



**MICHIGAN
ECONOMIC
DEVELOPMENT
CORPORATION**

PURE *M*ICHIGAN®

MATCH ON MAIN FY24 FUNDING ROUND

SMALL BUSINESS SERVICES

AGENDA

01.

OVERVIEW

Provide an Overview of the Match on Main Program

02.

LOCAL APPLICATION PROCESS

Describe the steps necessary to submit a local application

03.

RESOURCES

Provide supporting resources for the Match on Main Program

04.

QUESTION & ANSWERS

Answer any additional questions regarding the program

PROGRAM OVERVIEW

REIMBURSEMENT GRANT PROGRAM

Match on Main is a reimbursement grant program that serves to support new or expanding place-based businesses by providing up to \$25,000 in funding to support eligible activities

COMMUNITIES ARE ELIGIBLE APPLICANTS

Eligible Applicants include municipalities, downtown development authorities, or other downtown management, business support, or community development organizations in essentials or certified Redevelopment Ready Communities® or master or select Michigan Main Street Communities that represent a traditional downtown district, historic neighborhood commercial corridor, or an area planned and zoned for concentrated commercial development.

APPLICANTS SELECT BUSINESSES

Applicant selects business. Applicants are responsible for dispersing funds to businesses

GRANT FUNDS LIMITED TO \$25K PER BUSINESS

Maximum award to any individual applicant is \$25,000 (enough to support only 1 eligible business). Applicants may submit no more than 2 applications per funding round. 10% match is required by the business



PROGRAM OVERVIEW

STATISTICS

SINCE 2019:

- 165 businesses supported (81% GDA)
- Nearly 400,000 sq. ft. of vacant or underutilized space activated
- \$14M + in private investment leveraged
- 383 full-time jobs created

SUCCESS STORY

L. Rose Dance Studio

Rogers City, Michigan

Funds were used to allow a female college graduate to return to her hometown and open her own dance studio.



FY24 Programmatic Changes

Michigan Strategic Fund Background Certification

Definitions:

Applicant: the entity that will receive the benefit from an incentive with the Michigan Strategic Fund or would receive the benefit of a contemplated incentive.

Key Owner: an owner of the Applicant, if applicable, that holds 20% or greater direct or indirect (intentionally distributed) pecuniary or beneficial interest in the Applicant.

Key Individual: the Chief Executive Officer, Chief Operating Officer, Chief Financial Officer, or the person in an equivalent role, of the Applicant, as well as the Person Responsible for Managing the Incentive. A Key Individual may serve the Applicant in more than one role.

Certifications:

If the answer to any of the following questions is "yes", please submit a writing detailing the issue.

1. Have either the Applicant, its Key Owners (if applicable), or its Key Individuals, been convicted of a criminal offense for, or held liable in a civil proceeding, any of the following:

- A. embezzlement
- B. theft
- C. forgery
- D. bribery
- E. falsification or destruction of records
- F. receiving stolen property
- G. violation of state or federal antitrust statutes
- H. the application for or performance of a contract or subcontract with the State of Michigan

No Yes

2. Is the Applicant a corporation or an affiliate of a corporation that was incorporated in any of the following countries after September 11, 2001 while maintaining the United States as the principal market for the public trading of the corporation's stock?

Barbados, Bermuda, British Virgin Islands, Cayman Islands, Commonwealth of the Bahamas, Cyprus, Gibraltar, Isle of Man, the principality of Liechtenstein, the principality of Monaco, the Republic of the Seychelles.

No Yes

I, _____, certify that I am an authorized agent of _____, the Applicant, and further certify that the information contained herein or attached hereto is accurate to the best of the knowledge of the Applicant.

