

Appendix A: Program Fact Sheet

Match on Main – COVID-19 Response Program FACT SHEET	
Goal	Temporarily expand the Match on Main program through additional partnerships with local downtown management organizations across the state to provide grant support to small and micro businesses located in traditional commercial districts impacted by COVID19.
Funding	Match on Main – COVID-19 Response Program
Total Program Funding Amount	Up to \$1,000,000
Funding Availability	Late June
Maximum Grant Amount	Individual applicants can receive a maximum of up to \$50,000. The maximum contribution to any one business is capped at \$10,000, the minimum amount must be at least \$2,000. This means that a minimum of 5 businesses or a maximum of 25 businesses must be selected for potential funding.
Overview	The Match on Main – COVID-19 Response Program temporarily expands the MEDC’s Match on Main Program and will provide up to \$1,000,000 to local downtown management organizations state-wide to administer to eligible small businesses located in traditional commercial districts, including downtowns, neighborhood and commercial districts, or areas planned and zoned for concentrated commercial development. This temporary expansion increases access for additional communities, expands eligible activities, and eliminates match requirements for businesses.
Eligible Applicant	<ul style="list-style-type: none"> • Local units of government, downtown development authorities, Main Street organizations, Community Development Corporations, or other economic development organizations that represent a downtown, traditional commercial district, a neighborhood commercial corridor, or an area planned and zoned for concentrated commercial development • Representing a district that is located within a community that is Certified or Engaged in the Redevelopment Ready Communities Program
Eligible Business	<ul style="list-style-type: none"> • The business was affected by the COVID-19 outbreak, • The business is for-profit and headquartered in Michigan • The business has 25 employees or less • The business sells products or services face to face within a traditional downtown, neighborhood or commercial district, or area planned and zoned for concentrated development • The business has not received or been approved to receive MSF Small Business Relief Program funding or an MEDC Match on Main grant within the last 24 months. • Low-to-Moderate Income Owner *MEDC Preference, not required
Eligible Uses	Grants may be used by the business for working capital to support payroll expenses, rent, mortgage payments, utility expenses, COVID-19 relief or recovery expenses or other similar expenses that occur in the ordinary course of business. Additional needs identified by the business and supported by the local community will also be considered.