



**CITY OF EATON RAPIDS
DOWNTOWN DEVELOPMENT AUTHORITY**

AGENDA

April 10, 2023

7:00 a.m.

**City Hall – 2nd Floor
200 S. Main Street**

1. Call to Order

2. Approval of Agenda

3. Citizen Comments (3-minute time limit)

4. Minutes

Approve the minutes from the March 10, 2023, regular DDA Board Meeting

5. Treasurer Report

Approve the revenue and expense report for month end March 31, 2023

6. Committee Reports

7. Director Report - Yvonne

8. Old Business

- a. Dog Waste Stations Downtown– Mark Carducci
- b. Farmer’s Market – Courtney Mead
- c. MEDC Monthly Report Update – Corey Cagle
- d. Match on Main Update – Yvonne (Mr, M’s)
- e. Easter Egg Hunt Update – Corey Cagle
- f. Vibrancy Grant Due April 21 – Corey Cagle
- g. Economic Development Job Split (DDA, LDFA & City) – Yvonne Ridge
- h. Moving forward as a Main Street Community Decision – Bill DeFrance

9. New Business

- a) Flowers Downtown
- b) Downtown Lights – Pam Colestock
- c) FY 23-24 Budget – Yvonne Ridge
- d) Main Street Training – May 8-9th in Milan – Yvonne Ridge
- e) Optimize Main Street Grant – Due June 1, 2023

11. Board Member Comments

11. Adjournment

Downtown Development Authority

March 10, 2023

A meeting of the Eaton Rapids Downtown Development Authority was held at City Hall, 200 S. Main Street, on March 10, 2023 at 7:00 a.m.

Chair DeFrance called the meeting to order at 7:04 a.m.

Present were Chair DeFrance and members McGee, Booher, McNabb, Colestock, and Willey (7:17a.m.). Sheneman, Johnson, and Carducci were absent and excused.

Administrative Staff Present were City Manager Ridge and City Clerk Boomer.

Colestock moved, McNabb seconded, PASSED, to approve the agenda.

Public Comments: None

McNabb moved, Colestock seconded, PASSED, to approve the February 10, 2023 minutes.

The Board reviewed the Treasurer Report. McNabb moved, Colestock seconded, PASSED, to accept the Treasurer Report.

Committee Reports:

McGee reported that he attended the 4th of July Committee meeting. He inquired about dog waste stations in the Downtown area. He volunteered to work on a plan for the installation of dog waste stations in the Downtown.

Booher reported that the mulch from last year looks good. Might want to consider another beautification project.

Director Report: City Manager Ridge reported that she attended a Main Street Directors meeting. The Main Street Vibrancy Grant is out. The Board has a proposal for wayfinding signs, bike racks, and trash cans. She is working with Director of Parks, Recreation, and Events Cagle on Main Street reporting.

Old Business:

- a. The Board discussed moving forward as a Main Street Community. Ridge is meeting with MEDC today to discuss continuing in the program. Johnson had communicated that he may have ideas for funding sources. Resident Gary Wichman commented that there are some funds available, specifically Impact Grants. DeFrance commented that the debt schedule will determine the DDA's ability to fund participation in the Main Street Program. McNabb advised that Main Street will work with the City on the Director position. Colestock commented that there are many obstacles to participation. Wichman advised that the director position is considered a 2-3 year position. McNabb commented that DDA needs someone to facilitate communication with volunteers. He advised that Main Street provides funding opportunities and information for success. The City is not currently taking advantage of the Main Street resources. Ridge reviewed the debt schedule. Willey reported that she consulted the Dewitt DDA Director about their program. They sponsor successful fund raising events. Colestock commented that an economic development director can do the same thing as a Main Street Director. Ridge reported that she will work on a proposal for an economic development director.
- b. Ridge reported that one (1) Match on Main grant was submitted, and another was submitted late. DeFrance reported that he attended a workshop at Eaton Community Bank on new business bridge loans. He advised they covered some productive and creative loan options.
- c. DeFrance reported that Rotary discussed helping with the Easter Egg Hunt. He will coordinate with Rotary. Ridge advised that Cagle is planning to schedule a meeting to plan the event. Colestock and Willey volunteered to help with the event.

