



**MICHIGAN  
ECONOMIC  
DEVELOPMENT  
CORPORATION**

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PURE *M*ICHIGAN®

# **MATCH ON MAIN**

**2026**

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**SMALL BUSINESS SERVICES**

# What is Match on Main

- Match on Main is a reimbursement grant program provided by the Michigan Economic Development Corporation (MEDC). It supports new or expanding place-based businesses by offering up to \$25,000 in funding.
- Applications submitted, administered, and managed by the Applicant Organization (i.e. local unit of government, downtown development authority, or other downtown management or community development organization) where the business is located.
- The Applicant Organization must represent a community that is an **Essentials** or **Certified Redevelopment Ready Community**<sup>®</sup> or a **Select** or **Master Level Michigan Main Street Community**
- Each Applicant Organization is limited to 2 small business applications. Only 1 will be awarded.

*Refer to the FAQ's and Program Guidelines for additional details*

# Why Match on Main Matters

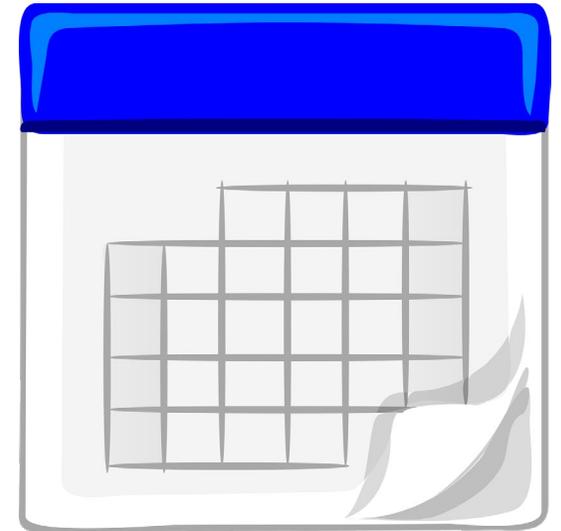
## **SINCE 2019:**

- Over 500 Applications Submitted
- 196 Businesses Supported
- 91% of the businesses awarded since 2019 are still in business
- +\$4.5M in Grant Funding Awarded
- 52 New Businesses Started
- Nearly 500,000 sq. ft. of Vacant or Underutilized Space Activated
- +428 full-time jobs created
- \$17M in Private Investment Leveraged



# Important Dates

- Application Window Opens - **March 1, 2026**
- Application Window Closes - **Friday, April 20, 2026, at 5:00PM (Deadline is firm)**
- Awardees Announced - July 2026 (after MSF Board Approval)
- Grant Agreements Executed - September 2026
- Projects must be completed within 12 months of the Grant Agreement.
- Grant award payments will be made following project completion and after the MEDC receives the required materials as outlined in the grant agreement.





# Eligible Small Businesses

- The business is located within the geographic boundaries of the Applicant Organization's district
- The business is located within a traditional downtown, historic neighborhood commercial corridor, or an area zoned for concentrated commercial development
- The business operates from a physical storefront and sells products and/or services face-to-face
- The business has, or will obtain, site control prior to application submission
- The business is for-profit or nonprofit and headquartered in Michigan
- The business can meet the required ten percent (10%) cash match

# Eligible Expenses

1. Technical Assistance Design & Services
2. Interior Building Improvements & Equipment
3. Permanent or Semi-Permanent Outdoor Activation
4. Marketing Technology & Automation
5. Inventory & Working Capital





# Small Business Selection

Does the proposed project:

- Align with the goals of the community/downtown
- Improve the local area for residents and visitors
- Introduce innovative or creative elements and dynamic space
- Have the potential to attract visitors or enhance community engagement

Does the business:

- Demonstrate business stability and operational history
- Provide evidence of project viability
- The business owner should be prepared to manage project costs initially, as grant funds will be provided after the project is completed and the necessary documentation is submitted.

# Community Information

## Community Information & Certification Form (Appendix B)

- Confirm Applicant Organization eligibility
- Document the local business selection process
- Establish accountability and audit readiness
- Must be signed and submitted via the portal
- Is NOT scored

 **MICHIGAN ECONOMIC DEVELOPMENT CORPORATION**

**Match on Main (FY26)  
Community Information & Certification Form**

Overview  
This form is **required** for all Match on Main FY26 applications and must be completed by the Applicant Organization administering the grant on behalf of the selected business. This form replaces the scored community application used in prior program years.

