



NYS OPPORTUNITIES

GRANT FUNDING MANAGEMENT

RESOURCE GUIDE FOR MUNICIPALITIES,
BUSINESSES, AND NONPROFITS

Prepared by

Saratoga Associates

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UNLOCKING OPPORTUNITIES



WE ARE NY STATE CAPITOL
Albany, New York

3/1/2024
Date

Pay to the order of
Town of Urbana & Village of Hammondspport

\$4,500,000

Four million, five hundred thousand dollars

For Moving Downtown Urbana & Hammondspport Forward

Kathy Hochul
Governor Kathy Hochul



We are your partners in the pursuit of grant funds, offering comprehensive services that cover the entire spectrum of the application process.

SARATOGA ASSOCIATES

Landscape Architects, Architects,
Engineers, and Planners, P.C.

- ✓ **100% Success Rate in NY Forward**
- ✓ **Grant Application Submissions: CFA, DRI, NYF**
- ✓ **Team of Planners, Architects, and Engineers**
- ✓ **Over \$7 Million Won in 2022 and 2023**

At **SARATOGA ASSOCIATES**, we are your partners in the pursuit of grant funds, offering comprehensive services that cover the entire spectrum of the grant application process. Our seasoned team combines visionary thinking with practical expertise to turn concepts into tangible projects.

At Saratoga Associates, we seamlessly navigate the grant landscape, providing invaluable support to our clients. Our comprehensive skillsets encompass:

- Visioning and community engagement
- Conceptual and design plans
- Preliminary studies and project narratives
- Project renderings, including 3D models
- GIS mapping
- Cost estimates and project budgeting
- SEQR EAF documentation
- Grant contract compliance and reporting

Our multidisciplinary staff, versed in both planning and design, ensures a holistic approach that resonates with grant funders, showcasing impactful projects and setting the stage for success.

GRANT APPLICATION MASTERY

Navigating the grant application process requires finesse and foresight. Saratoga Associates specializes in crafting compelling narratives that resonate with funders. Our experience with the New York State Consolidated Funding Application (CFA) portal, Downtown Revitalization Initiative, and NY Forward programs positions us as adept navigators of diverse grant opportunities.

Before portals open, we proactively engage with stakeholders and funding agencies, fine-tuning materials to align with priorities. Our meticulous approach involves reviewing potential funding sources, ensuring the perfect fit for your project.

TELLING YOUR PROJECT'S STORY

Telling a compelling story is an art, and at Saratoga Associates, we excel in it. We work closely with clients to articulate the project's vision, goals, and anticipated benefits. Our belief in the power of visual representation drives us to create captivating graphics, illustrating not just design goals but intent, character, and compatibility.

Our commitment to enhancing the harmony between development projects and the natural environment is showcased through our Scenic Resource Management and Visual Impact Assessment services.

COMMUNITY ENGAGEMENT EXCELLENCE

Saratoga Associates believes in community-driven projects. Our engagement techniques, including virtual technologies, social media platforms, and online polling, ensure widespread participation. We collaborate with project committees, local leadership, and interest groups, fostering a transparent, public-oriented process that generates innovative solutions.

ADMINISTRATION AND REPORTING SUPPORT

After the grant is awarded, Saratoga Associates eases the administrative burden. We provide comprehensive support for tracking MWBE expenditures, project staffing, and regular reporting, ensuring compliance with funder requirements.

PLANNING EXCELLENCE

Planning is ingrained in every design at Saratoga Associates. We prioritize public spaces, pedestrian-friendly environments, and the interconnectedness of community elements. Our recommendations, emphasizing urgency, achievability, and sustainability, build relationships between economy, environment, market, and community for long-term success.

PROJECT VISUALIZATION MASTERY

Anticipating the future requires cutting-edge visualization. Saratoga Associates excels in applying information technology and decision support systems, offering services such as artistic renderings, 3D modeling, photographic simulations, video animations, and virtual reality to bring your projects to life.

GRANT WRITING SERVICES AND APPLICATION MANAGEMENT



UNLOCKING FUNDING OPPORTUNITIES:

We specialize in pinpointing the ideal funding sources for your project, ensuring your endeavors align with grant opportunities when they arise.



