



NY Forward



Open Call Public Information Session

August 5, 2026

AGENDA

1. Background Information
2. Eligible Project Types
3. Project Requirements
4. Evaluation Criteria
5. Application Page-Turn
 - Small Project Fund Interest Form
 - Project Form
6. Submitting Your Application
7. Q&A Session



SETTING THE STAGE

Background Information

CONTEXT

The Town of Irondequoit has been awarded \$4.5 million from New York State to plan and implement transformative projects in the **Titus-Hudson-Cooper** area.

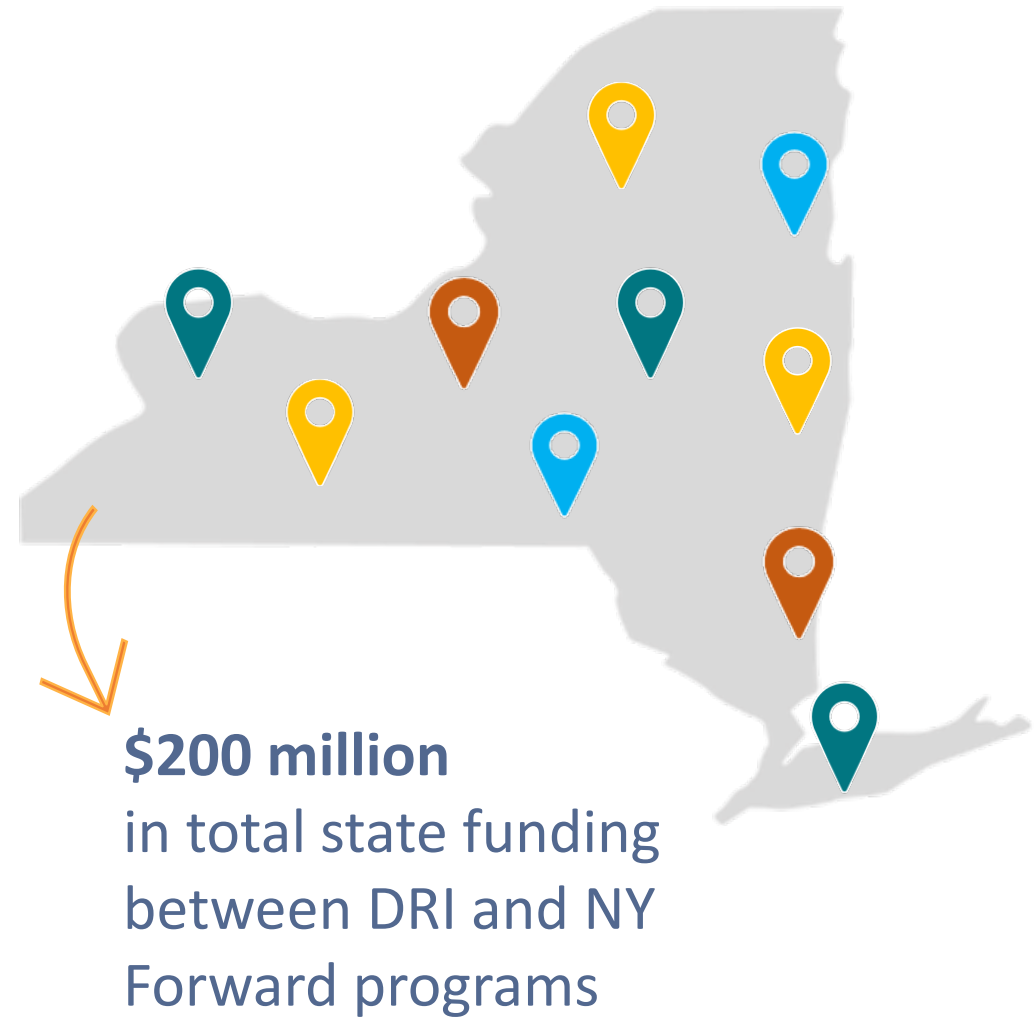


WHAT IS NEW YORK FORWARD?

A statewide investment program aimed at reinvigorating local communities by revitalizing downtowns and centers.

NY Forward is based on the Downtown Revitalization Initiative (DRI) Program.

NY Forward is tailored to smaller communities that are compact, walkable, and have a distinct sense of place.



GOALS

The NY Forward program is designed to invigorate and enliven central areas in New York's towns, villages and hamlets.

New York State NY Forward Goals



1. Enhance downtown living and quality of life
2. Create an active downtown with a mix of uses
3. Provide a diverse mix of employment opportunities
4. Create diverse housing options for all income levels



5. Provide public spaces that serve all ages and abilities
6. Encourage the reduction of greenhouse gas emissions
7. Grow the local property tax base

PROCESS

Projects will be identified through a 6-month planning process, led by the Local Planning Committee (LPC) with guidance from NYS.



PROCESS

Following the planning process, NYS will review the Strategic Investment Plan and make the final determination on which projects will receive NY Forward funding.

