

# Match on Main

Match on Main is a reimbursement grant program provided by the Michigan Economic Development Corporation (MEDC). It supports new or expanding place-based businesses by offering up to \$25,000 in funding through an application submitted, administered, and managed by the local unit of government, downtown development authority, or other downtown management or community development organization where the business is located.

## Eligibility Criteria:

The MEDC values supporting place-based businesses in **Redevelopment Ready Communities®** and **Michigan Main Street districts**, recognizing the local capacity built to support small businesses through technical assistance, training, and education. The grant applicant—representing a community that is an **Essentials** or **Certified Redevelopment Ready Community®** or a **Select** or **Master Level Michigan Main Street Community**—focuses on supporting place-based businesses as they launch and grow on main street. This program aligns with the MEDC’s strategic focus areas, including developing attractive places.

## Application Process:

Eligible applicants can select up to two eligible businesses and each business requires a separate application. Only one business will be awarded per community.

**Applications Open:** Jan. 20, 2025

**Applications Close:** April 7, 2025





## 5 Year Program Highlights



**\$4.5M of funding** have been contributed since 2019.



**91% of Small Businesses** are still in business after the program.



**\$17M in private investment** have been leveraged from awarded businesses.



**\$58,200 average annual revenue** increases per awarded business.

### For More Information:

Visit our website for the application template, helpful guides, program guidelines and timeline, and other required forms. Contact your Regional Community Development Manager, RRC Planner or Main Street Specialist for more information.

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