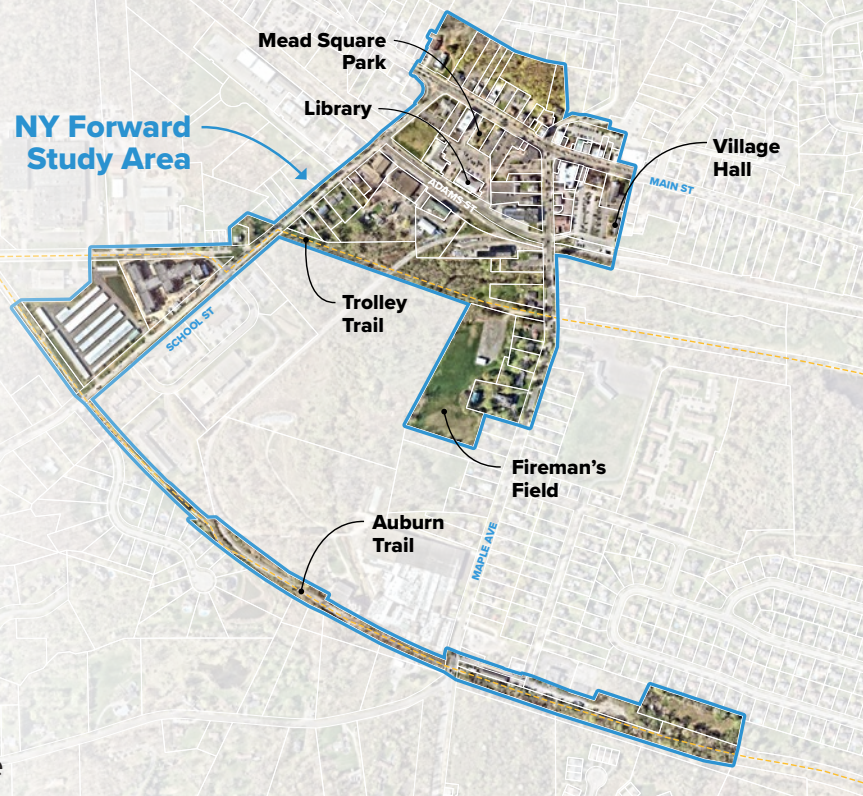
In order to be considered for funding through the NY Forward program, projects must meet the requirements stated below.

**Location.** Projects must be located in the NY Forward area, as shown at right. An interactive map of the NY Forward area can be found online at [VictorNYForward.com](http://VictorNYForward.com). Projects located outside the NY Forward area can be proposed but applicants must include a justification. The LPC will decide on a project-by-project basis if projects outside the boundary will be considered for funding.

**Timing.** Projects must be able to break ground within two years or sooner of receiving NY Forward funding.

**Sponsor.** Project sponsors must have the capacity and legal authority to undertake the proposed projects. Sponsors must be legal entities (LLCs), not individuals. Sponsors can be public, not-for-profit, or private entities. Proposals with project sponsors that are membership-only organizations or religious facilities must propose projects that are available to the public and not just to active members.

**Funding and Required Match.** Projects must have financing commitments largely secured or be able to demonstrate a clear path to securing financing. Private project sponsors should target a minimum match of 35% of the total project cost. Applications that meet or exceed the 35% target will be more competitive during the evaluation



process; however, all applications will be considered. Projects submitted by nonprofit and public entities are not required to provide a match.

**Decarbonization.** New construction and building addition projects greater than 5,000 sf, and renovation projects meeting the substantial renovation criteria, must meet building decarbonization requirements for energy efficiency. More information on this requirement can be found in the NY Forward Guidebook available at [ny.gov/programs/ny-forward](http://ny.gov/programs/ny-forward).

# Evaluation Criteria

Projects will be evaluated by the Local Planning Committee and New York State based on the criteria outlined below.

**Eligibility.** Projects must be one of the eligible project types outlined on Page 3 and must meet all the project requirements outlined on Page 4.

**Readiness.** Projects should be ready to proceed immediately or soon after the award of NY Forward funding.

**Catalytic Effect.** Projects must have a significant impact on the revitalization of downtown Victor and must be likely to catalyze additional investment downtown.

**Co-Benefits.** Projects must result in benefits to the community, beyond just the project sponsor, such as economic activity or improved quality of life.