Strategic Investment Plan Submitted to NYS with Recommended Projects

February 2027

NY Forward Grant Awards Announced

Tentatively Summer 2027

Project Implementation

2027 – 2029+

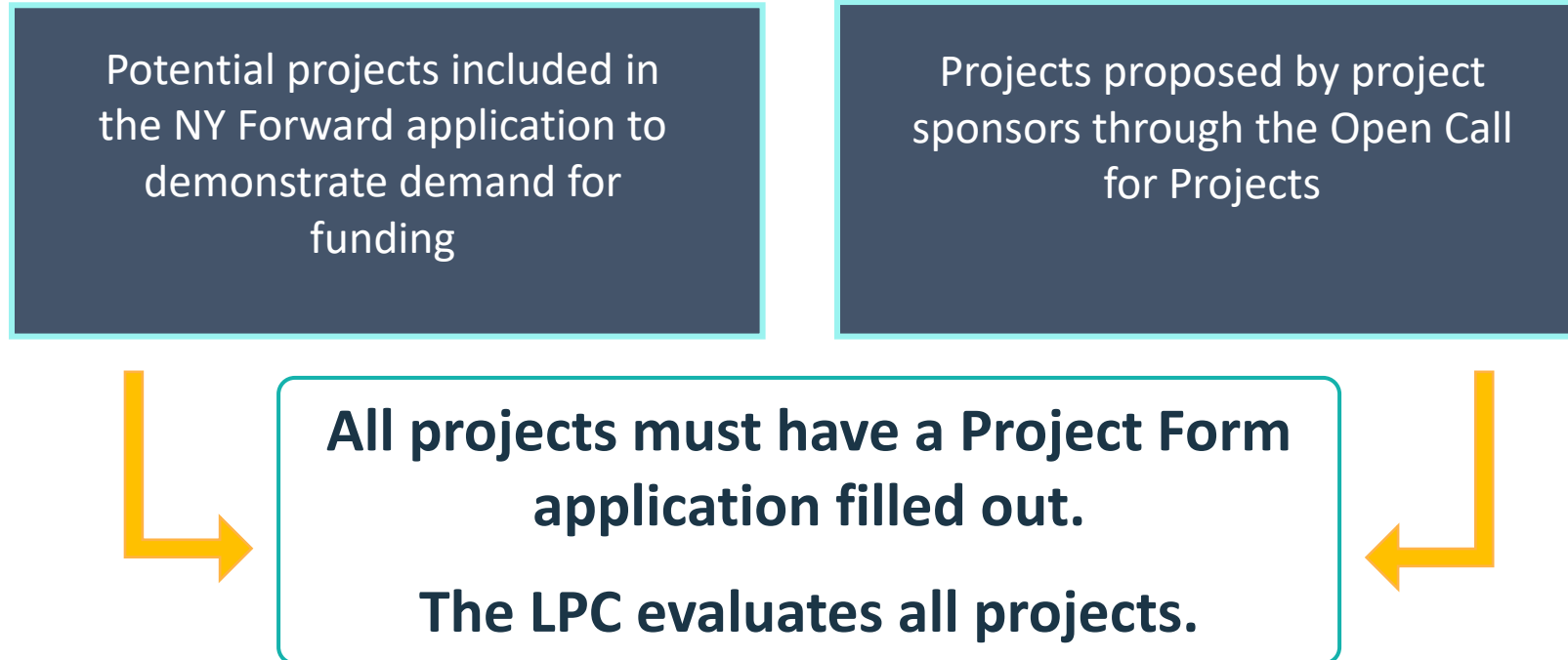
LOCAL PLANNING COMMITTEE

The Local Planning Committee is a group of community members selected to lead Irondequoit's planning process and determine which projects have the most potential to bring transformative change to the Titus-Hudson-Cooper area.

LPC Members:

- Represent a **diverse segment of the Irondequoit community**, from business owners, to residents, to local officials.
- **Must act in the public interest.** Their job is to identify which proposed projects have the best potential to bring the most benefit to Irondequoit.
- Are required to **recuse themselves** from discussing or voting on a proposed project where they have a conflict of interest.
- Are **volunteering** their time.

HOW ARE PROJECTS IDENTIFIED?



Not all proposed projects will be included in the Strategic Investment Plan. Similarly, not all projects included in the Strategic Investment Plan will receive NY Forward funding. The State will make the final decision on which projects to fund.

OPEN CALL FOR PROJECTS

The Open Call for Project Proposals provides community members the opportunity to submit project proposals for the LPC to consider.

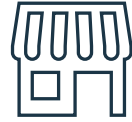
Open Call Period: July 20 – September 2

- Submission is **open to the public**
- Any private or non-profit **entity** can submit an application
- Applicants must complete the **Project Form** or **Small Project Fund Interest Form** and provide basic information about the project including a description, cost estimate, and potential benefits

WHAT TYPES OF PROJECTS ARE ELIGIBLE?

ELIGIBLE PROJECTS

There are four types of projects that are eligible to be submitted for NY Forward funding.



New Development and/or Rehabilitation of Existing 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.



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 fund (up to \$300,000) for small projects, such as façade improvements, building renovations, business assistance, or public art. **Total project cost is less than \$75,000.**



Branding and Marketing

Branding and marketing projects that promote the study area and target residents, tourists, investors, developers and visitors.

INELIGIBLE PROJECTS

These activities are **not** eligible for NY Forward funding.

Planning Activities. All DRI/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. DRI/NY Forward funds cannot be used for property acquisition.

Training and Other Program Expenses. DRI/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. DRI/NY Forward funds cannot supplement existing programs or replace existing resources.