- d. Ridge reported that she has not heard from Chamber Director Mead. DeFrance reported that Mead advised that she has sent out material to prospective vendors. McGee commented that a more visible location should be considered. Ridge suggested becoming members of the Farmers Market Association.
- e. Ridge reported that she is working on the MEDC Monthly Reporting with Cagle.

New Business:

- a. Colestock reported that the Façade Grant Committee hasn't met. They will meet and distribute applications.

Board Member Comments:

- McNabb reported that the Elevate ER page had a comment from someone looking for retail space.

McGee moved, Colestock seconded, PASSED, to adjourn.

Meeting adjourned at 8:19 a.m.

Laura Boomer, City Clerk

User: YVONNE

DB: Eaton Rapids

PERIOD ENDING 04/30/2023

GL NUMBER	DESCRIPTION	2022-23 AMENDED BUDGET	YTD BALANCE 04/30/2023	ACTIVITY FOR MONTH 04/30/2023	AVAILABLE BALANCE	% BDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 253 - CITY TREASURER						
248.253.40500	TIF TAXES	89,000.00	85,769.67	0.00	3,230.33	96.37
248.253.43000	STATE OF MICHIGAN STABILIZATION	5,000.00	0.00	0.00	5,000.00	0.00
248.253.66400	INTEREST INCOME	100.00	0.00	0.00	100.00	0.00
248.253.69400	MISCELLANEOUS REVENUE	10,000.00	95.00	0.00	9,905.00	0.95
Total Dept 253 - CITY TREASURER		104,100.00	85,864.67	0.00	18,235.33	82.48
Dept 931 - TRANSFERS IN						
248.931.69903	TRANSFER FROM GENERAL FUND	20,000.00	0.00	0.00	20,000.00	0.00
Total Dept 931 - TRANSFERS IN		20,000.00	0.00	0.00	20,000.00	0.00
Dept 999 - FUND BALANCE						
248.999.69990	USE OF FUND BALANCE	45,000.00	0.00	0.00	45,000.00	0.00
Total Dept 999 - FUND BALANCE		45,000.00	0.00	0.00	45,000.00	0.00
TOTAL REVENUES		169,100.00	85,864.67	0.00	83,235.33	50.78
Expenditures						
Dept 803 - DDA/TIFA						
248.803.71000	SALARY & WAGES	50,000.00	27,291.28	0.00	22,708.72	54.58
248.803.71500	SOCIAL SECURITY	3,825.00	2,573.40	0.00	1,251.60	67.28
248.803.71600	HOSPITALIZATION	6,000.00	3,194.73	0.00	2,805.27	53.25
248.803.71700	LIFE INSURANCE	157.00	204.00	0.00	(47.00)	129.94
248.803.71800	RETIREMENT FUND CONTRIBUTION	4,000.00	4,492.87	0.00	(492.87)	112.32
248.803.73000	OFFICE SUPPLIES	100.00	52.68	0.00	47.32	52.68
248.803.74404	ENRICHMENT PROGRAMMING	0.00	4,000.00	4,000.00	(4,000.00)	100.00
248.803.80200	ATTORNEY LEGAL FEES	500.00	0.00	0.00	500.00	0.00
248.803.81500	CONTRACTED CLEARING OF SIDEWALKS	8,200.00	8,200.00	0.00	0.00	100.00
248.803.83000	FACADE IMPROVE PROGRAM	20,000.00	15,000.00	0.00	5,000.00	75.00
248.803.85200	TELEPHONE & INTERNET	1,000.00	584.83	0.00	415.17	58.48
248.803.88500	COMMUNITY PROMOTIONS	1,943.00	0.00	0.00	1,943.00	0.00
248.803.92100	PUBLIC UTILITIES	1,135.00	2,111.45	0.00	(976.45)	186.03
248.803.93500	FARM MARKET	300.00	68.75	0.00	231.25	22.92
248.803.95700	MEMBERSHIP & DUES	1,500.00	1,125.00	0.00	375.00	75.00
248.803.95800	EDUCATION & TRAINING	2,000.00	376.35	0.00	1,623.65	18.82
248.803.95900	MISCELLANEOUS EXPENSE	865.00	250.00	0.00	615.00	28.90
Total Dept 803 - DDA/TIFA		101,525.00	69,525.34	4,000.00	31,999.66	68.48
Dept 906 - DEBT SERVICE						
248.906.99500	PAYING AGENT FEES	500.00	250.00	0.00	250.00	50.00
248.906.99800	CAP IMPROVE INTEREST/PRINCIPAL	62,608.00	0.00	0.00	62,608.00	0.00
Total Dept 906 - DEBT SERVICE		63,108.00	250.00	0.00	62,858.00	0.40
Dept 999 - FUND BALANCE						
248.999.99917	TRANSFER TO FOURTH OF JULY FUND	4,000.00	0.00	0.00	4,000.00	0.00

