



DIRECT GRANTS TO SMALL BUSINESSES

OVERVIEW

The Central Upper Peninsula Small Business Support Hub (The Hub) was established by the Lake Superior Community Partnership (LSCP) and 6 (six) strategic partners via the Michigan Economic Development Corporation's (MEDC) Small Business Support Hubs Program (SBSH). The mission of The Hub is to connect small businesses within a seven-county area to the right resources at the right time to maximize their resiliency, sustainability, and growth potential.

\$426,315 of The Hub's SBSH funding is allocated to supply Direct Grants to The Hub's small business participants, provided the funding drives stabilization or increases revenue and fills a need that cannot otherwise be met through a Hub program or service.

ELIGIBILITY FOR THE SBSH PROGRAM

To receive support and services from a SBSH Hub, a business must qualify as disproportionately impacted by COVID-19 and be defined as a small business. Non-profit organizations and businesses within the cannabis or casino gaming industries are not eligible.

All Rural Michigan Counties have been designated as disproportionately impacted by COVID-19. Because Baraga, Delta, Dickinson, Marquette, Menominee, Alger, and Schoolcraft Counties are all Rural Counties, the small businesses in The Hub's seven-county coverage area, including start-ups, will qualify.

Small Businesses are defined as those that are:

- independently owned and operated; THAT
- have less than 500 employees; AND
- are not dominant in their field of operation

ELIGIBILITY FOR THE HUB'S DIRECT GRANTS

To be eligible to apply for a Direct Grant, a business must:

1. Meet SBSH Program eligibility guidelines; AND
2. have participated in The Hub's events, or services within the six months before the award;

HOW TO PARTICIPATE IN THE HUB

Go to centralupsmallbizhub.org, click on [Get Connected!](#), and submit your business' information. Once received, a Hub Small Business Resource

Navigator will reach out to you to get you connected!

DIRECT GRANTS MAY BE USED FOR

- the purchase of equipment, inventory, software, and hardware up to \$4,999 per unit;
- to pay for highly specialized consulting services, or services The Hub cannot provide or contract for;
- to pay certification or licensing fees (by 9/30/26)
- any other Hub-approved cost (that is not an Ineligible Cost) related to supporting the business' operations or growth needs

DIRECT GRANTS CAN NOT BE USED FOR

- general overhead: rent, lease payments, or utilities
- general infrastructure projects
- building-based construction or renovation
- Costs reimbursed by the Michigan Strategic Fund (MSF), MEDC, or any other federal program
- projects contrary to efforts to stop COVID-19

TIMELINE

Informational events introducing The Hub, its Small Business Resource Navigators, and SBSH Direct Grants will be held in all seven Counties of the Hub in July of 2024. The presentation slide deck will be posted to The Hub's website following the events.

- July 2024: Direct Grant application window opens.
- August-September 2024: Applications reviewed.
- September-October 2024: 1st Awards announced.

NOTE: SBSH Direct Grants are limited to 1 per business and funds must be spent by September 2026.

HOW TO APPLY

The Hub's Small Business Resource Navigators will supply Direct Grant application information and materials to The Hub's program participants when the Direct Grant application window opens.

NEED ADDITIONAL INFORMATION?

Visit centralupsmallbizhub.org for more information.

QUESTIONS?

Email questions to erica@centralupsmallbizhub.org. FAQ responses posted to centralupsmallbizhub.org

