**Appendix C: Timeline and Assignments**

**Redevelopment Ready Certified Communities Pilot Expansion**

**Community Allocations**

The Optimize Main Street pilot program is being expanded into Certified Redevelopment Ready Communities across the state that meet the following criteria:

* Have a population of less than 15,000 residents
* Categorized as geographically disadvantaged areas

In addition to these Redevelopment Ready Communities, the Small Business Services Team is also piloting the program expansion in the State’s most populated City – the City of Detroit.

|  |  |  |
| --- | --- | --- |
| **Region** | **Redevelopment Ready Certified Community** | **# of Spaces** |
| 1 | Bessemer | 2 |
| 1 | Houghton | 2 |
| 2 | Petoskey | 2 |
| 2 | Manistee | 2 |
| 2 | Cadillac | 2 |
| 3 | Oscoda | 2 |
| 3 | Roscommon | 2 |
| 3 | Rogers City | 2 |
| 3 | Alpena | 2 |
| 4 | Hart | 2 |
| 4 | Ionia | 2 |
| 5 | Harrison | 2 |
| 5 | Gladwin | 2 |
| 6 | Millington | 2 |
| 6 | Grand Blanc | 2 |
| 7 | St. Johns | 4 |
| 8 | Cassopolis | 2 |
| 8 | Albion | 2 |
| 8 | Marshall | 2 |
| 9 | Hillsdale | 2 |
| 10 | Detroit | 8 |

**Timeline**

The application and selection of *Optimize Main Street* participants will follow the timeline outlined below.

|  |  |
| --- | --- |
| June 24, 2022 | Program Announced to RRC Certified Communities |
| August 15, 2022 | Application Window Opens |
| September 16, 2022 | Application Window Closes |
| September 23, 2022 | Small Businesses notified of their selection & program participation begins |
| Fall 2022 | All technical assistance is complete and grant dollars deployed |
| Winter 2023 | Post-Program Check-In Survey sent to participating businesses |