GL NUMBER	DESCRIPTION	2022-23 AMENDED BUDGET	YTD BALANCE 04/30/2023	ACTIVITY FOR MONTH 04/30/2023	AVAILABLE BALANCE	% BDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY Expenditures						
Total Dept 999 - FUND BALANCE		4,000.00	0.00	0.00	4,000.00	0.00
TOTAL EXPENDITURES		168,633.00	69,775.34	4,000.00	98,857.66	41.38
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		169,100.00	85,864.67	0.00	83,235.33	50.78
TOTAL EXPENDITURES		168,633.00	69,775.34	4,000.00	98,857.66	41.38
NET OF REVENUES & EXPENDITURES		467.00	16,089.33	(4,000.00)	(15,622.33)	3,445.25

Community & Economic Development Specialist

The City of Eaton Rapids is seeking a Community & Economic Development Specialist. The position will report to the City Manager and will be responsible for one or more division programs, including, but not limited to: the City's Community Development Block Grant (CDBG); marketing and promotion downtown businesses; creating, managing and implementing downtown communication strategies and branding campaigns; creating and managing online digital content; facilitating stakeholder outreach and input activities; designing, managing, and implementing data collection activities; designing and implementing creative placemaking activities; soliciting and executing vendor contacts; and, acting as a staff resource for the Downtown Development Authority (DDA), Brownfield Redevelopment Authority (BRA), Downtown Management Board (DDB), and Local Development Finance Authority (LDFA).

Qualifications

Bachelor's degree is preferred with major course work in Planning, Urban Planning, Regional Planning, Finance, Public Administration, Geography, Accounting, Sustainability, or a related field. Relevant experience may be considered in lieu of a degree.

55,000 – 65,000 Annually (Commensurate on Education and Experience)

