2015 Application Manual

Governor Andrew M. Cuomo
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Overview

A centerpiece of Governor Andrew Cuomo’s strategy to jumpstart the economy and create jobs, ten Regional Economic Development Councils (REDCs) were put in place in 2011 to redesign the state’s approach to economic development, replacing a top-down approach to economic development that did not recognize the unique resources and strengths of each of New York's regions.

In 2011 the Regional Economic Development Councils (Regional Councils) developed strategic plans with advice from a broad spectrum of stakeholders taking into account the unique strengths and weaknesses of each region. In 2012, 2013, and 2014 they updated their strategic plans and strategies to build on the strengths and address the weaknesses identified by the 2011 Strategic Plan Review Committee. The strategic plans serve as a 5-year road map guiding each region’s efforts to stimulate economic growth.

In 2015, each Regional Council will continue to implement its strategic plan and continue to identify and invest in significant economic development projects. The Governor has directed approximately $750 million in state resources to be made available through the Consolidated Funding Application (CFA) in 2015 to support economic development priorities of the strategic plans and job creation across the state.

The CFA process replaced multiple applications for economic development projects with a single application for state economic development resources from numerous state agencies, and institutionalized the role of the Regional Councils in identifying priorities for state resources.

The CFA has been designed to give economic development project applicants expedited and streamlined access to a combined pool of grant funds and tax credits from dozens of existing programs. The CFA is a modern and easy-to-use online application that allows businesses and other entities to apply for multiple agency funding sources through a single, web-based application. It is the primary portal for businesses to access state agency resources, including resources for community development, direct assistance to business, waterfront revitalization, energy and environmental improvements, sustainability, workforce development, and low-cost financing.

State agencies and authorities making resources available in the 2015 CFA include: Empire State Development; NYS Canal Corporation; NYS Energy Research and Development Authority; NY Power Authority; Environmental Facilities Corporation; Homes and Community Renewal; Department of Labor; Office of Parks, Recreation and Historic Preservation; Department of State; New York Power Authority; Department of Environment Conservation; and the NYS Council on the Arts.

This manual outlines the process for applying through the CFA and a step-by-step guide to utilize the online application.

Additional CFA related documents can be found on the CFA home page at https://apps.cio.ny.gov/apps/cfa/.
Using the Application

Registering

The Consolidated Funding Application is a web-based application accessible at https://apps.cio.ny.gov/apps/cfa/.

To apply for a grant, you must first register and identify the project for which funds are sought. The CFA allows applicants to be considered for multiple sources of funding for a project by filling out just one application.

On the registration page, enter an e-mail address, organization name, and project name.

Prior to selecting “REGISTER NOW,” you must answer the security question at the bottom of the page. This is a security function that protects the grant system from spam.
The next screen verifies registration for the project and provides a project-specific token or password. **Print out this page and save it for your records.** You will need the token to revise or update your application.
Applicants seeking funding for more than one project must register each project separately and obtain a new token and application number. After you register, you will receive an e-mail from cfa@ny.gov with information on how to continue the application process. The e-mail will contain a link that you must follow to begin the application.

Thank you for registering with the NYS Consolidated Funding Application.

New Applicant Information:
    Your Application Number is: **50341**
    Organization Name: **INTERNAL TEST**
    Project Name: **INTERNAL TEST**
    Email Address: [redacted]

**IMPORTANT**

To continue the process you must activate your account.

**CLICK HERE TO ACTIVATE YOUR ACCOUNT**

If you’ve already activated your account [click here to log in and continue your application].

To log in you will need to enter your email address ([redacted]) and the token displayed when you first registered.
After you select “CLICK HERE TO ACTIVATE YOUR ACCOUNT,” a page will open that confirms project registration. Select “Proceed to Log In.”

To sign in, an applicant must use the same email address they used when registering. Type the token provided at registration into the box. If you have more than one project, it is important to use the proper token number, so you don’t start or revise the wrong application.

If you have forgotten your token, please click the “Forgot Token?” link. A message will appear instructing you to submit your e-mail address. Once you submit your address, you will receive an email that contains a phone number to call for help with your token. This number can only be used for assistance with a forgotten token.

