



Local Planning Committee (LPC)

Meeting #2

October 14, 2026



NY Forward

Agenda



Welcome and Presentation (105 minutes)

- Welcome
- LPC Code of Conduct
- NY Forward Timeline
- Public Engagement Update
- Ellenville NY Forward Vision and Goals
- Overview of NY Forward Project Types and Eligibility
- Project Match
- Project Evaluation Criteria
- Open Call for Projects

Public Comment (15 minutes)

- Next Steps

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

LPC Code of Conduct

“ 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.

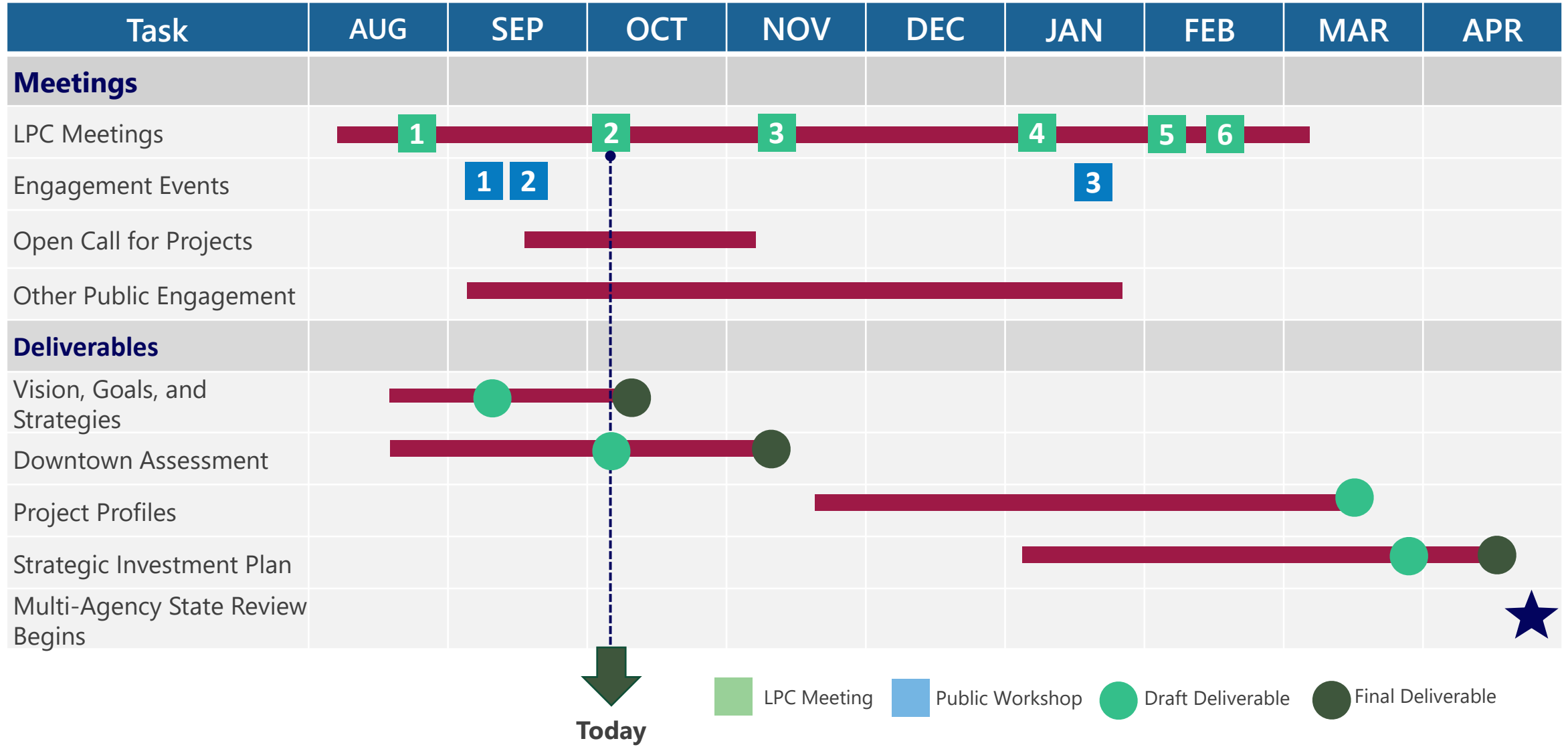
If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote on that project.

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.

Do any LPC members need to make a disclosure to the Committee?

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.