**Cost-Effectiveness.** Projects must have a realistic budget and must represent an effective use of public resources.

**Alignment with Victor's Vision.** Projects must advance Victor's vision for downtown:

*"The Village of Victor is a welcoming, walkable area celebrating its small-town historical charm as it grows into a more vibrant connected community. Our vision incorporates our downtown's unique role as the heart of daily life for both Town and Village residents, continually aspiring to build connections that reinvigorate gathering spaces, recreational activities, and promotes small business. We actively support the enhancement of our centralized downtown park, local Main Street services, and library campus, motivated to leverage even greater future connection-driven networks. The Village's unique collaborations across*

*public and private partnerships augment long-term economic aspirations towards strategic housing development, commercial offerings, as well as community recreation, and gathering. There is robust momentum for our future downtown area that reflects a stronger sense of place, enhanced quality of life and greater connection-based access opportunities for coming together to live, work, play and belong."*

## Alignment with New York State's Goals.

Projects must support at least one or more of New York State's goals for the NY Forward program. These goals are to:

- Create an active downtown with a strong sense of place.
- Attract new businesses that create a robust mix of shopping, entertainment, and services for residents and visitors, and that provide job opportunities for a variety of skills and salaries.
- Enhance public spaces for arts and cultural events that serve existing members of the community but also draw in visitors from around the region.
- 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 enhance downtown living and quality of life.
- Reduce greenhouse gas emissions and support investments that are resilient to future climate change impacts.

# Large Project Application Form

For projects greater than or equal to \$75,000 in total cost

## 1 Project Sponsor

Provide the contact information for the project sponsor. The project sponsor must be a legal entity (such as an LLC), not an individual. Sponsors can be public, not-for-profit, or private entities. *Note: The project sponsor can be different than the property owner.*

Sponsor Name:

Sponsor Business,  
Organization, or LLC:

Mailing Address:

Phone:

Email:

NYS Tax ID/EIN:

NYS Vendor ID:

If there are additional people who should be contacted as part of your application, please provide their contact information below.

Contact 2 Name:

Phone:

Email:

Affiliation:

**2**

## **Project Location**

Project Address:

If the project is located outside the NY Forward Area shown on the map on Page 4, please provide a brief description and justification of how the project relates to downtown and supports the stated goals of the NY Forward program. The LPC may consider minor modifications to the NY Forward boundary.

**3**

## **Existing Conditions**

Describe the existing conditions of the project site or building. Indicate why the proposed project is needed based on the existing conditions.

4

Project Description

Provide a detailed description of the project scope of work, including:

- The proposed use, such as: commercial, industrial, mixed-use, or public improvement.
- The goals of the project.
- The size of the project (e.g., square footage of the building and space to be renovated, number of floors, number and type of units, acreage etc.).

*It is important to provide as much detail about the proposed project scope as possible. The information submitted on this form does not need to be final and may be subject to change.*

Square Footage of Project Area:

Please select the activities that will be involved in your project:

|                                                          |                                                                                                            |
|----------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Demolition                      | <input type="checkbox"/> Electrical / plumbing / HVAC                                                      |
| <input type="checkbox"/> Renovation of existing building | <input type="checkbox"/> Exterior changes (windows, siding, storefront, etc.)                              |
| <input type="checkbox"/> Construction of new building    | <input type="checkbox"/> Site work or utility installation (digging, trenching, streetscape grading, etc.) |

*Some projects may be subject to decarbonization standards. Please see the DRI/NY Forward Guidebook for more information about which projects are subject to these standards: [ny.gov/programs/ny-forward](https://ny.gov/programs/ny-forward).*

## 5 Alignment with Vision and Goals

Describe how your project helps advances Victor's vision and New York State's goals for downtown revitalization as explained on Page 5. Please be specific in explaining exactly which goals your project advances and how.

## 6 Property Ownership

Identify the owner of the property where the proposed project is located. If the property owner is not the same as the project sponsor, describe how the project sponsor will obtain the legal authority to implement the project at this property.

7

Project Readiness

Describe any work that is underway or has already been completed to advance the project. This may include work completed to date, feasibility studies, market studies, preliminary site design, permits obtained, and/or any funding or financing that has already been secured.

What permits or approvals will your proposed project require? Is there any environmental investigation or cleanup necessary before your project can proceed?

What challenges or issues, if any, would affect the implementation of your proposed project? Explain how these challenges will be addressed in a timely manner.

Is the property listed, or eligible to be listed, on the National Register of Historic Places?  
*Check the CRIS website to determine the status of your property at <https://cris.parks.ny.gov/>.*

☐ Yes

☐ No

☐ Not sure

## 8 Timeline for Implementation

Estimate when the following project stages will be completed for your project. If you have already completed a stage, write “Complete.” Assume the project starts in Month 1.

| Project Stage                                    | Timeframe (in Months) |
|--------------------------------------------------|-----------------------|
| Project Start                                    | <i>Month 1</i>        |
| Project Financing Secured                        |                       |
| Sketch Plan or Preliminary Design                |                       |
| Regulatory Approvals / Permitting                |                       |
| Design, Engineering, and Selection of Contractor |                       |
| Construction or Implementation                   |                       |

## 9 Capacity

Describe the project sponsor’s experience in implementing projects similar in scope to the proposed project, including any experience with grant administration (if applicable).

