

# Helping to Conceive Your Application and Project



# Consolidated Funding Application

**\* 2013 will  
be  
different!!!**

## Available Resources for Regional Councils in 2012



## NYS Consolidated Funding Application

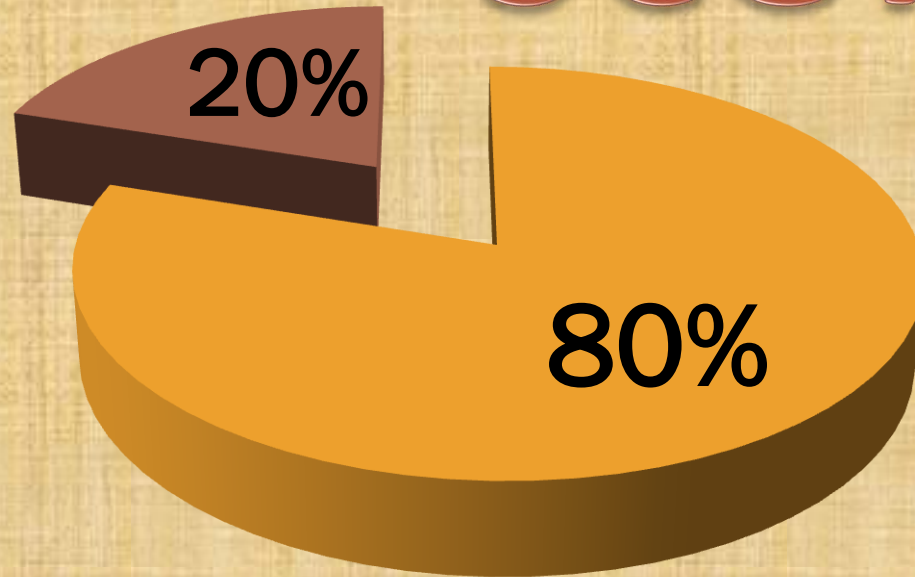
Total grants, tax credits &  
other resources\*  
(in millions)

|                                                       |                            |
|-------------------------------------------------------|----------------------------|
| <b>Direct Assistance to Businesses</b> .....          | <b>up to \$247</b>         |
| Empire State Development                              |                            |
| <b>Community Development</b> .....                    | <b>up to \$61.2</b>        |
| Homes and Community Renewal                           |                            |
| Office of Parks, Recreation and Historic Preservation |                            |
| Council on the Arts                                   |                            |
| <b>Agricultural Economic Development</b> .....        | <b>up to \$3</b>           |
| Agriculture and Markets                               |                            |
| <b>Waterfront Revitalization</b> .....                | <b>up to \$16</b>          |
| Department of State                                   |                            |
| Canal Corporation                                     |                            |
| <b>Environmental Improvements</b> .....               | <b>up to \$3+</b>          |
| Environmental Facilities Corporation                  |                            |
| Empire State Development                              |                            |
| Department of Environmental Conservation              |                            |
| <b>Energy Improvements</b> .....                      | <b>up to \$50</b>          |
| Energy Research and Development Authority             |                            |
| New York Power Authority                              |                            |
| <b>Sustainability</b> .....                           | <b>up to \$12</b>          |
| Energy Research and Development Authority             |                            |
| <b>Workforce Development</b> .....                    | <b>up to \$5</b>           |
| Department of Labor                                   |                            |
| <b>Low-Cost Financing</b> .....                       | <b>up to \$350</b>         |
| <b>Potential Resources Available</b> .....            | <b>up to \$750 million</b> |

# CONSOLIDATED FUNDING APPLICATION

Regional Council  
Endorsement

# SCORING



State Agency Technical  
Review



# CONSOLIDATED FUNDING APPLICATION

## Regional Council Statewide Endorsement Standard

For each CFA the Regional Council reviewer will determine the degree to which the application implements the regional strategic plan and assign the corresponding number of points.

| IMPLEMENTATION OF THE PLAN                                                | DEGREE      | POINTS |
|---------------------------------------------------------------------------|-------------|--------|
| The proposal is identified as a priority project by the Regional Council. | Priority    | 20     |
| The proposal is identified in the plan and has regional benefits.         | Very Strong | 15     |
| The proposal advances the plan and has local benefits.                    | Strong      | 10     |
| The proposal is consistent with the plan and has project level benefits.  | Moderate    | 5      |
| The proposal has limited relationship to the plan.                        | Weak        | 0      |

# CONSOLIDATED FUNDING APPLICATION

## MID-HUDSON PRIORITY PROJECT SCORING CRITERIA

### 1. Advance the Council's Economic Development Plan

- Align with the Council's goals and vision
- Support a target industry as identified in the plan

### 2. Provide a Positive Economic Benefit

- Retain or create jobs with sustainable wages, taking into account the size of the community
- Provide opportunities to distressed communities

