



# Spirit of Main Street Micro Business Startup Grant Program

## Description

In an effort to support the attraction, retention and growth of small businesses in our historic downtowns and commercial corridors, Main Street Oakland County (MSOC) has partnered with Genisys Credit Union to create the Spirit of Main Street Micro Business Startup Grant Program. This grant program is designed to complement MSOC economic vitality efforts and support entrepreneurship at the local community level.

### Eligible Grant Applicants (Community Main Street Programs)

Auburn Hills, Berkley, Clarkston, Clawson, Farmington, Ferndale, Franklin, Highland, Holly, Lake Orion, Ortonville, Oxford, Pontiac, Rochester, Royal Oak, Wixom

### Eligible Activities Include:

- Location renovations/preparations
- Signage
- Marketing materials/efforts
- Required permits and fees
- Other uses deemed appropriate to support the creation, relocation or expansion of a micro business

Pop-up businesses are eligible provided they have been open in the downtown district on a consistent basis over a period of 6 months. One time event pop-up businesses **are not** eligible.

**Conditions:** All applications are reviewed by and award determinations made by representatives of Genisys Credit Union and MSOC. Genisys Credit Union and MSOC reserve the right to decline grant applications that are not consistent with the National Main Street Program and/or the vision and masterplan of the local Main Street community. All projects must have appropriate zoning, permitting and historic district approvals if required by the municipality.

**Business Plan Requirement:** All approved businesses must have a completed business plan.

**Grants and Match:** The maximum grant award is \$2,500. A minimum dollar-for-dollar match must be provided by the applicant. The cost of labor and materials can go towards grant match. After the proposed project has been completed and final costs have been verified, the grant funds will be issued directly to the local Main Street program, paid as a reimbursement. The local Main Street will be responsible for monitoring approved projects and programs to ensure compliance with the grant program guidelines.

### For More Information Contact:

John Bry, Main Street Oakland County Program Coordinator  
bryj@oakgov.com | (248) 858-5444

