

# City of Long Beach NY Forward

Open Call Info Session  
July 19, 2023



NY Forward



# Local Planning Committee

- **Ronald J. Walsh** (Acting City Manager, Co-Chair)
- **Resi Cooper** (REDC Co-Chair)
- **Jacquetta Odom** (President, Concerned Citizens of North Park, Commissioner, Long Beach Housing Authority)
- **Rabbi Jack Zanerhaft** (Temple Emanu-El, Long Beach Chamber of Commerce)
- **Myra Dejesus** (Commissioner, Long Beach Housing Authority)
- **Luke Heneghan** (Owner, Bright Eye Brewery)
- **Pastor Mark Moses** (New Life Church of Christ)
- **Anthony Rector** (Owner, Refinements, Ltd)
- **Rob Richards** (Owner, JJ Coopers)
- **Brian Berkery** (Co-Founder, Trellus, Long Beach Chamber of Commerce)
- **Nicole Bergman** (Lifestyle Blogger, Between the Boards and Bay)
- **Darren Gallo** (Owner, Rooster Construction)
- **Tara Lannen-Stanton** (Director, Long Beach Public Library)
- **Leah Rosensweig-Tozer** (Associate Broker, Sotheby's Realty, Co-President, Long Beach Chamber of Commerce)
- **Johanna Mathieson-Ellmer** (President, Artists in Partnership)

# New York State and Consultants

## New York State

- Kevin Garrett, Department of State (DOS)
- Elisabeth Muehlemann, Empire State Development (ESD)

## BFJ Planning

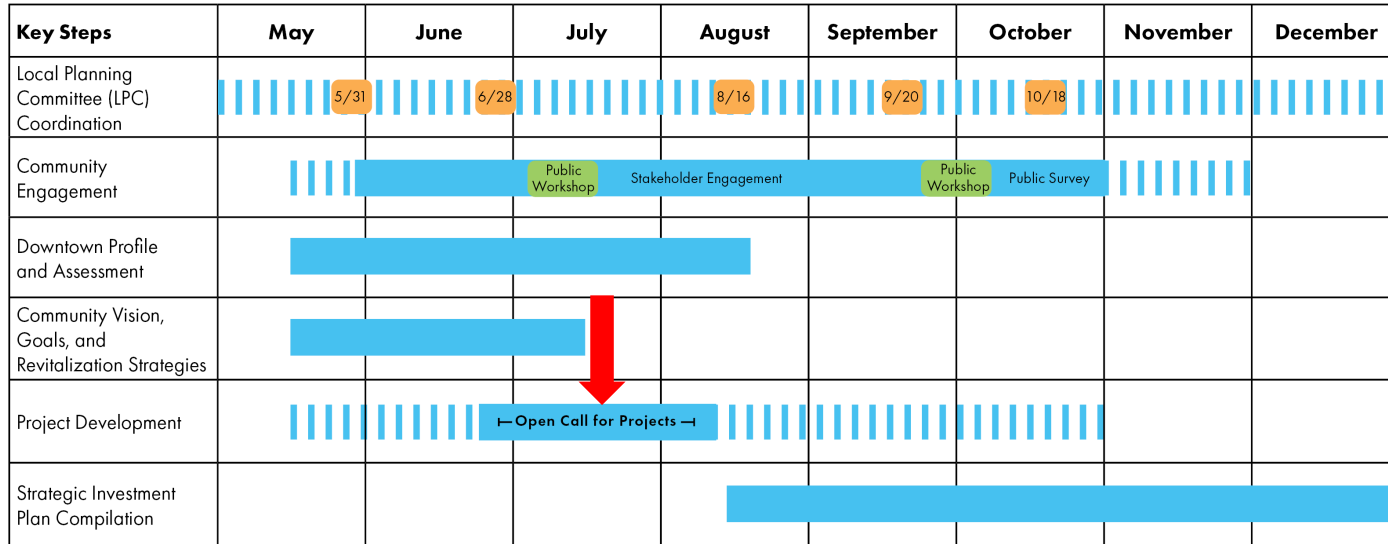
- Peter Van den Kooy, Associate Principal
- Silvia Del Fava, Associate
- Suzanne Goldberg, Planner



# City of Long Beach

- **Ronald J. Walsh**, Acting City Manager
- **Patricia Bourne**, Director of Economic Development & Planning
- **Cindy Rogers**, Deputy City Manager
- **John McNally**, Director of Public Relations & Special Projects
- **Tyler Huffman**, Director of Community Development
- **Jordan Schieber**, Assistant Planner