TRANSFORMING VISION INTO SUCCESS:

Our strategic approach ensures your application stands out among competitors, tailored to meet grant criteria and secure funding.



CRAFTING COMPELLING NARRATIVES:

We excel in drafting narratives that captivate, showcasing your project's significance and aligning seamlessly with grant priorities.



NAVIGATING COMPLEX REQUIREMENTS:

We handle the technical intricacies, ensuring your application meets all engineering, environmental, and financial prerequisites.



DELIVERING ACCURATE COST ESTIMATES:

We understand the design and construction process, enabling us to provide cost estimates without the need for third-party involvement.



CREATING IMPACTFUL PRESENTATIONS:

Our graphic design expertise elevates your application's visual appeal, enhancing readability and leaving a lasting impression on reviewers.



GUIDING YOUR JOURNEY TO SUCCESS:

We oversee every aspect of your application process, managing stakeholders and tasks to ensure timely submission and success.

Saratoga Associates has assisted many communities, business owners, and nonprofits in applying for grant funding. The streamlined NYS Consolidated Funding Application (CFA) portal provides access to a myriad of state grant sources. The state's Downtown Revitalization Initiative and NY Forward programs provide additional opportunities.

Before the application portals open, we can reach out to the stakeholders, such as the local Regional Economic Development Corporation or to the funding agencies themselves, to understand their priorities and assist the applicant in fine tuning their materials to improve chances of success. With this information in hand, we can review potential funding sources to understand their criteria and identify those best suited to the project.

Below is a list of our recent state-funded projects.

BROWNFIELD OPPORTUNITY AREA (BOA)

- City of Amsterdam, Step 1 (2005)
- City of Amsterdam, Via Ponte Step 2 (2006)
- Village of Victory Mills – Step 1 (2007)
- City of Newburgh (2009)
- City of Amsterdam, North and East Side Neighborhoods (2009)
- City of Utica, Central Industrial Corridor – Step 1 (2011)
- Village of East Syracuse, BOA Nomination (2012)

DOWNTOWN REVITALIZATION INITIATIVE (DRI)

- City of Plattsburgh – Streetscape Improvements, DRI Round 1 (ongoing)
- City of Plattsburgh – Riverfront Access Projects, DRI Round 1 (ongoing)
- City of Amsterdam – Chuctanunda Creek Trail Extension, DRI Round 3 (ongoing)
- City of Amsterdam – Southside Public Realm Improvements, DRI Round 3 (ongoing)
- CUNY – York College, 159th Street Archway, Jamaica, DRI Round 1 (ongoing)

EMPIRE STATE DEVELOPMENT (ESD)

- Town of Urbana – Champlin Beach Infrastructure Improvements (ongoing)

LOCAL WATERFRONT REVITALIZATION PROGRAM (LWRP) PLANNING

- Town of Willsboro – Local Waterfront Revitalization Program (ongoing)
- City of Plattsburgh LWRP and Comprehensive Plan and Zoning Updates (ongoing)
- Town of Cicero – Hamlet of Brewerton Local Waterfront Revitalization Program (ongoing)
- Town of Crown Point – Local Waterfront Revitalization Strategy (completed January 2018)
- Town of Bethlehem LWRP (completed 2006)
- City of Oswego WRP (completed 2004)
- Village of Clayton LWRP (completed 2004)
- Town of Bolton LWRP (completed 2000)

LWRP IMPLEMENTATION

- City of Syracuse – Onondaga Creek Access at Seneca Turnpike (ongoing)
- Town of Urbana – Keuka Lake Access Improvements (ongoing)
- Town of Cicero – Hamlet of Brewerton, Bennett Street Streetscapes, Phase II (ongoing)
- City of Watertown – Downtown and Riverfront Parks Connection Feasibility Study (completed June 2019)

MARKET ANALYSIS AND FEASIBILITY STUDIES

- City of Little Falls – Train Station Feasibility Study
- Double H Ranch – Marketing Design and Graphics (2020)
- City of Geneva – Public Beach Feasibility Study and Design (2019)
- City of Watertown – Trail Connector Feasibility Study (2018)
- Mott McDonald – City of Amsterdam Train Station Relocation Study (2017)
- Village of Oxford – Marketing Study, Streetscape & Recreation Master Plan (2015)
- Village of Sackets Harbor – Waterfront Feasibility Study (2015)
- Village of Dolgeville – Mill Market and Feasibility Study (2004)
- City of Troy – Hoosick Street Market Analysis (2002)