Explain how the project will be maintained and operated after the project is complete.

## 10 Total Project Cost and Funding Request

Total Estimated Project Cost:

\$

Total NY Forward Funds Requested:

\$

*For private project sponsors, please target a NY Forward request of no more than 65% of the total project cost. Non-profit and public project sponsors may request up to 100% of the total project cost in NY Forward funding.*



**Match Requirements:** Private project sponsors should target a NY Forward funding request of no more than 65% of the total project cost. Applications requesting 65% or less of the total project cost will be more competitive during the evaluation process; however, all applications will be considered. Nonprofit and public entities are not required to provide matching funds. The LPC may modify funding share requirements at its discretion.

## 11 Preliminary Budget

Please complete the budget table on the Page 13, using the guidance below. Each row of the budget table should include:

**Activity:** Activities necessary to complete your project. Typical activities may include: design, permitting, site preparation, and construction.

**Cost:** Cost for each activity. It is strongly encouraged that you obtain third-party quotes to help determine realistic costs. If exact costs have not yet been determined, please provide an estimate.

**Funding Source:** Funding source that will be used to pay for each activity. This may include sources like: a bank loan, private equity, or NY Forward funds.

**Status of Funds:** For each funding source, indicate the status of those funds, using one of the following categories:

- *Secured:* This funding has already been secured.
- *Anticipated:* This funding is reasonably expected to be available at the time of project implementation but has not been secured yet. This category is appropriate for loans, bonds, or fees.
- *Requested:* The project sponsor has submitted a request to a funding entity for the amount identified but has not yet received confirmation of funding. This category is appropriate for NY Forward funding and other grants.
- *Undetermined:* This funding source has not been identified yet.

## 12 Preliminary Budget CONTINUED

Please complete the budget table below, using the guidance on Page 12.

| Activity                          | Cost           | Funding Source    | Status of Funds  |
|-----------------------------------|----------------|-------------------|------------------|
| <i>Example: Demolition</i>        | <i>\$X,000</i> | <i>NY Forward</i> | <i>Requested</i> |
|                                   | \$             |                   |                  |
|                                   | \$             |                   |                  |
|                                   | \$             |                   |                  |
|                                   | \$             |                   |                  |
|                                   | \$             |                   |                  |
|                                   | \$             |                   |                  |
|                                   | \$             |                   |                  |
| Total NY Forward Funding Request: | \$             |                   |                  |
| Total Funds from Other Sources:   | \$             |                   |                  |
| Total Project Cost:               | \$             |                   |                  |

**!** **Reimbursement:** NY Forwards funds are reimbursable grants, meaning that grant funds will not be released to the project sponsor until the project is completed per the contracted scope of work. Project sponsors may need to finance the total project cost using a bridge loan or owner equity.

Please describe how your costs were estimated. *For example, were the estimates provided by a third-party contractor or architect?*

13

## Required Attachments

Please include images of the existing project site or building (interior and/or exterior). The images provided must be of the space where project work is proposed. The images can be submitted electronically or as a hard copy.

Please select how you will submit the images:

☐

Email to VictorNYForward@gmail.com

☐

Hard copy

14

## Additional Attachments

If you have any of the following documents readily available, you are encouraged to submit them. These documents help to demonstrate that your project is feasible and ready to be implemented. These documents can be submitted electronically or as a hard copy.

Please select the additional documents that you will include with your application:

☐

Renderings of the proposed project once complete

☐

Construction cost estimates or quotes from contractors

☐

Letter(s) of support and/or commitment from financial institutions

☐

Business plans, market studies, or pro-forma analyses

☐

List of anticipated permits, approvals, or variances

☐

Property survey

☐

Memorandum of Understandings (MOUs) or other agreements, if applicable

☐

Letter of support from the property owner, if applicable

☐

Other (please specify):

Please select how you will submit these documents:

☐

Email to VictorNYForward@gmail.com

☐

Hard copy

## 15 Certifications

I hereby certify that the information provided in this form is true and correct to the best of my knowledge. In order to be considered for NY Forward funding, I understand that additional information may be requested about the project and may involve meeting(s) with the NY Forward consultant. I agree to provide the requested information in a timely manner for the LPC, consultant team, and State team to consider my project for funding.

Signature:

Date:

I understand that submission of this form does not constitute an application for or guarantee of funding from New York State, that the information provided herein will be reviewed and considered by the Victor Local Planning Committee for possible inclusion in the Victor Strategic Investment Plan. I further understand that inclusion in the Victor Strategic Investment Plan does not constitute a guarantee of funding from New York State, that all funding decisions will be made by New York State, and if funded I will comply with all State funding requirements.

