**Appendix C: Timeline & Assignments**

**Program Launch & Timeline**

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| **April 7, 2023** | Program Announced |
| **May 1, 2023** | Application Window Opens |
| **June 1, 2023** | Application Window Closes |
| **Week of June 12-16, 2023** | Small Businesses notified of their selection & program participation begins |
| **Fall 2023** | All technical assistance is complete and grant dollars deployed |
| **Ongoing** | Post-Program Check-In Survey sent to participating businesses 90 days after program participation |

**How the Optimize Main Street Program Works**

Each participating community will select up to two businesses to put forth for the *Optimize Main Street* program, based on the organization’s sole discretion and desired selection process. Once businesses are selected, the local applicant will complete the *Optimize Main Street* Application (Appendix A). Within the application, the sponsoring community/non-profit will list the business(es) within their district that they have selected to participate in the program. Prior to the *Optimize Main Stree*t Application being submitted, all participating businesses must complete an online Business Technology Assessment (Appendix B). The Business Technology Assessment is estimated to take 45 minutes to complete.

Once the application window closes, the MEDC will review applications in the order in which they were received. Applications and Business Technology Assessments will be reviewed to ensure selected businesses meet eligibility requirements. Once eligibility is determined, MEDC staff will contact selected businesses, notify them of program selection, and introduce them to their business coach at Northern Initiatives.

Due to the volume of businesses being supported with this program, businesses will be referred to Northern Initiatives in three rounds based on the order in which their applications were received. Eligible businesses put forth to participate in the Optimize Main Street program will be awarded on a first-come, first-serve basis until all available funding is allocated.

* First Round (June and July 2023) – 37 businesses
* Second Round (August and September 2023) – 37 businesses
* Third Round (September and October 2023) – 36 businesses

When the identified funding round for the awarded businesses arrives, the participating business will work directly with Northern Initiatives to complete the program requirements which must be completed within 45 days from notification of program selection.

**Eligible Sponsoring Organizations and Communities**

The *Optimize Main Street* program is open to a select number of Michigan communities, including: Michigan Main Street programs, Redevelopment Ready Communities designated as Essentials or Certified with a population of under 15,000, and/or non-profit business support organizations, or community or economic development organizations who have previously participated in [Initiate Business Retention Training](https://www.miplace.org/small-business/training-series/).

***Eligible Michigan Main Street Communities***

|  |  |
| --- | --- |
| **Prosperity Region** | **Community** |
| 1 | Sault Ste Marie |
| 2 | Boyne City |
| 3 | Cheboygan |
| 3 | Rogers City |
| 3 | Grayling |
| 4 | Evart |
| 4 | Grand Haven |
| 4 | Wayland |
| 6 | Lapeer |
| 6 | Owosso |
| 7 | Old Town Lansing |
| 7 | Downtown Lansing |
| 7 | Charlotte |
| **Prosperity Region** | **Community (Cont.)** |
| 7 | Eaton Rapids |
| 8 | Three Rivers |
| 8 | Coldwater |
| 8 | Niles |
| 9 | Howell |
| 9 | Saline |
| 9 | Milan |
| 9 | Adrian |
| 9 | Blissfield |
| 10 | City of Grosse Pointe |
| 10 | Historic North End Neighborhood |
| 10 | Mexicantown-Hubbard |