This form is intended to:

- Confirm Applicant Organization eligibility
- Document the local business selection process
- Establish accountability and audit readiness

This form is **not scored**.

**Section 1: Applicant Organization Information**

Applicant Organization Legal Name:

Applicant Organization Address

Street Address:

City:

County:

State: MI

Zip:

Primary Point of Contact

Name:

Title:

# Local Business Application Worksheet

## What's New for 2026

- 1 Why the Worksheet Matters
- 2 LARA Registration Requirement (New & Required)
- 3 Site Control & Readiness
- 4 Scope + Budget Alignment
- 5 Scoring & Narrative Questions



# Local Business Application Worksheet

## 1 Why This Worksheet Matters

- This is the document reviewed by the Joint Evaluation Committee
- The strength of this application determines competitiveness
- Clarity, documentation, and alignment matter



# Local Business Application Worksheet

## 2 LARA Registration Requirement (New & Required)

- All businesses must be registered with the State of Michigan (LARA)
- Registration must be active and in good standing prior to award
- Businesses may apply while completing registration
- Proof of registration required before funds are executed
- Sole Proprietorship's must provide an employee identification number (EIN)
- Tribal entities are NOT required to register with LARA



# Local Business Application Worksheet

## 3 Site Control & Readiness

- Applicants must describe their form of site control
- For leased properties, written landlord approval will be required
- If selected for award, the business will be required to provide documented proof of site
- Failure to provide required documentation may result in withdrawal of the award.





# Required 10% Match & Private Investment

## 10% Match:

- Calculated as 10% of the grant request
- Must be documented at reimbursement
- Is not optional
- Is not entered as additional private investment

## Example:

\$25,000 grant → \$2,500 match

## Private Investment:

- Funds beyond the grant + required 10%
- May strengthen an application
- Can include owner funds, loans, or other private financing
- May be \$0

## Example:

Private Investment = Total project cost - (grant and required 10%)

# Local Business Application Worksheet

## 5 Scoring & Narrative Questions - What Has Changed

1. Business & Place Impact
2. Use & Activation of Space
3. Operational Efficiency & Modernization
4. Community Alignment





# Required Attachments

## **Required:**

Appendix B - Community Information & Certification

Appendix C - Local Business Application Worksheet

Appendix D - Local Business Scoring Sheet & Community Checklist

Third Party Cost Estimates

Minimum of Three Photos

Business Plan

Appendix G - MSF Background Certification (from the Applicant Organization)

## **Optional Uploads:**

Appendix E - Local Business Score Comparison

Business Plan - if business is more than 1-year in business

# Resources & Forms

## RESOURCES AND FORMS



Appendix A - At a Glance Program Fact Sheet



Appendix C - Local Business Application Worksheet



Appendix E - Local Business Score Comparison



Appendix G - MSF Background Certification Form



Appendix I - Grant Disbursement & Final Report Form



Exhibit A - MSF Resolution Guidelines



Appendix B - Community Information and Certification Form



Appendix D - Local Business Scoring Sheet & Community Checklist Alignment



Appendix F - Timeline



Appendix H - Scope Change Request Form



Appendix J - FAQs



Program User Guide

# Marketing Toolkit

## MATCH ON MAIN COMMUNITY MARKETING TOOLKIT

The community marketing toolkit is a copy-first, compliance-safe asset that local communities and DDAs can use to promote the program locally. View the document below as a resource for website language, emails, newsletters, as well as social media.



