



Heuvelton Local Planning Committee (LPC)

Meeting #1 | July 28, 2026



NY Forward



LOCAL PLANNING COMMITTEE (LPC) AGENDA

1

Welcome + Introductions

2

NY Forward Program Overview

- Code of Conduct
- Goals & Planning Process
- Project Requirements + Selection Process
- Public Engagement

3

Heuvelton NY Forward Application

- NY Forward Boundary
- Vision and Goals
- Downtown Opportunities & Challenges

4

Call for Projects

5

Next Steps

6

Public Comment

*Thank you for serving on the
Local Planning Committee
for your community!*



WELCOME + INTRODUCTIONS



MEET THE LOCAL PLANNING COMMITTEE (LPC)

+ SUPPORT

Name	Affiliation
Becky Bailey	Lions Club Member
Alexa Backus Chase	St. Lawrence Country Youth Bureau Director
Karen Cole	Heuvelton Free Library Board Chair
Heather Dodds	Heuvelton Zoning Board Chair
Becky Donnelly	Village Clerk, Village of Heuvelton (Support Team)
Mark Kearns	School Board Member
David Kingsley	Heuvelton Historical Association President
Barbara Lashua	Village Mayor, Village of Heuvelton (LPC Co-chair)
Michelle McGaw	Topo of the Hill Mattress & Furniture
Dr. Zvi Szafran	North Country REDC member, SUNY Canton President (LPC Co-chair)

MEET THE STATE + CONSULTANT TEAM

Name	State Agency
Kylie Peck	Project Lead, Project Manager, Department of State (DOS)
Jennifer Voss	Project Manager, Department of State (DOS)
Steve Hunt	Regional Director, Empire State Development (ESD)
Heather Tanner	Economic Development Program Specialist, Empire State Development (ESD)
Mary Barthelme	Senior Project Manager, Homes & Community Renewal (HCR)

Name	
Jaclyn Hakes	Director of Planning/Project Manager, MJ Engineering
Daniel Madigan	Planner, MJ Engineering
Melia Hema	Planner, MJ Engineering
Kerry Gibson	Planner, MJ Engineering

Sub-consultant Team:



ROLES + RESPONSIBILITIES

Local Planning Committee (LPC)

- Guide development of the Strategic Investment Plan
- Support and learn from public engagement activities
- Attend monthly LPC meetings; may form work groups and/or convene working sessions
- Review and advise on NY Forward planning products and activities
- Review, provide input and evaluate potential projects and recommend project selections for NY Forward Funding

State Team

- Provide guidance and expertise throughout NY Forward planning process
- Manage and assist the consultant team and community
- Ensure documents meet state and local goals and requirements
- Facilitate assistance from other State agencies
- Support contracting of projects awarded

Consultant Team

- Work with LPC and state to research, prepare and submit final NY Forward documents
- Facilitate and lead all public engagement with guidance from LPC
- Assist in identification, development and assessment of potential projects
- Manage meetings, event logistics and presentations





NY FORWARD PROGRAM OVERVIEW



WHAT IS NY FORWARD?

The NY Forward program...

- 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



Canton, NY – NY Forward Round 2 recipient

\$100 million per round awarded

- Two \$4.5 million awards in each REDC region.

*Not applicable to NYC

WHAT THE AWARD IS vs IS NOT...

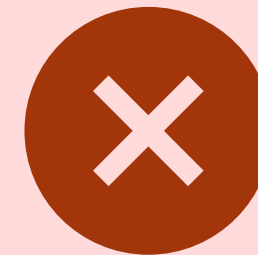
The NY Forward program includes an approximate 9-month planning process led by a professional planning and regional State team to develop a Strategic Investment Plan that will include a list of projects recommended by the Local Planning Committee for funding consideration. NYS makes the final decision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

- Guidelines, standards and procedures for Local Planning Committee (LPC) members to follow throughout the planning process
- All LPC members are required to serve and act in the public interest
- LPC members will receive and must sign the Code of Conduct for Members of New York State Downtown Revitalization Initiative and NY Forward Local Planning Committees (Code of Conduct)

Questions?

**Contact the
New York DOS Ethics Officer:**

**Anais Vasquez
(518) 948-0275
Anais.Vasquez@dos.ny.gov**



D.

**Disclose conflicts of
interest**

A.

**Act in the public
interest**

D.

**Disqualify as
necessary**

ACTING IN THE PUBLIC INTEREST | what does it mean?

- Avoid conflicts of interest
 - No “unwarranted privileges” in which an LPC member should use or attempt to use their position to secure unwarranted privileges or exemptions for themselves or others
 - No “improper influence.” An LPC member shall exercises their duties and responsibilities so as to not exert improper influence over other members.
 - An LPC member shall exercise all duties and responsibilities for the primary benefit of the public and in a manner where any benefit to the member or a family member or relative is incidental.
 - If a benefit is more than incidental, a conflict of interest arises, and an LPC member should recuse themselves.
-

DOCUMENTING CONFLICTS

- Members must identify if they have a potential conflict at the first meeting in which the matter giving rise to the conflict is discussed.
- When a potential conflict is identified, LPC members must complete and submit a formal **Recusal Form**.
- LPC members may not vote, or attempt to influence, a discussion or vote on any project(s), where a potential conflict of interest exists.
- The LPC co-chairs will remind members of their obligation to recuse at each meeting of the committee.
- A list of recusals together with the recusal form completed by each recused member will be maintained for each project for the duration of the DRI planning process.
- The recusal list will be updated at each meeting.



