

# **Village of Potsdam Downtown Revitalization Initiative:**

Downtown Commercial Rental Assistance Program  
Application Form

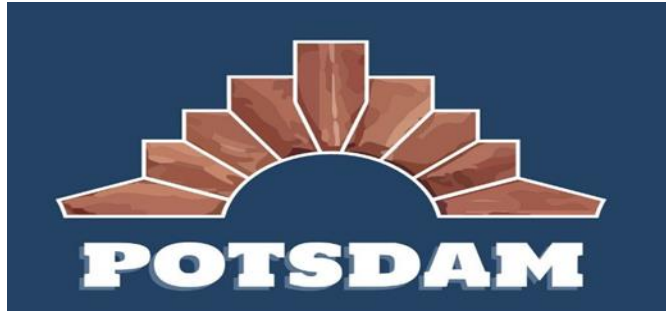
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PLEASE NOTE THAT THIS APPLICATION MUST BE  
SUBMITTED TO:

Village of Potsdam  
ATTN: Planning and Development Office  
PO Box 5168, Civic Center  
2 Park Street  
Potsdam, New York 13676

APPLICATIONS DUE FOR SUBMISSION TO THE  
PLANNING AND DEVELOPMENT OFFICE  
**NO LATER THAN: 4:00PM,  
THURSDAY, MAY 26, 2022**

Contact:  
Frederick J. Hanss at (315) 265-1670 or  
fhanss@vi.potsdam.ny.us  
with any DRI application questions



**DOWNTOWN COMMERCIAL RENTAL ASSISTANCE PROGRAM APPLICATION FORM**

**DATE:** \_\_\_\_\_

**APPLICANT INFORMATION**

NAME: \_\_\_\_\_

CURRENT BUSINESS ADDRESS (If applicable): \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PRIMARY PHONE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

BUSINESS NAME: \_\_\_\_\_

BUSINESS TYPE: \_\_\_\_\_

PROPOSED STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

**APPLICATION MUST INCLUDE:**

- 3-Year Business Plan with 3-Year financials.
- 1-Year Historical Financial Statement (If applicable).
- Copy of Lease.
- Client Narrative: How does your proposed business address the Village's goals/objectives – see attached.
- Client Narrative on economic impact of business on downtown or how the business may fill a niche market.
- The number of clients/patrons expected to visit the business daily.
- Number of full-time or full-time equivalent jobs to be created.



## **SCORING AND PRIORITY CRITERIA**

Please attach a brief written description of how your proposal addresses the following Scoring and Priority Criteria:

### **Scoring Criteria:**

1. Project Readiness – projects that provide proof of overall feasibility and readiness to proceed such as site control, environmental review and construction documents complete, evidence that interim and permanent financing is available, local approvals secured, reasonable project timeline.
2. Physical Impact – projects that are visually prominent downtown, have architectural or historic value, buildings that are in danger of being lost, bring existing properties into code and design guideline compliance, projects that are transformative beyond normal maintenance.
3. Economic Impact – projects that leverage grant funds with that of private investment, will reduce blight and downtown retail/commercial vacancies, contribute toward the economic revitalization of the Focus Area, stabilize or increase the downtown tax base, businesses that create new employment opportunities.
4. Quality of Life – projects that include renovation of upper floor residential units, include energy efficiency or accessibility improvements.
5. Projects that create 5 or more year-round full-time equivalent jobs paying at least \$15.00 per hour.

### **Priority Criteria:**

1. Projects that will serve a significant destination for visitors to the community or support recruitment/retention by Potsdam's universities or hospital.
2. Properties and owners who have not received rehabilitation assistance through previous Restore New York or New York Main Street Programs
3. Projects that include the renovation of upper story residential units as workforce housing.
4. Knowledge-based business applicant.
5. Projects that support downtown Potsdam as a center for arts and culture.

**CERTIFICATION AND SIGNATURE**

I/We certify that all information contained herein or attached is to the best of my/our knowledge complete and accurate and has been furnished for the purpose of obtaining funds under the Village of Potsdam’s Rebuild Downtown Potsdam Fund Program. I/We understand that this information will be used to assess my/our proposed project and that additional information may be requested in order to rate and rank the project in accordance with funding criteria. I/We agree to abide by all requirements set forth or to be set forth in connection with the DRI.

In addition, I/we understand that falsification of any item contained herein, or fraudulent misrepresentation of my/our business and its processes could result in criminal and/or civil penalties applicable under or pursuant to local, state, and federal laws. I/We agree that verification of any information contained herein, or to be provided in support of this grant request, may be obtained by any means the Village determines is appropriate, and a formal credit check may/can be undertaken by any source deemed appropriate by the Village.

I/We am familiar with the guidelines and requirements of the DRI including the requirement to provide an owner match. I/We verify that I/we have all necessary funding to provide this match and commit it to the project. I/We understand that if the budget for my project exceeds the maximum amount of my grant award, that I/we will be responsible for providing such additional funds.

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Applicant Printed Name: \_\_\_\_\_

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Applicant Printed Name: \_\_\_\_\_

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Applicant Printed Name: \_\_\_\_\_

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Applicant Printed Name: \_\_\_\_\_