

MEMORANDUM



TO: VICTOR CARDENAS, CITY MANAGER
FROM: MIKE MCCREADY, ECONOMIC DEVELOPMENT DIRECTOR
SUBJECT: OPTIMIZE MAIN STREET GRANT RECIPIENTS
DATE: NOVEMBER 17, 2023

Mayor and Council –

Some good news for two Novi small businesses receiving grant dollars to support technology needs.

- Victor

Two Novi businesses were recently selected to receive Optimize Main Street grants. Koby Learning Group (24055 Meadowbrook Rd) and Moe's On Ten (39455 W 10 Mile Rd) will each receive a \$2,500 technology grant as well as one-on-one business coaching to address efficiencies in business operations, improve connectivity to customers, and increase sales.

The Optimize Main Street program is supported by the Michigan Economic Development Corporation (MEDC). Optimize Main Street is MEDC's first small business financial incentive that ties grant dollars directly to technical assistance milestones. The program seeks to support Michigan's entrepreneurial ecosystem by providing a small business retention and growth tool that eligible organizations can leverage to provide value to their small business customers.