Downtown
Revitalization
Initiative



NY Forward

Recusal Form

LPC Member Name _____ Date _____

DRI or NYF Name _____

Applicable Project Title(s) _____

Reason(s) for Recusal

(Check all that apply.)

- ☐ I or a relative or family member have a financial interest in the project. (Describe below.)
- ☐ I or a relative or family member have an interest as a board member, owner, officer, employee, or investor in the project sponsor. (Describe below.)
- ☐ I or a relative or family member have an interest as a board member, owner, officer, employee, or investor in a potential competitor of the project. (Describe below.)
- ☐ Other: _____

Please provide a description of your conflict. (Be complete and specific. Attach additional pages, if necessary.)

Member Signature _____

The Code of Conduct for Members of New York State Downtown Revitalization Initiative or NY Forward Local Planning Committees states:

"No Member shall participate in any Committee vote, attempt to influence a discussion or vote, relating to any entity where such Member, Relative, or Family Member has an interest as a board member, owner, officer, employee or investor in the entity or in a potential competitor, or where such Member, Relative, or Family Member has a financial interest in the matter."

NY FORWARD PREAMBLE

Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today's meeting. If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote on that project. For example, you may state that you, or a family member, have a financial interest in the project, or you are on the board of the organization proposing the project. At this time, are there any recusals that need to be noted?

Please inform the LPC co-chairs during the meeting if the need to disclose a conflict arises unexpectedly, and then recuse yourself from discussion or voting on the project.

As we continue through the planning process, recusal forms will be required from anyone with an identified potential conflict to be kept on file with the Department of State.

PLEASE NOTE: YOU MUST LEAVE THE MEETING ROOM WHEN THE LPC IS DISCUSSING A PROJECT THAT YOU ARE RECUSED FROM

**Read by a LPC Co-chair at
the beginning of each
meeting.**

VOTING ON RECOMMENDED PROJECTS

- At the end of the NY Forward planning process all LPC members will vote on a slate of projects to be recommended to the state for NY Forward funding consideration.
- Voting will take place using an official LPC ballot to be submitted to the State.
- LPC members must recuse themselves from voting on individual projects where a conflict of interest exists.
- LPC members must follow the determinations made by the Ethics Officer in accordance with the Code of Conduct and other applicable laws.



Are there any general or clarifying questions we can answer now?



PROGRAM GOALS + PLANNING



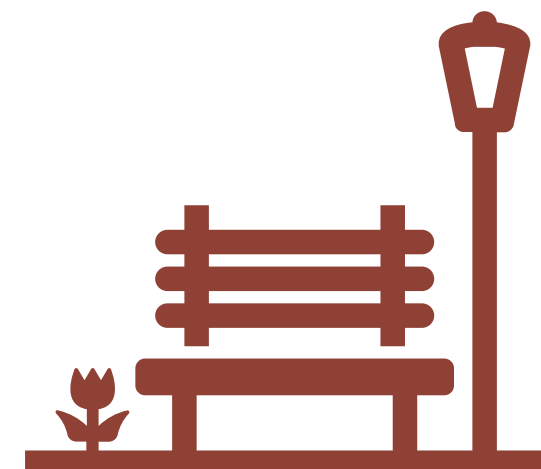
NYS NY FORWARD GOALS



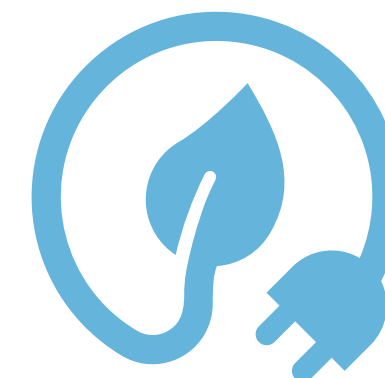
**Create an
active downtown with
a strong sense of place**



**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**

NY FORWARD FROM START TO FINISH



APPLY

September 2025 – March 2026

- Communities prepared and submitted applications to REDCs
- REDCs nominated communities
- State announced winners



PLAN

April 2026 – February 2027

- Local Planning Committees are established
- Community vision and goals are refined
- Projects are identified and refined
- LPC recommends projects to State
- Participate in the preparation of the Strategic Investment Plan



IMPLEMENT 2027 - 2032

- Final plans are submitted to the State
- Projects are selected and awarded

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.

PROJECT SCHEDULE + SCOPE

1

July

- LPC Kick-off
- Vision, Goals, & Strategies
- 1st Public Engagement

2

August | September

- Draft Downtown Assessment
- Vision, Goals, & Strategies
- Open Call for Projects

3

September | October

- Final Downtown Assessment
- Review Project Applications

4

October

- Preliminary Project List
- Project Sponsor Coordination
- Project Development
- Draft Project Profiles

5

November/December

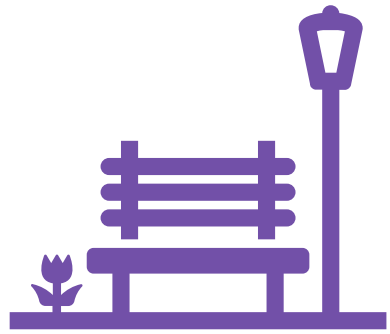
- 2nd Public Engagement
- Draft Strategic Investment Plan
- Final Project Profiles

6

February 2027

- Submit final NY Forward Strategic Investment Plan to NYS

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.