Authorized Agent Signature

Date

FY24 Funding Round

- \$750,000 in total allocation
- Approximately 30 grantees awarded
- Applications due April 17th at 5pm

MSF Background Certification

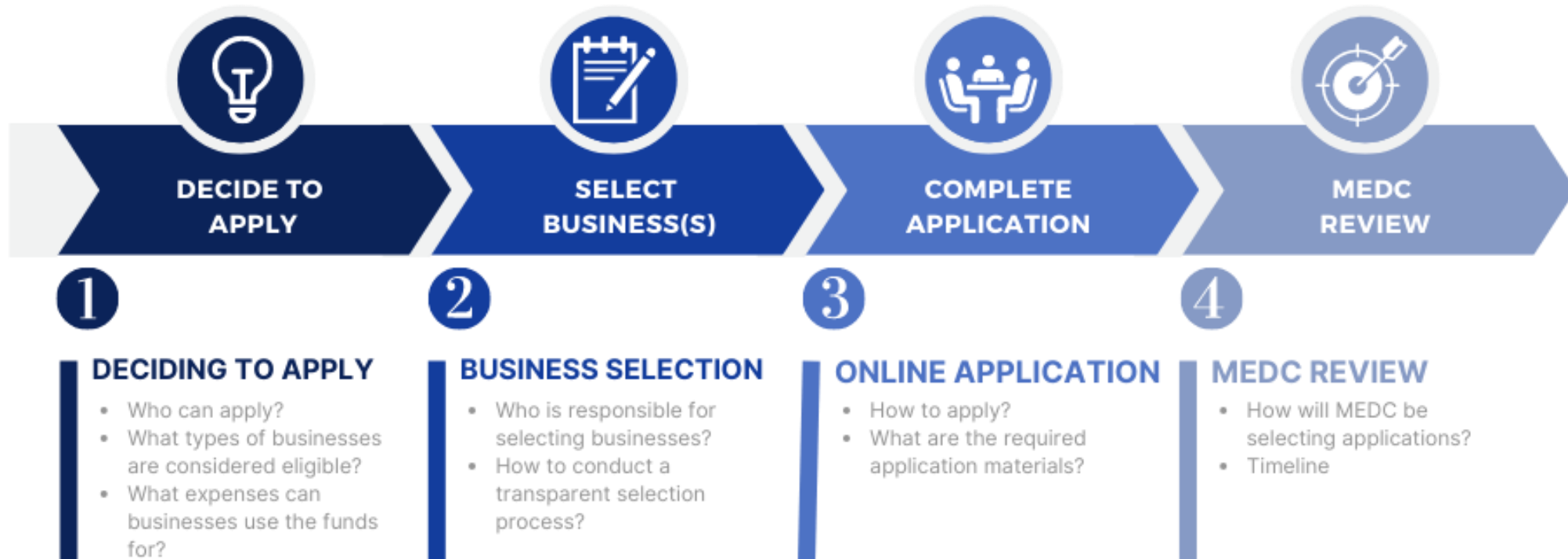
- Completed by the Organization's Authorized Signer
- Uploaded as part of the Application

Fund Disbursement/Project Completion

- In FY24, small business applicants will have 12 months from the date of their executed grant agreement to complete their project (previously 6 months).

LOCAL APPLICATION PROCESS

There are four critical steps in applying for the Match on Main program.



DECIDE TO APPLY

WHO CAN APPLY?

1



DECIDE TO
APPLY

- Eligible applicants include local units of government, downtown development authorities, Michigan Main Street programs, or other community or economic development organizations that represent a traditional downtown district, historic neighborhood commercial corridor, or an area planned and zoned for concentrated commercial development.
- Applicant must be within a community that is essential or certified in RRC or master or select in Michigan Main Street
- Applicant must be able to demonstrate a history of supporting businesses located within the district/community that they're applying on behalf of

DECIDE TO APPLY

WHAT TYPES OF BUSINESSES ARE CONSIDERED ELIGIBLE?

1



DECIDE TO
APPLY

An Eligible Business must:

- Be located within the boundaries of the community the Eligible Applicant serves
- Be located within a traditional downtown, historic neighborhood commercial corridor, or area planned and zoned for concentrated commercial development that contributes to a dense mixed-use area with multi-story elements
- Sell products and/or services face to face AND have a permanent physical location within a traditional downtown, historic neighborhood commercial corridor, or area planned and zoned for concentrated commercial development (Ex. The business has a storefront location downtown.)
- Have, or be in the process of obtaining, control over the site for which they are applying prior to Match on Main application
- Be operating as a for profit or non-profit
- Be headquartered in Michigan.
- Be able to meet the ten percent (10%) cash match required as part of this program.