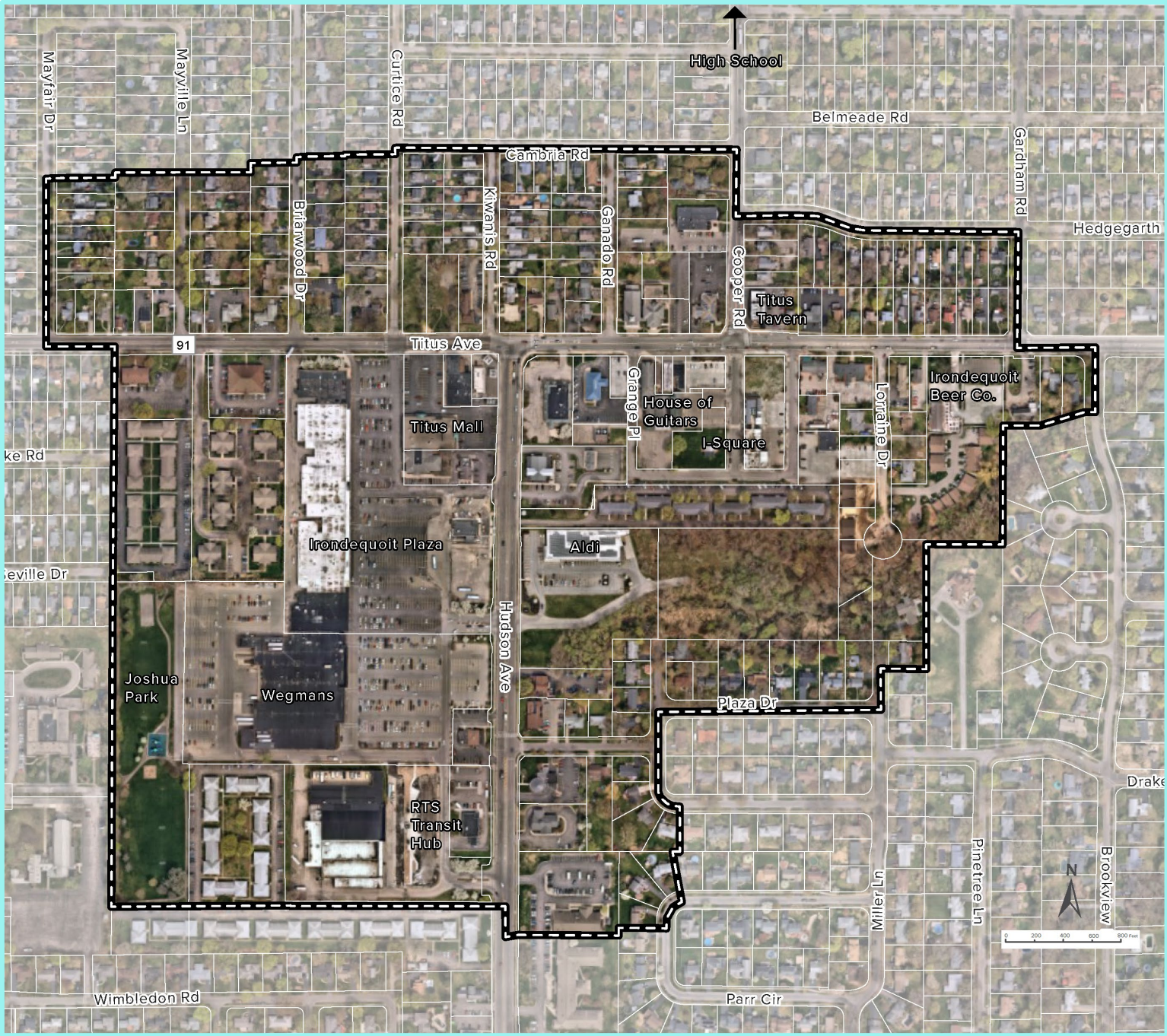
PROJECT REQUIREMENTS

Projects must meet *all* of the following requirements to be considered for potential NY Forward funding.

PROJECT LOCATION

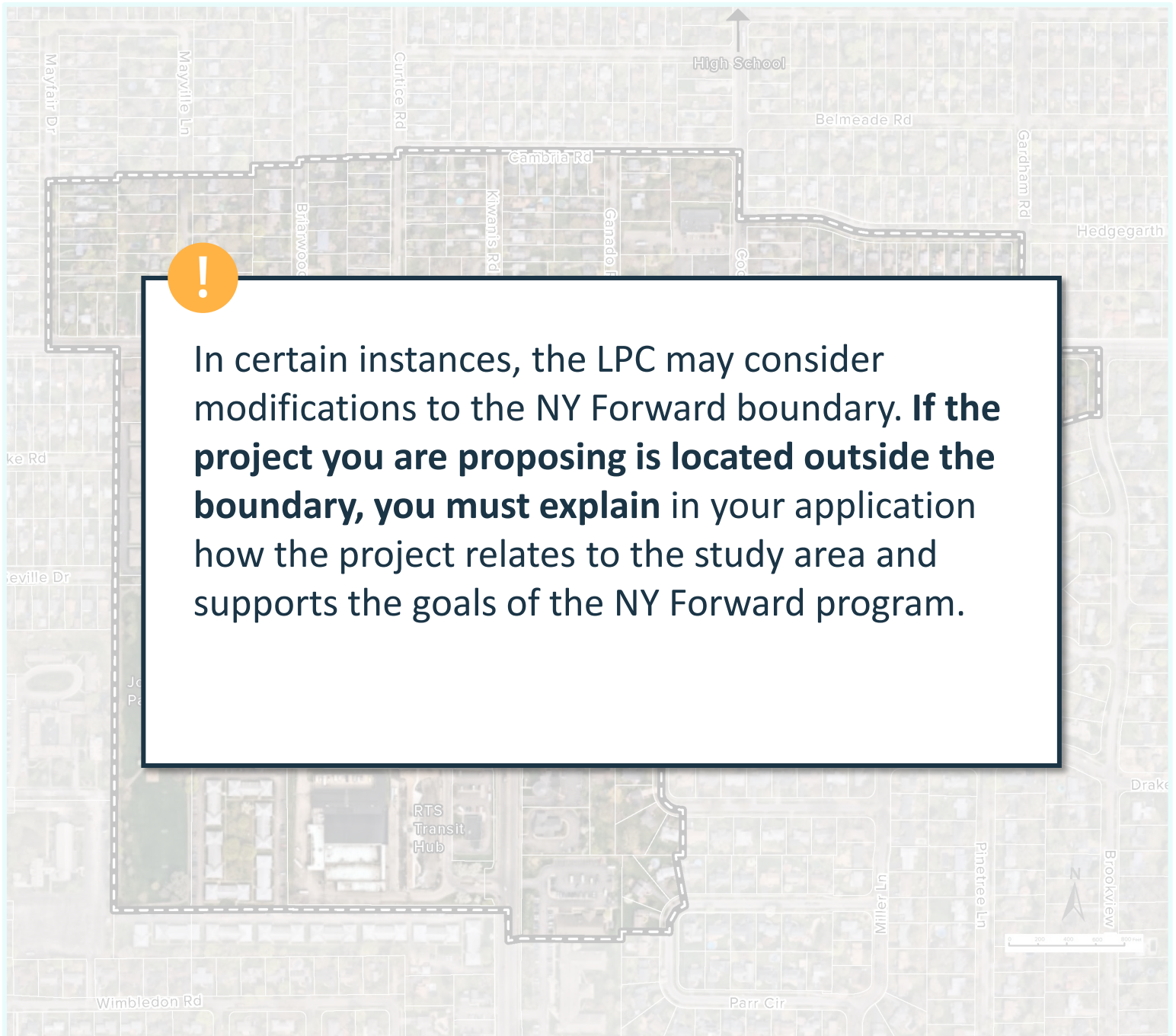


Projects **must** be located in the Irondequoit NY Forward boundary.



PROJECT LOCATION

Projects **must** be located in the Irondequoit NY Forward boundary.



PROJECT TIMING

Projects must be able to break ground within two years of funding award announcement.