OFFICE OF PARKS, RECREATION, AND HISTORIC PRESERVATION (OPRHP)

- Village of Dolgeville – Center Park Revitalization (ongoing)

OPRHP TERM CONTRACT PROJECTS

Over the past decade, Saratoga Associates has completed nearly 200 different projects with Office of Parks, Recreation, and Historic Preservation (OPRHP). Our team has been carefully assembled with firms that have both OPRHP and State Historic Preservation Office (SHPO) experience.



State Funding Experience

ADMINISTRATION AND REPORTING

After a grant is awarded, Saratoga Associates can provide support for the administrative tasks and reporting requirements. Various funders require regular tracking of MWBE expenditures, project staffing, and the development of project status reports. A summary of Task status and deliverables completed can be provided at regular intervals (e.g. with monthly invoices) if desired.

Below is a listing of our recent clients who received grant awards, supported by our previous **designs** and **studies**.

2023 – REDC Round 13: Grant Award Recipients

- Village of Hammondsport/Town of Urbana – OPRHP, EPF Parks, Preservation and Heritage Grants (\$4.5M)*
- Dr. Konstantin Frank Winery – ESD Craft Beverage Micro Grant Program
- FLX Grapes LLC (Weis Vineyards) – ESD Craft Beverage Micro Grant Program
- Town of Lyons (Wayne County) - New York Main Street Program (HCR NYMS) and Restore NY
- Town of Schroepfel - William J. Farley, Jr. Park Improvements – OPRHP, EPF Parks, Preservation and Heritage Grants
- Town of Stanford - SPARC Park Playground – OPRHP, EPF Parks, Preservation and Heritage Grants
- Town of Willsboro - Florence Hathaway Park Improvement Project– OPRHP, EPF Parks, Preservation and Heritage Grants
- Town of Wilna - Herrings Recreational Area – OPRHP, EPF Parks, Preservation and Heritage Grants
- City of Plattsburgh - Sailors Beach Rehabilitation Feasibility Study – NYS DOS Local Waterfront Revitalization Program
- City of Amsterdam - Amsterdam Southside Boardwalk Construction – NYS DOS Local Waterfront Revitalization Program and NYS Canal Corps Canalway Grants Program

2022 – REDC Round 13: Grant Award Recipients

- Village of Dolgeville – OPRHP, EPF Parks, Preservation and Heritage Grants (\$2.25M)*

**Saratoga Associates led application through stakeholder/community engagement, grant writing, letters of support requests, application management, application design, submission, and interview presentation.*

START HERE

The Importance of an Experienced Support Team

- Expert Guidance: Leverage the experience of our professionals for comprehensive support.
- Grant Expertise: Benefit from our proficiency in grant applications and navigating funding landscapes.
- Community Engagement: Utilize our skills in engaging communities and stakeholders effectively.
- Design Excellence: Rely on our expertise in crafting innovative and impactful designs.

1: Understanding Existing Conditions

Assess the current state of the project area.

Identify challenges and opportunities.



3: Wants/Needs Assessment

Collect input on desires and necessities.

Prioritize community wishes for the project.



2: Public Input: Identifying Stakeholders

Engage the community in discussions.

Identify stakeholders: residents, local businesses, community groups.



Step 4: Defining Users and Experiences

Determine the target audience for the space.

Outline the desired experiences for visitors/users.



5: Concept & Estimate Development

Develop a preliminary concept based on community input.

Estimate initial costs and resources required.



“I Have an Idea. How Do I Make it Happen?” Implementation Road Map

10: Bidding Process

Prepare project details for bidding.

Solicit bids from contractors.



11: Construction Phase

Oversee the construction process.

Ensure quality and adherence to the design.



9: Permitting Process

Understand and comply with local regulations.

Obtain necessary permits for the project.



