

Appendix A: Program Fact Sheet

Match on Main – Program Fact Sheet	
Overview	Match on Main is a reimbursement grant program that serves as a tool to support new or expanding place-based businesses by providing up to \$25,000 in funding to an eligible small business through an application submitted, administered, and managed by the local unit of government, downtown development authority, or other downtown management or community development organization where the business is located.
Maximum Grant Amount	Individual applicants can receive a maximum of up to \$25,000. The applicant may submit up to two separate applications on behalf of two eligible business.
Eligible Applicant	<ul style="list-style-type: none"> • Local units of government, downtown development authorities, or other downtown management or community development organization that represent a traditional downtown district, historic neighborhood commercial corridor, or an area planned and zoned for concentrated commercial development. • Representing a community that is Essentials or Certified in the Redevelopment Ready Communities Program or is a select or master level Michigan Main Street Community.
Eligible Business	<ul style="list-style-type: none"> • The business is located within the boundaries of the community the applicant serves • The business is 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 • The business sells products and/or services face to face AND has a 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) • The business will have, or intends to have, control over the site for which they are applying prior to Match on Main application. Please note: changes in the proposed business location after grant selection may result in grant being forfeited. • The business may be operating as a for profit or non-profit • The business is headquartered in Michigan • The business has not received or been approved an MEDC Match on Main grant within the last 24 months.
Eligible Uses	Grants may be used by the business for eligible expenses that support technical assistance, interior building renovations, permanent or semi-permanent activation of an outdoor space, and other working capital needs such as marketing needs and inventory expenses. Additional needs identified by the business and supported by the local community will also be considered.