NY Forward Timeline



Public Engagement Update

Fall Public Engagement Events



September 22, 2026

Public Workshop #1 and "In Case You Missed It" Survey

September 29, 2026

Open Call for Projects Informational Webinar

September 23, 2026

Coffee with Consultants

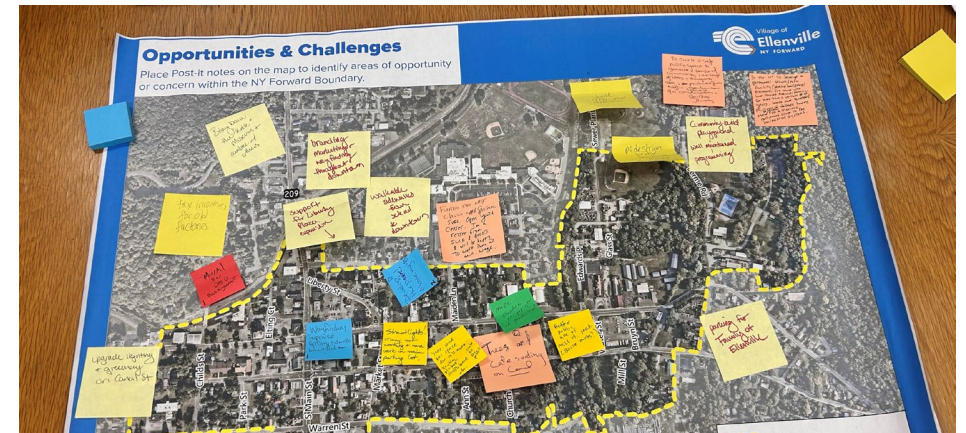
October 5 and 20, 2026

Open Call for Projects Office Hours

Village of
Ellenville
NY FORWARD

- 42 attendees + 16 survey responses

- Residents want a more vibrant, welcoming downtown with more activity, destinations, and a stronger sense of community identity.
- Streetscape and public-space improvements are a major priority especially walkability, cleanliness, lighting, landscaping, and places to gather.
- There is strong interest in revitalization through local business, events, and reuse of underutilized spaces to make downtown feel more active and useful day-to-day.



Open Call for Projects Outreach

Coffee With Consultants – September 23, 2026

- Consultant team met with potential project sponsors to discuss the NY Forward process and Open Call for Projects at Cohen's Bakery

Open Call for Projects Information Webinar– September 29, 2026

- Consultant Team discussed the best strategy and approach to complete the OCFP application.

Open Call for Projects Office Hours – October 5 and 20, 2026

- Opportunity to reserve time with the Consultant Team to discuss the Open Call for Projects or other NY Forward related questions.

Open Call Outreach Strategy

- NY Forward Website
- Flyers
- Stakeholder Email List
- LPC Members



LPC Questions and Answers

Ellenville NY Forward Vision and Goals

Original Ellenville NY Forward Vision Statement



“Cradled between the Catskills and the Shawangunks, Ellenville is a compact, historic village that is bursting at the seams with diverse people and cultural offerings. We envision a thriving, equitable, and walkable downtown that fully embraces its role as the commercial hub for the rural tri-county region of southwestern Ulster, eastern Sullivan and northern Orange counties. Our economy is diversified across arts and culture, niche and specialty manufacturing and outdoor recreation, attracting visitors from near and far and creating sustainable, family-supporting local jobs. We prioritize investment to revitalize historic buildings, activate vacant properties, promote density and quality housing at all price points, and protect affordability for all people while enhancing multi-modal connectivity and climate resilience.”

Revised Ellenville NY Forward Vision Statement



“*Ellenville’s vision is rooted in its historic character, cultural diversity, and role as a vital commercial and civic hub for the tri-county region. Framed by the Catskills and Shawangunks, the Village seeks to create a thriving, equitable, and walkable downtown with diverse housing, local businesses, niche manufacturing, arts and cultural spaces, dining, places of worship, and outdoor recreation. By renewing historic and vacant properties, Ellenville will build a connected, affordable, resilient, and welcoming community that honors its heritage while expanding opportunity for residents and visitors of all ages.*

The LPC is currently reviewing the revised Ellenville NY Forward Vision Statement, and the final Vision will be inserted in the Open Call for Projects Application no later than Friday, October 23, 2026.

Draft Ellenville NY Forward Goals



Cultivate a Vibrant Center for Commerce and Opportunity

Strengthen Ellenville's role as the tri-county region's commercial hub by activating vacant properties, supporting a diverse mix of businesses, and expanding housing, lodging, and employment opportunities.