Signature:

Date:

Further, I hereby acknowledge that I have read the NY Forward project criteria and understand that any NY Forward funding provided for projects will be made available on a reimbursement basis only after expenses are incurred or in some cases, after a project has been successfully completed in its entirety. I also understand that NY Forward funding will be subject to all applicable New York State requirements, including, but not limited to Minority and Women Business Enterprise (MWBE) utilization, competitive procurement for goods and services, and project status reporting.

Signature:

Date:

### How to Submit

Thank you for completing your application! You can submit either:

- **By email:** Send your application and any attachments to [VictorNYForward@gmail.com](mailto:VictorNYForward@gmail.com).
- **By mail or in-person:** Mail or drop off your application and any attachments to Village Hall at 60 E. Main Street, Victor, NY 14564. Mailed applications must be received by Monday, August 31.

**Due Date: Monday, August 31 at 4 PM**

# Small Project Letter of Interest

For projects less than \$75,000 in total cost

## Purpose

The Village of Victor Local Planning Committee is seeking Letters of Interest from property and business owners in the NY Forward area who need grant assistance to pursue smaller-scale improvements such as interior and exterior building renovations. Small projects must have a total cost less than \$75,000. If there is sufficient interest, the LPC will consider requesting funding from New York State to establish a Small Project Fund to provide grants for these types of improvements in the future.

## ✓ Eligible Project Activities

- **Interior and exterior building renovations** for commercial and mixed-use buildings including facade/storefront renovations, permanently affixed signage and awnings, commercial interior fit-out, HVAC, mechanical, or plumbing, and other permanent building improvements.
- **Residential improvements to the upper stories of mixed-use buildings.** Residential-only buildings are not eligible.
- **Business assistance** such as the acquisition of permanent commercial machinery or other equipment.
- **Soft costs** to facilitate the above improvements such as architecture, engineering, and environmental review services.
- **Public art** such as murals, statues, and other art pieces in the public realm.

## ✗ Ineligible Project Activities

- Property acquisition
- Deferred maintenance or general repairs
- Working capital
- Landscaping
- Improvements to municipally-owned or operated buildings
- Labor performed by the applicant, their family, or their staff

## ! Important Conditions

The Small Project Letter of Interest form is to demonstrate interest in the establishment of a Small Project Fund in the future. There is no guarantee that a Small Project Fund will be established.

If a Small Project Fund is established, small project applicants will need to complete another round of applications to be considered for funding. Submitting a Letter of Interest does not guarantee funding from the Small Project Fund.

The maximum grant request cannot exceed 75% of the total eligible project costs. Applicants must provide at least a 25% match for the total eligible costs.

This is a reimbursement program, meaning that applicants must complete the approved scope of work, pay all contractors in full, and submit proof of payment before receiving any reimbursement.

## Small Project Letter of Interest

**To the Village of Victor Local Planning Committee:** I am writing to confirm my interest in participating in the Small Project Fund if it is established in the future.

### 1 Contact Information

Name:

Phone:

Email:

### 2 Project Location

I own or lease the property located at:

### 3 Project Description

I am interested in making improvements to the above property and/or business which would contribute to the revitalization of not only this property but the larger NY Forward area. The scope of my proposed project includes the following:

### 4 Total Project Cost

I anticipate the total project cost to be approximately: \$

I understand that I would be eligible for a **maximum reimbursement of up to 75%** of the total eligible costs. I also understand that deferred maintenance and general repairs are not eligible and I am not requesting reimbursement for these types of improvements.

I further attest that, without the reimbursement to defray up to 75% of the total eligible costs of my project, I would not be able to complete this project.

5 Preliminary Budget

My project includes the following activities and/or improvements and estimated costs:

| Activity                          | Cost |
|-----------------------------------|------|
|                                   | \$   |
|                                   | \$   |
|                                   | \$   |
|                                   | \$   |
|                                   | \$   |
| Total NY Forward Funding Request: | \$   |
| Total Project Cost:               | \$   |

If awarded funding, I understand that this project MUST result in a finished space that is ready for occupancy after the completion of the project. I also understand that this is a reimbursement program, meaning that I must complete all work in the approved scope of work, pay all contractors in full, and submit invoices and proof of payment before receiving any reimbursement.

If awarded funding, I understand that I will need to make the proposed improvements in compliance with the Village of Victor’s building and zoning codes, as applicable to my project. I understand that I will also need to comply with New York State procurement and environmental regulations and will need to complete the approved scope of work within 36 months of the announcement of a funding award.

Signature:

Date:

How to Submit

- Thank you for completing your application! You can submit either:
- **By email:** Send your application and any attachments to VictorNYForward@gmail.com.
  - **By mail or in-person:** Mail or drop off your application and any attachments to Village Hall at 60 E. Main Street, Victor, NY 14564. Mailed applications must be received by Monday, August 31.

Due Date: Monday, August 31 at 4 PM