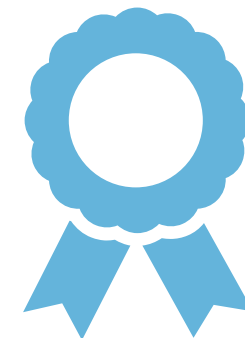
Small Project Grant Fund

A locally managed matching small project for small downtown projects, such as façade improvements, building renovations, business assistance, or public art.



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.



Branding and Marketing

Downtown branding and marketing projects that target residents, tourists, investors, developers and visitors.

INELIGIBLE PROJECT TYPES + ACTIVITIES

- **Planning Activities.** All NY Forward 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.** NY Forward funds cannot be used for property acquisition.
- **Training and Other Program Expenses.** NY Forward funds cannot be used to cover continuous costs, such as training costs and expenses related to existing programs.
- **Expenses related to Existing Programs.** NY Forward funds cannot supplement existing programs or replace existing resources.

PROJECT MATCH REQUIREMENTS + DECARBONIZATION

- 25% minimum project match for private projects (per NY Forward program)
 - * *Proposed projects with a greater sponsor match may be more competitive during the project evaluation process*
 - No match requirement for public or non-profit projects
 - Total project cost must be a minimum of \$75,000 (except small project fund)
 - LPC can set higher match requirements at their own discretion
 - New construction, building additions over 5,000 SF and some substantial renovation over 5,000 SF will be required to meet decarbonization standards
-

HOW ARE PROJECTS IDENTIFIED?



Projects included in the Heuvelton
NY Forward application



Projects solicited through
the Open Call for Projects

- All potential projects must complete a NY Forward project submission through the Open Call, even if submitted in the community's NY Forward application
- The LPC will evaluate all projects based on the NY Forward Program criteria and community goals
- **Not all solicited projects will be selected**

OPEN CALL FOR PROJECTS

- Open Call for Projects provides an opportunity for community members, property owners, and business owners to submit projects for consideration
 - Submission period will be open to the public for 5 weeks
 - Applicants **must** complete a submission form with required information (available online or in hard copy at accessible locations)
 - Simpler, parallel process for interest in the Small Project Fund
-

We are looking for projects that are ready to be implemented in the near-term, are transformational, and are feasible!

**Release Open Call for Projects:
July 28, 2026**

**Project Forms Due:
September 2, 2026, at 4:00 PM**

HOW ARE PROJECTS EVALUATED?

The LPC will evaluate all submitted projects based on the NYS NY Forward Program criteria and goals and local goals:

- **Eligible Project.** Projects must be one of the eligible project types.
 - **Alignment with Local and State Goals.** Projects must advance the goals established by the LPC and align with the State's program goals.
 - **Catalytic Effect.** Projects must have a significant positive impact on the revitalization of downtown Heuvelton.
 - **Project Readiness.** Projects should be well-developed and ready to proceed as soon as possible upon the award of funding.
 - **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.
 - **Community Criteria.** The LPC may set additional criteria for their review (LPC #2 discussion).
-

PROJECT EVALUATION WORKSHEET EXAMPLE

Evaluation Criteria		Evaluation Assessment		
STATE AND LOCAL GOALS				
1	Alignment with State goals	Yes ☐	No ☐	Need More Info ☐
2	Alignment with REDC goals	Yes ☐	No ☐	Need More Info ☐
3	Alignment with local vision and goals	Yes ☐	No ☐	Need More Info ☐
4	Alignment with ongoing local development initiatives	Yes ☐	No ☐	Need More Info ☐
PROJECT READINESS				
5	Scope of work and project activities are clearly identified	Yes ☐	No ☐	Need More Info ☐
6	Capacity to implement the project and manage a state contract	Yes ☐	No ☐	Need More Info ☐
7	Ability to begin implementation in the near-term (~2 years from award)	Yes ☐	No ☐	Need More Info ☐
8	Other funding sources secured to proceed	Yes ☐	No ☐	Need More Info ☐
9	Documented status of funds needed to complete the project	Yes ☐	No ☐	Need More Info ☐
10	Project sponsor has supplied backup documentation to support project readiness: ex. <i>images of existing conditions, project renderings, etc.</i>	Yes ☐	No ☐	Need More Info ☐
11	Sponsor can demonstrate site control <i>If no, potential for resolution?</i>	Yes ☐	No ☐	Need More Info ☐

Yes	No	maybe	COMMUNITY SUPPORT
			The project is supported by the community and in line with its DRI vision.
Yes	No	maybe	PROJECT READINESS
			The project is well developed and poised to proceed in the near term in a way that will jumpstart the redevelopment of the neighborhood. The sponsor has the capacity to implement and maintain the project.
Yes	No	maybe	CATALYTIC EFFECT
			The project is likely to have a significant positive impact on the revitalization of the downtown by attracting other public and private investment.
Yes	No	maybe	CO-BENEFITS
			The project will result in secondary benefits to both the community and project developer, beyond the primary goal of the project itself, which will generate additional economic activity, grow the local property tax base, improve quality of life in the neighborhood, and/or result in improved buildings likely to create healthier, more comfortable and productive environments in which to live and work.
Yes	No	maybe	COST EFFECTIVENESS
			There is a demonstrated needs for DRI funds and investment of public DRI funds in the project would represent an effective and efficient use of public resources.