Improve Downtown Mobility and Access

Create a safe, walkable, accessible, and connected downtown by improving streets and public transportation and by strengthening links among businesses, neighborhoods, cultural destinations, and outdoor recreation.



Foster a Vibrant and Welcoming Community

Build on Ellenville's historic character and cultural diversity by investing in welcoming, resilient public spaces, community amenities, and year-round activities for residents and visitors of all ages.

The LPC is currently reviewing the draft Ellenville NY Forward Goals, and the final Goals will be inserted in the Open Call for Projects Application no later than Friday, October 23, 2026.

Overview of NY Forward Project Types and Eligibility

What Makes a Strong Project?

1. Goes beyond the common public improvement projects and deferred maintenance
2. Addresses multiple challenges or opportunities
3. Involves synergies between different programs and stakeholders
4. Creates a sense of place that is unique to each community
5. Clearly adds activity and foot traffic to downtown
 - New commercial businesses
 - New tourist opportunities
 - New housing units
 - New entertainment, leisure, arts, and culture activities

What are the Eligible Project Types?



Public Improvement Projects

Streetscape and transportation improvements, recreational trails, new and upgraded parks, plazas, public art, green infrastructure, wayfinding signage, and other public realm projects.



Small Project Grant Fund

A locally managed matching small project fund (up to \$600,000 depending on demand) 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. Should be for overall branding and marketing of downtown, not individual businesses or other entities

Ineligible Project Types and Activities

- **Planning Activities:** Funds must be used to implement the projects in the SIP.
- **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:** Funds cannot be used for property acquisition.
- **Training and Other Program Expenses:** Funds cannot be used to cover continuous costs, such as training costs and program expenses.
- **Expenses Related to Existing Programs:** Funds cannot supplement existing programs or replace existing resources