### 3. Are Ready to Go

- Have financing in place
- Have regulatory and infrastructure requirements that have been identified and can be satisfied within a reasonable timeframe

# CONSOLIDATED FUNDING APPLICATION

## MID-HUDSON PRIORITY PROJECT SCORING CRITERIA

### 4. Provide Potential for Growth

- Are sustainable in the long-term
- Will attract or sustain related businesses
- Support the growth of existing and emerging industry clusters as identified in the Council's Economic Development Plan

### 5. Maximize return on State investment by leveraging other funding (as a proportion of total funds)

- Maximize the attraction of private sector investment
- Leverage existing infrastructure
- Leverage federal and local funding
- Leverage educational assets
- Encourage public/private partnerships

# GRANT WRITING

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## Tips and Resource

- Where to Start
- To Apply or Not to Apply
- 5 Basic Steps
- Bakers Dozen

## A Few Questions

1. Did you follow the rules?
  2. Were you successful?
  3. If not, did you get an exit interview?
-



# **HELPING TO MAKE YOUR CASE:**

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## **DEMOGRAPHICS AND STATISTICS Resources**

- 1. County Data Centers – typically in the Planning Dept.**
- 2. Hudson Valley Regional Council**
- 3. Program on Applied Demographics Cornell University**
- 4. Census and American Factfinder**
- 5. Stats America**
- 6. NYS Dept of Education – school enrollment, free lunch, etc.**
- 7. NYS Dept of Labor – unemployment and employment**
- 8. NYS Dept of Health – vital statistics**
- 9. County Health Rankings**
- 10. US Bureau of Economic Analysis**



# HELPING TO MAKE YOUR CASE:

## Recommendations:

- Always use data in context of your project
- Provide appropriate trends and comparisons
- Recognize that data has limitation and compensate where you must
- Use data to set the stage
- Make sure your narrative and data are in sync to support your goals and objectives
- Data must be used to support your identified problem
- Do not provide extraneous data – again – make it relevant
- Use local assessments, reports and surveys – if available

# ULSTER COUNTY PROFILE

## BASIC FACTS AND FIGURES



- ✓ NUMBER OF CITIES: 1
- ✓ NUMBER OF TOWNS: 20
- ✓ NUMBER OF VILLAGES: 3
- ✓ NUMBER OF SCHOOL DISTRICTS: 9
- ✓ SQUARE MILES: 1,124
- ✓ FAIR MARKET RENT: \$1,197 (2BR)
- ✓ HUD AREA MEDIAN INCOME: \$69,800
- ✓ MEAN RENTER WAGE RATE: \$9.82
- ✓ LIVING WAGE RATE: \$23.02
- ✓ FEBRUARY UNEMPLOYMENT RATE: 9.4%

## Population Census Estimate

**2012: 181,791**

# ULSTER COUNTY HOUSING MARKET RESIDENTIAL SALES

**MEDIAN SALES PRICE END OF 2012: \$195,000**

**MEDIAN SALES PRICE AT MARKET PEAK 2007: \$255,000**

**\$60,000 DECLINE OR 23.5%**

| Foreclosures |              |             |             |             |             |             |                        |
|--------------|--------------|-------------|-------------|-------------|-------------|-------------|------------------------|
| Aug<br>2012  | Sept<br>2012 | Oct<br>2012 | Nov<br>2012 | Dec<br>2012 | Jan<br>2013 | Feb<br>2013 | % change<br>Aug to Feb |
| 160          | 268          | 313         | 368         | 384         | 444         | 502         | 213.75%                |

# ULSTER COUNTY

## Poverty and Income

| City and Towns   | % of all people in poverty | Median Household Income |
|------------------|----------------------------|-------------------------|
| City of Kingston | 16.5%                      | \$45,037                |
| Denning          | 14.6%                      | \$52,778                |
| Esopus           | 6.3%                       | \$68,705                |
| Gardiner         | 3.1%                       | \$92,628                |
| Hardenburgh      | 7.1%                       | \$36,731                |
| Hurley           | 4.1%                       | \$63,347                |
| Kingston         | 6.0%                       | \$49,760                |
| Lloyd            | 11.6%                      | \$59,847                |
| Marbletown       | 4.4%                       | \$77,229                |
| New Paltz        | 22.1%                      | \$63,181                |
| Olive            | 12.9%                      | \$54,145                |
| Plattekill       | 9.7%                       | \$60,151                |



