

Match on Main – Community Marketing Toolkit

Supplemental Resource for Communities and DDAs (Web-Ready Version)

About This Document

This Community Marketing Toolkit is a supplemental, non-regulatory resource intended to support consistent, compliant local promotion of the Match on Main program. It is designed for use by communities and Downtown Development Authorities (DDAs) and may be posted as a downloadable resource alongside other Match on Main materials.

Branding & Usage Guardrails

This toolkit is copy-only.

Communities may:

- Use or adapt the provided copy on local websites, emails, newsletters, and social media
- Apply local branding (city, DDA, Main Street, etc.)

Communities may not:

- Use the MEDC logo or imply MEDC endorsement
- Guarantee funding or alter program requirements

Recommended attribution language:

“Match on Main is a state-funded reimbursement grant program administered locally. Funding is limited and awarded through a competitive process.”

Community Website Copy – Short Blurb

Match on Main is a locally administered reimbursement grant program that supports new and expanding businesses located in downtowns and main street corridors. Eligible businesses may receive up to \$25,000 for approved project expenses such as interior renovations, technology, marketing, or outdoor space activation. Funding is limited and awarded through a competitive process. Interested businesses should contact the City or DDA for local application details.

Community Website Copy – Expanded Version

Match on Main is a state-funded reimbursement grant program designed to support small business growth and place-based investment in downtowns and main street corridors. The program is administered locally by the City, DDA, or other designated management entity.

Eligible businesses may be awarded up to \$25,000 to support approved project costs such as interior building improvements, technology upgrades, marketing and branding, or activation of outdoor spaces. Funding is provided on a reimbursement basis.

Applications are reviewed competitively at the local level, and funding is limited. Not all

applications will be awarded. Businesses should contact the City or DDA for guidance on the local application process.

Eligible Expense Examples (Non-Exhaustive)

Interior Improvements: flooring, lighting, drywall, interior layout

Technology: point-of-sale systems, inventory or scheduling software, website or e-commerce development

Marketing: logo and brand development, professional photography, digital or print marketing materials

Outdoor Activation: outdoor seating, lighting, planters, wayfinding elements

Email Copy – Local Announcement

Subject: Match on Main Grant Opportunity – Local Applications Now Open

The City/DDA is now accepting applications for Match on Main, a locally administered reimbursement grant program supporting downtown and main street businesses.

Eligible businesses may apply for up to \$25,000 for approved project expenses. Funding is limited and awarded through a competitive process.

Please contact the City/DDA for application details.

Social Media Copy (Optional)

Match on Main applications are now open locally. This competitive reimbursement grant supports eligible downtown and main street businesses with up to \$25,000 for approved projects. Contact the City or DDA to learn more.