

Match on Main – COVID Relief Program Fact Sheet

Match on Main - COVID-19 - The Match on Main grant program through Michigan Main Street has generated a lot of interest in Lapeer and is now live. This is not the same Match on Main program that was in place before that was designed to provide a grant to new or expanding businesses. Unfortunately this means that businesses that were hoping to apply for the 2nd round of Match on Main grants will have to wait for now.

Below you will find information on the current Match on Main – COVID Relief Program.

1. Match on Main has been expanded to provide access to more communities and refocusing resources on recovery efforts of existing businesses, rather than helping open new businesses. The DDA will still be the applicant for the grant funding through Match on Main to then make local grants to small businesses located within the DDA district that have realized a significant financial hardship as a result of the COVID-19 outbreak.
2. The Match on Main - COVID-19 Response program will be opened up to all 286 engaged and certified Redevelopment Ready Communities across the state of Michigan, in addition to the Main Street Communities that traditionally participate in the program. The expanded program also waives the matching requirement for the small business applicant which is required to receive funding under the traditional Match on Main program. This means that these grants will be much more competitive. Please know that Lapeer Main Street will fight on your behalf to ensure Historic Lapeer gets as much funding as possible.
3. The program is no longer limited to the Main Street district. It is open to any business that meets the criteria and is located within the DDA district. (A map of the district can be found [here](#). Any businesses inside the dashed line are eligible.
4. The DDA will be able to apply for up to \$50,000 in grants that will be administered to businesses impacted by COVID-19. The minimum contribution that is able to be administered to any one business will be at least \$2,000, with a maximum of \$10,000. The Lapeer Main Street DDA will utilize a scoring matrix assembled by the MEDC to select which businesses are included on the application.
5. Businesses must complete and return the Business Worksheet to the Lapeer Main Street DDA NO LATER THAN SUNDAY, MAY 24 BY MIDNIGHT. Worksheets received after May 24 will not be considered for inclusion.
6. These grants can be used for payroll, rent, mortgages, PPE, cleaning and sanitation and more.
7. Grants may be used 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 may also be considered at the sole discretion of the MEDC.

Eligibility Requirements:

- The business is located within the boundaries of the community the applicant serves
- The business is located within a traditional downtown, historic neighborhood commercial district, or area planned and zoned for concentrated commercial development
- The business sells products and/or services face to face AND has a physical location within the DDA district of Downtown Lapeer.
- The business is operating as a for-profit business
- The business has 25 employees or less
- The business is headquartered in Michigan
- The business demonstrates it has been affected by the COVID-19 outbreak

Ineligible businesses:

- Non-profits
 - Franchises
 - Businesses located in strip malls
 - “Big box” retailers
 - Marijuana related businesses
 - and/or any other business deemed ineligible by the MEDC.
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- *In addition, the businesses included in the application must not have received or been approved to receive support from the Michigan Strategic Fund’s Small Business Relief Program (Grant or Loan) as administered in conjunction with regional economic development organizations or an MEDC Match on Main Grant within the last 24 months.*