

OW  **SSO**
MAIN STREET

**2026 MATCH ON MAIN
INFORMATIONAL MEETING**

ABOUT US

OWOSSO MAIN STREET



Owosso Main Street & Downtown Development Authority is a volunteer-led organization dedicated to supporting economic growth, historic preservation, and community development in Downtown Owosso.

DowntownOwosso.org

WHAT IS 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.

Applications are 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.

The grant applicant—represents a community that is a Redevelopment Ready Community® or a Michigan Main Street Community



DowntownOwosso.org/business-development-resources



PROGRAM GOALS

Match on Main strives to:

Support the creation and growth of place-based businesses located in Michigan Main Street Communities; or Redevelopment Ready Communities® across the state

Provide access to capital for place-based businesses, create and retain jobs, leverage private investment, and activate vacant or underutilized space

Provide eligible applicants with a business recruitment and retention tool as they work to grow and support their local entrepreneurial ecosystem

DATES TO REMEMBER

-  March 1, 2026 - Application Window Opens
-  March 15, 2026 - Local Application Due to OMS
-  March 27, 2026 - Local Selection Announcement
-  July 2026* - MEDC Selection Announcement
-  September 2027* - Project Completion Deadline

*Dates subject to change



SCAN FOR FULL SCHEDULE





Grant award payments will be made following project completion.

Payment will be made 6 - 8 weeks after disbursement has been requested.

Projects must be completed within 12 months of the Grant Agreement.

ELIGIBLE SMALL BUSINESSES

This program is locally available to businesses within the Owosso Main Street and Downtown Development Authority boundaries.

-  Business must be for-profit or nonprofit and headquartered in Michigan
-  Business has, or will obtain, site control prior to application submission
-  Business operates from a physical storefront and sells products and/or services face-to-face
-  Business can meet the ten percent (10%) cash match required



SCAN TO VIEW MAP

ELIGIBLE EXPENSES

- **Technical assistance and design services**
 - Technical items for design: conceptual renderings, construction drawings/plans
- **Interior building renovations**
 - Renovation expenses: floors, walls, ceilings, electrical, HVAC, lighting, furniture/displays, permanent kitchen installation, fire suppression, code compliance
- **Permanent or semi-permanent outdoor space activation**
 - Dining area, beer garden, or other place-based outdoor activation
 - Exterior signage, doors and windows may be permitted as an eligible expense if part of a larger outdoor space activation project
- **Marketing, technology upgrades, point-of-sale systems, operational changes**
 - General marketing, website upgrades, e-Commerce integration, operational changes (shifting from dine in to carry out), purchase of a point-of-sale system
- **Inventory purchases for retail goods**

INELIGIBLE BUSINESSES & EXPENSES

Ineligible Businesses: Franchises (including independent contractor agreements), strip-mall locations (unless within an approved mixed-use district), big-box retailers, and businesses primarily selling marijuana, CBD, or tobacco products.

Previous Match on Main recipients are ineligible, except for businesses awarded funds through the Match on Main COVID-19 Response Program or other MEDC/MSF COVID-19 relief programs.

Ineligible Expenses: Exterior improvements considered general maintenance, repairs, landscaping, or other non-place-based outdoor activation; employee wages, salaries or benefits; rent, mortgage, land contract or building or land lease payments, utilities; leases for equipment, vehicle leases, vehicle payments; taxes, interest or insurance; professional fees; federal, state, or local application, licensing, permit or similar fees; bank or other lender financing, interest; inspection fees or costs; credit card processing fees; property acquisition; projects on residential property

LOCAL BUSINESS CONSIDERATIONS

Does the proposed project:

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

Does the business:

- 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

The business should be prepared to manage project costs initially, as grant funds will be provided after the project is completed.

Tip: Check out our Strategic Plan, Market Snapshot, Visitor Data & Pulse Poll Survey Results on our website!

LOCAL APPLICATION

The local business application to Owosso Main Street:

- Includes basic informational and narrative questions
- Requires a projected budget and 3rd party quotes
- Requests interior and exterior photos

The Michigan Small Business Development Center (SBDC) is here to help! We *HIGHLY RECOMMEND* utilizing their no-cost small business support whether you're just starting out or wanting to grow your existing business.



SCAN TO REQUEST SERVICES

Your application scores additional points for attending this informational meeting!

Earn even more bonus points by utilizing FREE services from the SBDC!

CALCULATING THE 10% MATCH

The business 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

The business 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

Don't have \$27,500 upfront?

Match on Main Approved Projects are eligible for a loan from Owosso Main Street.

If your Match on Main project is selected by the MEDC, you can apply for a loan through our [Revolving Loan & Grant Program](#).

Does your project cost more than \$27,500?

We'll talk about your overall investment in a moment.

BUDGET

The budget page is critical to the success of the project.

Provide a detailed list of all items and cost of the work to be performed or the items to be purchased that will support a reimbursement request from the Match on Main dollars. **Be specific by providing vendor, items and quantity, and cost.**

Third-Party Project Cost Estimates are REQUIRED. All costs associated with the proposed project should be reflected in the required third-party cost estimates

Tip: Provide information about how you will fund the project prior to receiving the grant and the gap between the awarded amount and the total cost of the project (if any).

CALCULATING PROJECT & PRIVATE INVESTMENT

TOTAL PROJECT COST:	\$50,000	\$27,500
TOTAL MATCH ON MAIN GRANT REQUESTED:	\$25,000	\$25,000
REQUIRED BUSINESS MATCH:	\$2,500	\$2,500
ADDITIONAL PRIVATE INVESTMENT:	\$22,500	\$0

Total Project Cost = Grant Request + Required Match + Any Additional Business Investment

APPLICATION PROCESS

Email your application to: lizzie.fredrick@ci.owosso.mi.us

- One email
- Word Document preferred
- Incomplete applications will not be eligible

Owosso Main Street selected my application! What happens next?

We will request an in-person meeting at the end of March to review your application. Revisions may be requested before we submit our final application to the MEDC on April 10th.

Remember those important dates:

March 15, 2026 - Local Application Due to Owosso Main Street

March 27, 2026 - Local Selection Announcement

July 2026* - MEDC Selection Announcement

*Subject to change



THANK YOU

FOR JOINING US
IN REVITALIZING OWOSSO



**ECONOMIC
VITALITY**

**Daylen Howard
Lance Omer
Karen Parzych
Brett Meyer
Mayor Robert J. Teich, Jr.**



Scan the QR code for more Match on Main Resources or visit
DowntownOwosso.org/business-development-resources

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