



WELCOME Heuvelton!

Public Workshop #1

July 28, 2026



NY Forward



Public Workshop Agenda

How can you shape
Heuvelton's Historic Main Street
Revitalization?

1

Welcome | We will begin at 5:15 PM!

2

What is NY Forward?

3

NY Forward Process + Timeline

4

**Heuvelton NY Forward Boundary +
Vision**

5

What's Next?

6

We Need Your Input!

WHAT IS NY FORWARD?

- Introduced in 2022 for small towns, villages and rural neighborhoods as part of a statewide effort to improve communities
- Created so all communities have access to financial support through the State's revitalization efforts, regardless of size, character, needs and challenges.
- Focused on capital improvements within a designated downtown boundary
- To attract more businesses and visitors, grow the local population, and create a better quality of life for the people who already live there
- Submission of a Strategic Investment Plan that includes a list of potential projects identified by the Local Planning Committee for funding consideration
- Projects are evaluated and selected for funding by NYS, not the Local Planning Committee



Key Activities

- Public engagement
- Downtown Assessment
- Vision, goals, and revitalization strategies
- Project identification and development
- Project evaluation
- Project implementation

WHAT THE AWARD IS vs IS NOT...

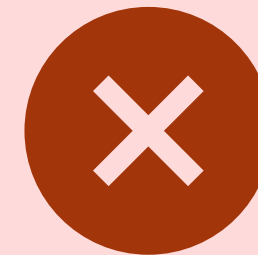
The NY Forward program includes an approximate 9-month planning process led by a professional planning and regional State team to develop a Strategic Investment Plan that will include a list of projects recommended by the Local Planning Committee for funding consideration. NYS makes the final decision on which projects will be awarded funding.

WHAT THE NY FORWARD AWARD IS vs. IS NOT



It IS a Reimbursement Program

Project sponsors must first incur expenses and complete project milestones before being reimbursed by the State after meeting specific contract requirements.



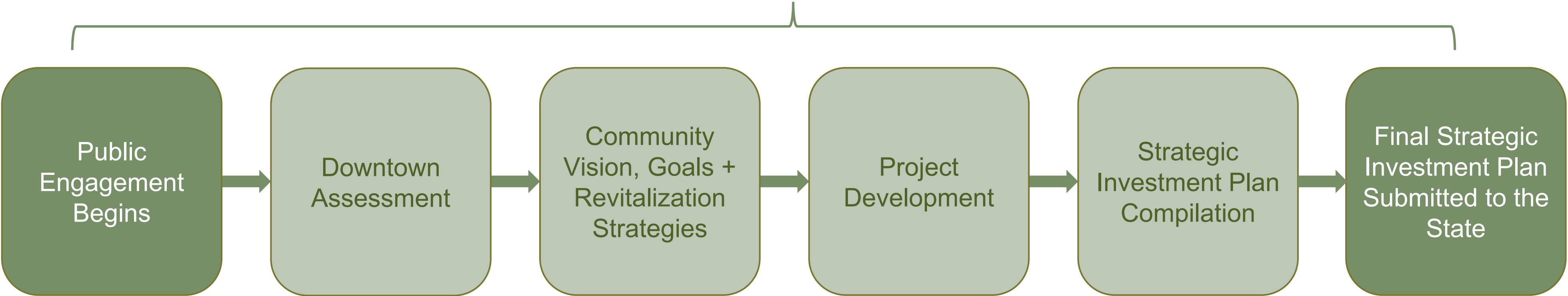
It IS NOT a Lump Sum Payment

Awarded funding is not deposited into a community's general fund to be distributed at will. It is a commitment of State funds for downtown revitalization projects within the identified downtown boundary. Projects will be considered for funding through an open call for projects during the planning process.

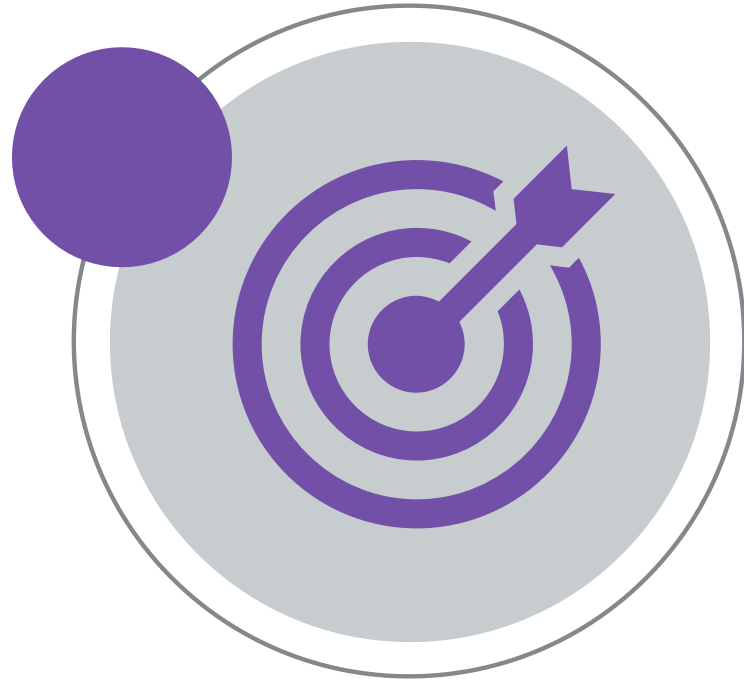
Focused on Capital Transformation: Funds are designated for projects like building renovations, streetscapes, and parks rather than operations or maintenance.

