



OPTIMIZE MAIN STREET

Small Business Grant Program

Optimize Main Street is a grant program that will support Main Street Businesses with technology technical assistance & up to \$2,500 to implement business-related technology improvements.

Eligible Businesses

- Must have a physical location located in the Michigan Main Street district or DDA district that the Main Street Program oversees
- Are headquartered in Michigan
- Have a need for technology integration
- Are coachable and committed to completing the required technical assistance (2 one hour meetings with a business coach, technology-related homework, and a post-grant award survey)
- Can complete the minimum required coaching and technical assistance within 45 days of application award notification



Scan the QR Code to review the full Program Guidelines.

Interested in Applying?

Contact your local Main Street Director.

Main Street Organization: _____

Staff Member: _____

Phone Number: _____

Email: _____

Local Deadline to Apply: _____