# NYF Timeline

## Long Beach NY Forward Process



-  LPC Meetings
-  Community Engagement Events

\* Subject to change

# Projects for NYF Funding

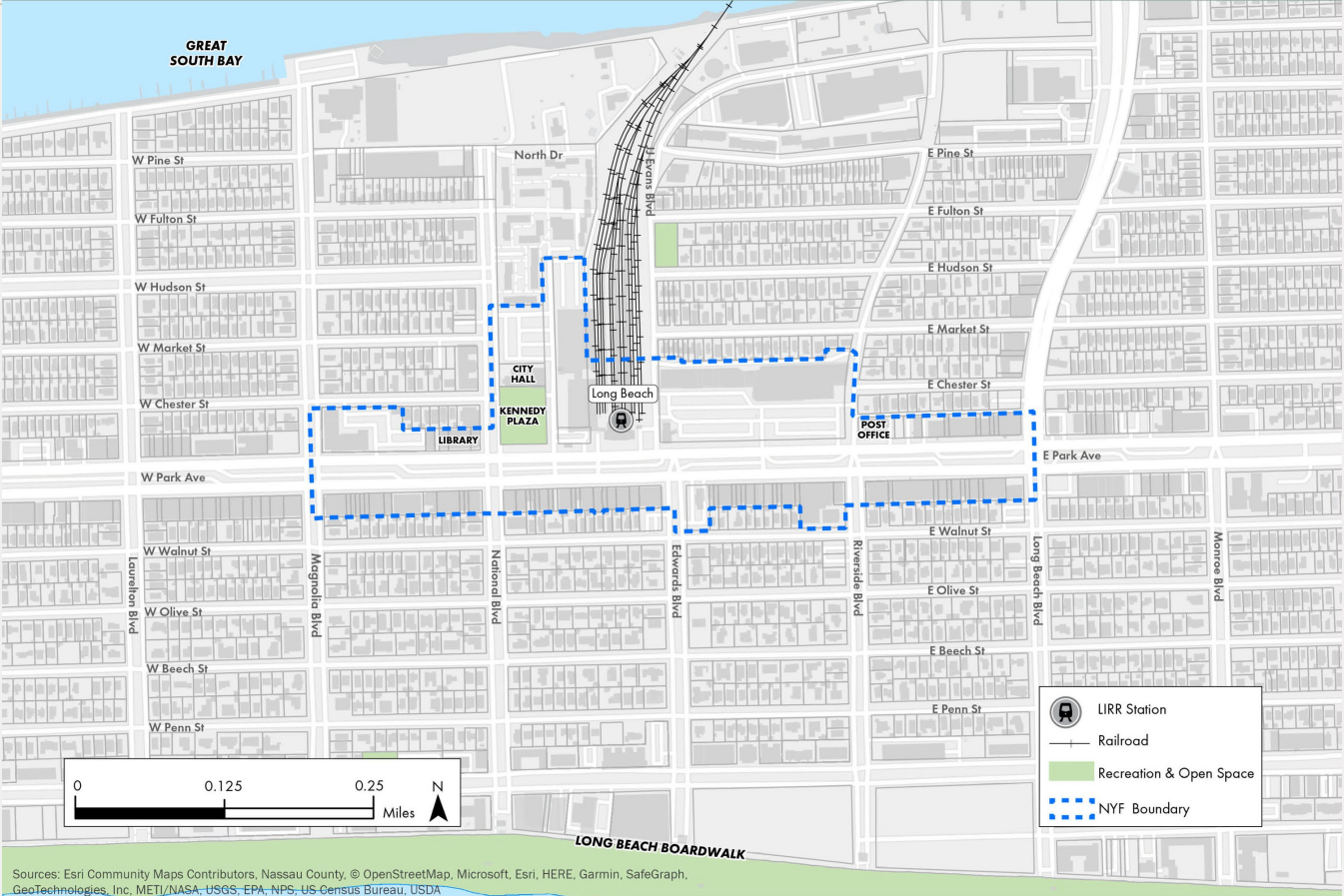
## ELIGIBLE PROJECTS:

- New Development &/or Rehabilitation of Existing Downtown Buildings
- Public Improvement Projects
- Small Project Fund
- Branding & Marketing

## INELIGIBLE PROJECTS:

- Planning Activities
- Operations & Maintenance
- Pre-Award Costs
- Property Acquisition
- Training & Other Program Expenses
- Expenses Related to Existing Programs

# Proposed Long Beach NYF Boundary



Sources: Esri Community Maps Contributors, Nassau County, © OpenStreetMap, Microsoft, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc., METI/NASA-USGS, EPA-NPS-US Census Bureau, USDA

# Project Identification

- The City developed a NYF Application where some public project ideas were identified.
- The **Open Call for Projects** will be the main tool to solicit projects from public, non-profit and private project sponsors.
  - All potential project sponsors should submit through the Open Call.
  - It provides an open, fair, and transparent process for the LPC to vet projects.
  - Submission of a proposal through the Open Call does not guarantee inclusion in the final plan.
  - LPC may consider other potential projects that are not submitted through the Open Call.