NY FORWARD PLANNING PROCESS

Selection	Planning	Implementation
Communities submit applications to the REDCs (Regional Economic Development Council). After soliciting community input, the Village of Heuvelton submitted an application and was selected in March 2026.	Selected communities will develop a Strategic Investment Plan that includes a vision for the downtown and a slate of transformative projects, based on community outreach and Local Planning Committee input. That plan forms the foundation for immediate and ongoing project implementation.	NY Forward awards will be used to implement the most transformative projects from the Strategic Investment Plan. Additional projects may be implemented through the CFA (Consolidated Funding Application) or other funding sources.

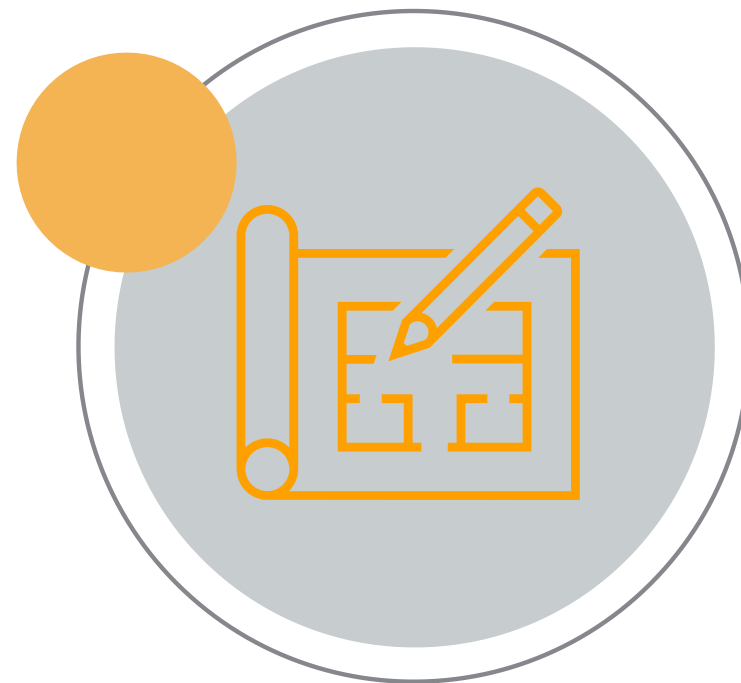


NY FORWARD PLANNING PROCESS



Visioning

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



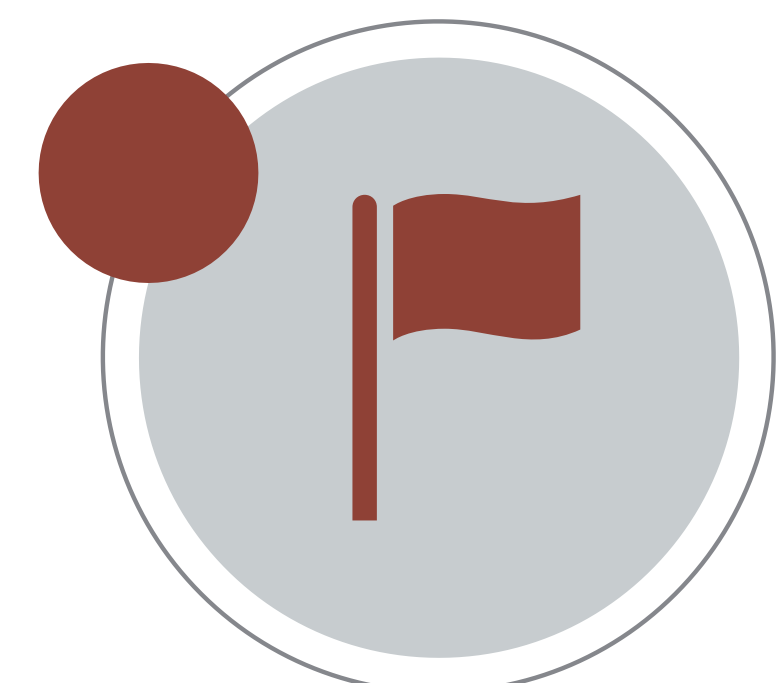
Opportunities + Challenges

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

8-9 Month Timeframe (April 2026 – February 2027)

- Each community is led by a consultant team to guide the planning process, develop projects to recommend to the State, and document in a Strategic Investment Plan
- This process helps ensure all voices are heard and projects are carefully considered.

