**FY 21 Optimize Main Street**

**Main Street Application**

**Program Description:** *Optimize* *Main Street* is a pilot program that will support place-based businesses located in select or master level Michigan Main Street districts 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:** Michigan Main Street Organization’s (the applicant) will complete **one** Optimize Main Street Application and return to the MEDC by the assigned round deadline (see [Appendix C: Timeline & Round Assignments](https://www.miplace.org/4aab48/globalassets/documents/small-business/optimize-main-street/appendix-c_timeline-and-round-assignments.pdf) for more details).

* Within the application, the applicant will identify up to five small businesses located within the organization’s respective MMS 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](https://www.miplace.org/4aab48/globalassets/documents/small-business/optimize-main-street/optimize-main-street-program-guide.pdf).
* The applicant is responsible for ensuring that each participating businesses completes a brief, [online technology assessment](https://forms.gle/y59iJ1zNkb6da2oQ6).

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| **Optimize Main Street Application** | | | | | | |
| **Main Street 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 local Michigan Main Street Program is eligible to select up to five 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](https://forms.gle/y59iJ1zNkb6da2oQ6) | | | 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/y59iJ1zNkb6da2oQ6) | | | 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/y59iJ1zNkb6da2oQ6) | | | 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/y59iJ1zNkb6da2oQ6) | | | 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/y59iJ1zNkb6da2oQ6) | | | 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 | | |