



We will begin at 5:35 PM!

WELCOME GOUVERNEUR

Public Open House # 2

September 24, 2025



NEW YORK
STATE OF
OPPORTUNITY.

NY Forward



Scan QR code for more information on your
mobile device or visit the project website



GouverneurNYForward.com

PUBLIC WORKSHOP AGENDA:

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We Want Your Input!

WHAT IS NY FORWARD?

- NY Forward (NYF) was launched in 2022 and serves as a central component of the State's economic development efforts to accelerate and expand the revitalization of New York's downtowns.
- In 2024, Governor Hochul committed \$100 million to Round 3 of the NY Forward Program. Each Regional Economic Development Council Region accepts and evaluates applications and nominates two communities to receive a \$4.5 million award.
- NY Forward communities are walkable, less dense areas that serve the immediate local community, and are more local in nature - focusing on the immediately surrounding residential or rural agricultural-centric development.
- These downtowns receive planning and project implementation support to attract more businesses, residents, and visitors, while providing a higher quality of life. Unlike the DRI program, funds used for planning are not taken from the award amount to implement projects.



**In October 2024, the
Village of Gouverneur
applied for the
NY Forward Grant!**



WHAT IS NY FORWARD?

- The planning process culminates in the submission of a Strategic Investment Plan that identifies a list of transformational downtown projects identified for funding consideration.
- NY Forward encourages a mix of private, not-for-profit, and public realm projects to achieve state and local goals of the program.
- The NYF grants are reimbursable, and funds are not disbursed until the awarded project is 100% complete.
- Using the Strategic Investment Plan, New York State agencies will review and award funding to projects based upon several criteria including-- project readiness, ability to achieve a catalytic effect, a project's ability to provide co-benefits or secondary community benefits, cost effectiveness, and alignment with both state and local goals.



**In March 2025, the
Village of Gouverneur
was awarded \$4.5
million as one of the
North Country recipients
of NY Forward funding!**



NY FORWARD PROGRAM GOALS



Creating
an active
downtown



Attracting
new
businesses



Enhancing
public
spaces



Building
a diverse
population



Growing the
local property
tax base



Providing
quality of life
amenities



Reducing
greenhouse
gas emissions



Key Activities

- Public engagement
- Downtown profile and assessment
- Vision, goals, and revitalization strategies
- Project identification and development
- Project selection
- Project implementation

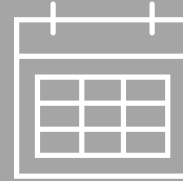
NY FORWARD TIMELINE



APPLY

September 2024 – March 2025

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



PLAN

April – December 2025

- Local Planning Committee established in May 2025
- Community vision and goals are refined
- Projects are submitted and evaluated by the LPC
- LPC recommends projects to State
- Participate in the preparation of the Strategic Investment Plan



PROJECT IMPLEMENTATION

2026 - 2031

- Final plans are submitted to the State
- Projects are selected by NYS for funding
- NYS contracts directly with awardees
- Projects completed

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Focus has been here!



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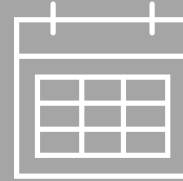
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NY FORWARD PLANNING PROCESS



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 to NYS

8-9 Month Timeframe (April – December 2025)

- Each community and Local Planning Committee (LPC) 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

NY FORWARD PLANNING PROCESS

What is the Local Planning Committee (LPC)?

- Each LPC is led by co-chairs consisting of the local elected official and a member of the Regional Economic Development Council (or their respective designees). General membership of the LPC will include local and regional leaders, community stakeholders, and representatives from interest groups and organizations appropriate to the community.
- 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.**



Each LPC receives support from a team of State staff. The State team, led by the **DOS**, also includes staff from **HCR**, **ESD**, and **NYSERDA**.



A professional consultant team, contracted by the State, is assigned to each NYF community to provide planning support throughout the process and prepare the final Strategic Investment Plan.