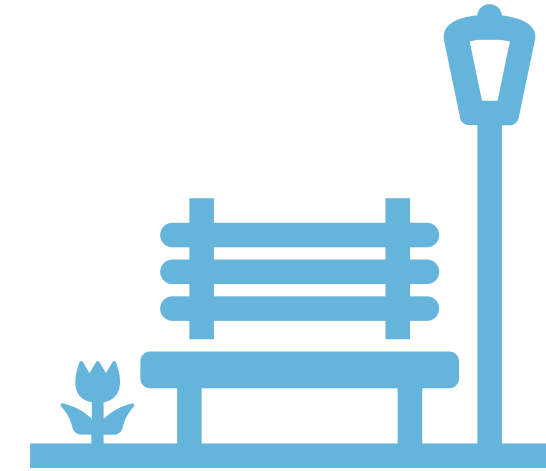
NYS NY FORWARD GOALS



**Create an active
downtown with a strong
sense of place**



**Attract new
businesses and provide job
opportunities**



**Enhance public spaces
that serve those of all ages
and abilities**



**Reduce greenhouse gas
emissions +
enhance climate
resiliency**



**Provide quality of
life amenities**



**Cultivate a variety of
housing
opportunities**



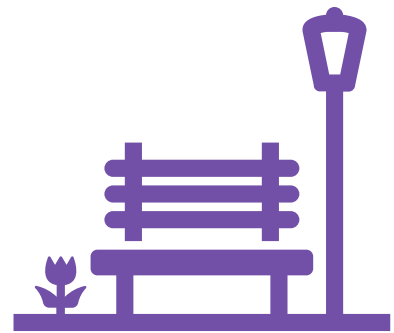
Grow local tax revenue



**Local Goals to be
defined at LPC #2**

ELIGIBLE PROJECT TYPES

Private, non-profit, and
municipal projects
are eligible for funding



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 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.

WHAT IS THE LOCAL PLANNING COMMITTEE (LPC)?

The Local Planning Committee or LPC is the steering body of the process. This committee meets regularly to brainstorm ideas, provide direction to the consultant and State team, reviews planning documents, discusses potential projects, and prioritizes actions.

The LPC members, working with the consultant team and State planners, will determine the slate of projects to be included in the Strategic Investment Plan. **They do not determine which projects will receive funding but help shape a strong project list for consideration.**

LPC Meeting Schedule

Meeting #1: July 28, 12:00 – 2:00 PM

Meeting #2: August 11, 12:00 – 2:00 PM

Meeting #3: September 8, 12:00 – 2:00 PM

Meeting #4: October 6, 12:00 – 2:00 PM

Meeting #5: October 28, 12:00 – 2:00 PM

LPC meetings are open to the public!



GETTING INVOLVED



Public Workshop #1

Shape the Vision and Goals for Downtown Heuvelton



Coffee with Consultants

Join us for coffee at Pickens Hall to discuss your project idea(s) and learn about NY Forward Program requirements



Take the Survey!

Go to the project website and take the online community survey



Attend a LPC Meeting

All LPC meetings are open to the public and end with an opportunity for public comments



Public Workshop #2

Give your input on what projects you think will have a lasting and transformative impact on Downtown Heuvelton

[HOME](#)[MEETINGS/ENGAGEMENT](#)[PARTNERS](#)[DOCUMENTS](#)[CONTACT](#)

MEETINGS/ENGAGEMENT

Local Planning Committee (LPC) Meetings

LPC Meeting #1

July 28, 2026 - 12:00 - 2:00 PM

Pickens Hall

83 State Street, Heuvelton, NY

- [Agenda](#)

Public Meetings

Public Open House

July 28, 2026 - 5:00 - 7:00 PM

Pickens Hall

83 State Street, Heuvelton, NY

[Flyer](#)

Open House Itinerary

5:15 PM - Welcome
6:30 PM - Presentation
7:12 PM - Meeting



The public can visit the project website at www.HeuveltonNYForward.com at any time in the planning process to view meeting schedules and materials and submit ideas and comments.