975,000.00

9/15/2009

2009 Capital Improvement Bond

		248-906-99800	248-906-99800	202-906-99300	202-906-99800	
		<u>PRINCIPAL</u>	<u>INTEREST</u>	<u>PRINCIPAL</u>	<u>INTEREST</u>	<u>TOTAL</u>
2017/2018	1-Dec		\$ 11,660.00		\$ 3,265.00	\$ 14,925.00
	1-Jun	\$ 30,000.00	\$ 11,660.00	\$ 20,000.00	\$ 3,265.00	\$ 64,925.00
		\$ 30,000.00	\$ 23,320.00	\$ 20,000.00	\$ 6,530.00	\$ 79,850.00
			\$ 500.00			\$ 500.00
2018/2019	1-Dec		\$ 11,060.00		\$ 2,865.00	\$ 13,925.00
	1-Jun	\$ 30,000.00	\$ 11,060.00	\$ 20,000.00	\$ 2,865.00	\$ 63,925.00
		\$ 30,000.00	\$ 22,120.00	\$ 20,000.00	\$ 5,730.00	\$ 77,850.00
			\$ 500.00			\$ 500.00
2019/2020	1-Dec		\$ 10,460.00		\$ 2,465.00	\$ 12,925.00
	1-Jun	\$ 35,000.00	\$ 10,460.00	\$ 20,000.00	\$ 2,465.00	\$ 67,925.00
		\$ 35,000.00	\$ 20,920.00	\$ 20,000.00	\$ 4,930.00	\$ 80,850.00
			\$ 500.00			\$ 500.00
2020/2021	1-Dec		\$ 9,328.00		\$ 2,332.00	\$ 11,660.00
	1-Jun	\$ 35,000.00	\$ 9,328.00	\$ 20,000.00	\$ 2,332.00	\$ 66,600.00
		\$ 35,000.00	\$ 18,656.00	\$ 20,000.00	\$ 4,664.00	\$ 78,320.00
						\$ 500.00
2021/2022	1-Dec		\$ 8,316.00		\$ 2,079.00	\$ 10,395.00
	1-Jun	\$ 35,000.00	\$ 8,316.00	\$ 20,000.00	\$ 2,079.00	\$ 65,395.00
		\$ 35,000.00	\$ 16,632.00	\$ 20,000.00	\$ 4,158.00	\$ 75,790.00
						\$ 500.00
2022/2023	1-Dec		\$ 7,304.00		\$ 1,826.00	\$ 9,130.00
	1-Jun	\$ 48,000.00	\$ 7,304.00	\$ 12,000.00	\$ 1,826.00	\$ 69,130.00
		\$ 48,000.00	\$ 14,608.00	\$ 12,000.00	\$ 3,652.00	\$ 78,260.00
						\$ 500.00
2023/2024	1-Dec		\$ 6,200.00		\$ 1,550.00	\$ 7,750.00
	1-Jun	\$ 52,000.00	\$ 6,200.00	\$ 13,000.00	\$ 1,550.00	\$ 72,750.00
		\$ 52,000.00	\$ 12,400.00	\$ 13,000.00	\$ 3,100.00	\$ 80,500.00
						\$ 500.00
2024/2025	1-Dec		\$ 4,900.00		\$ 1,225.00	\$ 6,125.00
	1-Jun	\$ 36,000.00	\$ 4,900.00	\$ 9,000.00	\$ 1,225.00	\$ 51,125.00
		\$ 36,000.00	\$ 9,800.00	\$ 9,000.00	\$ 2,450.00	\$ 57,250.00