# ULSTER COUNTY

## Poverty and Income

| City and Towns | % of all people in poverty | Median Household Income |
|----------------|----------------------------|-------------------------|
| Rochester      | 12.1%                      | \$61,598                |
| Rosendale      | 6.8%                       | \$56,601                |
| Saugerties     | 8.6%                       | \$56,829                |
| Shandaken      | 13.4%                      | \$43,750                |
| Shawangunk     | 16.3%                      | \$80,308                |
| Ulster         | 10.2%                      | \$53,263                |
| Wawarsing      | 20.1%                      | \$47,580                |
| Woodstock      | 10.3%                      | \$63,750                |
| Ulster County  | 12.1%                      | \$58,808                |
| New York State | 14.5%                      | \$56,951                |

# ULSTER COUNTY

## Poverty and Income

| <b>School District:<br/>Free and Reduced Lunch</b> | <b>2006-07</b> | <b>2007-08</b> | <b>2008-09</b> | <b>2009-10</b> | <b>2010-11</b> |
|----------------------------------------------------|----------------|----------------|----------------|----------------|----------------|
| <b>Ellenville CSD</b>                              | <b>41%</b>     | <b>46%</b>     | <b>53%</b>     | <b>48%</b>     | <b>53%</b>     |
| <b>Highland CSD</b>                                | <b>23%</b>     | <b>23%</b>     | <b>29%</b>     | <b>29%</b>     | <b>29%</b>     |
| <b>Kingston CSD</b>                                | <b>38%</b>     | <b>37%</b>     | <b>39%</b>     | <b>40%</b>     | <b>42%</b>     |
| <b>Marlboro CSD</b>                                | <b>17%</b>     | <b>19%</b>     | <b>25%</b>     | <b>37%</b>     | <b>27%</b>     |
| <b>New Paltz CSD</b>                               | <b>20%</b>     | <b>17%</b>     | <b>18%</b>     | <b>19%</b>     | <b>20%</b>     |
| <b>Onteora CSD</b>                                 | <b>23%</b>     | <b>27%</b>     | <b>22%</b>     | <b>27%</b>     | <b>33%</b>     |
| <b>Rondout Valley CSD</b>                          | <b>34%</b>     | <b>26%</b>     | <b>26%</b>     | <b>32%</b>     | <b>28%</b>     |
| <b>Saugerties CSD</b>                              | <b>22%</b>     | <b>23%</b>     | <b>26%</b>     | <b>29%</b>     | <b>31%</b>     |
| <b>Wallkill CSD</b>                                | <b>24%</b>     | <b>19%</b>     | <b>25%</b>     | <b>26%</b>     | <b>28%</b>     |

# ULSTER COUNTY

## School Statistics

| SCHOOL DISTRICT<br>(Peak Year) | Peak<br>Enrollment | 2010         | 2020         | % Change<br>From Peak<br>to 2020 | % Change<br>From 2010<br>to 2020 |
|--------------------------------|--------------------|--------------|--------------|----------------------------------|----------------------------------|
| Onteora CSD (1998)             | 2469               | 1531         | 1331         | -46.09%                          | -13.06%                          |
| Rondout Valley CSD (1999)      | 2923               | 2214         | 1971         | -32.57%                          | -10.98%                          |
| Kingston City SD (2001)        | 8066               | 6799         | 6339         | -21.41%                          | -6.77%                           |
| Saugerties CSD (1997)          | 3357               | 2947         | 2751         | -18.05%                          | -6.65%                           |
| Ellenville CSD (1994)          | 1974               | 1692         | 1637         | -17.07%                          | -3.25%                           |
| New Paltz CSD (2000)           | 2391               | 2229         | 2126         | -11.08%                          | -4.62%                           |
| Marlboro CSD (2005)            | 2137               | 2049         | 1912         | -10.53%                          | -6.69%                           |
| Wallkill CSD (2006)            | 3650               | 3435         | 3310         | -9.32%                           | -3.64%                           |
| Highland CSD (2005)            | 1943               | 1852         | 1799         | -7.41%                           | -2.86%                           |
| <b>TOTALS</b>                  | <b>28910</b>       | <b>24748</b> | <b>23176</b> | <b>-19.83%</b>                   | <b>-6.35%</b>                    |