# Project Evaluation Criteria

## ① Alignment with State and Local Goals: NYF State Goals

- Active downtown with a strong sense of place
- Attract new businesses
- Enhance public spaces for arts and cultural events
- Build a diverse population supported by diverse housing and employment opportunities
- Grow the local property tax base
- Enhance downtown living and quality of life
- Support resiliency

## ② Catalytic Effect

The project is likely to have a significant positive impact on the revitalization of the downtown by attracting other public and private investment.

## ③ Project Readiness

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

## ④ Eligible Project Type

The project must be one of the eligible project types.

## ⑤ Cost Effectiveness

Investment of NYF funds in the project would represent an effective and efficient use of public resources.

## ⑥ Co-Benefits

The project will result in secondary benefits to the community.

# The Open Call for Projects is Open!

## Deadline to submit projects:

August 9, 2023

Email address for questions and project submissions:

LongBeachNYF@gmail.com



**CITY OF LONG BEACH**  
**NY Forward (NYF)**

*DO YOU HAVE PROJECT IDEAS?*

**OPEN CALL FOR PROJECTS**

Long Beach has been awarded \$4.5M toward projects & improvements that will help transform the downtown area & support a vibrant local economy.

The purpose of the Open Call for Projects is to identify potential private/nonprofit projects for NYF funding.

**DEADLINE TO SUBMIT: AUGUST 9, 2023**  
Download the form & find submission instructions here:



FOR MORE INFORMATION:  
[www.LongBeachNYForward.com](http://www.LongBeachNYForward.com) | [www.ny.gov/programs/ny-forward](http://www.ny.gov/programs/ny-forward)

# Open Call Project Form



Long Beach

## NYF Project Form

The Long Beach community 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 Planning Committee (LPC) is seeking project proposals from the public for potential projects to be included in Long Beach'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:

August 9, 2023

## How to Submit Your Project

- 1 Review the Eligibility Criteria**  
on page 2 to make sure your project is eligible to be considered for NYF funding.
- 2 Review the Project Requirements**  
on page 3 to learn about the requirements for projects and how your project will be considered by the Long Beach Local Planning Committee and New York State.
- 3 Review the Evaluation Criteria**  
on page 4 to see how the State evaluates projects and to understand how the Long Beach LPC may evaluate projects.
- 4 Fill out the Project Proposal Submission Form**  
on pages 5 through 11. Address each topic thoroughly and completely. The LPC will use this information to consider projects to be included in the Long Beach Strategic Investment Plan.
- 5 Submit your Completed Application**  
Submit your Completed Application (and any supplemental materials) either electronically, in-person, or by mail no later than **August 9th, 2023**.

→ To submit online:

Go to  
[LongBeachNYForward.com](https://LongBeachNYForward.com)

→ To submit via email:

Email your completed application and any supplemental materials to [LongBeachNYF@gmail.com](mailto:LongBeachNYF@gmail.com)

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

John McNally  
City Hall  
Room 506  
1 W Chester St,  
Long Beach, NY 11561

? **Questions regarding project eligibility, evaluation, or the project forms can be directed to [LongBeachNYF@gmail.com](mailto:LongBeachNYF@gmail.com)**

## NYF Project Form

Fill out this form to be considered for LPC project review and potential NYF funding. Please address each topic thoroughly and completely. The LPC will use this information to consider projects to be included in the Long Beach Strategic Investment Plan. Project sponsors are expected to provide timely responses to requests for any additional information from New York State and/or the NYF consultant.

- 1 Project Sponsor**  
Provide the contact information for the project sponsor.

Name:

Sponsor business or organization (if applicable):

Title (if applicable):

Mailing Address:

Phone:

Email:

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:

**Questions or comments?**

**Would you like to schedule  
a virtual appointment to  
discuss a potential project  
in more detail?**

**Thank You for Your Interest  
in the Long Beach  
NY Forward!**