If you need to call for a replacement token, you must provide the e-mail address, applicant identification, organization name, and project name.
**Technical Requirements**

The Welcome screen explains the technical requirements for using the CFA website, including the type of browser that can be used, the ability to create PDFs, and the ability to select and upload files.
**Starting your application**

The CFA now allows potential applicants options for beginning an application. The “Program Wizard” option is the traditional CFA process, where applicants that may not be aware of all the resources can choose categories and project types that align with the scope of their project. Returning applicants may know exactly which programs they want to apply for and can use the “Program List” button to easily choose the programs they want. The Upstate Revitalization Initiative which is new this year is for those applicants that are seeking URI funds and wish to be included in the REDC URI plan. Potential URI applicants will only be able to fill out the URI Intent to Propose and cannot add additional programs.
Select Project Category
Select one or more categories from the list that best represents your project.

Select Project Category
Please answer the following set of questions as accurately as possible. Based on your answers to the following questions, programs that you may be eligible for will be displayed along with an additional set of questions for each program.

Choose one or more categories below that best represent the test project for which you wish to submit this application:

- Community Development
  Show 2 Associated Programs

- Direct Assistance to Businesses and Other Organizations
  Show 2 Associated Programs

- Education/Workforce Development
  Show 1 Associated Program

Select Type of Project
Once you have selected a Project Category, you must choose your Project Type. Multiple Project Types can be selected.

Select Type of Project
Choose one or more project types from the list below that best represents your project:

- Acquisition, renovation, and construction of commercial industrial and mixed-use facilities in highly distressed area
  Show Associated Programs

- Adoption of streamlined permitting and other ordinances for solar energy systems and electric vehicle charging stations for communities
  Show Associated Programs
You may click “Show Associated Programs” to see programs that are associated with the Type of Projects listed.

**Select By Program List**

For returning applicants and those familiar with the CFA system, choosing the Program List option will bring applicants directly to the program selection page where a list of all programs is available.
Programs for which you may Potentially Qualify

A list of programs based on your Project Category and Project Type selections will appear. You may remove a program from consideration before proceeding with the application by clicking on the red next to Remove Program.

Additionally, you may add programs that did not result from your Project Category and Type selections by selecting the program name from the dropdown list at the bottom of this screen under All Other Programs.
Navigating through the Application

You have the ability to navigate forward and backward through the application using the navigator at the top of every screen. To go to a specific section of the application, you hover over a section. The topics associated with the section will appear. By selecting the blue box that corresponds to the topic of interest, you will be redirected to that section of the application. As you progress through the application, completed sections are indicated by a green check mark.

Threshold Questions

You must answer one or more Threshold Questions to determine if you meet the minimum qualifications for the programs you have selected. A “View Help” button appears under many of the Threshold Questions. Selecting “View Help” will provide a detailed explanation or instructions relating to the question.
Threshold Questions

Instructions

Please answer the following questions.

Your answers will be automatically saved whenever you tab to the next question or when you click outside the answer box in which you are working. You may also click the "Save" button at the bottom of the screen to save your responses.

Legend

- the question has been answered
- an answer is required but has not been provided

Completed questions: 0 / 5 total, 0 / 5 required

Show only questions below that are incomplete and required

Threshold

Excelsior Jobs Program

Q_41

Does this project predominantly involve any of the following activities at the project location: (1) scientific research and development that will create at least 5 net new jobs in NYS; (2) software development that will create at least 5 net new jobs in NYS; (3) agricultural production or agricultural support (e.g. soil preparation, planting, harvesting and management, on a contract or fee basis) that will create at least 5 net new jobs in NYS; (4) manufacturing that will create at least 10 net new jobs in NYS; (5) financial services, data center or financial services, customer back office operations that will create at least 50 net new jobs in NYS; (6) a book office operation that includes customer service, information technology and data processing, human resources, accounting and related administrative functions and will create at least 50 net new jobs in NYS; (7) a distribution center involving processing, repackaging, and/or movement of finished or semi-finished goods to retail locations across a multi-state area that will create at least 75 net new jobs in NYS; (8) the creation of at least 300 net new jobs in NYS and the investment of at least $5 million at the project locations; (9) categories 1, 2, 3, 4, 5 & 7 above retaining at least 25 persons in NYS and category 4, manufacturing, that retains at least 10 persons in NYS.


Yes  No
Region
Select the region(s) within which your project is located. You may select multiple regions by holding down the Control (Crtl) key on your keyboard as you click the various regions from the dropdown list.
**Required & Optional Documents**

After you select your project’s location, a screen will appear that lists the documents you must upload to complete the application (if any). These files must be in PDF format and cannot be larger than 10 MB (megabytes) in size. For more information on creating PDF files, click the “How to create PDF’s from other documents” [https://apps.cio.ny.gov/apps/cfa/help.cfm?section=pdf](https://apps.cio.ny.gov/apps/cfa/help.cfm?section=pdf).