**ACCESS THE  
COMMUNITY  
MARKETING  
TOOLKIT**

[Download](#)

# Success Stories – Marketing Toolkit

## MATCH ON MAIN SUCCESS STORIES



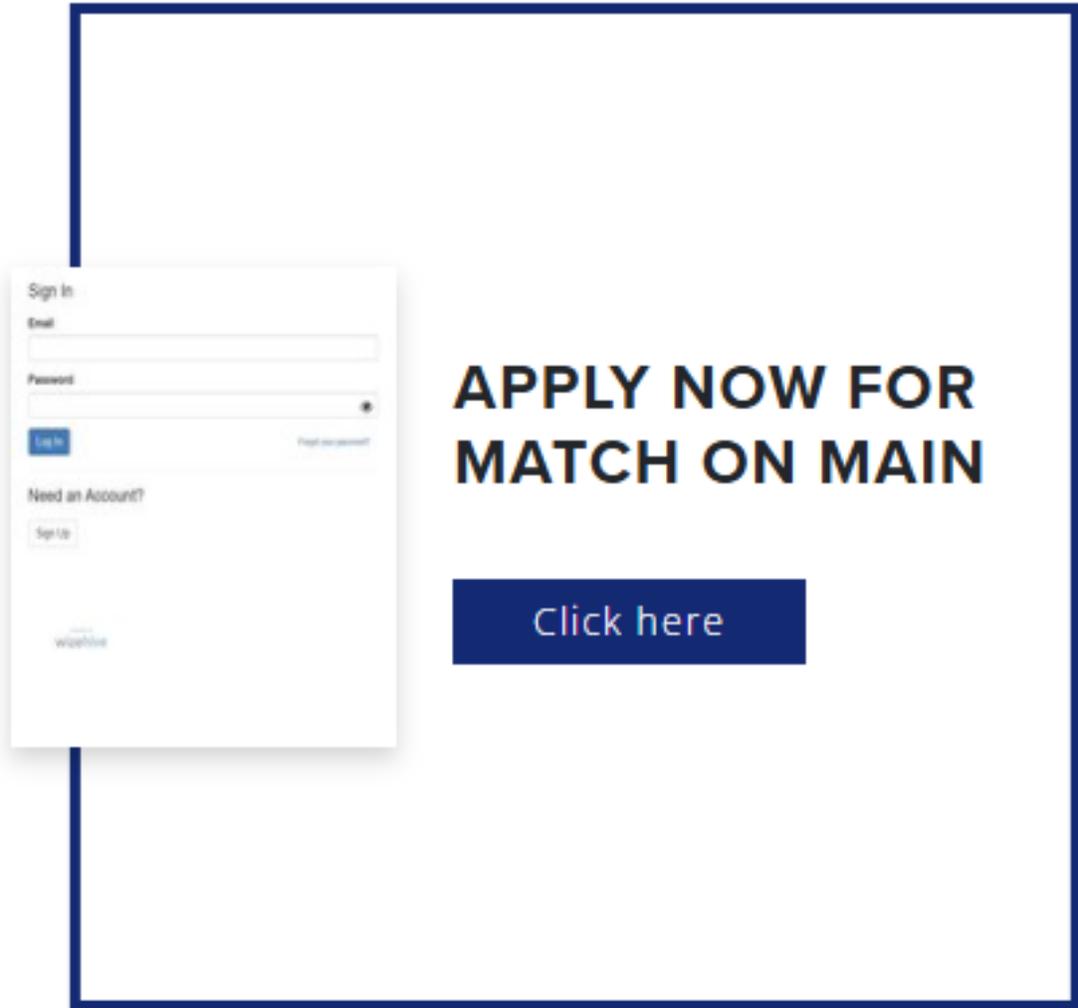
VOICES

### Children's Museum of Branch County

In July 2025, the MEDC awarded a \$25,000 Match on Main grant to the City of Coldwater DDA on behalf of the Children's Museum of Branch County. The museum will install a vertical climbing wall exhibit, providing additional offerings to its young visitors and families.

[Read Their Story](#)

# Application Submission - Wize Hive Portal



The image shows a screenshot of the Wize Hive portal interface. On the left, there is a 'Sign In' form with fields for 'Email' and 'Password', a 'Log In' button, and a 'Need an Account?' section with a 'Sign Up' button. The 'wizehive' logo is visible at the bottom of the form. To the right of the form, the text 'APPLY NOW FOR MATCH ON MAIN' is displayed in large, bold, black letters. Below this text is a dark blue button with the text 'Click here' in white.

# Q & A

## Technical Difficulties or Questions?

Please contact:

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Small Business Program Manager

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The Michigan Economic Development Corporation is the state's marketing arm and lead advocate for business development, job awareness and community development with the focus on growing Michigan's economy.