**FY 22 Optimize Main Street**

**Appendix A: Community Application**

**Program Description:** *Optimize* *Main Street* is a pilot program that will support place-based businesses located in certified Redevelopment Ready Communities by providing technology-related technical assistance and grant funding. Through the expansion of individual technological 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 up to $2,500 in a technology grant.

**Application Directions:** Certified Redevelopment Ready Communities (the applicant) will complete **one** Optimize Main Street Application and return to the MEDC by the deadline (see Appendix C: Timeline and Assignments for more details). Applications will be emailed to Chelsea Beckman at [beckmanc1@michigan.org](mailto:beckmanc1@michigan.org).

* Within the application, the applicant will identify the small businesses located within the organization’s respective traditional downtown or neighborhood commercial business district to participate in the pilot 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](https://forms.gle/hBBg8y5ZXQtAV73b9).

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| --- | --- | --- | --- | --- | --- | --- |
| **Optimize Main Street Application** | | | | | | |
| **Municipal 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** | Each selected municipality has a certain number of spaces reserved for its small businesses. Please verify the spaces allocated to your community using Appendix C: Timeline and Assignments.   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](https://forms.gle/hBBg8y5ZXQtAV73b9) | | | Yes | |
| No | |
| The business has a physical location in the Michigan Main Street District or DDA district that the Main Street Program oversees. | | | 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](https://forms.gle/hBBg8y5ZXQtAV73b9) | | | Yes | |
| No | |
| The business has a physical location in the Michigan Main Street District or DDA district that the Main Street Program oversees. | | | 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 #3** | | | | | |
| Legal Business Name |  | | | | |
| DBA (if applicable) |  | | | | |
| Eligibility Certification | The business has completed the online [Business Technology Assessment](https://forms.gle/hBBg8y5ZXQtAV73b9) | | | Yes | |
| No | |
| The business has a physical location in the Michigan Main Street District or DDA district that the Main Street Program oversees. | | | 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 #4** | | | | | |
| Legal Business Name |  | | | | |
| DBA (if applicable) |  | | | | |
| Eligibility Certification | The business has completed the online [Business Technology Assessment](https://forms.gle/hBBg8y5ZXQtAV73b9) | | | Yes | |
| No | |
| The business has a physical location in the Michigan Main Street District or DDA district that the Main Street Program oversees. | | | 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 #5** | | | | | |
| Legal Business Name |  | | | | |
| DBA (if applicable) |  | | | | |
| Eligibility Certification | The business has completed the online [Business Technology Assessment](https://forms.gle/hBBg8y5ZXQtAV73b9) | | | Yes | |
| No | |
| The business has a physical location in the Michigan Main Street District or DDA district that the Main Street Program oversees. | | | 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 Main Street Official: | | | Date: | | |
| Name | | | Title | | |