Victor NY Forward

Public Workshop 2 & Project Spending Activity

Victor Early Childhood School
October 15, 2026 at 6:00 PM

Attendees

- Approximately 65 community members
- Several LPC members

Project Team:

- Melissa Keller, Department of State (DOS) Project Manager
- Greg Parker, Empire State Development (ESD)
- Kimberly Baptiste, Colliers Engineering & Design Project Manager
- Jeanette Petti, Colliers Engineering & Design

Welcome and Introductions

Kimberly Baptiste, project manager with Colliers Engineering & Design (Colliers), welcomed participants to the workshop and thanked them for their interest in the NY Forward program. She explained that Colliers is the lead consultant helping the Village of Victor facilitate the NY Forward program, with support from other subject matter experts and representatives from multiple New York State agencies.

What is the NY Forward Program?

Kimberly began the workshop by providing some background on the NY Forward program. She explained that NY Forward is a New York State program designed to invigorate and enliven downtowns in New York's small towns and hamlets. This round, the program is infusing a total of $200 million in communities across New York State between the Downtown Revitalization Initiative (DRI) and NY Forward programs. The Village of Victor has been awarded $4.5 million as part of the NY Forward program to plan and implement transformative projects downtown.

The NY Forward program has multiple goals, including:

1. Enhancing downtown living and quality of life
2. Creating an active downtown with a mix of uses
3. Providing diverse employment opportunities for a variety of skillsets and salary levels
4. Creating diverse housing options for all incomes
5. Providing public spaces that serve all ages and abilities
6. Encouraging the reduction of greenhouse gas emissions
7. Growing the local property tax base

Projects to receive NY Forward funding will be identified through a multi-month planning process. The planning process began in June and will conclude in early 2027 with the completion of the Strategic Investment Plan (SIP), which is the report that documents the planning process and recommends to New York State which projects the community believes have the most potential to positively impact downtown Victor. The State will review the SIP and determine which projects will receive funding from the $4.5 million allocation. NY Forward grant awards will be announced tentatively in Summer 2027, with project implementation to follow.

Kimberly explained that Victor's NY Forward planning process will be led by the Local Planning Committee (LPC), with assistance from a Project Team of industry experts and representatives from multiple New York State agencies. The LPC is a group of community members selected by NYS and local leaders to lead Victor's NY Forward planning process and to determine which projects have the most potential to bring transformative change to downtown Victor. LPC members represent a diverse segment of the Victor community, from business owners, to residents, to local officials. They are required to act in the public interest and to adhere to a Code of Conduct. LPC members who have a conflict of interest with a proposed project must recuse themselves from discussing or voting on that project. LPC members volunteer their time.

The LPC will evaluate all proposed projects based on a set of established criteria and determine which projects to include in the SIP. Projects can be proposed by the Village of Victor as well as by community members. Kimberly emphasized that not all proposed projects will be included in Victor's Strategic Investment Plan. Similarly, not all projects included in the SIP will receive NY Forward funding. Ultimately, New York State will make the final decision on which projects are funded.

Eligibility Criteria

To be eligible for funding through the NY Forward program, projects must be one of the following eligible project types:

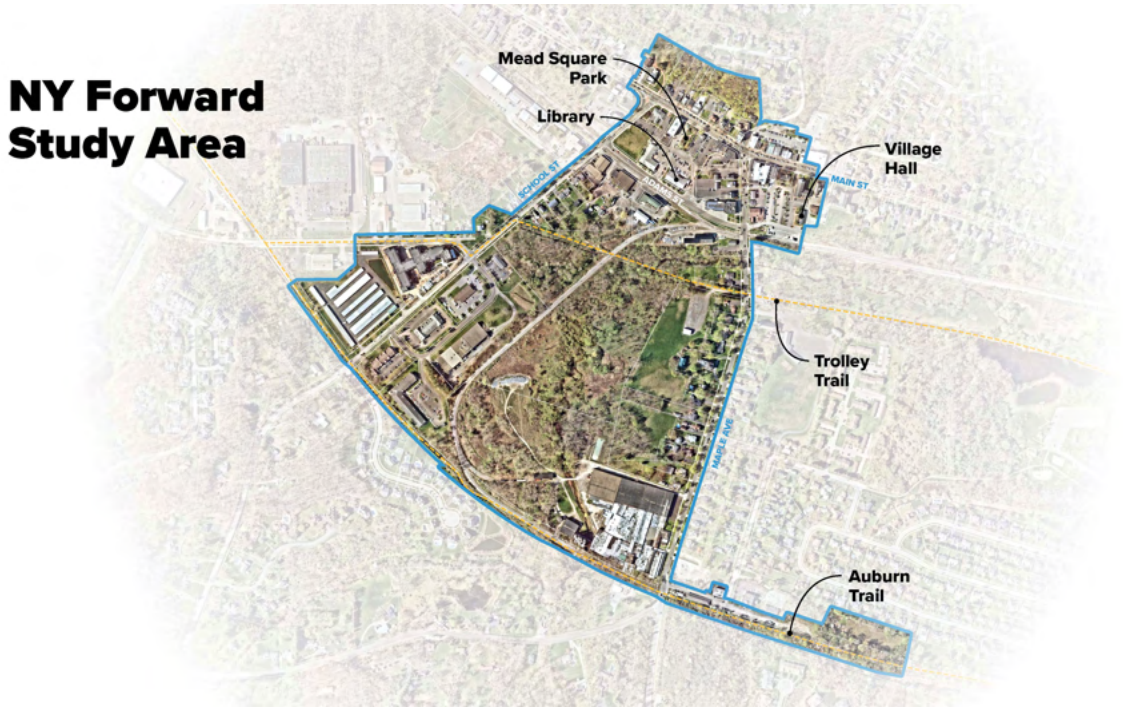
- **New development.** New construction for mixed-use, commercial, residential, not-for-profit, or public uses.
- **Redevelopment or rehabilitation of an existing downtown building.** Redevelopment or rehabilitation of an existing downtown building for mixed-use, commercial, residential, not-for-profit, or public uses.
- **Public improvement projects.** Projects that improve the public realm such as park, public space, 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.

The following project types are ineligible for NY Forward funding:

- **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

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 on the map above.

- **Timing.** Projects must be able to break ground within two years or sooner of receiving NY Forward funding.
- **Impact.** Projects must have a transformative impact on downtown.
- **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.
- **Decarbonization.** New construction, building addition, and renovation projects greater than 5,000 square feet must meet building decarbonization requirements for energy efficiency. There are several options for compliance including: (1) meeting the New York State Stretch Energy Code, (2) obtaining an Energy Star score of 90 or better using EPA's Target Finder Calculator, or (3) obtaining a certification from a third-party, such as Energy Star or LEED. The Project Team will assist project sponsors in meeting decarbonization requirements, as applicable.
- **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 match of at least 35%. Non-profit project sponsors should target a match of at least 5%. **Applications with higher match percentages than the minimum will be more competitive during the evaluation process.** Projects submitted by public entities are not required to provide a match, but some level of match is preferred and will strengthen the application.

Evaluation Criteria

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

- **Eligibility.** Projects must be one of the eligible project types outlined above.
- **Readiness.** Projects should be well-developed and ready to proceed immediately or soon after the award of NY Forward funding.
- **Alignment with Victor's Vision.** Projects must advance Victor's vision for downtown, as explained below:

  "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 service options 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 support and enhance downtown living and quality of life.
    - Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.
- **Alignment with Victor's Goals.** Projects must support at least one or more of the Village's goals for the NY Forward program. These goals are to:
    - Create a more connected, walkable, and accessible Victor.
    - Strengthen Victor as a place to live, shop, and do business.
    - Enhance Victor's community spaces, parks, and public realm.
    - Establish Victor as a destination for recreation, tourism, and community experiences.
- **Catalytic Effect.** Projects must have a significant positive 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.

Proposed Projects

Kimberly explained the 16 projects under consideration for NY Forward funding. The projects have a combined total request of nearly $9 million in NY Forward funding. Only $4.5 million in grant funding is available.