You may proceed with your application without uploading the required documents, but you will not be able to finalize your application until all requirements have been completed. Sending hardcopies of attachments is no longer an option.
**Questionnaire**

The application will save your answers each time you tab or click out of a question box. The time the answer is saved is listed to the right of the answer box.

A red circle is displayed next to required questions and a grey circle next to optional questions.

*You will not be able to submit your application until all required questions have been answered.*
**Certification**

The application includes a certification section where you verify your information by entering your name in the box. An example is a commitment to the Minority and Women’s Business Enterprise Equal Employment Opportunity requirements. Another is verification that the person filling out the application is authorized to submit the application, and that the information provided is true to the best of their knowledge.

**Jobs**

The application contains a section where you indicate the net new jobs to be created and answer investment questions. Depending on your application, you may not be required to answer these questions.
**Project Funding**

If your application(s) requires you to indicate the amount of funding you are requesting, boxes will appear that require you to enter funding amounts and details for each program on your application.
**Program Budget**

A detailed budget breakdown is also required for many CFA programs. Applicants should provide as much detailed information regarding sources and uses of funds and should closely read program guidance documents to make sure the funding they are requesting is going towards and eligible use. Help text is generally available for further information on how to properly fill out the Program Budget section for each resource.
**Review**

Once you answer all the questions on your application, select the Save and Proceed button at the bottom of the screen. If you did not answer required questions, a red circle will display next to the questions section. You must go back and complete the required questions before you can finalize and submit your application.
To finalize and submit your application, you should click the dark blue button labeled “By Clicking here....” at the bottom of the screen. After you finalize and submit your application, it cannot be modified or amended.

After you submit your application, you will get a thank you message. You will also receive an e-mail message that acknowledges receipt of your application.
Review Process for Consolidated Funding Applications (CFAs)

The previous section of this document describes how applicants access the online CFA and submit applications electronically. This section describes the CFA review process, review of the applications by Regional Councils and State agencies, and the awards process.

Submission of Applications

CFAs must be submitted online by 4:00 PM on July 31, 2015. Supporting documents must be uploaded before applicants can finalize and submit their applications. It is strongly recommended that applicants submit proposals well in advance of the close date to avoid any submission issues. Applications will not be accepted after 4PM on July 31, 2015.

Applications are project-based. Applicants will answer threshold questions to determine whether their project may be eligible for CFA funding programs and from what source(s). Because some funding sources are only available to certain categories of project applicants – such as municipalities, nonprofits, or businesses – these threshold questions will determine eligibility.

Regional Council Review

A CFA will be scored by each Regional Council in which the proposed project will take place. In cases where an applicant is proposing a project with multiple locations in multiple regions, the Councils from each region will provide scores. Applicants will select their region(s) using a map shown in the application. An applicant should be sure to select the region in which the project will take place, which may be different from the address provided for the contact person. The materials available to the Regional Council will contain all information necessary for review of the application. Confidential or proprietary information in the application will be included in the material reviewed by sponsoring State agencies but will not be available to the Regional Council.

Encourage Applicants to Apply for CFA

Many applications submitted through the CFA process involve projects and actions that have been identified by the Regional Councils as critical to advancing the regional economic development vision and strategies. Regional Council members are encouraged to reach out to potential sponsors of priority projects and actions to make them aware of the CFA process and to encourage them to apply for available State funding. Potential sponsors should contact their Regional Council for an explanation of the process for bringing proposals to the attention of the council. The Priority Project Request Form is available on each region’s webpage and allows project sponsors to submit high level project information for the REDCs to review and to also assist applicants in project development prior to the CFA deadline.

Review and Score CFAs

Each Regional Council will review and rank applications based on a set of standards, referred to as “endorsement standards.” Regional Councils will assign each project a single score of 20, 15, 10, 5 or 0 (no fractions) based on merit. The Regional Council endorsement will account for 20% of the total review.
**Endorsement Standards**

Each Regional Council will utilize statewide endorsement standards when reviewing CFAs submitted to their region. Regional Councils will take into account the degree to which the application helps implement the regional strategic plan. Applicants may take these standards into account when preparing applications.

### Statewide Endorsement Standards

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 as a score.

