

**Appendix A: Program Fact Sheet**

<b>Match on Main – FY21 Program FACT SHEET</b>	
<b>Goal</b>	Match on Main strives to support the creation, retention, and growth of businesses on main streets, located in Michigan Main Street districts and Certified Redevelopment Ready Communities across the state; create and retain jobs, leverage private investment, and activate vacant or underutilized space; provide a business recruitment or retention tools for eligible communities as they work to grow and support their entrepreneurial ecosystem of place-based businesses.
<b>Funding</b>	Match on Main
<b>Total Program Funding Amount</b>	Up to \$500,000
<b>Funding Availability</b>	Funding is provided on as a reimbursement of eligible activities and must be disbursed within six months of grant agreement execution.
<b>Maximum Grant Amount</b>	<b>Individual applicants can receive a maximum of up to \$25,000.</b> The applicant will submit one application on behalf of one eligible business.
<b>Overview</b>	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.
<b>Eligible Applicant</b>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Representing a community that is Certified in the Redevelopment Ready Communities Program or is a select or master level Michigan Main Street Community.</li> </ul>
<b>Eligible Business</b>	<ul style="list-style-type: none"> <li>• The business is located within the boundaries of the community the applicant serves</li> <li>• The business sells products and/or services face to face AND has a physical location within a traditional downtown, neighborhood or commercial district, or area planned and zoned for concentrated development</li> <li>• The business is headquartered in Michigan</li> <li>• The business has not received or been approved an MEDC Match on Main grant within the last 24 months.</li> </ul>
<b>Eligible Uses</b>	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, permanent or semi-permanent business infrastructure related to COVID19 recover efforts, 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. <i>The FY21 Match on Main Program is not a COVID19 relief program and does not address the immediate challenges that small businesses are facing as a result of COVID19 impacts.</i>