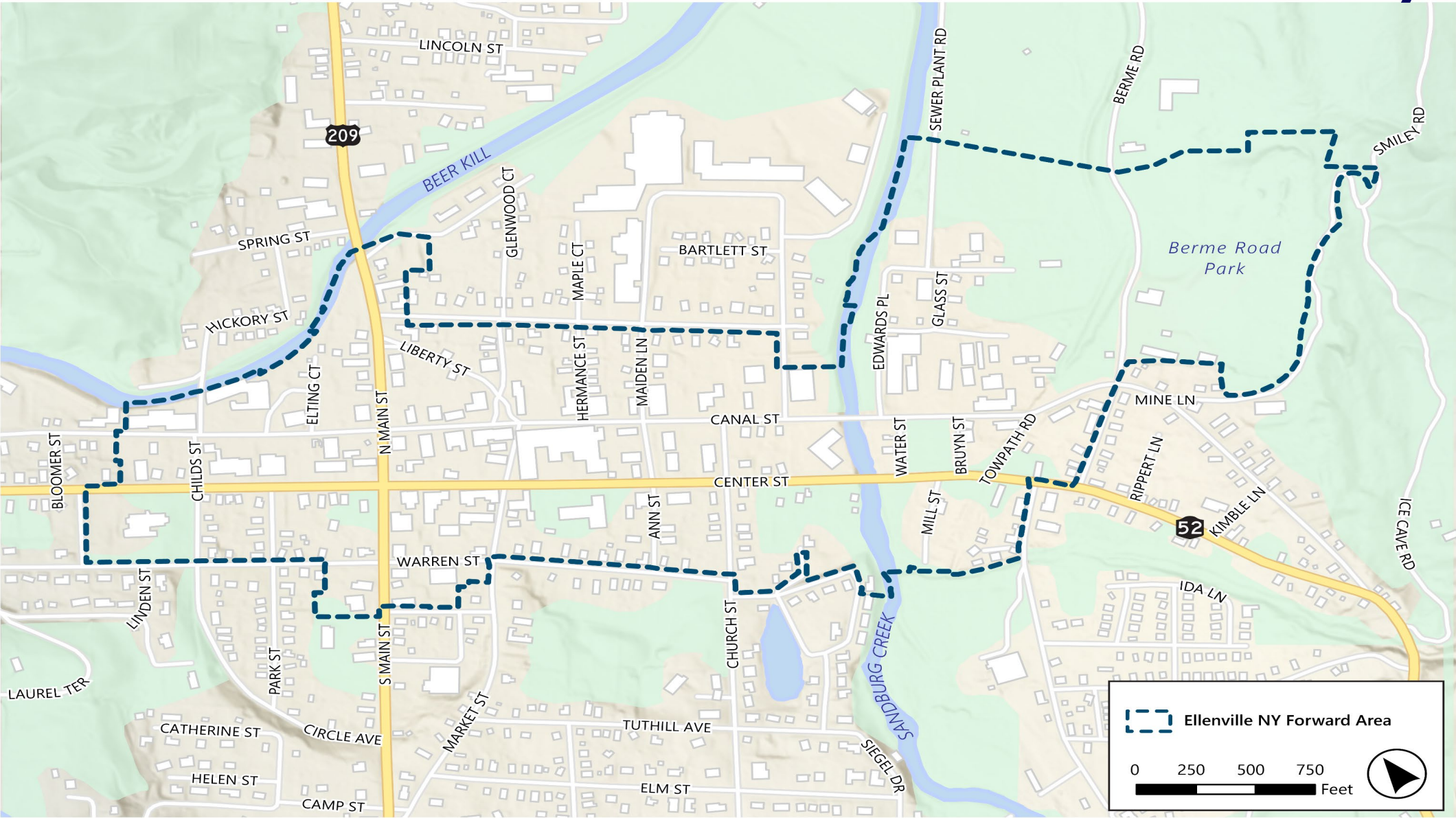
Project Requirements

- Shovel-ready in 2 years from project award
- Project size/scale
 - Standalone NY Forward projects have a minimum total project cost of \$75,000
- Project sponsor capacity – public, non-profit, private entities
- Financing
- Matching and leverage
 - Private project sponsors are required to contribute a minimum of 25% of the total project cost (includes Small Project Fund)
- Site control
- Building decarbonization
- Reimbursement

Strong NY Forward projects are catalytic, transformational, able to be implemented in the near-term, and create synergies between different projects and programs in the downtown.

At this LPC Meeting, we'll discuss match and project size/scale

Located Within the Ellenville NY Forward Boundary



Small Project Fund Process

Small Project Fund

- Typical awards are between \$25,000 and \$150,000
- Reimbursement program with match requirement
- Limited project scope
 - Interior and exterior renovation for commercial and mixed-use spaces
 - Upper-story residential improvements
 - Permanent commercial equipment
 - Examples:
 - Façade improvements
 - ADA-accessible entrance installment
 - Permanent equipment purchase
 - Installation of public art such as building mural
- Applicant applies to the Small Project Fund to be established by the Village, if awarded

Standalone NY Forward Project

- \$75,000 or more in total project cost
- Reimbursement program with match requirement for some project types
- Broader project scope
 - New development
 - Rehabilitation of existing downtown buildings
 - Examples:
 - Construction of new building
 - Construction of additional floors
 - Substantial interior rehabilitation (e.g., fitting out vacant interior space for new business)
- Applicant applies for NY Forward funding through the Open Call for Projects

Small Project Fund Process

Why Are We Soliciting Small Projects Now?

- To measure community interest and support for a Small Project Fund.
- To understand the types of small projects and funding needs in Ellenville.
- To help demonstrate the amount of funding to request (maximum \$300,000 but can be raised to \$600,000 with significant need).

What Local Businesses and Building Owners Can Provide Now

- Complete a Letter of Interest with the potential small project address, scope and an estimated budget.
- Letters of Interest are due to the consultant team by ~~October 21, 2026, at 5:00pm.~~ **(As decided at LPC Meeting #2, the deadline for submission has been extended to October 28, 2026 at 5:00pm)**

Small Project Fund Process

What is the timeline for Small Projects?

- Small Project Letters of Interest submitted (due **October 28th**)
- LPC determines slate of projects and includes the Small Project Fund at LPC #5 (if justified)
- SIP submitted to State – April 2027

If the Small Project Fund is Selected by the State for award (Summer/Fall 2027)*

- Village receives a contract from the State (Spring 2028)
- Village reissues a Request for Small Projects, everyone must reapply (Summer/Fall 2028)
- Village creates a committee to evaluate the “new” Small Project applications (Summer/Fall 2028)
- Village begins awarding projects (Fall/Winter 2028)

** All dates are tentative/anticipated*

Project Match

NY Forward Project Match

- Required minimum 25% match for private NY Forward projects.
- Match not required for non-profit or public projects.