7: Funding Strategies

A. Public Funding (Grants)
Explore available grants.
Align project goals with grant requirements.

B. Private Funding
Initiate fundraising campaigns.
Solicit donations from local businesses and community members.

C. In-kind Services, Partnerships, Volunteers
Seek support from local businesses or organizations.
Encourage community involvement and volunteerism.



6: Feedback from Stakeholders

Present the concept to stakeholders for input.

Adjust the plan based on feedback.



8: Full Design & Project Phasing

Develop a comprehensive design.

Consider phasing for large projects.



With a well-defined road map and a trusted partner like Saratoga Associates, turning community ideas into reality becomes a structured and achievable process. Engage the community, secure funding, and collaborate with experienced professionals to create projects that leave a lasting positive impact.

Understanding funding programs, like the Consolidated Funding Application (CFA), and all of the requirements from the New York State Department of State, Empire State Development, Department of Transportation, Office of Parks, Recreation and Historic Preservation, is critical to the success of any community project, but where do you start?

While the availability of traditional funds may be limited or delayed, take advantage of this time to strengthen your application with these tips, and be ready to hit the ground running.

1

IDENTIFY THE DESIRED PROJECT

- What is the “need” for the project – the challenge it might solve? (Infrastructure improvements? Park upgrades? Trail connections? A marketing study to attract new businesses to Main Street?)
- What are your goals and objectives?
- Develop a concept and approximate budget.
- Establish a desired schedule or timeline for the project.

2

REVIEW POSSIBLE GRANT SOURCES

- How can the funds be used?
- Is there a timeframe for using them?
- Which is best suited for your project?

3

UNDERSTAND THE GRANT CRITERIA

- Make sure you understand the eligibility and program requirements.

4

ASK QUESTIONS EARLY

- Reach out to the funding agency with questions early in the process. If applying through the CFA portal, reach out before the portal opens! Your local REDC contact person or the agency providing funding may be able to give honest, open feedback about your potential application, and tips for strengthening it.

5

IDENTIFY THE PROJECT'S BENEFITS

- Gather “data” if possible
- Physical (health and recreation, infrastructure, safety)
- Social (community identity, education, mental health, multi-generational impact, benefits to underserved groups or minorities)
- Economic (spur additional investment, tourism, support future growth, short and long-term jobs)
- Environmental (natural and cultural resources)



TOP 10 TIPS FOR A STRONG GRANT APPLICATION

6

FIND SUPPORT FOR THE PROJECT

- Is it identified in a community plan, such as a recent Comprehensive Plan?
- Make sure the applicant has the capacity to administer the funding, or support from another group or agency (eg. a town may get support from county staff).
- Gather letters of support – consider local business leaders and politicians, as well as residents.

7

LEVERAGE YOUR ASSETS

- Volunteer groups, in-kind services, donations, other ongoing projects that will benefit or connect to this project – is this the missing link for a larger idea?

8

ENGAGE THE COMMUNITY

- Show public feedback and support – an online survey to identify goals
- Use social media to get creative during socially distanced times

9

DEVELOP A CONCEPT

- Create a graphic to represent your project and “show” funders your ideas (plan, perspective, map)
- An image can help generate funds from grant agencies, and also from donors.

10

DEVELOP COST ESTIMATES AND/OR A PROJECT BUDGET

- Make sure to account for administrative cost, design fees, and construction funds

Saratoga Associates' professional and technical services can be of assistance with the preparation of concept plans or budgets, please don't hesitate to contact us!



Choose Saratoga Associates
your partner for grant writing
services that transcend
expectations. Together, let's
transform visions into reality.

When it comes to navigating the intricate world of grant applications, Saratoga Associates stands out as your trusted partner. Our unwavering commitment to excellence, coupled with our extensive experience and multifaceted expertise, makes us the ideal ally for transforming your vision into reality. From meticulous research and strategic planning to captivating narrative drafting and seamless project management, we offer a comprehensive suite of services tailored to your specific needs. With Saratoga Associates by your side, you can trust that your grant application will not only meet but exceed expectations, setting the stage for success and propelling your project forward.

Visit www.saratogaassociates.com to explore the possibilities and give us a call. Let's embark on a journey of innovation, impact, and achievement together.

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