***Eligible Redevelopment Ready Communities (Certified or Essentials, Population under 15K)***

|  |  |
| --- | --- |
| **Prosperity Region** | **Community** |
| 1 | Bessemer |
| 1 | Hancock |
| 1 | Houghton |
| 2 | Petoskey |
| 2 | Manistee |
| 2 | Cadillac |
| 2 | Charlevoix |
| 3 | Tawas |
| 3 | Oscoda |
| 3 | Roscommon |
| 3 | Rogers City |
| 3 | Alpena |
| 4 | East Grand Rapids |
| 4 | Hart |
| 4 | Ionia |
| 4 | Greenville |
| 4 | Fremont |
| 4 | Middleville |
| 4 | Hudsonville |
| 4 | Spring Lake |
| 4 | Plainwell |
| 4 | Allegan |
| 4 | Newaygo |
| **Prosperity Region** | **Community (Cont.)** |
| 5 | Clare |
| 5 | Harrison |
| 5 | Gladwin |
| 6 | Cass City |
| 6 | Millington |
| 6 | Lapeer |
| 6 | Laingsburg |
| 6 | North Branch |
| 6 | Swartz Creek |
| 6 | Grand Blanc |
| 7 | St. Johns |
| 8 | St. Joseph |
| 8 | Stevensville |
| 8 | Cassopolis |
| 8 | Albion |
| 8 | Sturgis |
| 8 | South Haven |
| 8 | Marshall |
| 9 | Tecumseh |
| 9 | Howell |
| 9 | Hillsdale |
| 10 | Clawson |
| 10 | Lathrup Village |
| 10 | Plymouth |

***Eligible Initiate Business Retention Training Organizations***

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| Accelerate UP |
| Allegan Area Chamber of Commerce |
| Alpena Downtown Development Authority |
| Barry County Chamber and Economic Development Alliance |
| Bay Future, Inc. |
| Bridgeport Charter Township |
| Cadillac Area Visitors Bureau |
| Charlevoix Main Street DDA |
| Cheboygan Downtown Development Authority |
| Choose Marshall Economic Development Organization |
| City of Buchanan |
| City of Coldwater DDA |
| City of Dearborn, MI |
| City of Fennville |
| City of Flat Rock |
| City of Hamtramck Downtown Development Authority |
| City of Ionia |
| City of Laingsburg |
| City of Livonia |
| City of Marlette |
| City of Monroe |
| City of Mount Clemens |
| City of Plainwell |
| City of Plymouth |
| City of Westland |
| Design Core Detroit |
| Dickinson Area Chamber of Commerce |
| Downtown Adrian Main St/DDA |
| Downtown Dearborn |
| Eastern Market Partnership |
| Eaton Rapids DDA |
| Evart DDA |
| Flint and Genesee Economic Alliance |
| Gladwin County EDC |
| Grand Blanc City |
| Grandmont Rosedale Development Corporation |
| Great Lakes Bay Regional CVB |
| Greater Ishpeming-Negaunee Area Chamber of Commerce |
| Hamtramck Arts & Culture Commission |
| Holly DDA |
| Inkster Chamber of Commerce |
| Innovate Marquette Smartzone |
| InvestUP |
| Ionia DDA |
| Iron Mountain Downtown Development Authority |
| Joy Southfield Community Development Corporation (JSCDC) |
| Lake Orion Downtown Development Authority |
| Lake Superior Community Partnership |
| Main Street Grosse Pointe |
| Middle Michigan Development Corporation |
| Midland Business Alliance |
| Motor City Business Roundtable |
| MTEC SmartZone |
| Niles DDA Main Street |
| Northern Lakes Economic Alliance |
| Oakland County Business Forward |
| Ogemaw County EDC |
| Old Town Commercial Association |
| Otsego County Economic Alliance, Inc. |
| Roscommon County Economic Development Corporation |
| Sault Ste Marie Economic Development Corporation |
| Schoolcraft Tourism & Commerce |
| Southwest Detroit Business Association |
| Southwest Michigan First |
| The Right Place |
| The Underground |
| Three Rivers DDA |
| Uptown Grand Rapids, Inc. |

***Eligible Initiate Business Retention Training Organizations (Continued)***

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| Vanguard CDC |
| Village of Lawton |
| Village of Sparta |
| Wakefield Chamber of Commerce |
| Wayland Main Street |
| West Michigan Hispanic Chamber of Commerce |
| Westland Chamber of Commerce |

**\*If your organization/community is not listed and you think you may be eligible – please contact Chelsea Beckman,** [**beckmanc1@michigan.org**](mailto:beckmanc1@michigan.org)**.\***