FINAL SLATE OF RECOMMENDED PROJECTS

**Funding
Requests
Received**

**Target \$
Range**

**NY Forward
Award**

\$

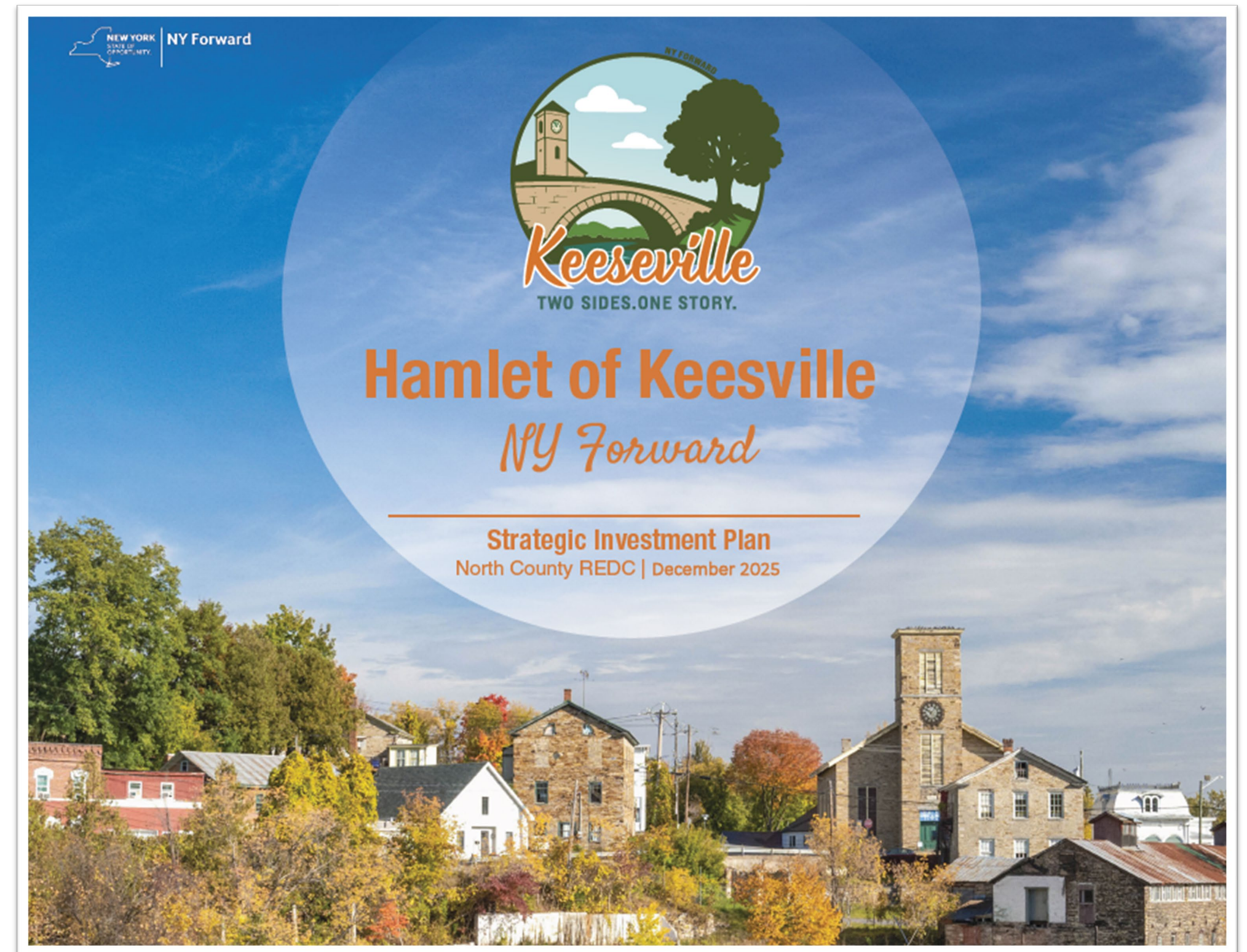
\$

\$

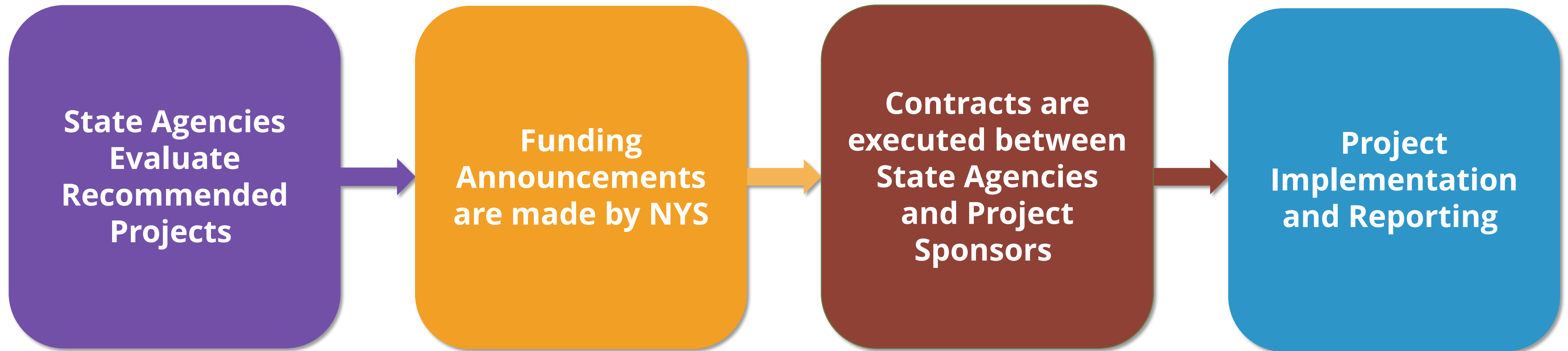
- The Final slate of projects takes into consideration feedback from the public and is finalized by the LPC
- The total amount of requested NY Forward funds will have a higher dollar amount than what will be awarded (\$6 - \$8 million)

WHAT IS THE END GOAL OF THIS PLANNING PROCESS?