GL Number	Description	2021-22 Amended Budget	06/30/2023 Amended Budget	YTD As Of 06/30/2023	2023-24 REQUESTED
--- Estimated Revenue ---					
<None Set>					
248.253.40500	TIF TAXES	91,181.00	89,000.00	85,769.67	85,000.00
248.253.43000	STATE OF MICHIGAN STABILIZATION	5,000.00	5,000.00	0.00	5,000.00
248.253.66400	INTEREST INCOME	200.00	100.00	0.00	0.00
248.253.69400	MISCELLANEOUS REVENUE/FUNDRAISING	20,000.00	10,000.00	95.00	5,000.00
248.253.69402	FARM MARKET	450.00	0.00	0.00	500.00
248.931.69903	TRANSFER FROM GENERAL FUND	20,000.00	20,000.00	0.00	0.00
248.999.69990	USE OF FUND BALANCE	50,847.00	45,000.00	0.00	39,991.00
Total '<None Set>':		187,678.00	169,100.00	85,864.67	135,491.00
Total Estimated Revenue:		187,678.00	169,100.00	85,864.67	135,491.00
--- Appropriations ---					
<None Set>					
248.803.71000	SALARY & WAGES	47,250.00	50,000.00	27,291.28	24,000.00
248.803.71500	SOCIAL SECURITY	3,616.00	3,825.00	2,573.40	1,836.00
248.803.71600	HOSPITALIZATION	15,000.00	6,000.00	3,194.73	6,000.00
248.803.71700	LIFE INSURANCE	0.00	157.00	204.00	125.00
248.803.71800	RETIREMENT FUND CONTRIBUTION	3,780.00	4,000.00	4,492.87	1,680.00
248.803.72000	WORKMEN'S COMP INSURANCE	0.00	0.00	0.00	200.00
248.803.72800	POSTAGE	0.00	0.00	0.00	150.00
248.803.72900	OPERATING SUPPLIES	0.00	0.00	0.00	0.00
248.803.73000	OFFICE SUPPLIES	100.00	100.00	52.68	100.00
248.803.74400	OTHER SUPPLIES	0.00	0.00	0.00	0.00
248.803.74404	ENRICHMENT PROGRAMMING	5,000.00	0.00	4,000.00	6,000.00
248.803.80200	ATTORNEY LEGAL FEES	500.00	500.00	0.00	500.00
248.803.81500	CONTRACTED CLEARING OF SIDEWALKS	10,000.00	8,200.00	8,200.00	8,500.00
248.803.83000	FACADE IMPROVE PROGRAM	15,000.00	20,000.00	15,000.00	10,000.00
248.803.83010	MSHDA GRANT PROGRAM	0.00	0.00	0.00	0.00
248.803.85200	TELEPHONE & INTERNET	1,000.00	1,000.00	584.83	500.00
248.803.86000	TRANSPORTATION	0.00	0.00	0.00	500.00
248.803.88500	COMMUNITY PROMOTIONS	15,000.00	1,943.00	0.00	1,500.00
248.803.92100	PUBLIC UTILITIES	0.00	1,135.00	2,111.45	3,000.00
248.803.93000	SIDEWALKS	0.00	0.00	0.00	0.00
248.803.93500	FARM MARKET	300.00	300.00	68.75	1,000.00
248.803.95600	BUSINESS RECRUITMENT	10,000.00	0.00	0.00	2,500.00
248.803.95700	MEMBERSHIP & DUES	1,500.00	1,500.00	1,125.00	1,500.00
248.803.95800	EDUCATION & TRAINING	1,000.00	2,000.00	376.35	1,000.00
248.803.95900	MISCELLANEOUS EXPENSE	0.00	865.00	250.00	250.00
248.906.99500	PAYING AGENT FEES	500.00	500.00	250.00	250.00
248.906.99800	CAP IMPROVE INTEREST/PRINCIPAL	51,632.00	62,608.00	0.00	64,400.00
248.999.99907	TRANSFER TO PARKS & REC	2,500.00	0.00	0.00	0.00
248.999.99917	TRANSFER TO FOURTH OF JULY FUND	4,000.00	4,000.00	0.00	0.00
Total '<None Set>':		187,678.00	168,633.00	69,775.34	135,491.00
Total Appropriations:		187,678.00	168,633.00	69,775.34	135,491.00
Net of Revenues & Appropriations: Net of Revenues & Appropriations:		0.00	467.00	16,089.33	0.00



Michigan Main Street Program's Workshop

Milan – May 8-9, 2023

Highly recommended for all Main Street Directors, board and committee members, property and business owners, local stakeholders, and other interested volunteers.

Monday, May 8, 2023 (Main Street Directors only)

Location: TBD
Milan, MI 48160
Coffee and snacks provided

Agenda:

- 1:00 – 2:00 pm Welcome and MMS Updates
- 2:00 – 3:30 pm Redevelopment Services Team Overview
- 3:30 – 4:15 pm Round Robin
- 4:30 – 5:30 pm Downtown Milan Tour
- 6:00 pm Dinner*
Peppers Mexican Grill
39 E Main St.
Milan, MI 48160

* Dinner is open to all volunteers, board members and staff

Tuesday, May 9, 2023 (Open to all volunteers, boards, staff)

Location: TBD
Milan, MI 48160
Coffee and snacks provided

Real Estate Redevelopment 101 Training

Agenda

8:30am-9:00am **Welcome and Intros**

9:00am-9:15am **Why Do Real Estate Redevelopment?**

Why should Main Streets get involved in real estate redevelopment? This quick primer looks at several key reasons Main Street orgs should get involved.

9:15am-10:30am **Understanding the Real Estate Redevelopment Process**

This session will focus on the steps necessary for successful real estate redevelopment. From planning to pre-development to construction, we will break down the process to understand how it all works.