Ineligible businesses include: Franchises (including independent contractor agreements), businesses located in strip malls (unless located in an area zoned and approved for future concentrated mixed-use development), “big box” retailers, businesses whose primary sales come from marijuana, CBD, or tobacco. In addition, the Business must not have previously received or been approved to receive support from the Program.

DECIDE TO APPLY

HOW TO CALCULATE THE MATCH ON MAIN “MATCH”

1



DECIDE TO
APPLY

- **10% Match is Required**
 - **If a business is requesting \$25,000 in grant dollars:**
 - $\$25,000 \times .10 = \$2,500$ in Match Dollars
 - $\$25,000 + \$2,500 = \$27,500$ in identified eligible expenses
 - **If a business is requesting \$18,000 in grant dollars:**
 - $\$18,000 \times .10 = \$1,800$ in Match Dollars
 - $\$18,000 + \$1,800 = \$19,800$ in identified eligible expenses

DECIDE TO APPLY

HOW CAN A BUSINESS USE MATCH ON MAIN FUNDS?

1



DECIDE TO
APPLY

Program funds may be used for expenses related to technical assistance, interior building renovation, permanent or semi-permanent activation of outdoor space, or for general marketing, technology, operational changes, or inventory expenses related to retail goods.

Examples of eligible expenses include:

- *Expenses for technical assistance* items for design and layout of interior or exterior space, such as conceptual renderings of the interior or exterior floor plan, merchandise layout, other interior or exterior design concepts, and construction drawings, plans or specifications for interior or exterior space activation.
- *Expenses for interior building renovation items*, including rehabilitation of floors, walls, ceiling, rooms, electrical improvements, lighting and lighting fixtures, furniture and display renovations, installation of permanent kitchen or other equipment, and/or fire suppression or other code compliance items.
- *Expenses for permanent or semi-permanent activation of an outdoor space*, including a dining area, beer garden, or other place-based outdoor activation. Exterior signage, doors and windows may be permitted as an eligible expense if part of a larger outdoor space activation project.
- *Expenses for general marketing, technology* to assist in connecting with customers (example: website upgrades or e-Commerce integration), *operational changes* (example: shifting from dine in to carry out), the purchase of a point-of-sale system, or *inventory expenses* for retail goods

SELECT BUSINESS(S)

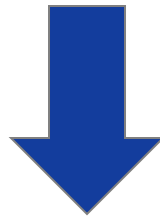
WHO IS RESPONSIBLE FOR SELECTING BUSINESSES?

2



SELECT
BUSINESS(S)

- The applicant will identify the local business to recommend for grant support through the Match on Main program
- The applicant may apply for up to \$25,000 to administer to the small business



DETERMINE IF A BUSINESS'S PROJECT IS ELIGIBLE & GATHER INFORMATION NECESSARY FOR THE ONLINE APPLICATION

- Applicants will need to collect information from their business owners to determine if their business is eligible.
- To make this step in the process easier, we've included a Local Business Worksheet.

SELECT BUSINESS(S)

BUSINESS ELIGIBILITY & COMMUNITY EVALUATION

2



SELECT
BUSINESS(S)

Appendix C: Local Business Worksheet
PRIOR TO SENDING TO SMALL BUSINESSES IN YOUR DISTRICT, PLEASE EDIT SECTIONS IN YELLOW