NY FORWARD OUTREACH OVERVIEW



Held 4 Local Planning Committee Meetings open to the public



Press releases for meetings and other engagement activities



Interactive Public Open House and community pop-up at the Village Flag Day event



Stakeholder Meetings



Office hours to assist with project applications or program questions



Social Media Posts



Open Call for Projects Presentation



Community Survey



Email Campaign/ Outreach



Flyers for Open Call and public meetings



Door to Door Business Discussion/ Survey



Project Website and Project Cards

NY FORWARD PLANNING PROCESS

Downtown Gouverneur Vision

“ Nestled along the Oswegatchie River, downtown Gouverneur will be a safe, friendly and walkable environment, honoring its historical charm, vibrant and expanding downtown business community and its proximity to major regional employers. Through an enhanced quality of life, and increased opportunities for residents and visitors, the village will highlight its rich recreational, cultural, and retail assets, positioning the community as a regional destination.”

COMMUNITY INPUT



NY FORWARD PLANNING PROCESS

Downtown Goals

GOAL 1: STRENGTHEN & EXPAND THE LOCAL ECONOMY

Continue the momentum from the NY Forward grant awards and invest in downtown to bring all downtown storefronts into productive use by supporting building renovations, reducing barriers for small businesses, and enhancing/ marketing the appeal and economic vitality of Gouverneur's historic downtown.



GOAL 2: ENHANCE QUALITY OF LIFE & COMMUNITY RESILIENCY

Improve public spaces, expand recreational opportunities, and strengthen downtown's role as a vibrant community hub.



GOAL 3: BECOME A REGIONAL DESTINATION

Attract visitors to downtown by promoting local businesses, cultural assets, and events.



GOAL 4: IMPROVE WALKABILITY AND CONNECTIONS DOWNTOWN

Create a safe, accessible, and connected network of sidewalks and walking paths that strengthen connections between key destinations.



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.



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.

INELIGIBLE PROJECT TYPES

- **Planning Activities.** All NYF 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.** NYF funds cannot be used for property acquisition.
- **Training and Other Program Expenses.** NYF funds cannot be used to cover continuous costs, such as training costs and expenses related to existing programs.

PROJECT REQUIREMENTS + DECARBONIZATION

- **Required 25% minimum project match for private projects**
**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
- Projects must be located within the approved NY Forward Boundary
- Total project cost must be a minimum of \$75,000 (except small project fund)
- New construction, building additions over 5,000 SF + some substantial renovation over 5,000 SF will be required to meet decarbonization standards

HOW ARE PROJECTS IDENTIFIED?



**Projects included in
the community's
NY Forward application**



**Projects solicited through the
Open Call for Projects**

- All potential projects must complete a NYF project submission through the Open Call, even if submitted in the community's NYF application
- Open Call for Projects provides an opportunity for community members, property owners, and business owners to submit projects for consideration
- Submission period must be open to the public for at least 4 weeks

HOW ARE PROJECTS IDENTIFIED?



The poster features the 'GOUVERNEUR NY Forward' logo at the top left and a map of New York State with 'NEW YORK STATE NY Forward' at the top right. A QR code is on the left with the text 'SCAN QR CODE FOR MORE INFORMATION ON YOUR MOBILE DEVICE'. The main text reads 'OPEN CALL FOR PROJECTS NOW LIVE!' in large green letters. Below this, it says 'Transform downtown Gouverneur with NY Forward!' and 'To learn more about NY Forward, project eligibility requirements and to access an official Call for Projects Application form, visit www.GouverneurNYForward.com or scan the QR code above.' At the bottom, a blue banner states 'ACCEPTING PROJECT PROPOSALS UNTIL JULY 31, 2025 AT 4:00PM'.

OPEN CALL FOR PROJECTS NOW LIVE!

Transform downtown Gouverneur with NY Forward!

To learn more about NY Forward, project eligibility requirements and to access an official Call for Projects Application form, visit www.GouverneurNYForward.com or scan the QR code above.