- Consensus on a recommended list of projects for implementation
- Submission of a Strategic Investment Plan to the State containing recommended list of projects
- Momentum and direction for downtown revitalization



WHAT HAPPENS AFTER THE PLANNING ENDS?



- **Announcements are typically made in the months following submission of Strategic Investment Plan**
- **Project implementation begins as soon as possible, once contracts are in place**

PROJECT IMPLEMENTATION



- All awards are provided as a **reimbursement grant**. **Project sponsors must complete work before monies are provided.**
- Project sponsors will likely need to secure bridge financing to cover costs while project is being completed.
- All awards are subject to **State requirements**, including MWBE goals, competitive procurement, etc.

PUBLIC ENGAGEMENT

- Critical component of the NY Forward planning process!
- Lead by the consultant team
- Occurs throughout the process and is tailored specifically to each community's needs
- Activities should encourage participation from a broad and diverse population

METHODS:

- Immersive Engagement
- Public Workshops (x2)
- Local outreach / Pop-ups / stakeholder discussion groups
- LPC Meetings
- Open Call for Projects
- Online Engagement
- Business Survey
- Community Survey



HOW DO WE USE PUBLIC FEEDBACK?

- 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



Engagement Timeline:

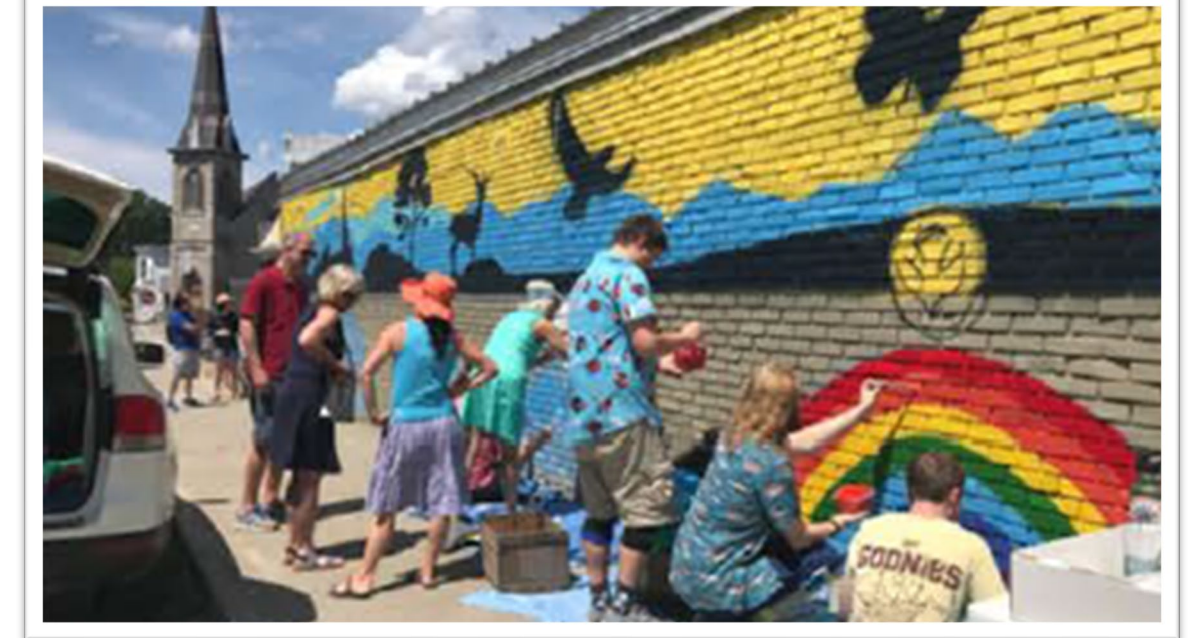
July - Open House #1
Stakeholder & Community Outreach

October - Open House #2
Community Outreach

Ongoing – LPC Meetings
Project Website
Online Comment Form

LPC FEEDBACK -- PUBLIC ENGAGEMENT

- Are there important community groups or stakeholders we should reach out to?
- Community events / locations for outreach activities?
- Effective channels for notifications?
- Hard to reach groups we should engage?