# ULSTER COUNTY

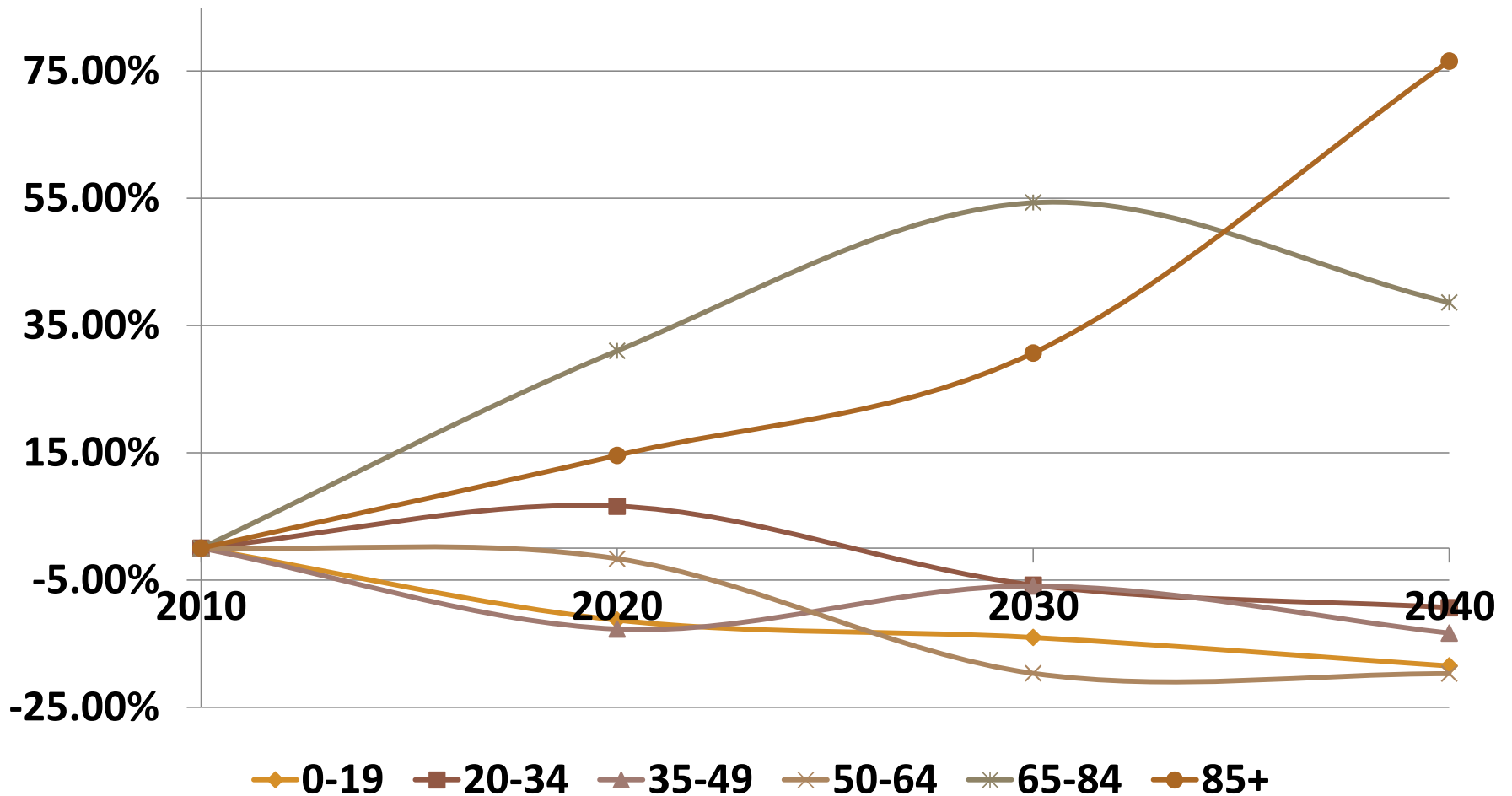
## Population Projections

| Age Cohort | Census 2010 | Population Projections |         |         | Percentage Change |              |              |
|------------|-------------|------------------------|---------|---------|-------------------|--------------|--------------|
|            |             | 2020                   | 2030    | 2040    | 2010 to 2020      | 2010 to 2030 | 2010 to 2040 |
| 0-19       | 42,566      | 37,755                 | 36,594  | 34,693  | -11.30%           | -14.03%      | -18.50%      |
| 20-34      | 32,430      | 34,567                 | 30,544  | 29,395  | 6.59%             | -5.82%       | -9.36%       |
| 35-49      | 39,565      | 34,531                 | 37,210  | 34,283  | -12.72%           | -5.95%       | -13.35%      |
| 50-64      | 40,888      | 40,207                 | 32,844  | 32,825  | -1.67%            | -19.67%      | -19.72%      |
| 65-84      | 23,218      | 30,425                 | 35,836  | 32,189  | 31.04%            | 54.35%       | 38.64%       |
| 85+        | 3,826       | 4,384                  | 5,000   | 6,756   | 14.58%            | 30.68%       | 76.58%       |
| Totals     | 182,493     | 181,869                | 178,028 | 170,141 | -0.34%            | -2.45%       | -6.77%       |



# ULSTER COUNTY Population Projections

Percentage Change by Age Cohort from 2010



# CONSOLIDATED FUNDING APPLICATION

## RESOURCES:

[www.regionalcouncils.ny.gov](http://www.regionalcouncils.ny.gov)

**CFA Application Guide from 2012**

**Mid Hudson Strategic Plan**

# CONSOLIDATED FUNDING APPLICATION

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