ACCEPTING PROJECT PROPOSALS UNTIL JULY 31, 2025 AT 4:00PM



The form features the 'GOUVERNEUR NY Forward' logo at the top. The title is 'NY Forward Project Form'. The text describes the Village of Gouverneur's participation in the NY Forward program and the Local Investing Committee (LPC). It states that project proposals must be received by July 31, 2025 at 4:00 PM. A yellow banner highlights this deadline. Below, it mentions an open house meeting on June 17, 2025 at 9:30 to 11:00 AM at the Gouverneur Community Center.

NY Forward Project Form

The Village of Gouverneur has been awarded funds through the New York State NY Forward (NYF) program to fund catalytic projects in the downtown to spur revitalization. The Local Investing Committee (LPC) is seeking project proposals from the public for potential projects to be included in Gouverneur's Strategic Investment Plan. Projects included in the Strategic Investment Plan will be reviewed by New York State and may receive funding from a total allocation of \$4.5 million. Project proposals must be received by:

July 31, 2025 at 4:00 PM

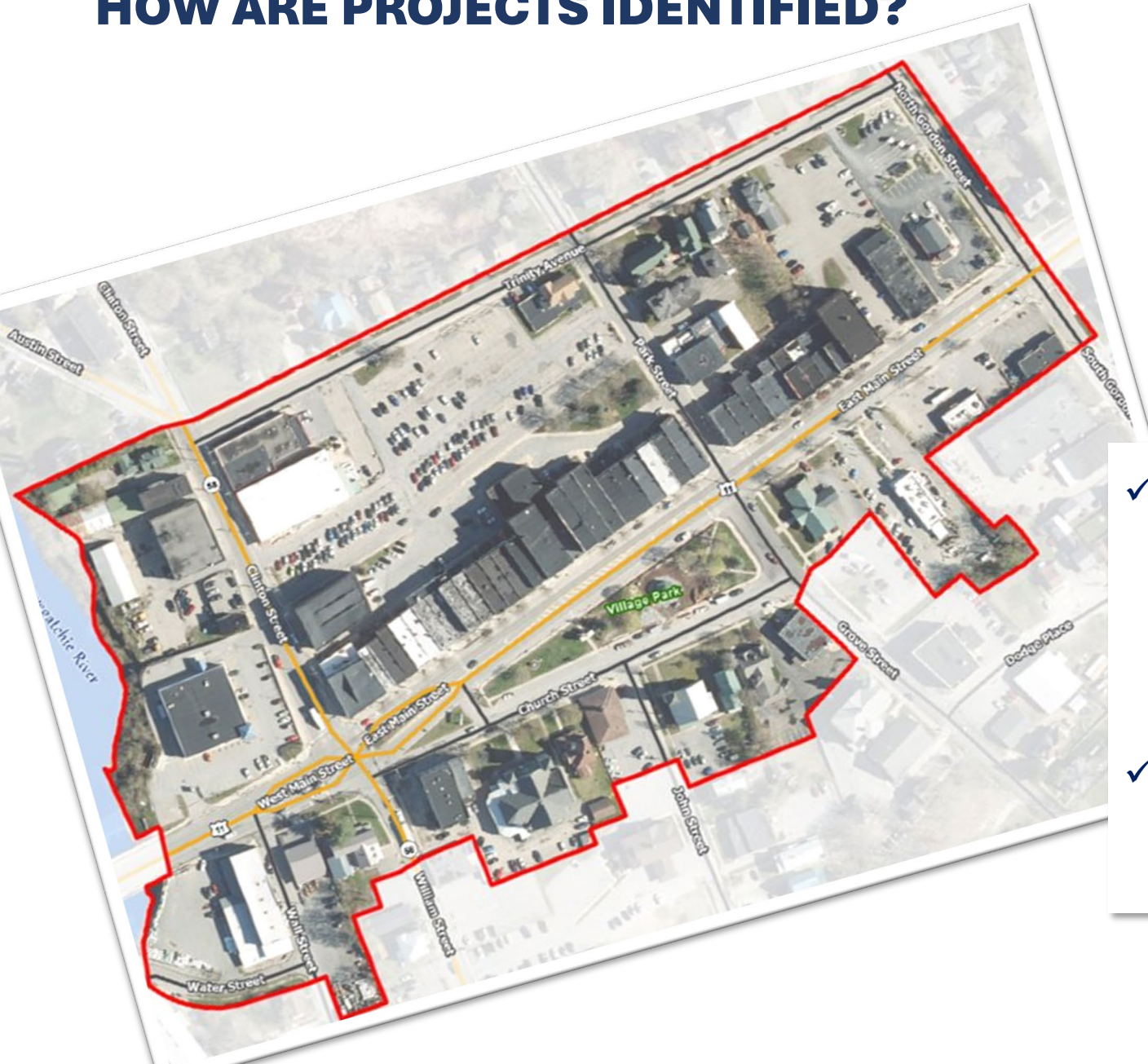
Open house meeting to learn more about the Open Call for Projects and eligibility requirements will be held in-person on:

June 17, 2025 at 9:30 to 11:00 AM,
Gouverneur Community Center, 4673 NY-58, Gouverneur, NY 13642

- Applicants must complete a submission form with required information (available online and in hard copy at accessible locations)
- Simpler, parallel process for Small Project Fund
- The LPC evaluates all projects based on the NYF Program criteria and community goals
- **Not all solicited projects will be selected**



HOW ARE PROJECTS IDENTIFIED?



- To be considered for funding, projects must be located in the boundary that was included with the community application

- ✓ The Gouverneur NY Forward boundary is centered along East and West Main Streets, between North Gordon Street and the Oswegatchie River. This is the key downtown business corridor.
- ✓ The area outlined in red is the approved NY Forward boundary for Gouverneur included in the community's application.

HOW ARE PROJECTS EVALUATED?

The LPC evaluated all submitted projects based on the NYS NYF Program criteria + 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 Gouverneur.
- **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.

Gouverneur NY Forward Project Evaluation Worksheet



NY Forward

Reviewer Name: _____

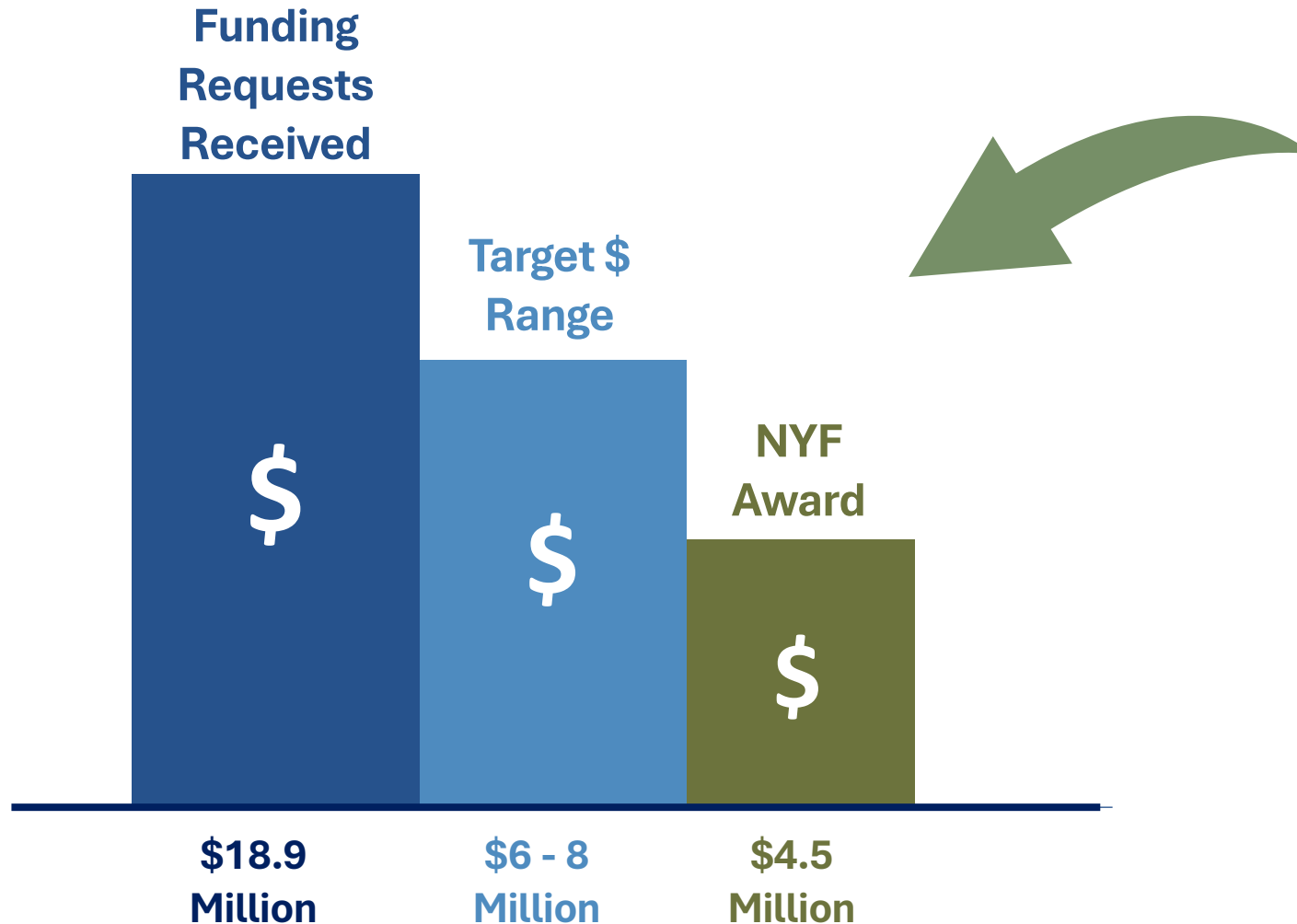
Project ID Number: _____ Project Name: _____

Instructions: The following worksheet is intended to assist the LPC in refining the NY Forward projects list. To the extent you can, please complete and be prepared to discuss each project. Note that not all criteria listed below may be ready for evaluation at this stage of the process but may be considerations moving forward. Criteria are based on guidance for decision-making provided by state partners.