FY21 Match on Main
Local Business Worksheet
INSERT Name of Municipality/DDA/Main Street Organization Here

| Local Business Worksheet | | | |
|---|--|-----------------------------------|---|
| Point of Contact | First and Last Name: | | |
| | Email: | | |
| | Cell Number: | Office Number: | |
| | Best way to contact you: | <input type="checkbox"/> Email | <input type="checkbox"/> Cell Phone |
| Business Role: | <input type="checkbox"/> Owner | <input type="checkbox"/> Employee | <input type="checkbox"/> Other: Please describe your role |
| | Legal Business Name: | | |
| Business Information | City (if applicable): | | |
| | Street Address: | | City: |
| | State: | | Zip Code: |
| | Employer Identification Number (EIN): | | |
| | Date of Business Formation (filed with LARA): | | |
| | If sole proprietor, check here <input type="checkbox"/> | | |
| Business Type: <input type="checkbox"/> Retail <input type="checkbox"/> Restaurant <input type="checkbox"/> Service <input type="checkbox"/> Other | | | |
| Please select the 4-digit NAICS Code that best represents your industry or if known, please list under 'other': | | | |
| <input type="checkbox"/> 4421 Furniture Stores <input type="checkbox"/> 4511 Sporting Goods, hobby, and Musical Instrument Stores <input type="checkbox"/> 4539 Other Miscellaneous Store Retailers <input type="checkbox"/> 4422 Home Furnishings Stores <input type="checkbox"/> 4512 Book Stores and News Dealers <input type="checkbox"/> 7223 Special Food Services <input type="checkbox"/> 4452 Specialty Food Stores <input type="checkbox"/> 4523 General Merchandise Stores, including warehouse clubs and supercenters <input type="checkbox"/> 7224 Drinking Places (alcoholic beverages) <input type="checkbox"/> 4461 Health and Personal Care Stores <input type="checkbox"/> 4531 Florists <input type="checkbox"/> 7225 Restaurant and other eating places <input type="checkbox"/> 4482 Shoe Stores <input type="checkbox"/> 4532 Office Supplies, Stationery, and Gift Stores <input type="checkbox"/> 8121 Personal Care Services | | | |
| For New Business | <input type="checkbox"/> 4483 Jewelry, Luggage, and Leather Goods Stores <input type="checkbox"/> 4533 Used Merchandise Stores <input type="checkbox"/> 8129 Other personal services | | |
| | <input type="checkbox"/> Other: _____ | | |
| For Existing Businesses | Please identify 4 digit NAICS if not listed above. | | |
| | Is your business a for-profit entity? <input type="checkbox"/> Yes <input type="checkbox"/> No | | |
| | Is your business headquartered in Michigan? <input type="checkbox"/> Yes <input type="checkbox"/> No | | |
| | How many jobs are going to be created by your business (full and part time)? Full Time: _____ Part Time: _____ | | |
| Business Plan Submission | How many jobs are going to be retained by your businesses (full and part time)? Full Time: _____ Part Time: _____ | | |
| | Identify the total square footage of the space the business will occupy: Exterior Square Footage: _____ Interior Square Footage: _____ | | |
| Business Location | How long has the space being activated been vacant or underutilized? | | |
| | When does the business anticipate opening? | | |
| Project Scope | Identify the total square footage of the interior space the business is occupying: Exterior Square Footage: _____ Interior Square Footage: _____ | | |
| | Identify the total square footage of any NEW (currently vacant or underutilized) space being activated? Exterior Square Footage: _____ Interior Square Footage: _____ | | |
| How long has the space being activated been vacant or underutilized? | | | |
| REQUIRED: Prior to submitting the Local Business Worksheet to the MEDC, businesses that have been operating less than 12 months will include a copy of a detailed business plan that has been reviewed and refined by a third-party small business resource provider. Reference the Match on Main FY21 Program Guide for Business Plan elements that need to be included. | | | |
| Is your business a brick-and-mortar storefront with face to face operations located within your community's traditional downtown, historic neighborhood commercial corridor, or an area planned and zoned for concentrated commercial district? <input type="checkbox"/> Yes <input type="checkbox"/> No | | | |
| Does the business lease the space it resides in? <input type="checkbox"/> Yes <input type="checkbox"/> No | | | |
| If yes, what is the remaining lease term? <input type="checkbox"/> Yes <input type="checkbox"/> No | | | |
| Does the business or business owners own the building it is located in? <input type="checkbox"/> Yes <input type="checkbox"/> No | | | |
| What is the current taxable value of the property? | | | |
| Describe in detail the scope of work for which reimbursement is sought from Match on Main funds. | | | |

APPENDIX C:
LOCAL BUSINESS
WORKSHEET



This document has been updated. Please make sure you are sharing the most recent version with your businesses

SELECT BUSINESS(S)

HOW TO CONDUCT A TRANSPARENT APPLICATION PROCESS?