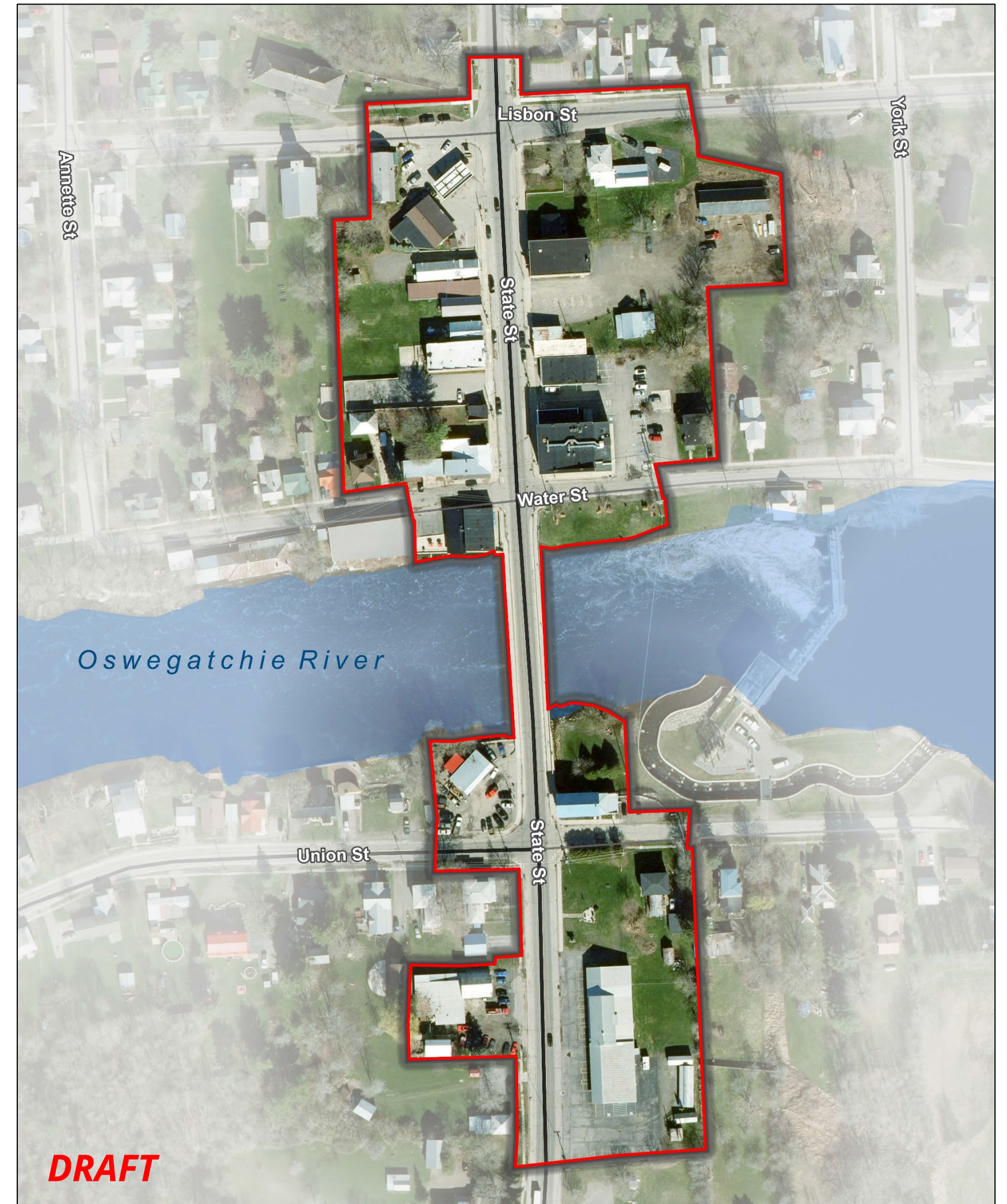
HEUVELTON NY FORWARD APPLICATION



NY FORWARD BOUNDARY

The Heuvelton NY Forward boundary extends along State Street, running both north and south to encompass the Village's primary commercial corridor.

Boundary submitted by the Village of Heuvelton via NY Forward application and refined to reflect approximate property lines.



OVERVIEW OF PROPOSED PROJECTS | *from Heuvelton application*

VILLAGE BRANDING PROGRAM, LOGO CREATION, AND WAYFINDING SIGNAGE

Heuvelton aims to leverage grant funds to create a comprehensive branding program reflecting its heritage and community pride. This includes a new logo, signage, and integration of the Vision Statement into communications. The Village has invested in signage for years but lacks a unified brand reflecting its heritage. A single logo and coordinated wayfinding signage will unify the image and encourage both residents and visitors to enjoy all Heuvelton has to offer.

NYS-812/STATE STREET STREETScape PROJECT

NYS 812 (State Street) spans both sides of the Oswegatchie River Bridge, and the project aims to extend the bridge's historic character throughout the corridor with period lighting, improved sidewalks, and a Public Address (PA) system for community events. These upgrades will create an attractive setting that supports ongoing facade improvements, new residential units, and expanded commercial activity.

Coordinated Village branding through wayfinding and commercial signage supported by Small Project Fund will be reinforced by matching period light poles. Trees, benches, and existing marked crossings will enhance walkability while maintaining DOT preferred pedestrian safety standards and encouraging use of nearby businesses. The Village intends to leverage scheduled DOT pavement rehabilitation to redevelop the pedestrian corridor and align it with Heuvelton's broader public and private revitalization efforts.

HEUVELTON VOLUNTEER FIRE DEPARTMENT COMMUNITY CENTER IMPROVEMENTS

To further support community needs, the Heuvelton Volunteer Fire Department (HVFD) plans to enhance the existing interior space into a more capable and technologically equipped Community Center. The upgraded space will feature improved audio and visual systems for presentations, movie events, and public speaking. Restrooms will be made ADA accessible, and the kitchen will be expanded to support larger events and catering. The improved facility will serve as a second Village venue for recreation, events, and educational programming. The HVFD has completed a Preliminary Architectural Feasibility Report and intends to pursue additional grant funding from federal and state sources.