2 years at most

NY Forward Grant Awards
Announced
Tentatively Summer 2027

Groundbreaking
Summer 2029 at latest

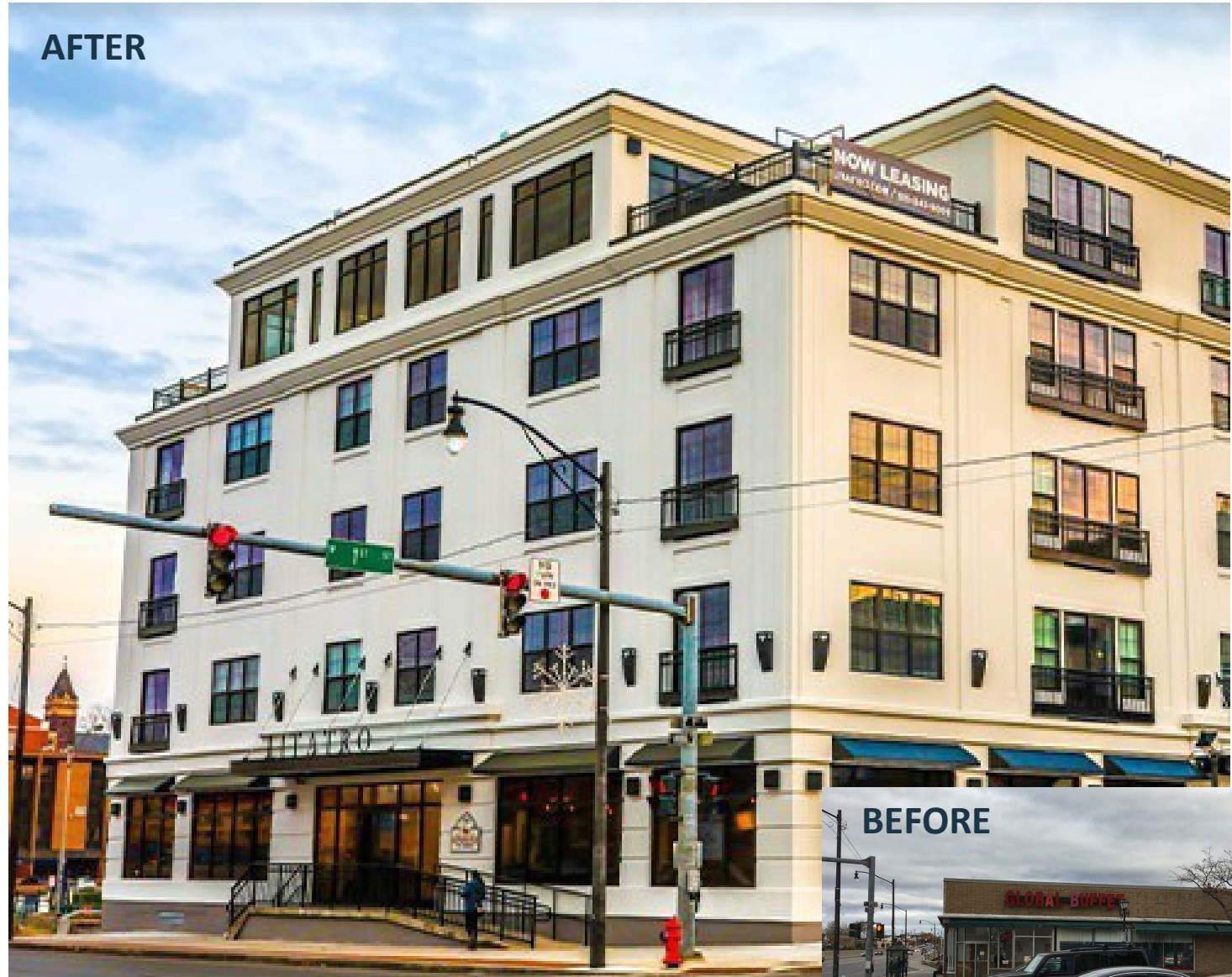
PROJECT FUNDING

Projects must demonstrate a realistic and feasible path to funding.

- Projects should have **financing commitments** largely secured or be able to demonstrate a clear path to securing sufficient financing.
- Projects with private sponsors, have a **match requirement of 50%** of the total project cost. Projects that maximize other funding sources will be most competitive for funding awards.
- Projects may be subject to varying match requirements based on the LPC's discretion.
- NY Forward funding is provided on a **reimbursement basis**. Project sponsors may need to secure bridge financing. Costs incurred prior to the announcement of funding awards cannot be reimbursed.
- NY Forward funding is subject to all applicable **New York State requirements**, including MWBE (minority- and women-owned business enterprise) utilization, competitive procurement for goods and services, and project status reporting.

PROJECT SCALE

Projects should be large enough to be truly transformative for the Titus-Hudson-Cooper area



*Representative Example
Oswego, DRI Round 1*



PROJECT SCALE

Projects should be large enough to be truly transformative for the Titus-Hudson-Cooper area



Representative Example – Glens Falls, DRI Round 1



Photo credit: The Chronicle

PROJECT SCALE

Projects should be large enough to be truly transformative for the Titus-Hudson-Cooper area



Representative Example – City of Rome, DRI Round 2

PROJECT SPONSOR

Every project must have an identified project sponsor.

- Sponsors may be public, not-for-profit, or private **entities**
- Sponsors must have the **capacity and legal authority** to undertake the proposed project
- In the application form, sponsors will be asked to demonstrate their capacity by explaining their experience implementing similar projects and/or administering grants
- If the project sponsor does not own the property where the project is located, the sponsor must explain **how they will obtain the legal authority** to implement the project at that site.

PROJECT SPONSOR

Eligibility of religious and/or membership-based organizations is a special case.

Religious and/or membership-based organizations:

- Are eligible to submit a project proposal
- Must submit projects that result in use by and/or benefit to the public and broader community

SITE CONTROL

Sponsor must demonstrate site control of the property.

Ways to Demonstrate Site Control:

- Ownership of the property
- In the process of obtaining ownership
- Letter of support from the property owner

Have a specific scenario? Reach out to us!

DECARBONIZATION REQUIREMENTS

Certain projects are required to meet decarbonization requirements.

