

Business Technology Assessment Overview

This form is to be completed by businesses selected to participate in the Optimize Main Street program, 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.

Prior to completing the Business Technology Assessment below, it is expected that businesses have read the Optimize Main Street Program Guidelines and understand the scope, time-commitment, and expectations required as part of their participation in the PILOT program.

* Required

Email *

Cannot pre-fill email

Prior to completing the Business Technology Assessment, I certify that I have reviewed the Optimize Main Street Program Guidelines and understand the scope, time-commitment and expectations required as part of my participation in the PILOT program. *

Yes

Business & Point of Contact Information

Legal Business Name *

Your answer

Pre-fill responses, then click "Get link"

DBA (if applicable)

Your answer

Business Street Address *

Street Address (Example: 300 N Main Street)

Your answer

Business City *

Your answer

Business Zip Code *

Your answer

Main Street Program Sponsor *

Example: Niles Main Street

Your answer

Pre-fill responses, then click "Get link"

Business Type *

- Restaurant
- Retail
- Service
- Other:

Name of Business Point of Contact *

The Business Point of Contact should be the individual participating in the Optimize Main Street technical assistance. Example: John Smith

Your answer

Position/Title of Business Point of Contact *

Your answer

Email Address of Business Point of Contact *

Your answer

Phone Number of Business Point of Contact *

Your answer

Pre-fill responses, then click "Get link"

The next few questions will focus on your business's website.

Does your business have a website? *

Yes

No

If yes, does your website meet your needs?

1 2 3 4 5 6 7 8 9 10

Does NOT meet needs Meets needs; No improvements necessary

If you have a website, please describe any desired changes/improvements to your existing website.

Your answer

If you have a website, please provide a link to your website below.

Your answer

If you do not have a business website, please describe why not and/or why having a website is not applicable to your business.

Your answer

Pre-fill responses, then click "Get link"

If you have a website, does your website allow for online ordering/e-commerce?

Yes

No

If you have a website and it allows for e-commerce, please describe:

Your answer

The following questions will focus on your business's social media presence.

Does your business currently utilize social media? *

Yes

No

Pre-fill responses, then click "Get link"

If yes, please check all social media platforms that your business is currently using.

- Facebook
- Twitter
- Instagram
- Snapchat
- TikTok
- LinkedIn
- Pinterest
- Etsy
- Other:

Please provide website links (URLS) to all of the social media platforms that you are using.

Your answer

Do you feel that you are maximizing your social media presence in a way that supports your business goals? *

1 2 3 4 5 6 7 8 9 10

Not all - need improvement
and/or utilization

○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

Social media is our
strength

Pre-fill responses, then click "Get link"

Based on your ranking above, please describe your business's comfortability with utilizing social media to reach your target audience/customers. (If you are not currently utilizing social media, please describe why not.) *

Your answer

Does your business currently have a "claimed" business profile on the following platforms? *

A "claimed" business profile means that you have access to edit the public information on the following platforms.

- Google (<https://www.google.com/business/>)
- Yelp (<https://business.yelp.com/>)
- Apple Maps (<https://register.apple.com/placesonmaps/>)
- Pure Michigan Business Profile (www.michigan.org)
- None
- Other:

Technology Assessment: Business Operations & Efficiencies

Does your company currently utilize any technology platforms and/or services in order to increase operational efficiencies? (Example: Quickbooks for online accounting, etc.) *

- Yes
- No

Pre-fill responses, then click "Get link"

If yes, please check the various services that you are currently utilizing

- Accounting Services (Ex. Quickbooks)
- Point of Sale System (Ex. Square)
- Online Inventory Management (Ex. Lightspeed Retail)
- Other:

Please describe how you are using any/all of the platforms listed above to increase operational efficiencies of your business.

Your answer

If you are NOT currently utilizing any technology platforms and/or services in order to increase operational efficiencies, please describe why and/or why this is not applicable to your business model.

Your answer

Desired Optimize Main Street Project Scope

Please describe the scope of the technology related project that you are hoping to complete as part of the Optimize Main Street PILOT program. (Example: I would like to integrate e-commerce technology on my website using Shopify. This technology will help me increase sales and market to my core customers.) *

Your answer

Pre-fill responses, then click "Get link"

Given the scope of the project (described above), how much money would you like to request as part of the Optimize Main Street PILOT program? Additionally, please describe the use of funds. (Example: Purchase Shopify membership for 1 year. The cost to purchase a yearly Shopify membership is approximately \$1,200.) *

Please note the maximum funding amount as listed in the Optimize Main Street program guide.

Your answer

Based on the scope of the project, which eligible funding track(s) best align with your desired scope of work? Please reference the Optimize Main Street Program Guide for full descriptions. *

Please note that the selected funding track, scope, and dollar amount of financial support are all subject to change based on the technical assistance review conducted by Northern Initiatives and the MEDC.

- Track 1 - Leveraging e-Commerce: focused on businesses that are looking to gain a foundational understanding of e-commerce and how they can leverage it within their business.
- Track 2 - Implementing New Tech For Your Operations: focused on helping businesses learn how to better incorporate technology into their operations both through the use of hardware and software.
- Track 3 - Optimizing Your Online Presence: assist businesses that have an established online presence determine how to improve, better target local consumers and engage with their audience.

Technology Assessment - Certification & Form Submission

As part of the Optimize Main Street PILOT program, I certify that I will complete the following:

Be coachable and committed to completing the required technical assistance provided by Northern Initiatives and the MEDC. *

Pre-fill responses, then click "Get link"

Understand that awarded grant funds - in most circumstances - will be reportable on IRS Form 1099.

Yes

Will dedicate time and resources to completing the key milestones associated with the Optimize Main Street Program grant within the 45-day compliance requirement. (Key milestones, as outlined in the Program Guidelines, include two, two-hour meetings with a business coach, the completion of online technology modules, as well as the implementation of the identified project.) *

Yes

Agree to comply with any marketing and promotions efforts as identified by the MEDC as a result of my business's participation in the Optimize Main Street program.

Yes

Agree to complete the post grant survey distributed by Northern Initiatives. This post-grant survey will be distributed in January 2023 and will enable the MEDC and Northern Initiatives to measure the success of the PILOT program. *

Yes

Thank You! You have reached the end of the Business Technology Assessment. Please submit your assessment using the button below.

Get link

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