***Optimize Main Street* Application**

**May 2023 Funding Round**

**Program Description:** *Optimize* *Main Street* is designed to support place-based businesses located in eligible Michigan communities, by providing technology-related technical assistance and grant funding. Through the increased technology expertise and use of digital tools, participating businesses will aim to refine efficiency in business operations, improve connectivity to customers, and/or increase sales. The *Optimize Main Street* program is implemented through a combination of one-on-one business coaching, a customized learning module, and $2,500 for technology grant to support project implementation.

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 and community or economic development organizations who have previously participated in [Initiate Business Retention Training](https://www.miplace.org/small-business/training-series/).

**Application Directions:** Eligible Communities and Organizations, as identified above, will complete **one** Optimize Main Street Application and return to the MEDC via email by the program deadline (see Appendix C: Timeline & Round Assignments for more details). **Please email the completed Optimize Main Street Application to Chelsea Beckman at** [**beckmanc1@michigan.org.**](mailto:beckmanc1@michigan.org)

* Within the application, the applicant will identify up to two small businesses located within the organization’s respective service area to participate in the program.
* The applicant is responsible for verifying each business’s eligibility, as outlined in the Optimize Main Street Program Guide.
* The applicant is responsible for ensuring that each participating businesses completes a brief, online technology assessment.

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| **Optimize Main Street Application** | | | | | | |
| **Community Point of Contact** | First and Last Name: | | | | | |
| Email: | | | | | |
| Cell Number: | | Office Number: | | | |
| Best way to contact: | Email | Cell Phone | Office Phone | |
| Organization Role: | Director | Employee | Other: Please describe your role | |
| **Business Selection & Eligibility Certification** | Eligible Michigan Communities, as identified above and in the Optimize Main Street Program Guide, are allowed to select up to two small businesses to participate in the pilot program. In the section below, please list the locally selected participating businesses and certify their eligibility for the program. | | | | | |
| **Business #1** | | | | | |
| Legal Business Name |  | | | | |
| DBA (if applicable) |  | | | | |
| Eligibility Certification | The business has completed the online Business Technology Assessment | | | Yes | |
| No | |
| The business has a physical location located within a dense, commercial corridor or traditional downtown district | | | Yes | |
| No (If no, business is ineligible) | |
| The business is headquartered in Michigan. | | | Yes | |
| No (If no, business is ineligible) | |
| The business has identified a need for technology integration. | | | Yes | |
| No (If no, business is ineligible) | |
| The business has confirmed its willingness to be coachable and is committed to completing the required technical assistance. | | | Yes | |
| No (If no, business is ineligible) | |
| The business has confirmed their ability to complete the minimum required coaching and technical assistance within 45 days of application award notification. | | | Yes | |
| No (If no, business is ineligible) | |
| **Business #2** | | | | | |
| Legal Business Name |  | | | | |
| DBA (if applicable) |  | | | | |
| Eligibility Certification | The business has completed the online Business Technology Assessment | | | Yes | |
| No | |
| The business has a physical location located within a dense, commercial corridor or traditional downtown district | | | Yes | |
| No (If no, business is ineligible) | |
| The business is headquartered in Michigan. | | | Yes | |
| No (If no, business is ineligible) | |
| The business has identified a need for technology integration. | | | Yes | |
| No (If no, business is ineligible) | |
| The business has confirmed its willingness to be coachable and is committed to completing the required technical assistance. | | | Yes | |
| No (If no, business is ineligible) | |
| The business has confirmed their ability to complete the minimum required coaching and technical assistance within 45 days of application award notification. | | | Yes | |
| No (If no, business is ineligible) | |
| **Signature** | Signature from Authorized Community Applicant: | | | Date: | | |
| Name | | | Title | | |