If your project consists of:

- New construction of 5,000 square feet or more;
- Building addition of 5,000 square feet or more; or
- Renovation of 5,000 square feet or more that meet two substantial renovation criteria

You may be subject to decarbonization requirements

DECARBONIZATION REQUIREMENTS

Certain projects are required to meet decarbonization requirements.

- If your project must meet decarbonization requirements, the Project Team will **connect you with industry experts** who will help you identify strategies to decarbonize your building, improve energy efficiency, and reduce greenhouse gas emissions
- Decarbonization improvements will **reduce your operating costs** and make your building more energy efficient
- You can find additional information about decarbonization requirements in the **NY Forward Guidebook**, which can be downloaded from www.ny.gov/programs/ny-forward

DECARBONIZATION WEBINARS

There are two upcoming **Decarbonization 101** webinars for those interested in learning more about making buildings more efficient and reducing long-term operating costs.

These are recommended if considering a large-scale project.

Tuesday, August 11
11:00 AM-12:00 PM

Thursday, Sept. 10
1:00 PM-2:00 PM

To Register:

Visit www.IrondequoitNYForward.com/Get-Involved

OR

Copy and paste this link:

<https://meetny-gov.webex.com/webappng/sites/meetny-gov/webinar/webinarSeries/register/61429d52b30f46ccad0567bd31d65a23>

HISTORIC PRESERVATION WEBINAR

**Thursday, Aug. 20th
1:00 PM-2:00 PM**

There is one upcoming
Historic Preservation
webinar for those
interested in the New
York State Historic
Preservation Office
(SHPO) review process.

To Register:

Visit www.IrondequoitNYForward.com/Get-Involved

OR

Copy and paste this link:

<https://meetny-gov.webex.com/weblink/register/r998ba6da5d2965761f4c93781554c7ff>

EVALUATION CRITERIA

The LPC will use the following criteria to evaluate proposed projects.

ADVANCE STATE GOALS

Projects should advance one or more of the state goals for Irondequoit's NY Forward program.

New York State NY Forward Goals



1. Enhance downtown living and quality of life



2. Create an active downtown with a mix of uses



3. Provide a diverse mix of employment opportunities



4. Create diverse housing options for all income levels



5. Provide public spaces that serve all ages and abilities



6. Encourage the reduction of greenhouse gas emissions



7. Grow the local property tax base

VISION STATEMENT

Irondequoit is a **historic, vibrant community** situated between the bustling City of Rochester to the south and the idyllic shores of Lake Ontario to the north – as the native Iroquois originally coined it, “where the land meets the water.” Dense residential neighborhoods welcome you in with **charming homes, walkable streets, lush tree canopies, and a distinct feeling of character.** The **Titus-Hudson-Cooper** commercial district is walkable and family-friendly, with **well-lit streets, eye-catching storefronts, and colorful public art.** This economic heartbeat of the community pulls you in with its **central location, iconic landmarks, cozy taverns and coffee shops, live music, and a mix of small businesses** and big-box retailers thriving side by side with a connective transit hub just steps away. Our residents are simultaneously deep-rooted and diverse, because Irondequoit is a community that **welcomes and values all**, from long-standing locals to newcomers.

This draft Vision Statement will be finalized at the LPC #2 meeting on August 19th

LOCAL CRITERIA

Projects should support the Town's Vision Statement and one or more of the Town's Revitalization Strategies.

Goals and strategies will be established based on public and LPC input. Please check the website after **August 19th** for a final list of goals.

CATALYTIC EFFECT

Projects must be likely to have a significant positive impact on the revitalization of the Titus-Hudson-Cooper area. They should have the potential to attract additional public and private investment.



CO-BENEFITS



Projects must result in benefits to the larger community, beyond just the project sponsor.

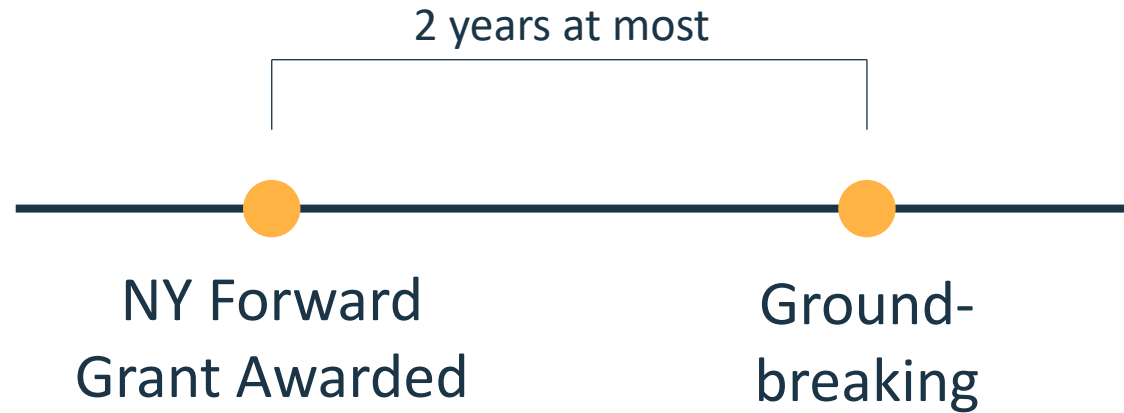
Potential Co-Benefits

May include but are not limited to the following:

- Spurring additional economic activity, including other public and private investment
- Growing the local property tax base
- Improving quality of life
- Creating healthier, more comfortable, and more productive places to live and work

PROJECT READINESS

Projects should be well-developed and ready to proceed in the near term.



- Projects must be ready to begin implementation within 2 years of the announcement of funding
- Projects must be more than an “idea” at this stage. They should be fairly well-developed, with plans, cost estimates, budgets, etc. in progress

COST EFFECTIVENESS

Investment of NY
Forward funds must be
an effective use of
public resources.

- Projects should produce some **return on investment** for the community, whether by improving quality of life, catalyzing additional investment, or through some other co-benefit(s)
- Project budgets and **cost estimates must be realistic**
- Project financing or the path to **financing must be feasible**
- Project sponsors must be able to demonstrate that they can meet the **private match requirement** set by the LPC for their project



NY Forward

YOUR APPLICATION

Due Date: Wednesday, September 2

GETTING STARTED



Download an application online

Go to www.IrondequoitForward.com/projects. Scroll down to the “Open Call for Project Proposals” section.

