



MICHIGAN MAIN STREET MATCH ON MAIN GRANT PROGRAM

Small businesses are the cornerstone of Michigan Main Street communities. Many small businesses have difficulty gaining access to capital. **Match on Main** will provide a unique opportunity for new and expanding businesses located in Master or Select Level Main Street districts. This grant program will provide funding directly to small business owners for both technical assistance needs as they explore ways to improve the interior space in a building and for capital outlays.

WHO IS ELIGIBLE TO APPLY?

This program is available to locally owned and operated businesses located in or looking to establish themselves in Select or Master Level Main Street districts. This includes both startup or new businesses, businesses relocating to the district, or businesses currently located within the district who are expanding their business by activating underutilized or vacant space.

As part of the pre-application process, businesses must meet with both the local Main Street director and the Small Business Development Center to ensure a viable business plan has been developed and reviewed.

GRANT PROGRAM OUTLINE

Track 1: Technical Assistance— Interior design and layout

- Technical assistance that will provide conceptual renderings of interior floor plan, merchandise layout, and interior design concepts.
- Grant award is up to \$5,000.
- Business must provide a 10% cash match.
- Business must have a specific site identified within the Main Street district.

Track 2: Interior Renovations

- Cash awarded for interior building renovations, furniture and fixtures, permanent equipment, and code compliance.
- Grant award is up to \$25,000 per business.
- Businesses must provide a 10% cash match.

Track 3: Working Capital

- Cash awarded for working capital. Examples of eligible working capital include expenses for items such as point of sale system, rent, marketing expenses, inventory for retail goods, and overhead.
- Grant award is up to \$25,000 per business.
- Businesses must provide a 10% cash match.

A business may apply to either Track 2 **or** Track 3, but not both, based on their needs. Prior to applying to Track 2 or 3, a business may apply for Track 1 to help identify the design and layout needs of the interior space, but going through Track 1 first is not required to apply for Track 2 or 3.

**Businesses that will be creating jobs or eliminating blight may be eligible to access additional grant funding through Community Development Block Grants to cover eligible expenses.*



For more information, visit www.miplace.org.

Interested businesses should contact their local Main Street director (see attached map.)

Michigan Main Street Communities 2019

- ▲ Master Level
- ★ Select Level

REGIONS

1 Upper Peninsula region
Sault Ste. Marie
 Justin Knepper jknepper@downtownsaunt.org

2 Northwest region
Boyne City
 Kelsie King-Duff mainstreet@boynecity.com
Charlevoix
 Lindsey Dotson lindseyd@charlevoixmi.gov

3 Northeast region
Grayling
 Rae Gosling downtowngrayling@gmail.com

4 West Michigan region
Evart
 Bryan Tiedt bryan.tiedt@evart.org
Grand Haven
 Vicki Ellis vellis@grandhaven.org
Hart
 Julie Kreilick hartmainstreet@gmail.com
Otsego
 Joel Saukas jsaukas@cityofotsego.org
Portland
 Tina Connor Wellman ddamainstreet@portland-michigan.org
Wayland
 Ingrid Miller ingrid.miller@downtownwayland.com

6 East Michigan region
Lapeer
 James Alt james@lapeerdda.com
Owosso
 Josh Adams downtownowosso@gmail.com

7 South Central region
Charlotte
 Lisa Barna lbarna@charlotterising.com
Downtown Lansing Inc.
 Mindy Biladeau mindy@downtownlansing.org
Old Town Lansing
 Vanessa Shafer vanessa@oldtownmainstreet.org

8 Southwest region
Niles
 Lisa Croteau nilsmainstreet@sbcglobal.net
Three Rivers
 Tricia Meyer threeriversdda@gmail.com

9 Southeast Michigan region
Blissfield
 April Welch mainstreet@blissfieldmichigan.gov
Howell
 Cathleen Edgerly cedgerly@downtownhowell.org
Milan
 Jill Tewsley jillt@milanmainstreet.com
Saline
 Holli Andrews director@salinemainstreet.org

10 Detroit Metro region
Mexicantown Detroit
 Myrna Segura myrnas@southwestdetroit.com
Wayne
 Maxwell Cameron director@downtownwayne.org