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___



FINAL SLATE OF RECOMMENDED PROJECTS



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

WHAT'S NEXT?

- ☐ **Local Planning Committee Meeting #5**
September 25th | 12:00 PM – 2:00 PM | Gouverneur Community Center
- ☐ **LPC Vote on Slate of Projects**
Local Planning Committee Meeting #5
- ☐ **Creation of Strategic Investment Plan by MJ Engineering**
September - November
- ☐ **Submission of Strategic Investment Plan + Projects to NYS**
December 2025
- ☐ **NYS Selects projects to receive funding**
- ☐ **Project Awards announced by NYS**
Anticipated Spring 2026



Scan QR code for more information on your mobile device or visit the project website



GouverneurNYForward.com



TODAY'S ACTIVITY: PROJECT REVIEW + FEEDBACK



NY Forward

Goal: Share your ideas and help shape the future of downtown Gouverneur!

Please provide input at one or more of the activity stations. If you have any questions about an activity or project, just ask a member of the project team.

Station 1

Project Overview

Station 2

Shaping Downtown's
Future

Station 3

Identifying Priority
Projects in Downtown
Gouverneur

Station 4

Project Gallery

Station 5

Thinking About Public
Spaces

Station 6

Other Thoughts and
Ideas

Station 7

Kids Table

**THANK
YOU!**



Scan QR code for more information on your
mobile device or visit the project website



GouverneurNYForward.com





THANK YOU for participating!



NY Forward



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