For the purposes of the Project Spending Activity, cost estimates were rounded to the nearest $50,000.

01 Mead Square Park

PUBLIC **39 W. Main Street** | Village of Victor

New bandstand, gateway sign at the Main Street entry, enhanced landscaping, and conversion of Mead Lane to one-way circulation.

Cost Estimate: $400,000 | **NY Forward Request: $400,000** | **Percentage:** 100% request

02 Adams Street Enhancements

PUBLIC **Adams Street (School Street to Maple Avenue)** | Village of Victor

Raised table intersection at Maple Ave with a new crosswalk on the south side, push-button pedestrian signals at School Street and Maple Ave, bike sharrow markings, and ADA and sidewalk connectivity improvements.

Cost Estimate: $550,000 | **NY Forward Request: $550,000** | **Percentage:** 100% request

03 Wayfinding System

PUBLIC **Key gateways, intersections, and parking areas** | Village of Victor

Directional, parking, and identification signage at key gateways, intersections, and parking areas. Signage is for public facilities and areas, not private businesses.

Cost Estimate: $100,000 | **NY Forward Request: $100,000** | **Percentage:** 100% request

04 Small Project Grant Fund

PUBLIC **NY Forward Area** | Village of Victor

Matching grant fund for small projects such as facade improvements, renovations, and business assistance. Recipients must provide a minimum 25% match.

Cost Estimate: $400,000 | **NY Forward Request: $300,000** | **Percentage:** 75% request

05 Community Pavilion

PUBLIC **60 E. Main Street** | Village of Victor

New 4,500 SF open-air pavilion for community events, such as the Farmers' Market, as well as rental opportunities. Includes reconfiguring the parking lot and circulation.

Cost Estimate: $950,000 | **NY Forward Request: $550,000** | **Percentage:** 58% request

06 Auburn Trail Hub

NON-PROFIT **Auburn Trail** | Victor Hiking Trails

Open-air pavilion and patio with ADA-accessible seating and picnic areas, a kiosk with wayfinding signage, a composting toilet, bike racks and a repair stand, and amenities including phone charging stations, a lending library, pollinator garden, chess board table, and flag pole.

Cost Estimate: $700,000 | **NY Forward Request: $700,000** | **Percentage:** 100% request

07 Community Spaces at the First Presbyterian Church

NON-PROFIT **70 E. Main Street** | First Presbyterian Church

Reconfigure the sanctuary into a multipurpose space with flexible seating and AV equipment, upgrade the kitchen for community uses, add new furnishings and windows in Corey Hall, restore the historic clock, bell, and carillon with steeple lighting, enhance the Main Street lawn with seating and landscaping, and make interior and exterior ADA upgrades.

Cost Estimate: $500,000 | **NY Forward Request: $500,000** | **Percentage:** 100% request

08 Mixed-Use Redevelopment at 57 E. Main Street

PRIVATE **57 E. Main Street** | Canandaigua Development Co. LLC

Renovate the vacant 1,250 SF ground floor retail space (tenant already secured) and convert the 1,250 SF upper floor into a two-bedroom apartment.

Cost Estimate: $250,000 | **NY Forward Request: $150,000** | **Percentage:** 60% request

09 Preserve Historic Character of 1-3 E. Main Street

PRIVATE **1-3 E. Main Street** | 1 East Main St Victor LLC

Rehabilitate historic masonry, windows, awnings, and storefront.

Cost Estimate: $100,000 | **NY Forward Request: $50,000** | **Percentage:** 50% request

10 Main Street Mixed-Use Development

PRIVATE **2, 10, 14 & 16 W. Main Street** | Northern Saporito Holdings LLC & Lilac at Victor Main St LLC

At 2 W. Main, rehabilitate the facade and convert the upper floors into luxury apartments. At 10, 14, and 16 W. Main, construct a 16,000 to 18,000 SF mixed-use building with 8-10 commercial spaces on the first floor and 12-15 apartments on the upper floors.

