



Match on Main (FY25)

Appendix A Fact Sheet

Overview

Match on Main (MoM) is a **reimbursement grant program designed to support new or expanding place-based businesses**. It provides **up to \$25,000** in funding to eligible small businesses. Applications must be submitted, administered, and managed by the local unit of government, downtown development authority, or another downtown management or community development organization where the business is situated.

Maximum Grant Amount

Individual applicants, such as community organizations or Downtown Development Authorities (DDAs), can receive up to \$25,000. Each applicant may submit up to two separate applications on behalf of two eligible businesses.

Eligible Applicant

- Local units of government, downtown development authorities, or other downtown management or community development organizations representing a traditional downtown district, historic neighborhood commercial corridor, or an area planned and zoned for concentrated commercial development.
- Organizations representing communities that are either designated Essentials or Certified in the Redevelopment Ready Communities® or are at the Select or Master level in the Michigan Main Street program.

Eligible Business

- The business **must be located within the boundaries of the community served by the applicant (Village)**
- It should be **situated in a traditional downtown, a historic neighborhood commercial corridor, or an area planned and zoned for concentrated commercial development**. This location should contribute to a dense, mixed-use area featuring multi-story buildings. **(Michigan Avenue / M37)**
- The business engages in face-to-face sales of products and/or services and maintains a physical presence in one of the specified areas, such as a **storefront in a downtown location**.
- Prior to submitting a Match on Main application, **the business must either own or have secured control over the site for which it is applying**. Note: Changes to the proposed business location after grant selection may result in forfeiture of the grant.
- Eligible entities include **both for-profit and non-profit organizations**.
- The business must be **headquartered in Michigan**.
- The business should not have received or been approved for an MEDC Match on Main grant within the past 24 months.

Eligible Uses

Grants may be utilized for the following eligible expenses:

- **Technical Assistance:** This can include services such as marketing, SEO optimization, **training**, and other professional development activities.
- **Interior Building Renovations:** Modifications or **upgrades to the interior** of the business premises.
- **Activation of Outdoor Spaces:** This can be permanent or semi-permanent projects to enhance or utilize **outdoor areas associated with the business**.
- **Working Capital Needs:** Expenses related to **marketing, inventory, and other operational needs**.