

## Downtown Grant Program Application Rubric

Criteria	Weight	Max Points	Total Points
Alignment with DRI Vision and Goals	5	5	25
High Impact Zone	4	5	20
Quality of Project	4	5	20
Sustainability of Project	3	5	15
Leveraged Funds	3	5	15
Capacity to Complete/Technical Assistance	1	5	5
TOTAL		Minimum: 70	100

### **Alignment with DRI vision and goals:**

- Strengthen existing local and regional assets.
- Create long-term value to support future generations
- Provide an inclusive and sustainable downtown experience for residents, workers, students, and visitors.
- Connect Plattsburgh's existing assets to create a vibrant Downtown destination.
- Provide diverse housing\* and shopping options through targeted investments, increasing the number of people Downtown
  - \*Creates expanded housing opportunities or housing stock Downtown
- Attract and grow businesses and jobs to support economic development and local workers.
  - Attract and nurture entrepreneurs
- Invest in community infrastructure that expands opportunities and capacity
- Improve food access for residents.
- Create a new downtown destination and attract a significant number of visitors.

### **High Impact Zone:**

- Tier 1 = 5 points
  - Durkee/City Hall Place
  - Margaret Street Clinton
  - Street Protection Avenue
  - Bridge/Dock/Green Street
- Tier 2 = 3 points
 

Brinkerhoff Street	Protection Ave
Oak Street	Marion Street
Broad Street	Trinity Place
Court Street	
Cornelia Street	
- Outside of Tier 1 or Tier 2 but within DRI target area = 1 point

**Quality of Project:**

- Completed project will have a highly noticeable, distinct, and prominent transformation (interior, exterior, or both)
- Project brings a property “back online” by preparing formerly vacant or underutilized space for residential or retail purposes
- Project expands existing retail or businesses ability to operate in the sense of structure and space (not financially)
- Creates or rehabilitates market-rate residential, rental units in vacant or underutilized upper-level properties that will encourage permanent, year-round housing.
- Utilizes an energy efficient design or materials.
- Projects improves food access for local residents.
- Creates a new downtown destination that will attract visitors.

\*Proposed project designs will be subject to review by grant review committee.

**Sustainability of Project:**

- Marketing plan is clear and plans to ensure use or non-vacancy is thorough.
  - Presents a plan or vision that shows long term goals to ensure such.

**Leveraged Funds:**

- 10% (minimum match) = 0 points
- >10% but <20% = 1 point
- >20% but <30% = 2 point
- >30% but <40% = 3 point
- >40% but <50% = 4 point
- >50% = 5 point

**Capacity to Complete/Technical Assistance:**

- Demonstrated Capacity to Complete or has undergone a technical assistance project = 5 points
  - Financing plan is in place for 100% of project cost.
  - Project is cohesive and not pieces or parts (windows, door, etc), but part of a larger whole.
- Demonstrated Capacity to Complete, but would strongly benefit from technical assistance project = 3 points
  - Financing plan present, but doesn't cover entire project cost.
  - Project has pieces or parts of a project, but isn't cohesive.
- Has not yet demonstrated capacity to complete = 0 points
  - Financing plan not in place
  - No cohesive plan