



Match on Main (FY26)

Program Fact Sheet

Program Overview

Match on Main is a reimbursement-based grant program administered by the Michigan Economic Development Corporation (MEDC) to support new and expanding place-based small businesses located in Michigan's downtowns and commercial corridors.

Grant funding supports defined, place-based projects that help activate commercial districts, strengthen local economies, and encourage private investment.

Grant Amount

- Up to \$25,000 per project
- Each Applicant Organization may submit up to two applications per funding round
- Each application supports one eligible business

Who Applies

Small businesses do **not** apply directly to the MEDC.

Applications are submitted, administered, and managed by an **Applicant Organization**, such as:

- Local units of government
- Downtown Development Authorities (DDAs)
- Michigan Main Street organizations
- Other eligible downtown management, business support, or community development organizations

Applicant Organizations must represent communities designated as either:

- **Essentials or Certified** Redevelopment Ready Communities®, or
- **Select or Master** level Michigan Main Street communities

Eligible Businesses

Selected businesses must:

- Be located within a traditional downtown, historic neighborhood commercial corridor, or an area zoned for concentrated commercial development
- Operate from a **physical storefront** and sell products and/or services **face-to-face**

- Be for-profit or nonprofit and **headquartered in Michigan**
- Have, or secure, **site control** prior to application submission
- Be able to provide a **minimum 10% cash match** toward total project costs

Businesses that have previously received Match on Main funding are generally ineligible, with limited exceptions for prior COVID-19 relief programs.

Eligible Uses of Funds

Grant funds may be used to reimburse **eligible, paid project expenses**, including:

- Technical assistance and design services
- Interior building renovations
- Permanent or semi-permanent outdoor space activation
- Marketing, technology upgrades, and point-of-sale systems
- Inventory purchases for retail goods

All expenses must be consistent with the approved project scope.

How Funding Works

- Match on Main is a **reimbursement-only** program
- Grant funds are released after the project is fully completed
- The Applicant Organization submits **one final reimbursement request** to the MEDC
- Approved funds are released to the Applicant Organization, which reimburses the business

Project Changes & Timing

- Projects must be completed **as approved** in the application and grant agreement
- **Scope changes or significant delays** must be communicated to the MEDC in advance
- Eligible expenses may be incurred on or after the date the application is submitted and are reimbursable only after project completion and approval.

Important Note

This fact sheet provides a high-level overview of the Match on Main program. The **Program User Guide and grant agreement** govern all program requirements, eligibility determinations, and reimbursement decisions.