10:30am-10:45am Break

10:45am-11:45am **Evaluating Potential Sites + Real Estate Marketing 101 Review**

What makes a good potential site or building for redevelopment? This session will go through the various factors from location to building components to help attendees understand what a property's assets and liabilities are in assessing potential redevelopment. This session will also do a basic review of the Marketing 101 webinar.

11:45am-1:00pm Lunch

1:00pm-2:30pm **Pro Forma 101 + Understanding Incentives**

This session will give attendees the basic understanding of what pro formas are, how they work, and why they're important. This session will also touch broadly on evaluating the need for incentives and the different potential incentives that can be used here in Michigan.

2:30pm-3:30pm **MEDC Pro Forma Tool**

MEDC's Redevelopment Services Team will go over the guidelines and how to use the MEDC pro forma tool as well as explain how the incentive process works.

3:30pm-4:00pm Q & A

Speaker: Joe Borgstrom, Place + Main

Parking Information:

- On-site parking is available

Overnight Accommodations:

A block of rooms will be available. Details coming soon!

Hotel:

Address:

Make reservation by calling:

Rate:

Secure room by:

Website:

Please RSVP by Friday, April 28, 2023:

- Leigh Young, Senior Main Street Specialist
Phone: 517.282.3744
Email: youngl11@michigan.org

OPTIMIZE MAIN STREET

Program Guide



**MICHIGAN
ECONOMIC**
DEVELOPMENT
CORPORATION

Program Description

[*Optimize Main Street*](#) is designed to support place-based businesses located in eligible Michigan communities, by providing technology-related technical assistance and grant funding. Through the increased technology expertise and use of digital tools, participating businesses will aim to refine efficiency in business operations, improve connectivity to customers, and/or increase sales. The *Optimize Main Street* program is implemented through a combination of one-on-one business coaching, a customized learning module, and a \$2,500 for technology grant to support project implementation.

The *Optimize Main Street* program is open to a select number of Michigan communities, including: Michigan Main Street programs, Redevelopment Ready Communities designated as Essentials or Certified with a population of under 15,000, and/or non-profit business support organizations or community and economic development organizations who have previously participated in [*Initiate Business Retention Training*](#). The Michigan Economic Development Corporation (MEDC) finds value in partnering with these select communities and organizations because these entities have demonstrated existing local capacity to support new and existing small businesses. Additionally, these entities have a proven track record of providing technical assistance, training, and education to place-based businesses within their respective main street-type districts.

The MEDC has partnered with Northern Initiatives (NI), a Michigan-based CDFI, to serve as the administrator of this program. *Optimize Main Street* builds upon the MEDC's ongoing partnership with Northern Initiatives - which provides increased access to the robust small business learning portal called [*Initiate*](#). In addition, *Optimize Main Street* is MEDC's first small business financial incentive that ties grant dollars directly to technical assistance milestones.

Program Goals:

Optimize Main Street strives to:

- Support business resiliency and sustainability by increasing awareness and skills on technology and digital tools through blended learning, including training, 1-on-1 coaching, and self-paced learning modules.
- Provide funding to participating small businesses to support the implementation of a technology-related project that will lead to improved business operations, diversify sales channels, and/or attract new customers.
- Support Michigan's entrepreneurial ecosystem by providing a small business retention and growth tool that eligible organizations can leverage to provide value to their small business customers

How the *Optimize Main Street* program works:

Each participating community will select up to two businesses to put forth for the *Optimize Main Street* program, based on the organization's sole discretion and desired selection process. Once businesses are selected, the local applicant will complete the [*Optimize Main Street Application*](#) (Appendix A). Within the application, the sponsoring community/non-profit will list the business(es) within their district that they have selected to participate in the program. Prior to the *Optimize Main Street Application* being submitted, all participating businesses must complete an online [*Business Technology Assessment*](#) (Appendix B). The Business Technology Assessment is estimated to take 45 minutes to complete.

Once the application window closes, the MEDC will review applications in the order in which they were received. Applications and Business Technology Assessments will be reviewed to ensure selected businesses meet eligibility requirements. Once eligibility is determined, MEDC staff will contact selected businesses, notify them of program selection, and introduce them to their business coach at Northern Initiatives.