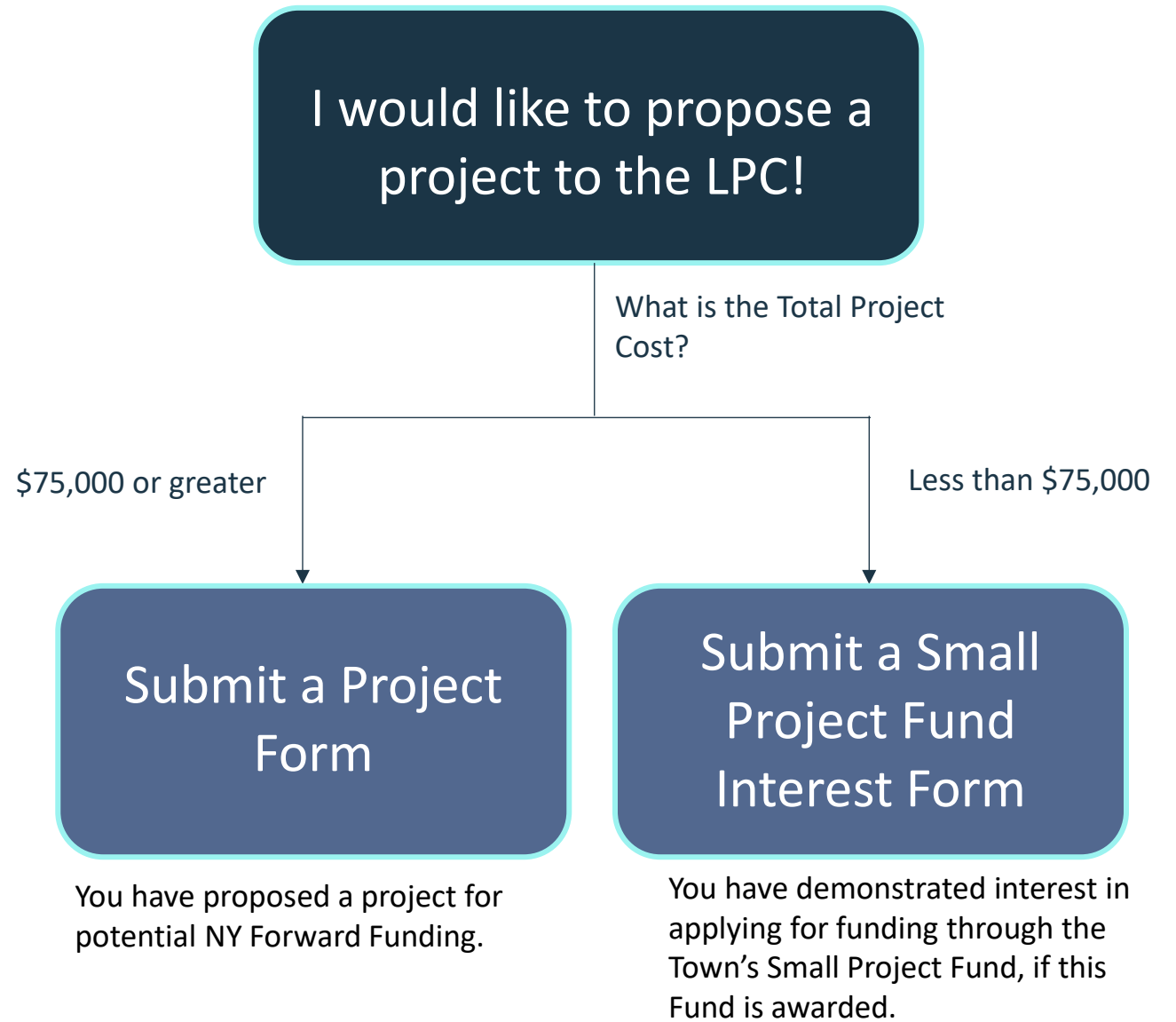
-or-

Pick up a hard copy application

Visit the Town Hall at **1280 Titus Ave.** Town Hall is open Monday through Thursday from 8:30 AM to 5:00 PM and Fridays from 8:30 AM to 11:00 AM.

APPLICATION FORMS

There are two application forms available. Choose the one that is most appropriate for your proposed project.





SMALL PROJECT FUND INTEREST FORM

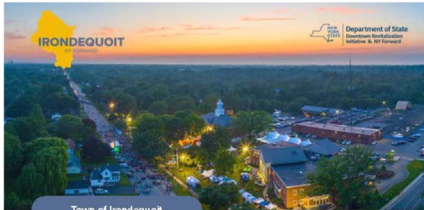
For projects with a total project cost less than \$75,000

PROJECT FORM

For projects with a total project cost greater than \$75,000

PROJECT FORM: OVERVIEW

This is a more extensive application for projects over \$75,000 in anticipated total project cost.



IRONDEQUOIT

Town of Irondequoit

NY Forward Project Form

The Town of Irondequoit has been awarded funds through the New York State NY Forward program to fund catalytic projects in the NY Forward boundary to spur revitalization. The Local Planning Committee (LPC) is seeking project proposals from the public for potential projects to be included in the Town of Irondequoit'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:

September 2, 2026 at 11:59 PM

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

Wednesday August 5, 2026 at Irondequoit Town Hall @ 7 PM

Learn more at: www.irondequoitNYForward.com

Questions? Contact us at IrondequoitNYForward@gmail.com

Important Deadlines and Timeframes

The following describes the deadlines and process for submitting and developing a project for DRI / NY Forward. The dates are subject to change, so check the website for the most up-to-date information.

