



MICHIGAN MAIN STREET MATCH ON MAIN GRANT PROGRAM

Small businesses are the cornerstone of Michigan Main Street communities. Many small businesses have difficulty gaining access to capital. **Match on Main** will provide a unique opportunity for new and expanding businesses located in Master or Select Level Main Street districts. This grant program will provide funding directly to small business owners for both technical assistance needs as they explore ways to improve the interior space in a building and for capital outlays.

WHO IS ELIGIBLE TO APPLY?

This program is available to locally owned and operated businesses located in or looking to establish themselves in Select or Master Level Main Street districts. This includes both startup or new businesses, businesses relocating to the district, or businesses currently located within the district who are expanding their business by activating underutilized or vacant space.

As part of the pre-application process, businesses must meet with both the local Main Street director and the Small Business Development Center to ensure a viable business plan has been developed and reviewed.

GRANT PROGRAM OUTLINE

Track 1: Technical Assistance— Interior design and layout

- Technical assistance that will provide conceptual renderings of interior floor plan, merchandise layout, and interior design concepts.
- Grant award is up to \$5,000.
- Business must provide a 10% cash match.
- Business must have a specific site identified within the Main Street district.

Track 2: Interior Renovations

- Cash awarded for interior building renovations, furniture and fixtures, permanent equipment, and code compliance.
- Grant award is up to \$25,000 per business.
- Businesses must provide a 10% cash match.

Track 3: Working Capital

- Cash awarded for working capital. Examples of eligible working capital include expenses for items such as point of sale system, rent, marketing expenses, inventory for retail goods, and overhead.
- Grant award is up to \$25,000 per business.
- Businesses must provide a 10% cash match.

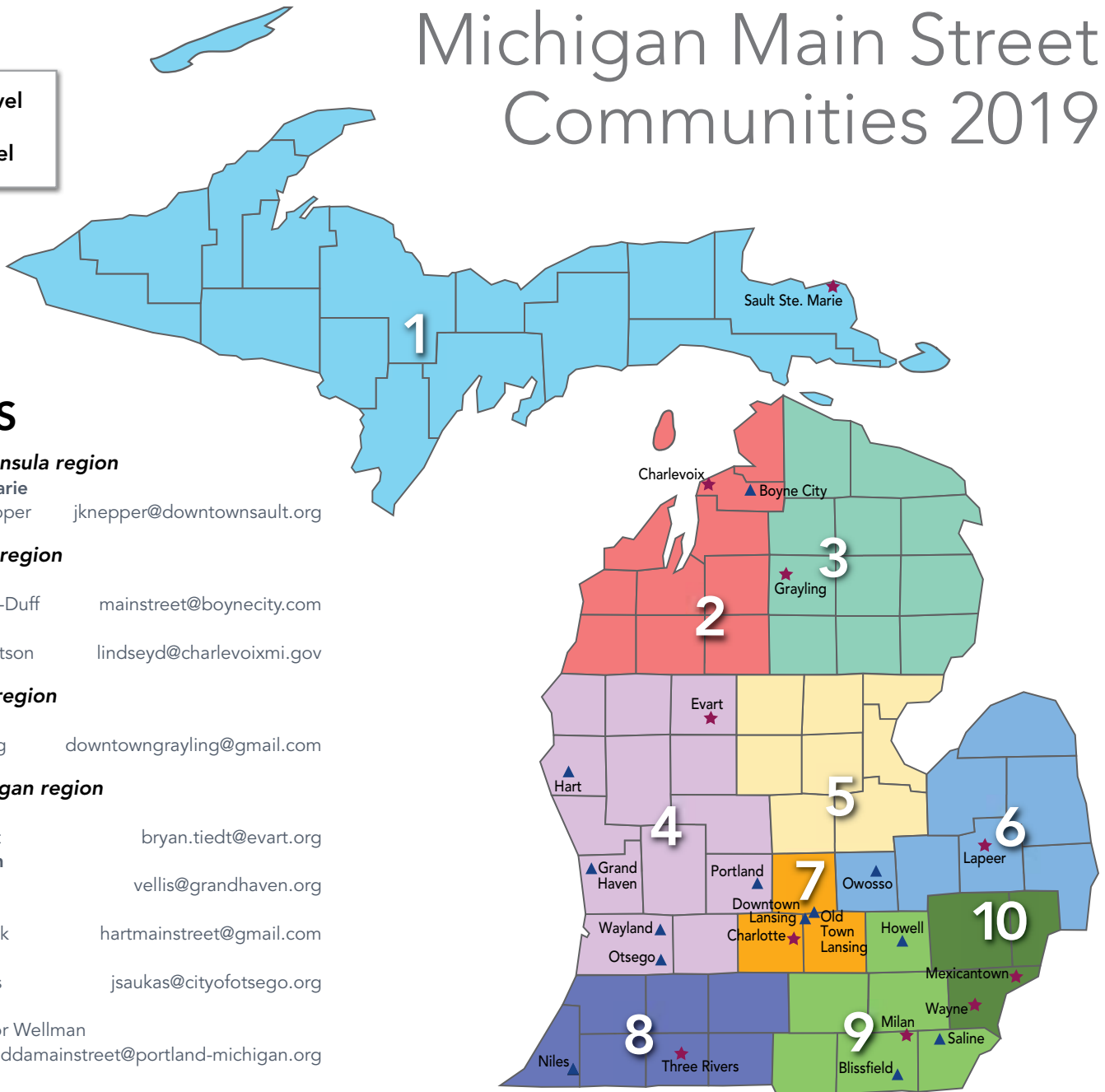
A business may apply to either Track 2 **or** Track 3, but not both, based on their needs. Prior to applying to Track 2 or 3, a business may apply for Track 1 to help identify the design and layout needs of the interior space, but going through Track 1 first is not required to apply for Track 2 or 3.

**Businesses that will be creating jobs or eliminating blight may be eligible to access additional grant funding through Community Development Block Grants to cover eligible expenses.*



Michigan Main Street Communities 2019

▲ Master Level
★ Select Level



REGIONS

- 1** **Upper Peninsula region**
Sault Ste. Marie
Justin Knepper jknepper@downtownsault.org
- 2** **Northwest region**
Boyne City
Kelsie King-Duff mainstreet@boynecity.com
Charlevoix
Lindsey Dotson lindseyd@charlevoixmi.gov
- 3** **Northeast region**
Grayling
Rae Gosling downtowngrayling@gmail.com
- 4** **West Michigan region**
Ewart
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Grand Haven
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Hart
Julie Kreilick hartmainstreet@gmail.com
Otsego
Joel Saukas jsaukas@cityofotsego.org
Portland
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Wayland
Ingrid Miller ingrid.miller@downtownwayland.com
- 6** **East Michigan region**
Lapeer
James Alt james@lapeerdda.com
Owosso
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- 7** **South Central region**
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Downtown Lansing Inc.
Mindy Biladeau mindy@downtownlansing.org
Old Town Lansing
Vanessa Shafer vanessa@oldtownmainstreet.org
- 8** **Southwest region**
Niles
Lisa Croteau nilsmainstreet@sbcglobal.net
Three Rivers
Tricia Meyer threeriversdda@gmail.com

- 9** **Southeast Michigan region**
Blissfield
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Howell
Cathleen Edgerly cedgerly@downtownhowell.org
Milan
Jill Tewsley jillt@milanmainstreet.com
Saline
Holli Andrews director@salinemainstreet.org
- 10** **Detroit Metro region**
Mexicantown Detroit
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Wayne
Maxwell Cameron director@downtownwayne.org