Due to the volume of businesses being supported with this program, businesses will be referred to Northern Initiatives in three rounds based on the order in which their applications were received. Eligible businesses put forth to participate in the Optimize Main Street program will be awarded on a first-come, first-serve basis until all available funding is allocated.

- First Round (June and July 2023) – 37 businesses
- Second Round (August and September 2023) – 37 businesses
- Third Round (September and October 2023) – 36 businesses

When the identified funding round for the awarded businesses arrives, the participating business will work directly with Northern Initiatives to complete the program requirements which must be completed within 45 days from notification of program selection.

Local Organizations Select Participating Businesses

Communities/non-profit entities that are eligible to apply and identify up to two businesses to participate in this program are listed in [Appendix C: Timeline and Assignments](#). The selection of participating businesses is a local decision. Each community may set its own priorities for selection. Participating communities/non-profits will complete the required Application (Appendix A) prior to the deadline. Prior to the *Optimize Main Street* Application being submitted, all participating businesses must complete an online [Business Technology Assessment](#) (Appendix B). The Online Business Technology Assessment is estimated to take 45 minutes to complete.

Eligible businesses put forth to participate in the Optimize Main Street program will be awarded on a first-come, first-serve basis until all available funding is allocated.

Business Eligibility & Qualities

Each community will certify that the small businesses selected to participate in the program meet the following eligibility requirements:

- Have completed the online [Business Technology Assessment](#) via Google Forms (Appendix B)
- Have a physical location located within a dense, commercial corridor or traditional downtown district
- Are headquartered in Michigan
- Have a need for technology integration
- Are coachable and committed to completing the required technical assistance
- Can complete the minimum required coaching and technical assistance within 45 days of application award notification

Small Businesses Begin Working with Northern Initiatives

Following the application submission by the sponsoring community/entity, the MEDC will review applications to ensure selected businesses meet eligibility requirements. Once eligibility is determined, MEDC staff will contact selected businesses, notify them of program selection, and introduce them to their business coach at Northern Initiatives.

Due to the volume of businesses being supported with this program, businesses will be referred to Northern Initiatives in three rounds based on the order in which their applications were received. Eligible businesses put forth to participate in the Optimize Main Street program will be awarded on a first-come, first-serve basis until all available funding is allocated.

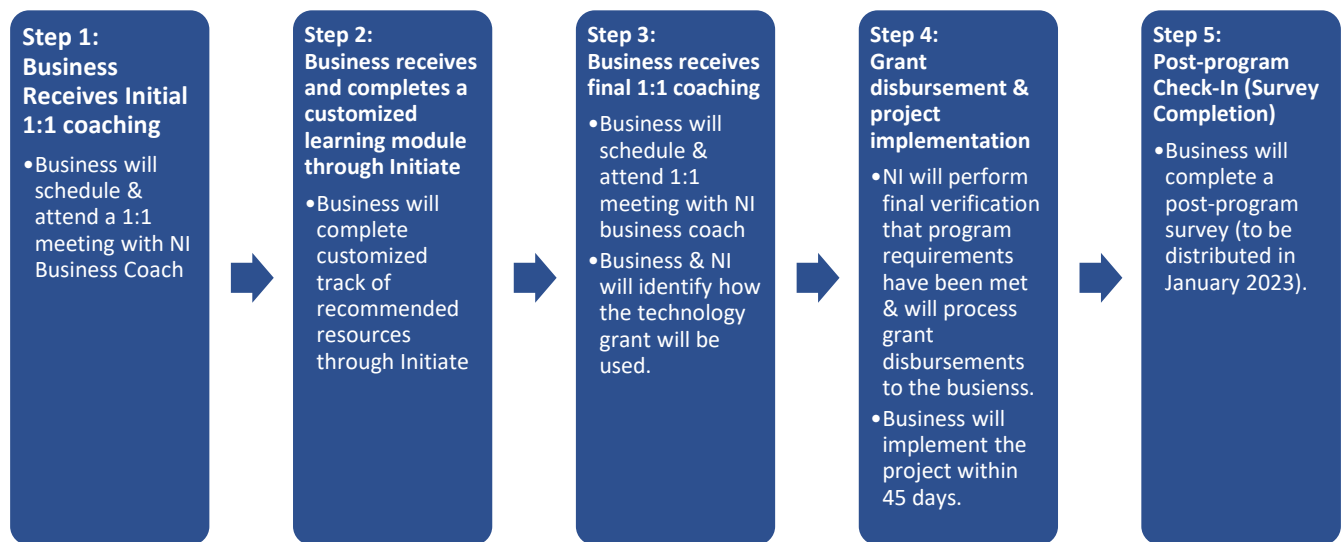
- First Round (June and July 2023) – 37 businesses
- Second Round (August and September 2023) – 37 businesses
- Third Round (September and October 2023) – 36 businesses