July 15	Local Planning Committee Meeting (LPC) #1. The DRI/ NY Forward planning process, including the Open Call for Projects is introduced to the public.
August 5	Public Workshop. The DRI/ NY Forward planning process, including the Open Call for Projects is introduced to the public.
July 20	Open Call for Projects Begins.
July 27 - August 28	Open Call Information Session(s), One-on-One Meetings & Other Opportunities to Meet with the Consultant Team. Check out the website for information on how to attend.
August 10	Local Planning Committee Meeting #2. The LPC will discuss the downtown assessment, vision and goals for downtown, and other project-related requirements. Check out the website for the updated vision and goals!
August 11, September 10	Decarbonization 101 Webinars. If you want to learn more about how to make your building more efficient, this webinar will provide strategies for decarbonizing your building. Please note that some building projects will be required to incorporate decarbonization. The registration link can be found on Page 4.
August 20	Historic Preservation Webinar. All projects receiving State funding will be required to consult with the State Historic Preservation Office (SHPO). Attend this webinar to learn about how SHPO review may affect your project. The registration link can be found on Page 4.
August 28	Open Call for Projects Closes. Completed project forms must be submitted by 11:59 PM . See p.2 for information on how to submit.
September - December	Local Planning Committee Meetings #3-6. The LPC will discuss and evaluate project submissions and may remove projects from further consideration. The LPC will recommend final slate of projects to the State for funding consideration at the last LPC meeting. Project Development. The consultant team will work with project sponsors to address any questions or comments about the project. Project sponsors are expected to respond promptly to inquiries.
February 2027	Strategic Investment Plan Submitted to the State.
Summer 2027	Project Award Announcement. Awarded projects are announced. Funds spent BEFORE the announcements are not eligible for reimbursement.
2027 - 2029	Contracting and Start of Construction. Awarded projects will contract with a State agency and will progress the project to construction or implementation.

1

How to Submit Your Project

- 1 Review the Eligibility Criteria and Project Requirements**
on pages 3-5 to learn about requirements for projects and to make sure your project is eligible to be considered for NY Forward funding.
- 2 Review the Local Vision, Goals, and Evaluation Criteria**
on pages 6-7 to learn about the vision and goals for Irondequoit's downtown and about how the Local Planning Committee (LPC) and State will evaluate projects. Stay up to date with the process and refer to the draft and final vision and goals on the website to ensure your project is consistent with the vision for downtown.
- 3 Consider consulting with an Architect/Engineer/General Contractor/ Vendor**
to help define the project scope of work, review the existing conditions, code requirements, and design feasibility, and develop realistic budgets.
- 4 Attend Open Call Information Session, One-on-One Meetings, or Other Opportunities to Meet with the Consultant Team**
to learn more about the process and project requirements. Check the website for information about how to attend or sign up.
- 5 Fill out the Project Form**
on pages 8-17. Address each topic thoroughly and completely. The LPC will use this information to consider projects to be included in the Town of Irondequoit's Strategic Investment Plan.
- 6 Submit your Completed Application**
Submit your completed application (and any supplemental materials) either electronically, in-person, or by mail no later than **August 28, 2026 at 11:59 PM**.
→ To submit online: Go to www.irondequoitNYForward.com
→ To submit via email: Email your completed application and any supplemental materials to irondequoitnyforward@gmail.com
→ To submit a hard copy, mail or hand-deliver: Irondequoit Town Hall, 1280 Thur Avenue, Rochester, NY 14617

1 All applicants are highly encouraged to schedule a meeting to discuss project details. To schedule a meeting to ask questions regarding project eligibility, evaluation, or the project form please contact Kiernan Playford at IrondequoitNYForward@gmail.com.

2

Pages 3-7 explain the eligibility criteria, project requirements, and evaluation criteria.

Pages 3-7 explain the eligibility criteria, project requirements, and evaluation criteria.

Page 3

PROJECT FORM: CONTACT INFORMATION

Fill in the project sponsor contact information. The Project Team will contact you using this information.

NY Forward Project Form

Please complete this form in order for your project to be considered by the LPC for potential NY Forward funding. Please address each topic thoroughly and completely. The LPC will use this information to consider projects to be included in the Town of Irondequoit's Strategic Investment Plan. Project sponsors are expected to provide timely responses to requests for any additional information from New York State and/or the NY Forward consultant.

1

Project Type

Please indicate your project type:

☐ Public Improvement

☐ New Development

☐ Redevelopment and/or Renovation of an Existing Building(s)

Small Project (Less than \$75,000 in Total Cost)

*If you are interested in submitting a Small Project, do not complete this form; instead, please use the Small Project Fund Interest Form, which can be found at www.IrondequoitNYForward.com.

☐ Branding and Marketing

2

Project Sponsor

Provide the contact information for the project sponsor, which is the entity proposing to implement the project. The project sponsor can be different from the property owner.

Name:

Sponsor business or organization (if applicable):

Title (if applicable):

Mailing Address:

Phone:

Email:

NYS Tax ID/EIN:

NYS Vendor ID (if applicable):

8

Page 8

PROJECT FORM: PROJECT INFORMATION

Describe basic information about the project, including:

- its location
- the project type

If there are additional people who should be contacted as part of this proposal, please provide their contact information.

Name:

Phone:

Email:

Affiliation:

Name:

Phone:

Email:

Affiliation:

3 Project Location

Please indicate the location of the proposed project.

Project Address or Location:

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

9

PROJECT FORM: PROJECT DESCRIPTION

Provide a detailed project description including:

- Proposed use
- Previous work completed
- Project size
- Proposed project activities
- Existing Conditions

4 Project Description

Please provide a detailed description of the proposed project's scope of work, as applicable:

- The proposed use (e.g., commercial, industrial, public improvement, mixed-use).
- The goal of the project.
- The size of the project (e.g., square footage of the building and space to be renovated (if applicable), number of floors, acreage, number of units, type of housing, commercial tenants, etc.).
- The types of activities to be completed as part of this project (e.g., sidewalk construction, replacement of flooring, exterior siding, interior walls, plumbing and electricity in upper floors).

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

Building Project Square Footage (proposed project footprint):

Please select which activities apply to your project:

☐ Demolition (removal of part of /entire structure)	☐ New building construction	☐ Electrical / Plumbing / HVAC
☐ Exterior changes (windows, siding, storefront)	☐ Addition to existing building	☐ Site work or utility installation (digging, trenching, streetscape, grading)
	☐ Interior renovation	

Building projects, depending on the scale, may be subject to the DRI/NY Forward decarbonization standards. Please see the *NY Forward Guidebook* for more information about which projects are subject to these standards.

10

Page 10

5 Existing Conditions and Project Background

Describe the project site's existing conditions, including a description of why the proposed project is needed. Include any work or planning done previously on the proposed project.