2



SELECT
BUSINESS(S)

Appendix D: BUSINESS SCORING MATRIX, EXAMPLE

PLEASE NOTE: THIS BUSINESS SCORING MATRIX IS AVAILABLE AS A RESOURCE, IT IS **NOT REQUIRED** FOR APPLICATION SUBMISSION.

Local entities can rank and prioritize eligible businesses within their districts using whatever transparent process they see fit.

How to use this tool:

1. Determine if/how you want to prioritize your business applicants locally (examples below).
2. Once you've decided which supplemental factors will be used for your local evaluation, update the Local Business Worksheet document.
3. Finalize, distribute and then collect the Local Business Worksheet from interested businesses.
4. Use the Business Scoring Matrix (below) OR your own scoring document to determine if a business is eligible for funding.
5. Use the Business Scoring Matrix (below) OR your own scoring document to determine if a business meets your local priorities for funding.
6. Select the business for inclusion with your application.

HELPFUL HINT

Have multiple businesses interested in Match on Main Funding? Here is a list of potential local considerations you could apply when prioritizing business applications.

- Years in business (Example: Has been in business between 1 – 3 years)
- Number of employees (Example: Has under 5 employees)
- Industry sector (Example: Will only consider restaurants for our local application)
- Business is considered a district “anchor”
- Business industry aligns with the Community’s Transformation Strategy, market data, or other recruitment priorities
- The business has received a local incentive in the past (Example: The business has received a DDA Façade grant in the previous three years)
- The business actively participates and is open during downtown events
- The business has utilized resources through the Michigan Small Business Development Center or other small business resource provider in the last 12 months
- The business had annual revenue (company-wide) of under a certain amount (Example: The business had an annual revenue in 2019 of under \$500,000)
- Or other considerations as identified by the community.

APPENDIX D: BUSINESS SCORING MATRIX

EXAMPLE BUSINESS SCORING MATRIX ON NEXT PAGE

SELECT BUSINESS(S)

HOW TO CONDUCT A TRANSPARENT APPLICATION PROCESS?

2



SELECT BUSINESS(S)

| Business Scoring Matrix | | | | | | | | | | | | | | |
|-------------------------|--|---|--|---|---|--|--|--|-------------------|-------------------|-------------------|------------------------------------|--|-----------------------------------|
| Business Name | Step 1: Business Eligibility Verification | | | | | | | Step 2: Local Consideration | | | | Step 3: Selected for Funding | | |
| | MEDC Eligibility Criteria | | | | | | | Local Eligibility Criteria | | | | Meets MEDC Eligibility | Meets Local Eligibility | Recommended for funding |
| | Business is located within the boundaries of the community that the applicant serves | Business is located within a traditional downtown, historic neighborhood commercial corridor, or area planned and zoned for concentrated commercial development | Business sells products or services face-to-face AND has a physical brick and mortar store front | The business is operating as a for-profit or non-profit | The business is headquartered in Michigan | The business is NOT a franchise, located in a strip mall, a "big box" retailer, or a business whose primary sales come from marijuana, CBD, and/or tobacco | The business has NOT received Match on Main grant funds within the last 24 months (This DOES NOT Include Match on Main – COVID-19 award) | Business has completed Local Business Worksheet AND has identified an eligible project | Local Priority #1 | Local Priority #2 | Local Priority #3 | Put an X if the business qualifies | Put an X if business meets local eligibility | Recommending Business for Funding |
| Ex. Courtney Dress Shop | X | X | X | N/A | X | X | X | X | X | X | X | X | X | X |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |

APPENDIX D:
BUSINESS
SCORING MATRIX

COMPLETE APPLICATION

HOW DO YOU APPLY FOR MATCH ON MAIN?