When the identified funding round for the awarded businesses arrives, the participating business will work directly with Northern Initiatives to complete the program requirements which must be completed within 45 days from notification of program selection.

What are the requirements for a participating small business?

Each business will work directly with Northern Initiatives to complete the program requirements, which must be completed within 45 days from notification of program selection. Businesses will be required to complete the following steps in the order listed below:

- Step 1: The business will schedule and attend a 1:1 initial coaching session with a Northern Initiatives (NI) Business Coach. During this session, Northern Initiatives will go over the Business's technology assessment and discuss recommended resources via the Initiate platform
- Step 2: Business receives and completes a customized learning module through Initiate.
- Step 3: Upon completion of Step 2, the business will schedule and attend a 1:1 follow-up meeting with a Northern Initiatives business coach. During this session, the business owner will review the modules with the NI coach and discuss how the technology grant will be used.
- Step 4: After the 1:1 follow-up meeting, Northern Initiatives will perform a final verification that program requirements have been met & will process the grant disbursement request. During this time, the business will implement the project within the 45-day compliance period.
- Step 5: By participating in the Optimize Main Street Program, businesses will commit to completing the post-program survey, which will be distributed via email by Northern Initiatives 90 days after program participation.



How will grant funds be disbursed?

The *Optimize Main Street* program will provide small businesses \$2,500 in grant support following the successful completion of program requirements. At the final one-on-one coaching session, the business and the NI Business Coach will identify how the business will use the grant funds. Awarded grant funds – in most cases – will need to be reportable on IRS Form 1099.

What eligible expenses may be covered with grant funding from the *Optimize Main Street* program?

Grants will be awarded in the amount of \$2,500 per eligible business. Grants may be used by eligible businesses who successfully complete all program requirements. Funds may be used to purchase hardware, software, or third-party contract services that will incorporate or advance the usage of technology within the business to increase efficiency in business operations, improve connectivity to customers and/or increase sales.

Examples of eligible expenses include:

- Hardware – computer, laptop, tablet, modem, WiFi equipment, printer, point of sale system, camera, lightbox, or similar equipment to advance technology operations for the business
- Software – website development including domain name, web hosting and/or e-commerce integration, web platform subscriptions including QuickBooks, point of sale, printing, graphic design, content management, email marketing, or similar platforms
- Contract Services from a third party – grantee may work with a small business or third-party contractor that has expertise to help grantee meet technology goals, ex. mobile optimization, social media content calendar creation, SEO, email marketing, etc.

Grant funds **may not be** used for advertising expenses, lead generation (such as online advertisements, paper advertisements, and/or purchasing customer lists), or other expenses deemed unacceptable to the MEDC. Funds may not be used prior expenses incurred. The Business will work directly with the Northern Initiatives Business Coach to identify eligible use of funds and estimated costs prior to funds being disbursed.

Program Launch & Timing

The application and selection of *Optimize Main Street* participants will follow the timeline outlined below.

April 7, 2023	Program Announced
May 1, 2023	Application Window Opens
June 1, 2023	Application Window Closes
Week of June 12-16, 2023	Small Businesses notified of their selection & program participation begins
Fall 2023	All technical assistance is complete and grant dollars deployed
Ongoing	Post-Program Check-In Survey sent to participating businesses 90 days after program participation