LPC Questions

- Should the minimum 25% match for private NY Forward projects be raised? If so, to what percentage? **As decided at LPC Meeting #2, the minimum match is to remain at 25%.**
- Should there be a match for non-profit projects? If so, what percentage? **As decided at LPC Meeting #2, the minimum match has been set at 5%.**
- Should there be a match for public projects? If so, what percentage? **As decided at LPC Meeting #2, the minimum match is to remain at 0%.**

Project Evaluation Criteria

Project Evaluation Process

LPC Meeting #2 (October 2026)

The LPC determines the project evaluation criteria to be used to refine the project list.

LPC Meeting #3 (November 2026)

The Consultant team will present the projects received through the Open Call for Projects and will assist the LPC in determining the following:

- Project eligibility
- Project readiness
- LPC may refine initial project list

LPC Meeting #4 (January 2027)

Projects will be presented to LPC with additional information (updates, detailed budgets, etc). LPC will use project evaluation criteria to continue to refine the project list.

LPC Meeting #5 or #6 (February 2027)

LPC determines the final slate of projects worth \$6-\$8M to be included in the Strategic Investment Plan.

Project Evaluation Criteria

- Alignment with State, REDC, and Local Goals
- Project Readiness
- Catalytic Effect
- Co-Benefits
- Cost Effectiveness
- Public Support
- Other

Project Evaluation Criteria: New York State 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.
- **Cultivate a variety of housing opportunities** that help build an inclusive and welcoming community.
- 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.

Project Evaluation Criteria: REDC Goals



- Set a strong foundation for economic growth by **investing in infrastructure, transportation, and housing.**
- **Incentivize local planning and technical assistance** to speed up review times, create shovel-ready development sites, and administer economic development funds.
- **Revitalize downtowns and community centers** through adaptive reuse and packaged investments in the public realm that will further **establish our walkable communities as economic engines for the region.**
- **Attract new companies and support the growth of existing businesses** in the Mid-Hudson region, with a special focus on priority sectors that are likely to stay, expand, and pay a living wage for the region.
- **Support the region's workforce** by taking steps to attract and retain people, providing them with affordable access to education, training, and wraparound services, and by exposing them to regional workforce opportunities at an earlier age.
- **Preserve and create outdoor spaces** that make the Mid-Hudson region an attractive place to live and visit. Recognize the imperative need to protect our natural resources from degradation, while also leveraging them for tourism, agriculture, and the development of sustainable businesses.

Draft Ellenville NY Forward Goals



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The LPC is currently reviewing the draft Ellenville NY Forward Goals, and the final Goals will be inserted in the Open Call for Projects Application no later than Friday, October 23, 2026.

Project Evaluation Criteria: 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 NY Forward area.

- Is the project scope clearly defined, or is it still just an idea?
- Does the project sponsor have the capacity to implement and maintain the project, and manage a state contract?
- Can this project begin implementation in the near term?
- Does the project sponsor have other funding available for this project?
- Can the project proceed without any significant regulatory hurdles?
- Does the sponsor have site control?

Project Example: Project Readiness

Cornwall – Renovate the Historic Storm King Theater at 2 Idlewild Avenue into a Multi-Purpose Theater Space

Improve the historic Storm King Theater building by converting two distinct interior spaces into a black box theater to serve as a community-oriented space and a separate lounge and dinner theater that would be integrated into an existing restaurant.

Project Sponsor had:

- site control and capacity (was already operating a business within the building)
- demonstrated ability to maintain operations of the project (non-profit element was supported by for-profit element)
- secured private financing for the project
- secured local planning board approval for part of the project (though needed approval for another project element and building permits)



Project Evaluation Criteria: Catalytic Effect

The project is likely to have a significant positive impact on the revitalization of the downtown by attracting other investment at a scale appropriate for the community.

- Will this project significantly enhance downtown Ellenville?
- Will this project have long-term beneficial impact?
- Does this project have the potential to attract other investment or create benefit beyond the NY Forward boundary?

Project Example: Catalytic Effect

Middletown – Redevelop the Woolworth Building Into Rail Trail Commons

Redevelop the vacant Woolworth Building to become a retail shopping space with a covered corridor that connects two important spaces within the downtown.

- This project transformed a storefront that had been vacant for over 20 years into a space that hosts three new restaurants, all of which are accessible by a central covered outdoor walkway. This project also serves as a spur on the Heritage Trail, and it enhances a gateway into downtown.



Project Evaluation Criteria: Co-Benefits

The project will result in benefits to both the community and project sponsor, such as generating additional economic activity and improving quality of life.