<table>
<thead>
<tr>
<th>IMPLEMENTATION OF THE PLAN</th>
<th>DEGREE</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>The proposal is identified as a priority project by the Regional Council.</td>
<td>Priority</td>
<td>20</td>
</tr>
<tr>
<td>The proposal is identified in the plan and has regional benefits.</td>
<td>Very Strong</td>
<td>15</td>
</tr>
<tr>
<td>The proposal advances the plan and has local benefits.</td>
<td>Strong</td>
<td>10</td>
</tr>
<tr>
<td>The proposal is consistent with the plan and has project level benefits.</td>
<td>Moderate</td>
<td>5</td>
</tr>
<tr>
<td>The proposal has limited relationship to the plan.</td>
<td>Weak</td>
<td>0</td>
</tr>
</tbody>
</table>

**Regional Council Strategic Plans**

In 2011, Governor Cuomo created ten Regional Economic Development Councils to replace the State’s top-down economic development system with a community-based approach that emphasizes each region’s unique assets and harnesses local expertise. Regional Councils consist of public-private collaborations in the Capital Region, Central New York, Finger Lakes Region, Long Island, Mid-Hudson, Mohawk Valley, New York City, North Country, Southern Tier, and Western New York regions of the State.

Each Regional Council developed long term strategic plans for economic growth for their regions. These plans were developed with considerable public engagement, including hundreds of public meetings, forums and community workshops across the State. The plans set the vision for economic and community development for each region to create job growth and attract new investment. The plans also established parameters to guide applicants for potential projects or programs when considering whether to apply for funding assistance through the Consolidated Funding Application process.

Modifications were made to the plans in 2013 and 2014 to address weaknesses and capitalize on new opportunities. These modifications were presented in each region’s Progress Report. Each region’s
strategic plan and progress report are available on the region’s web page. Regional web pages can be accessed by clicking on the map of the regions at http://regionalcouncils.ny.gov/.

**Rank Projects Eligible for Competitive Regional Economic Development Resources**

As outlined in the 2015 REDC Guidebook, each Regional Council will submit a list of priority projects recommended for funding. These projects will align with the strategic plan and help implement the strategies of the Regional Council.

**State Agency Review**

In addition to review and scoring by the Regional Councils, applications will undergo due diligence and technical review by State agencies administering the grant programs included in the 2015 CFA. After completing their due diligence, the State agency or agencies will notify Regional Councils as to whether or not projects are eligible for funding.

Applications will be reviewed by State agencies based on criteria established for each grant program and agency review will account for 80% of the total review. The remaining 20% will be based on the Regional Council’s review.

The technical criteria may be found in the Available CFA Resources document accessible through www.regionalcouncils.ny.gov or in the program funding announcement issued by the funding agency.

**Awards**

Subject to final approval by the funding agency, awards will be based on a composite of the State agency technical review and the Regional Council endorsement.

Each agency has in place an approval and disbursement process, which may require applicants to sign contracts or letters of commitment and submit supporting documents such as verifications of eligibility, tax status, and municipal resolutions.

**Code of Conduct**

A Code of Conduct has been established to ensure no conflict interferes with any Regional Council member acting in the best interest of all New Yorkers, regardless of their affiliation with, or relationship to, any business, agency program, or interest group. Among the topics covered by the Code of Conduct is an absolute disqualification from proceeding on a matter which the Regional Council member or his or her family has an ownership interest in, or is an officer, director, fiduciary employee, or consultant to a business or enterprise which would receive a special benefit not shared by other similarly situated businesses or enterprises or individuals in the State from a proposed course of action before the Regional Council.

A Regional Council member with a financial interest in a CFA must recuse himself or herself from any discussion and review of that CFA. Regional Council members are also required to participate in ethics training. Additional guidance on recusal of members may be found in the Open for Business Guidebook. Members are also prohibited from disclosing confidential information acquired in the course of their duties as a member or by reason of their position as a member, or using such information to further their personal interests.
Frequently Asked Questions

Q: What is the NYS Consolidated Funding Application (CFA)?

A: As part of the Governor’s Regional Economic Development Council initiative, the CFA is a modern and easy-to-use online application for accessing state resources currently available from multiple New York State agencies and authorities. The CFA allows applicants to access multiple State funding sources through one application. Application materials can be accessed through www.regionalcouncils.ny.gov.

Q: Why should a grant applicant apply for funding through the CFA process?

A: The CFA is a more efficient and effective process for applicants to access economic and community development funding. Prior to 2011, applicants had to navigate multiple agencies and applications without any mechanism for coordination. Under this process, the CFA serves as the single entry point for access to economic and community development funding. A CFA can be submitted for single or multiple sources of funding through one application, making it quicker and easier for economic development projects to receive funding.