NY FORWARD BOUNDARY

The Heuvelton NY Forward Boundary:

- Focused on State Street
- Located along the Oswegatchie River
- Historic and Culturally Significant
- Key downtown business corridor
- Included in the Heuvelton NY Forward application



HEUVELTON'S DOWNTOWN VISION

(from the Heuvelton NY Forward application)



By 2034, Heuvelton aims to be a vibrant community featuring small businesses and activities for adults, children, and families. Key spaces such as the boat launch and Pickens Hall will serve as focal points for residents of all ages. Continued robust access to municipal services-including the public library, fire department, and post office - will remain a priority. Local childcare and medical centers will operate successfully, and the downtown area will evolve into a cultural center marked by new growth and development. Vacant properties will be repurposed to benefit the broader community and provide a diverse range of services.

Heuvelton envisions becoming a recreational destination, with enhancements including a new park and sports fields at the boat launch, increased engagement along the Oswegatchie River, and expanded trails within and surrounding the Village. Efforts to improve river water quality and reduce invasive species will unlock new recreational opportunities. Heuvelton Central School will continue to offer high- quality education and extracurricular programs, anticipate higher enrollment, and secure increased funding. The Village is committed to maintaining its small-town values while embracing cultural trends, aspiring to become a premier destination within the County.



OPEN CALL FOR PROJECTS – *NOW LIVE!*

All projects, including those submitted in the community's NY Forward application, must be submitted through the Open Call for Projects.

**Project
Applications
due:
September 2,
2026, at 4:00PM!**



Visit
www.HeuveltonNYForward.com
for more info!



PROJECT CRITERIA

- Projects should be **aligned with State and local goals** and demonstrate strong community support.
- Projects should be **well-developed** and ready to proceed in the near-term in a way that will jump start the reinvigoration of the NY Forward area.
- Projects should have a positive impact on the revitalization of the downtown by **attracting other public and private investment at a scale appropriate for community**.
- Projects should result in **secondary benefits** to both the community and project sponsor and improve quality of life in the neighborhood.
- **Investment of NY Forward funds** in the project should represent an effective and efficient use of public resources.

Visit
www.HeuveltonNYForward.com
for more info!



WHAT'S NEXT



JOIN US TOMORROW MORNING AT PICKENS HALL!

Coffee with Consultants

Date: July 29, 2026

Time: 8:00 AM – 10:00 AM (drop in anytime!)

Location: Pickens Hall

83 State Street, Heuvelton, NY



**Do you have ideas for the future of
downtown Heuvelton? Questions about the
NY Forward Program?**

Let's grab a coffee and chat!



TODAY'S WORKSHOP

Goal: Provide feedback & ideas on your vision for Heuvelton's downtown revitalization efforts, tell us what you love about downtown and what can be improved!

Format: Open House style. Visit the stations to provide input and share your ideas!

Each station has specific instructions!

- Be sure to participate in each activity
- Submit further comments throughout the process via the project website and attend additional meetings
- Tell us about your community!

Use the Participant Guide for station instructions – all ideas are welcome!

THANK YOU!
Visit
www.HeuveltonNYForward.com
to follow along!



HEUVELTON NY FORWARD
PUBLIC OPEN HOUSE | JULY 28, 2026

The Local Planning Committee (LPC) welcomes you to the Heuvelton NY Forward **Public Open House**. Share your ideas and help shape the future of downtown Heuvelton. Please provide input at one or more of the activity stations. If you have any questions about an activity, just ask a member of the project team.

PARTICIPANT GUIDE FOR ACTIVITY STATIONS

Station #1 – Project Overview: The what, why, who and how of NY Forward

Station #2 – Imagine Downtown: Explore the fundamentals of downtown revitalization and discover how it can strengthen the community, support local businesses, and enhance quality of life.

Station #3 – Downtown Snapshot: Highlights of existing conditions.

Station #4 – Downtown Vision & Goals: Use the sticky notes to share what you want downtown Heuvelton to look like in 5-7 years.

Station #5 – Challenges & Opportunities: Share your concerns for Heuvelton and identify opportunities.

Station #6 – The Places We Gather: Using the stickers and map, identify where you go, what you do there and how you get there.

Station #7 – Thinking About Public Spaces: What improvements would you like to see and where? How are these spaces used already? What can be added?

Station #8 – Other Thoughts and Ideas: Have more to share? Write it down at this station!

Station #9 – Call for Projects: The call for projects is open now! Get information about the steps to propose a project for funding consideration.

Station #10 – Kids Table: This is a place for kids to be creative and share their ideas.

Scan here to visit the project website to learn more about Heuvelton NY Forward and take the online survey