- Co-benefits from projects result in secondary benefits to the community
- Are there co-benefits that should be prioritized when evaluating projects? Examples include:
 - Potential to attract regional visitors
 - Increases accessibility and affordability
 - Enhances community, connectivity, and cohesion
 - Generate new jobs and employment opportunities

The LPC is currently refining the list of Co-Benefits which will be inserted in the Open Call for Projects Application and posted to the Project Website no later than Friday, October 23, 2026.

Project Evaluation Criteria: Cost Effectiveness



NY Forward investment in a project would represent an effective and efficient use of public resources.

- Is there a demonstrated need for NY Forward funds?
- Did the sponsor provide adequate budget information?
- Does this project have the potential to leverage other private or non-state investment?
- Is the sponsor providing matching funds?

Project Example: Cost Effectiveness

Cornwall – Construct a Trail Along Dock Hill Road to Connect the Waterfront to Donahue Farm and the Downtown

Construct a new trail segment to allow for a safe pedestrian connection between downtown, Donahue Farm, and the waterfront, while also repairing portions of the existing trail. Project includes new sidewalks, crushed stone pathway, and drainage improvements.

- Project budget included funding from a NYS Office of Parks, Recreation, and Historic Preservation grant and the Village of Cornwall



Project Evaluation Criteria: Public Support

The public supports and understands the benefits of the project.

- Does the public support the project?
- Does the public understand the project and its proposed benefits?
- Is the NY Forward funding request consistent with public priorities?

Project Implementation



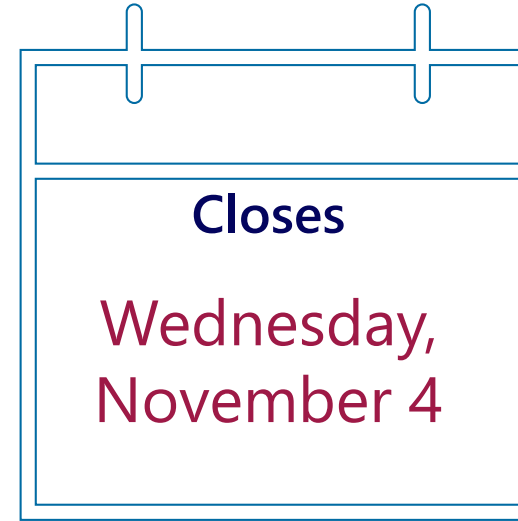
- All awards are provided as a reimbursement grant – project sponsors must complete work before funds are provided.
- Some project sponsors may need to secure bridge financing to cover costs during project implementation/awaiting reimbursement.
- All awards are subject to State requirements including MWBE goals, competitive procurement, etc.



LPC Questions and Answers

Open Call for Projects

Open Call for Projects



The application form can be found on the Ellenville's NY Forward website.

- An Open Call for Projects Office Hours will be held virtually on October 20, 2026. Head to the Ellenville NY Forward website to reserve a time slot: <https://www.ellenvillenyforward.com/>
- The Open Call for Projects application form will be updated with the vision, goals, match requirement, and local evaluation criteria following this meeting.



LPC Questions and Answers



PUBLIC COMMENT

Upcoming LPC Meetings and Engagement Opportunities



LPC Meeting #3 – November 16, 2026

(Snow Date: November 17, 2026)

LPC Meeting #4 – January 7, 2027

(Snow Date: January 14, 2027)

LPC Meeting #5 – February 2, 2027

(Snow Date: February 9, 2027)

LPC Meeting #6 *(if needed)* – February 16, 2027

(Snow Date: February 23, 2027)

Open Call for Projects Office Hours – October 20, 2026

Public Engagement – Winter 2027

- Update on NY Forward planning process
- Update on finalized Vision and Goals
- Feedback on the list of projects
- Next steps

Important Dates and Next Steps

Upcoming

- Open Call for Projects Office Hours
- Small Project Interest Form Due ~~October 21, 2026~~
(As decided at LPC Meeting #2, the deadline for submission has been extended to October 28, 2026 at 5:00pm)
- Open Call for Projects Closes November 4, 2026
- LPC Meeting #3

LPC Members

- Promote Open Call for Projects
- Review NY Forward Guidebook
- Review Project Materials Sent by Consultant Team, prior to LPC Meeting #3, after Open Call for Projects Closes

Project Team

- Downtown Assessment
- Open Call for Projects Office Hours and Q&A with project sponsors
- Compile project information for LPC members



Questions?

 EllenvilleNYF@vhb.com

 For Code of Conduct submissions, email: john.zepko@dos.ny.gov

 <https://www.ellenvillenyforward.com/>



Thank You!

LPC Meeting #2

October 14, 2026



NY Forward