



Match on Main

Exhibit A: Program Guidelines

Program Overview

- The Match on Main Program (the “Program”) serves as a tool to support new or expanding place-based businesses by providing up to \$25,000 in funding to support an Eligible Business through an application submitted, administered, and managed by an Eligible Applicant. The Eligible Business is required to provide a 10% cash match.
- The Eligible Applicant will select one Eligible Business, per application, located in their traditional downtown or other eligible business district to include for support – with a maximum of two applications submitted per funding round. The Eligible Applicant will submit the program application, monitor project implementation, and will sub-grant program dollars to the Eligible Business upon project completion.
- Eligible Applicants include municipalities, downtown development authorities, or other downtown management, business support, or community development organizations in eligible Redevelopment Ready Communities® or Michigan Main Street Communities that represent a traditional downtown district, historic neighborhood commercial corridor, or an area planned and zoned for concentrated commercial development. The Eligible Applicant must represent a community that is essential or certified in the Redevelopment Ready Communities® program or is a select or master level Michigan Main Street Community.

Program Goals

- Support the creation and growth of place-based businesses located in select or master Michigan Main Street districts or essential or certified Redevelopment Ready Communities® across the state
- Provide access to capital for place-based businesses, create and retain jobs, leverage private investment, and activate vacant or underutilized space
- Provide Eligible Applicants with a business recruitment and retention tool as they work to grow and support their local entrepreneurial ecosystem

Eligibility Requirements

- Eligible applicants include local units of government, downtown development authorities, Michigan Main Street programs, or other community or economic development organizations

that represent a traditional downtown district, historic neighborhood commercial corridor, or an area planned and zoned for concentrated commercial development.

- The grant applicant must represent a community that is essential or certified in the Redevelopment Ready Communities® program or is a select or master Level Michigan Main Street Community.
- The applicant will select one eligible business, per application, located in their traditional downtown or other eligible business district to include for support – with a maximum of two applications submitted per funding round.
- An Eligible Business must:
 - Be located within the boundaries of the community the Eligible Applicant serves
 - Be located within a traditional downtown, historic neighborhood commercial corridor, or area planned and zoned for concentrated commercial development that contributes to a dense mixed-use area with multi-story elements
 - Sell products and/or services face to face AND have a permanent physical location within a traditional downtown, historic neighborhood commercial corridor, or area planned and zoned for concentrated commercial development (Ex. The business has a storefront location downtown.)
 - Have, or be in the process of obtaining, control over the site for which they are applying prior to Match on Main application
 - Be operating as a for profit or non-profit
 - Be headquartered in Michigan.
 - Be able to meet the ten percent (10%) cash match required as part of this program.
- Ineligible businesses include: Franchises (including independent contractor agreements), businesses located in strip malls (unless located in an area zoned and approved for future concentrated mixed-use development), “big box” retailers, businesses whose primary sales come from marijuana, CBD, or tobacco. In addition, the Business must not have previously received or been approved to receive support from the Program.
- To receive grant funds, the Eligible Applicant – in conjunction with the awarded Eligible Business must complete Program milestone(s) and submit required documentation as outlined in the formal grant agreement.
- Program projects must be completed within 12 months from the date that their the grant agreement is executed.

Eligible Use of Funds

- Eligible expenses may be reimbursed from the date that the Program application is submitted to the MEDC by the Eligible Applicant through 12 months after the grant agreement is executed. Expenses incurred must be paid by the Eligible Business to an independent third party. Any expense incurred prior to award announcement and an executed grant agreement is incurred at the sole risk of the Eligible Business.
- Program funds may be used for expenses related to technical assistance, interior building renovation, permanent or semi-permanent activation of outdoor space, or for general marketing, technology, operational changes, or inventory expenses related to retail goods.
 - Examples of eligible expenses include:
 - Expenses for technical assistance items for design and layout of interior or exterior space, such as conceptual renderings of the interior or exterior floor plan, merchandise layout, other interior or exterior design concepts, and construction drawings, plans or specifications for interior or exterior space activation.
 - Expenses for interior building renovation items, including rehabilitation of floors, walls, ceiling, rooms, electrical improvements, lighting and lighting fixtures, furniture and display renovations, installation of permanent kitchen or other equipment, and/or fire suppression or other code compliance items.
 - Expenses for permanent or semi-permanent activation of an outdoor space, including a dining area, beer garden, or other place-based outdoor activation. Exterior signage, doors and windows may be permitted as an eligible expense if part of a larger outdoor space activation project.
 - Expenses for general marketing, technology to assist in connecting with customers (example: website upgrades or e-Commerce integration), operational changes (example: shifting from dine in to carry out), the purchase of a point-of-sale system, or inventory expenses for retail goods.
- Ineligible Expenses are exterior improvements that could be considered as general maintenance, repairs, landscaping; or other non-place-based outdoor activation; employee wages, salaries or benefits; rent, mortgage, land contract or building or land lease payments, utilities; leases for equipment, vehicle leases, vehicle payments; taxes, interest or insurance; professional fees; federal, state, or local application, licensing, permit or similar fees; bank or other lender financing, interest; inspection fees or costs; credit card processing fees; property acquisition; projects on residential property.

Program Operations

- Eligible Applicants select an Eligible Business to put forth in the application – with a maximum of two applications submitted per funding round.

- Eligible Applicants complete the Program application.
- MEDC staff reviews Program applications. Program applications are reviewed and scored using evaluation criteria.
 - Evaluation considerations related to the Eligible Applicant may include:
 - History of supporting businesses within the district where the Eligible Business is located
 - Alignment of selected business and proposed project with mission, vision and/or strategic priorities of the Eligible Applicant
 - Demonstrated administrative capacity and plan for Program management
 - Transparency of process used to select the Eligible Business included in the Program application
 - Evaluation considerations related to the Eligible Business and proposed project may include:
 - Clarity and completeness of project scope documentation, including cost estimates and budget
 - Private investment by the Eligible Business
 - Additional resources leveraged to support the Eligible Business and/or proposed project
 - Impact Program funds will have on the Eligible Business
 - Jobs created and/or retained as a result of the proposed project
 - Availability of private sources funding to implement project prior to Program reimbursement
 - Additional factors may also be considered including the geographic distribution of funding across various regions of the state and the location of Eligible Businesses in geographically disadvantaged areas (as defined by either a State Opportunity Zone or a State HUBZone).
- Once Awardees are selected, all applicants are notified of their grant status. Awardees work with the MSF to enter into executed grant agreements.
- When programmatic milestones outlined in the executed grant agreement are met - the Awardee receives a financial disbursement from the MSF to then redistribute to the business selected in their application.