OVERVIEW OF PROPOSED PROJECTS | *from Heuvelton application*

DOUG'S TAVERN IMPROVEMENTS

Under new ownership, this project will build on the Tavern's long-standing heritage and community role through several improvements. ADA compliant access will be added at the rear entrance to ensure accessibility for all. The kitchen will be upgraded to expand dining options, and second floor renovations will create more open space. The project will also improve access and capacity on the second floor for dining and recreation. These enhancements and the overall expansion are expected to generate additional job opportunities in the Village.

HEUVELTON HISTORICAL ASSOCIATION (HHA) 25 WATER STREET MIXED-USE BUILDING AND SITE RENOVATION

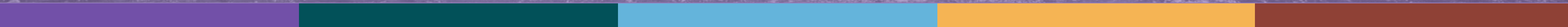
The Heuvelton Historical Association (HHA) purchased this historic building for renovation and to provide parking that supports the adjacent hair salon, credit union, and Pickens Hall. Planned improvements include energy efficiency upgrades and the addition of an affordable studio apartment. Site work will relocate utility infrastructure, add paved parking, and install an EV charging station, supported by grant match funds and energy study recommendations.

HEUVELTON SMALL PROJECT FUND

Eight (8) Heuvelton businesses have expressed interest in using funding for small projects. All interested properties fall within the proposed boundary and represent a wide range of service types. Coordinating these small business improvements with larger stand-alone investments centered around Pickens Hall will help support the transformation of downtown Heuvelton.



LPC VISIONING EXERCISE



VISION FOR DOWNTOWN HEUVELTON



A downtown vision...

- Unifies a community focus
- Assists with goal setting and defining strategies
- Provides guidance & direction for the downtown revitalization
- Will be used by the LPC as a metric for evaluating projects

HEUVELTON DOWNTOWN VISION | *from Heuvelton 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. ”

DOWNTOWN HEUVELTON DRAFT GOALS

What goals are important to achieve the Vision for downtown Heuvelton?

Downtown GOALS should be:

- 1. Realistic**
 - 2. Clear & well-defined**
 - 3. Aligned with & supportive of the community vision**
-

DOWNTOWN HEUVELTON DRAFT GOALS

GOAL 1: Strengthen the downtown economy and support local businesses.

GOAL 2: Expand housing opportunities and enhance quality of life.

GOAL 3: Improve connectivity and activate shared downtown spaces.

GOAL 4: Create vibrant downtown destinations that reflect community identity and foster pride.

LPC VISIONING EXERCISE

- What will your downtown look and feel like in 5-7 years?
- What needs to change?
- What are other downtowns you enjoy visiting? Why?





OPEN CALL FOR PROJECTS



CALL FOR PROJECTS



OPEN CALL FOR PROJECTS NOW LIVE

Transform downtown Heuvelton with NY Forward!

To learn more about NY Forward, project eligibility requirements and to access an Official Call for Projects Application form or Small Project Interest form, visit HeuveltonNYForward.com or scan the QR code below.

**ACCEPTING PROJECT PROPOSALS UNTIL
SEPTEMBER 2, 2026 AT 4:00 PM**



- Open Call for Projects provides an opportunity for community members, property owners, and business owners to submit projects for consideration.
- Private, non-profit, and municipal projects are eligible for funding
- All potential projects must complete a NY Forward Project Application form with required information through the Open Call, even if the project was submitted in Heuvelton's original application for NY Forward
- The Open Call For Projects will run from **July 28, 2026, to September 2, 2026.**
- NY Forward program requires a minimum 25% match for private projects
- The total project cost must be a minimum of \$75,000 to submit a Project Form.
- Projects <\$75,000 should submit a Small Project Fund to demonstrate support for the fund.
- Not all solicited projects will be selected for funding consideration

APPLICATION FORMS



VILLAGE OF HEUVELTON

Heuvelton Project Form

Small Project Letter of Interest

Email your completed application and any supplemental materials to Melia Hema at mhema@mjteam.com

To the Village of Heuvelton Local Planning Committee,
I am writing to confirm my interest in participating in the Village of Heuvelton's Small Project Fund. I **own or lease** the property located at:

I am interested in making improvements to my property/business, which would contribute to the revitalization of not only my property, but also the NY Forward Area. **The scope** of my proposed project includes the following:

I understand the submittal of this letter of interest does not guarantee funding, and I will be required to submit an application to the administering entity of the Fund, if the project is selected for funding through NY Forward.

I anticipate the **total project cost** to be approximately \$, for which I understand

→ To submit via email:

Email your completed application and any supplemental materials to Melia Hema at mhema@mjteam.com

→ To submit a hard copy, mail or hand-deliver to:

51 State Street N, Heuvelton, NY 13654

Deadline for Submission:

September 2, 2026 at 4:00 PM

PROJECT EVALUATION CRITERIA

- The LPC will use the State Evaluation Criteria in addition to Local Evaluation Criteria when discussing and evaluating proposed projects throughout the NY Forward planning process
- Alignment with Heuvelton's vision and goals will be used to evaluate submitted projects.

State Evaluation Criteria

Alignment with State DRI/NY Forward Goals.

- Create an active downtown with a strong sense of place that reflects the community's heritage and culture.
- 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 the 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 for people of all ages, abilities, incomes, and backgrounds.
- Reduce greenhouse gas emissions and support investments that are more resilient to future climate change impacts.