Cost Estimate: $6,000,000 | **NY Forward Request: $3,000,000** | **Percentage:** 50% request

11 20 W. Main Historic Revitalization

PRIVATE **20 W. Main Street** | Lilac at Victor Main St LLC

Restore the historic character of the facade, including refreshing siding, redesigning the front and rear porches, and replacing the roof. Expand the rear parking area, to be shared with the proposed new development at 2-16 W. Main Street.

Cost Estimate: $350,000 | **NY Forward Request: $200,000** | **Percentage:** 57% request

12 Moore Ave Apartments Revitalization

PRIVATE **11-17 Moore Avenue** | Lilac at Victor Main St LLC

Upgrade the facades of existing apartment buildings to fit in better with the character of downtown.

Cost Estimate: $200,000 | **NY Forward Request: $100,000** | **Percentage:** 50% request

13 Library Modernization & Improvements

NON-PROFIT **15 W. Main Street** | Victor-Farmington Library

Expand and enhance the children's area with sensory-friendly and inclusive furnishings, replace the circulation desk with an ADA-compliant service hub, update aging interior finishes, and improve floor plan efficiency, traffic flow, and accessibility.

Cost Estimate: $550,000 | **NY Forward Request: $500,000** | **Percentage:** 91% request

14 Community Lodge at the Fireman's Field

NON-PROFIT **84 Maple Avenue** | Victor Fire Department

Construct a 6,500 SF community lodge with flexible event space, public restrooms, a warming kitchen, outdoor seating, and an antique fire engine display. Site improvements include a formalized paved parking area and landscaped entry.

Cost Estimate: $3,500,000 | **NY Forward Request: $1,000,000** | **Percentage:** 29% request

15 Victor Insulators Facade Improvements

PRIVATE **280 Maple Avenue** | Victor Insulators

Enhance the factory facade with new signage and lighting, enhance the office building with new paint, masonry repairs, and roof replacement, and upgrade landscaping for curb appeal.

Cost Estimate: $500,000 | **NY Forward Request: $250,000** | **Percentage:** 50% request

16 Pomodoro Grill & Facade Improvements at 14 Railroad Street

PRIVATE **14 Railroad Street** | VGM 14, LLC & Pomodoro Grill

Upgrade the building facade and covered porch, and install a patio with retaining wall and ADA-accessible entrance. Transform the vacant 4,900 SF ground floor space into Pomodoro Grill and Wine Bar, a new sit-down restaurant offering dining and beverage options.

Cost Estimate: $900,000 | **NY Forward Request: $600,000** | **Percentage:** 67% request

Project Spending Activity

At the conclusion of the workshop, community members had the opportunity to participate in an interactive Project Spending Activity where they were given $4.5 million in "play" money to spend on the projects they thought would most benefit the Village. For those who could not attend the meeting, this spending activity was also made available online at the VictorNYForward.com.

Results of the Project Spending Activity will be shared at the next Local Planning Committee meeting to assist the Committee in evaluating projects.

Next Steps

- **October 29, 6:00 PM:** Local Planning Committee Meeting
- **December 3, 6:00 PM:** Local Planning Committee Meeting

Questions & Answers

Time was reserved at the end of the workshop for questions.

- Is it possible that some projects will receive partial funding once awarded?
    - **Answer:** In some cases, the Local Planning Committee may ask project sponsors to reduce their NY Forward funding requests. In these cases, the Planning Team will work with the project sponsor to determine whether the project can be completed with a reduced award or if adjustments to the project scope would be necessary. When projects are awarded, New York State strives to provide the full funding amount requested whenever possible, allowing sponsors to complete their proposed project scopes as planned.

- Is the Village requesting funding for façade improvements on private properties?
    - **Answer:** The Village is not requesting funding for specific façade improvements on private properties. Instead, the Village is requesting funding to establish a Small Project Grant Fund, which could provide grants for eligible improvements to privately owned properties, including façade improvements, if awarded.

- **Randy Shea (Destination Victor, NY):** He appreciated the presentation and shared that he had spent considerable time evaluating the proposed projects and had several questions, including whether the projects would generate additional tax revenue. He would have liked the opportunity to have his questions answered before completing the Project Spending Activity.