



Spirit of Main Street

Micro Business Startup Grant Program

*For All MSOC
Communities and
Their Downtown
Businesses*

In an effort to support the attraction, retention and growth of small businesses in your historic downtowns and neighborhood 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:

Eligible businesses can be in the Startup Phase (0 to 1 year old) or Existing (1 to 5 years old) and must be located in one of the Main Street Districts, including Auburn Hills, Berkley, Beverly Hills, Birmingham, Clarkston, Clawson, Farmington, Ferndale, Franklin, Groveland Township—Dixie Highway Corridor, Hazel Park, Highland, Holly, Holly Township—Dixie Highway Corridor, Huntington Woods, Lake Orion, Lathrup Village, Leonard, Lyon Township/New Hudson, Madison Heights, Oak Park, Ortonville, Oxford, Pontiac—Downtown, Pontiac—Huron Corridor, Rochester, Royal Oak, Southfield, South Lyon, and Wixom. Downtown organizations are eligible to apply and can also assist a local business with matching funds if desired.

NOTE: Pop-up businesses are eligible provided they have been open in the downtown district on a consistent basis for a minimum of six months. One time event pop-up businesses are not eligible.

Eligible Activities:



Location renovations and preparations



Rent Assistance Programs



Equipment purchases



Outdoor Improvements



Required permits and fees



Other uses deemed appropriate to support the creation, relocation or expansion of a micro business

Grants and Match:

The maximum grant award is \$5,000. A minimum dollar-for dollar match must be provided by the applicant. The cost of labor and materials can go towards grant match. **Signage is not eligible.** 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.

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—and be completed within six months of receiving the grant.

Grant recipients agree to display signage at or near the project site thanking the sponsors of the grant. Signage will be provided by MSOC and must be displayed for a minimum of 30 days after completion.

GRANT DEADLINE:

Opens: August 11, 2025

Closes: September 1, 2025

For more information, contact:

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All ways, MOVING FORWARD