Catalytic Effect. The project is likely to have a significant positive impact on the revitalization of the downtown by attracting other public and private investment at a scale appropriate for the DRI/NY Forward community.

Project Readiness. The project should be well-developed and poised to proceed in the near-term in a way that will jump start the redevelopment of the DRI/NY Forward area.

Cost Effectiveness. Investment of DRI/NY Forward funds in the project would represent an effective and efficient use of public resources.

Co-Benefits. The project will result in secondary benefits to both the community, which will generate additional economic activity and improve quality of life in the neighborhood.

PROJECT EVALUATION CRITERIA

- ✓ Scope of work and project activities are clearly identified
 - ✓ Capacity to implement the project and manage a state contract
 - ✓ Ability to begin implementation in the near-term (~2 years from award)
 - ✓ Other funding sources secured to proceed
 - ✓ Documented status of funds needed to complete the project
 - ✓ Project sponsor has supplied backup documentation to support project readiness: ex. images of existing conditions, project renderings, etc.
 - ✓ Sponsor can demonstrate site control
- ✓ Ability to proceed without any significant regulatory hurdles
 - ✓ Potential to attract other private investment
 - ✓ Transformative potential: Project contains elements that fundamentally change the downtown and how it is perceived
 - ✓ Market demand and economic feasibility
 - ✓ Ability to provide a sustainable impact in the downtown. The longevity of the project & its impact
 - ✓ Adequate budget information provided and reflects a prudent expenditure of NY Forward funds
 - ✓ Demonstrated need for NY Forward funds to make the project feasible

PROJECT EVALUATION CRITERIA

- ✓ Potential to leverage additional private and/ or public funds
- ✓ Project Sponsor Match
- ✓ Availability of other funding sources that are more appropriate than the NY Forward award
- ✓ Anticipated community and economic growth and investment
- ✓ Enhances placemaking activities that contribute to an inviting, walkable downtown
- ✓ Improves community connection, collaboration or enhances accessibility in the downtown
- ✓ Expands housing, services or amenities targeted toward residents and/or visitors

- ✓ Enhances the downtown's arts and cultural offerings and/or entertainment opportunities
- ✓ Estimated impacts on tax revenue
- ✓ Potential job growth and retention

○ **Other Local Evaluation Criteria**

- Public Support
- Transformative Potential – elements that improve downtown and how it is perceived
- Availability of alternative funding sources that are more appropriate than the NY Forward award
- **Others?**

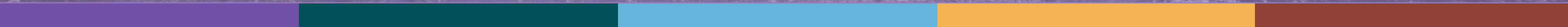
OPEN CALL SUPPORT

- **In-Person Office Hours** are available for project sponsors to discuss application details with members of the consultant team.
 - August 11, 2026, 10:30 AM – 11:30 AM
 - August 11, 2026, 2:30 AM – 3:30 PM
- Additionally, an **Open Call for Projects Virtual Webinar** will be held for both North Country NY Forward communities on:
 - August 13th, 2026, 12:00PM – 1:00PM
 - Webinar information can be found on the project website
- Additional information regarding the Call for Projects may be found on the Project Website
 - www.HeuveltonNYForward.com





NEXT STEPS



PROPOSED SCHEDULE

Milestone	Proposed Dates + Time
LPC #1	July 28 at 12:00 – 2:00 pm
Open House #1	July 28 at 5:00 – 7:00 pm
Community Survey Launch	July 28 at 5:00 pm
Call for Projects - Release	July 28 at 5:00 pm
Coffee with Consultants	July 29 at 8:00 – 10:00 am
Business Survey	July 29
Stakeholder Meetings	July 29 • 12:30 – 1:30 pm • 2:00 – 3:00 pm

PROPOSED SCHEDULE CONTINUED

Milestone	Proposed Dates + Time
LPC #2	August 11 at 12:00 – 2:00 pm
Call for Projects – Office Hours	August 11 • 10:30 – 11:30 am • 2:30 – 3:30 pm
Call for Projects – Virtual Office Hours	August 13 at 12:00 – 1:00 pm
Call for Projects - Deadline	September 2 at 4:00 pm
LPC #3	September 8 at 12:00 – 2:00 pm
LPC Work Session*	Virtual – Week of September 21
Downtown Assessment	September 30
LPC #4	October 6 at 12:00 – 2:00 pm
Public Engagement #2	October 27 at 5:00 – 7:00 pm
LPC #5 <i>(potential vote on slate of projects)</i>	October 28 at 12:00 – 2:00 pm
Submit Draft SIP	February 19
Submit Final SIP to NYS	March 12

**will consult LPC for preferred time*

LOOKING AHEAD

- Review, sign and return the Code of Conduct
- Public Workshop #1 – **July 28, 2026**
 - 5 – 7 PM at Pickens Hall
- Call for Projects Release – **July 28, 2026**
- Promote Open Call for Projects!
- Coffee with Consultants – **July 29, 2026**
- Call for Projects – Virtual Webinar – **August 13, 2026**
- Downtown Assessment
 - Research, mapping, data collection
- LPC Meeting #2 - **August 11, 2026**

NY Forward Program resources can be found at:

<https://www.ny.gov/programs/ny-forward>

**Visit the Heuvelton NY
Forward website to follow
along, view meeting
summaries and presentation
materials
and find out how to get
involved!**

HeuveltonNYForward.com