11

Page 11

PROJECT FORM: VISION & GOALS, OWNERSHIP, CAPACITY

How does your project align with Irondequoit's Vision and Goals?

Identify the property owner and the project sponsor's legal authority to implement the project.

Describe previous experience with project implementation and how the investment will be maintained in the future.

6 Project Alignment with Vision and Goals
How does your proposed project help advance the community's vision and goals? Please be specific in explaining exactly how your project or components of your project advances the vision and goals.

7 Property Ownership
Identify the owner of the property on which the proposed project will be located. If the project sponsor and the property owner are not the same, please describe how the project sponsor will obtain the legal authority to implement the project at this site.

8 Capacity
Describe the project sponsor's experience in implementing projects similar in scope/complexity to the proposed project, including any experience with grant administration.

Describe any partner entities or organizations that will help implement the project (e.g., funding, operating, or business partners).

12

Provide a breakdown of project costs, funding sources, and funding status. This may include NY Forward funding as well as other funding sources.

A third-party estimate is strongly encouraged!

Page 13Page 14

PROJECT FORM: PROJECT READINESS & SUPPLEMENTAL INFO

Identify work completed to date, timeline for implementation, and any known challenges.

Existing site images are required.

OPTIONAL

- Renderings of the proposed project
- Documentation of project readiness
- Previously prepared market studies or pro formas

11 Project Readiness and Timeframe for Implementation

Describe any work that is underway or has already been completed to advance the project, such as feasibility studies, market studies, business plans, preliminary site design, permits obtained, and/or funding or financing that has been secured. If studies have been completed, please submit those with this form.

Is there any environmental investigation or cleanup needed for the project to proceed? If yes, please explain.

If known, please list the permits or approvals your proposed project will require.

What challenges or issues, if any, would affect the implementation of your proposed project?

Is the property listed, or eligible to be listed, on the National Register of Historic Places?
☐ Yes ☐ No ☐ Not Sure

Check the CRIS website to determine the status of your property - <https://cris.parks.ny.gov/>

Fill out the proposed timeline for project implementation by milestone, as applicable.

Project Stage	Timeframe (in Months) and Responsible Party
Project Financing	
Sketch Plan / Preliminary Design	
Regulatory Approvals (Permitting and Approvals)	
Design, Engineering and Selection of Contractor	
Construction or Implementation	
Other	

15

PROJECT FORM: REQUIRED DOCUMENTS AND ADDITIONAL INFO

Check this page to make sure all required documents and information have been included.

12

Required Documents

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. These can be submitted electronically or as a hard copy.

13

Additional Information

The following documents may be provided, if you have them readily available. Inclusion of the documents help to demonstrate that your project is ready to be implemented in the short term and feasible. Please check the corresponding box to the supplemental information you are providing with this application.

This information can be submitted electronically or as a hard copy. Include the project title and project sponsor contact information on each page of supplemental information. **If you are submitting supplemental information that is confidential, please label it as such.**

Please note that while these additional documents are not required at time of project submittal, those marked with an asterisk, at minimum, will be required prior to LPC Meeting #4 in order for the LPC to properly evaluate the project for readiness.

- ☐ Images/renderings of the proposed project*
- ☐ Construction cost estimates / quotes from contractors*
- ☐ Letter(s) of support/commitment from financial institutions*
- ☐ Documentation of commitment from other funding entities
- ☐ Memorandum of Understanding (MOUs) or Agreements
- ☐ Business Plans / Market Studies / Pro-forma Analyses
- ☐ List of Anticipated Permits / Approvals / Variances (please add copies of documents, if available)
- ☐ Property Survey
- ☐ Letter of support from the Property Owner (or current lease terms)
- ☐ Other (please specify)

PROJECT FORM: CERTIFICATIONS

Sign and attest that all the information provided in the application is true to the best of your knowledge and that you understand the requirements of the NY Forward program.

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 in order for the LPC, consultant team, and State team to consider my project for funding.

Project Sponsor 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 NY Forward Local Planning Committee for possible inclusion in the NY Forward Strategic Investment Plan. I further understand that inclusion in the NY Forward 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.

Project Sponsor 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.

Project Sponsor Signature:

Date:

→ **To submit via email:**

Email your completed application and any supplemental materials to
Kiernan Playford at Irondequoitnyforward@gmail.com.

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

Irondequoit Town Hall
1280 Tiltus Avenue, Rochester NY, 14617

Deadline for Submission:

September 2, 2026 at 11:59 PM

17



SUBMITTING YOUR APPLICATION

PROJECT FORM: SUBMITTING APPLICATIONS

There are several ways to submit a completed Project Form or Small Project Fund Interest Form.

Submit via email

Email completed applications to
IrondequoitNYForward@gmail.com

Submit by mail or in person

Mail or drop off completed applications to Town Hall
1280 Titus Avenue, Rochester, NY 14617

Remember to attach any supplemental information, like site images, renderings, or existing studies. Include the project title and project sponsor contact information on each page of supplemental information.

SUPPORT

The project team will be available to answer questions about project eligibility, evaluation, and other requirements.

We are also available to assist with completing and submitting the application.

Contact us

Email the team with questions at
IrondequoitNYForward@gmail.com

WHAT TO EXPECT

Here's what to expect next in the process.

**The Project Team
will be reaching out
to you – please be
responsive!**



Monday, July 20th
Open Call Begins

Wednesday, September 2nd
Application forms due

Within a few weeks
The Project Team will contact you to clarify your proposal

September – December
LPC reviews proposals and considers which projects to pursue further; ongoing coordination between sponsors and Project Team

February 2027
Select projects will be included in the Strategic Investment Plan and recommended to NYS for funding

Tentatively Summer 2027
NYS announces which projects will receive funding



Q&A Session

Q&A

Please be respectful of others and follow these guidelines.

You can find more information online:

www.IrondequoitForward.com

www.ny.gov/programs/ny-forward

You can submit questions by email at any time at
[**irondequoitnyforward@gmail.com**](mailto:irondequoitnyforward@gmail.com)

1. If you have a question, **raise your hand** and wait until your name is called.
2. State your **name and affiliation** before you speak.
3. Limit your questions and/or comments to **3 minutes**.