

## About Match on Main

Match on Main (MoM) is a reimbursement grant program designed to support new or expanding place-based businesses. It provides up to \$25,000 in funding to eligible small businesses. Applications must be submitted, administered, and managed by the Downtown Development Authority. Match on Main requires a ten percent (10%) cash match from the business. Additional details can be found at:

[www.miplace.org/small-business/match-on-main/](http://www.miplace.org/small-business/match-on-main/)

# Match on Main Grant Opportunity



Applications Due  
March 31st at Noon

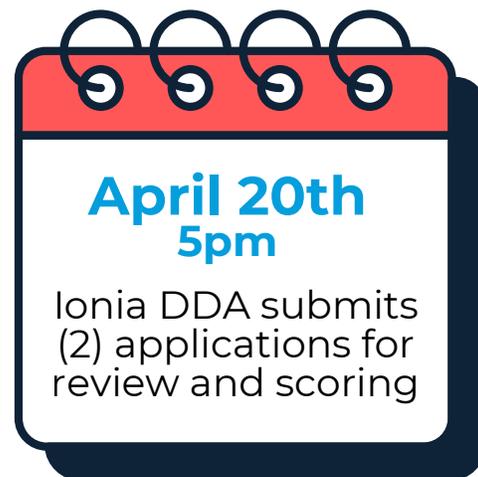
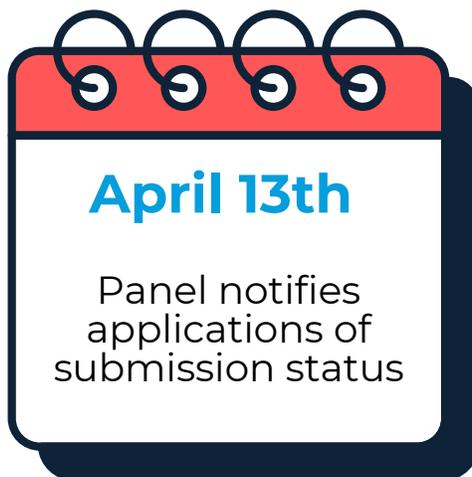
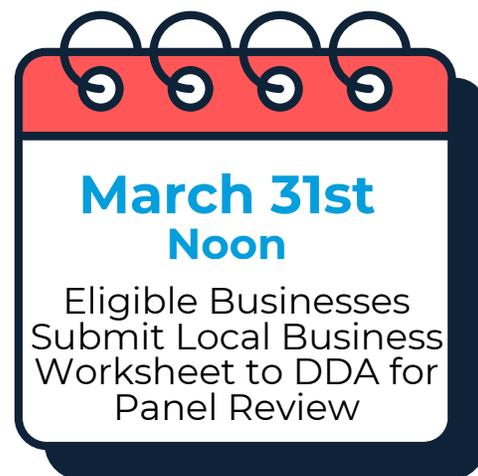
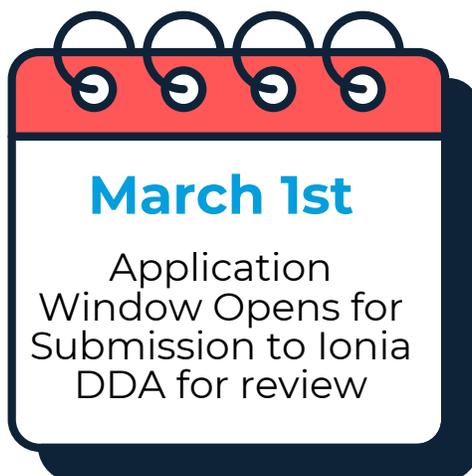
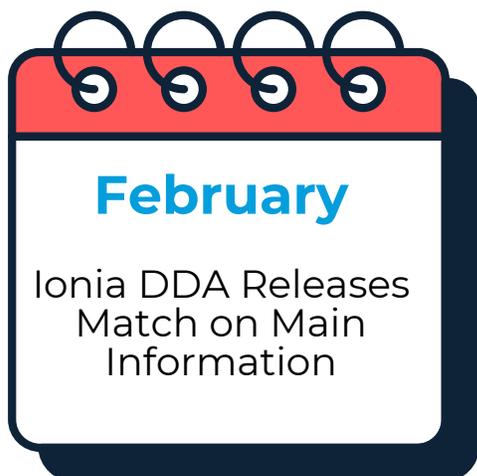
## Eligible Businesses:

- Business is located within the traditional downtown
- Business sells products or services face-to-face AND has a physical brick-and-mortar storefront.
- The business is operating as a for-profit or non-profit.
- The business is not a franchise, located in a strip mall, a big box retailer, or a business whose primary sales come from marijuana, CBD, and / or tobacco.
- The business has not received Match on Main grant funds within the last 24 months (this does not include Match on Main – COVID 19 award).
- The business will have, or intends to have, control over the site for which they are applying for prior to the Match on Main application.
- The business must be able to meet the ten percent (10%) cash match required as part of this program.

## Eligible Uses:

- **Technical Assistance:** This can include services such as marketing, SEO optimization, training, and other professional development activities.
- **Interior Building Renovations:** Modifications or upgrades to the interior of the business premises.
- **Activation of Outdoor Spaces:** This can be permanent or semi-permanent projects to enhance or utilize outdoor areas associated with the business.
- **Working Capital Needs:** Expenses related to marketing, inventory, and other operational needs.

## 2026 Match on Main Important Dates



- **Awardees Announced:** DDA informed of grant award statuses, training webinar open for awardees
- **Grant Agreements:** Processed and sent to grantees in September.

**\*\*dates are subject to change\*\***

The Ionia DDA can submit up to (2) businesses for the Match on Main Grant Opportunity. A panel of judges will determine the businesses submitted on behalf of Ionia. Businesses applying must be able to match 10% of the grant. Grading requirements for the project and business owner are noted below.

**Does the proposed project:**

- Align with the goals of the community/downtown
- Improve the local area for residents and visitors
- Introduce innovative or creative elements and dynamic space
- Have the potential to attract visitors or enhance community engagement

**Can the business owner:**

- Demonstrate business stability and operational history
- Provide a sales forecast showing projected revenue growth post-project
- Supply market research that supports project viability
- Cover costs associated with the project prior to reimbursement

## Match on Main — Calculating the 10% Match

**EXAMPLE**

**Business Owner is requesting \$25,000 in grant dollars:**

$\$25,000 \times .10 = \$2,500$  in Match Dollars

$\$25,000 + \$2,500 = \$27,500$  in identified eligible expenses

**EXAMPLE**

**Business Owner is requesting \$18,000 in grant dollars:**

$\$18,000 \times .10 = \$1,800$  in Match Dollars

$\$18,000 + \$1,800 = \$19,800$  in identified eligible expenses

Please reach out to Cassie Rice, Ionia DDA Director with any questions.  
616.527.1420 or crice@ci.ionia.mi.us

Copies of the required Local Business Worksheet can be found at:

<https://www.miplace.org/490231/globalassets/documents/small-business/mom-fy26/appendix-c----local-business-application-worksheet.pdf>