Q: What programs are included in the CFA?

A: A list of programs that are included in the CFA is contained in the Available CFA Resource manual, which can be accessed from the CFA homepage at https://apps.cio.ny.gov/apps/cfa/.

Q: Who submits a CFA?

A: An applicant can submit the CFA via a secure, web-based application for the following projects:

- Direct Assistance to Businesses and Other Organizations
- Community Development
- Waterfront Revitalization
- Energy
- Environmental Improvements
- Sustainability Planning and Implementation
- Education/Workforce Development
- Low-Cost Financing

Q: Where can an applicant find guidance on applying for specific funding programs?

A: On the CFA home page, several documents are posted, detailing how to use the CFA and outlining the available CFA resources. These documents provide applicants with information about the application as well as programmatic detail for each resource that is a part of the CFA process. There are also recorded webinars on the CFA website describing the programs and their eligibility requirements.
Q: If applicants have additional questions about the CFA or would like to request assistance with the application, who do they contact?

A: These applicants should reach out directly to their Regional Council through the appropriate email address below. A staff person from the Regional Council can help an applicant apply. For additional questions related to the application, the applicant should reach out through the same email address.

   | Capital Region: | CFARegion1@ny.gov |
   | Central New York: | CFARegion2@ny.gov |
   | Finger Lakes: | CFARegion3@ny.gov |
   | Long Island: | CFARegion4@ny.gov |
   | Mid-Hudson: | CFARegion5@ny.gov |
   | Mohawk Valley: | CFARegion6@ny.gov |
   | New York City: | CFARegion7@ny.gov |
   | North Country: | CFARegion8@ny.gov |
   | Southern Tier: | CFARegion9@ny.gov |
   | Western New York: | CFARegion10@ny.gov |

Q: What if a project is eligible for funding that is not accessible through the CFA process? How do Regional Councils support applicants in obtaining these resources?

A: Regional Councils are about making State government work better for businesses to create an environment that will put New Yorkers back to work. Each Council is staffed by representatives from a broad spectrum of State agencies who will help identify priority projects and potential funding sources within their agencies and then directly assist applicants throughout every step of the process.

If a project is not eligible for funding through the CFA process, contact your Regional Office through the email address listed in the previous question. State agency staff will work with the Regional Council to identify potential funding sources and/or assistance when a non-eligible project is deemed a priority.

Q: What is the CFA timeline and how does it relate to the work of the Regional Councils?

A: The CFA solicitation will be open for 92 days – from May 1 until the application due date of 4:00PM July 31. Final attachments related to program specific requirements should be uploaded on the system; where hardcopies are specifically required by a funding agency. Scoring by the appropriate Regional Councils and agencies is expected to be finalized by September 21.

Q: What happens to the application once it is submitted?

A: Once the CFA is submitted by the applicant, it is reviewed and ranked by the appropriate Regional Council(s) in relation to how it will assist in implementing the strategic plan. The agencies that administer the program will exercise due diligence to determine relevant legal issues and potential disqualifying concerns, and assign a technical score to the CFA.
Q: How will the agencies score the CFAs?
A: Scoring criteria for each program included in the CFA is explained in the *Available CFA Resources* guide. Agencies have their own method of assigning points to eligible projects. Technical scoring requirements are based on the requirements of each program. The agency's technical score, worth up to 80% of the total score, will be combined with the Regional Council score, worth up to 20% of the total score.

Q: How will the Regional Councils endorsement standards relate to regional strategic plans?
A: Each Regional Council will follow scoring criteria for CFA projects based on the degree to which the application implements the regional strategic plan.

Q: Can applicants reapply for funding of projects that were not successful in previous CFA Rounds?
A: Applicants can reapply for funding for projects not funded in the past if the program is still available. Applicants are encouraged to consult their Regional Council strategic plan to enhance project proposals to best implement the Regional Council strategic plan.

Q: Do you need a new CFA number if you applied last year?
A: Yes, you need to reapply through the CFA and obtain a new CFA number and token.

Q: Can I register more than one project on the same application?
A: No. You will need to register each project separately and obtain a new token and application number for each project.

Q: Do all agencies have staff to answer questions?
A: Every agency’s program presentation has contact information included. These presentations can also be found on the CFA Workshops webpage. Additionally, there is contact information for CFA program questions in the application itself. Click the “Help” tab for more information.

Q: Will there be a size limit for uploaded documents to the CFA process?
A: The max size is 10 MB. Documents must be combined into one PDF for each question.