3



COMPLETE
APPLICATION

- Online application will be available at:
www.miplace.org/small-business/match-on-main
- The application asks narrative questions about the applicant organization and narrative questions about the business in addition to other pieces of information.
- The application requires several attachments including the MSF Background Certification Form, local business worksheet, before photos of the project, third-party cost estimates, and a business plan (optional for existing businesses, required for businesses open less than a year or startups).
- To help the applicant prepare for the questions, a full example of the application will be available as a separate resource online.

COMPLETE APPLICATION

HOW DO YOU APPLY FOR MATCH ON MAIN?

3



COMPLETE APPLICATION

webportalapp.com/sp/signup/medc_match_on_main

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

Return to Login

Sign In/Sign Up Instructions

For New Users:
By clicking **Sign Up**, you will be prompted to enter your email address and create a password. Once you have chosen your password, your account will be created and you will gain access to the portal.

For Returning Users:
Sign into the portal using the email address and the password you created when you originally signed up for the portal. If you have forgotten your password, click: "Forgot your password?" and follow the prompts to reset your password.

Sign Up

Enter an email address and choose a password to create a new account.

Email

Password

- Must contain at least one lowercase letter
- Must contain at least one uppercase letter
- Must contain one number
- Must be between 8 and 32 characters
- Must not be an email address

Confirm password

Passwords must match

Sign Up

powered by wizehive

Click "sign-up" when all questions above are answered

APPENDIX B:
COPY OF ONLINE
APPLICATION



MEDC REVIEW

HOW WILL THE MEDC BE EVALUATING APPLICATIONS?

4



MEDC
REVIEW

- **Evaluation considerations related to the applicant organization may include:**
 - History of supporting businesses within the district where the eligible business is located
 - Alignment of selected business and proposed project with mission, vision and/or strategic priorities of the applicant organization
 - Demonstrated administrative capacity and plan for program management
 - Transparency of process used to select the business included in the Match on Main application
- **Evaluation considerations related to the applicant business and proposed project may include:**
 - Clarity and completeness of project scope documentation, including cost estimates and budget
 - Private investment by the selected business
 - Additional resources leveraged to support the business and/or proposed project
 - Impact Match on Main funds will have on the selected business
 - Jobs created and/or retained as a result of the proposed project
 - Availability of private sources funding to implement project prior to Match on Main grant reimbursement

RESOURCES

Need More Information?

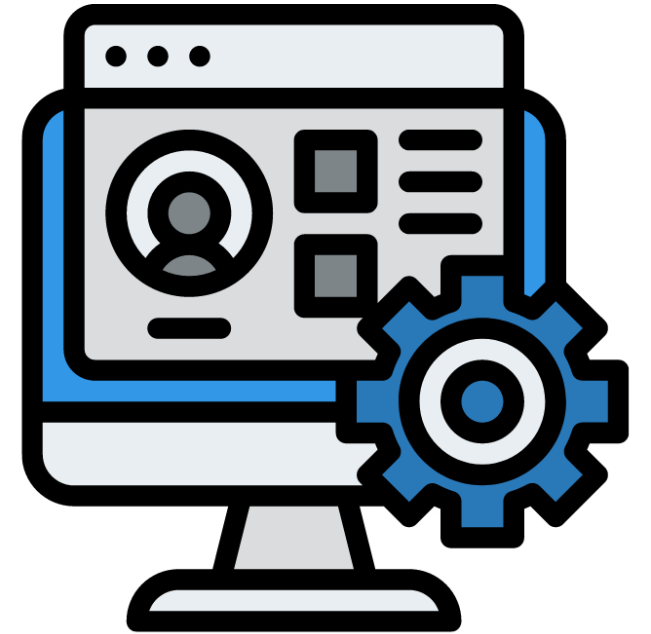
- Visit <https://www.miplace.org/small-business/match-on-main/>
- Timeline – A full timeline for the updated funding round can be found in Appendix F

Questions Prior to Submitting Your Application?

- Please contact your Community Development Manager or Michigan Main Street Team Member

Technical Difficulties with Online Application Submission?

- Please contact Leigh Young
Email: youngl11@michigan.org



thank
you

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