

Match on Main

2026 Program Overview



Program Description

Match on Main is a locally administered reimbursement grant program that supports new and expanding businesses located in downtowns and main street corridors. Eligible businesses may receive up to \$25,000 for approved project expenses. Funding is limited and awarded through a competitive process. The AEDC will review letters of intent, which will be scored using a documented process provided by the MEDC. Two small businesses will be selected to submit a grant application, of which *one* could likely be awarded for our community.

Important Dates

MEDC Application Portal Opens: March 1st
Letter of Intent due to AEDC: March 13th
Grant Submittal to MEDC due: April 20th

Interested business owners should submit a letter of intent / interest to the AEDC:
In-Person: 115 N. Superior St, Albion, MI
By E-mail: dkelly@albionedc.org

Business Eligibility Requirements

The Albion Economic Development Corporation (AEDC) must certify that selected businesses meet all eligibility requirements:

- Business is located within the Superior Street Commercial Historic District, or another area zoned for concentrated commercial development.
- Business operates from a physical storefront and provides products and/or services face-to-face.
- Business has, or will obtain, site control prior to application submission.
- Business is for-profit or non-profit, and headquartered in Michigan.
- Business can meet the required ten percent (10%) cash match
- Relocation of the business after application submission and prior to completion of the approved project may result in forfeiture of award.
- Must be able to complete project within 12 months of grant award (approx. Sep. 2026).
- Expenses may be incurred after application submittal

Eligible Uses of Funding



Interior Improvements

- Flooring
- Lighting
- Drywall
- Interior Layout
- Accessibility Upgrades



Outdoor Activation

- Outdoor Seating
- Lighting
- Planters
- Wayfinding Elements
- Facade Improvements



Technology Upgrades

- Point-of-Sale (POS) Systems
- Business Mgmt. Software
- Website Development
- CRM or Loyalty Programs



Marketing Assistance

- Logo & Brand Development
- Professional Photography
- Digital Marketing Materials
- Print Marketing Materials

For detailed information: www.miplace.org/small-business/match-on-main

115 N. Superior St, Albion, MI | (517) 629-3926

Match on Main Process Guide



Step 1

Submission of Letter of Interest

- Interested business owner provides a letter to AEDC staff for review. The Letter of Interest should answer the following:
 - How does your project strengthen/contribute to downtown?
 - Describe how your project will use and activate your downtown space.
 - How does your project address operational efficiency and modernization?
 - Any job creation or retention? Any additional private investment to note?
 - Provide a summary of your business and the scope of your project, along with cost estimates.

Step 2

Review for Eligibility / Match on Main Application

- AEDC will ensure business is eligible under MEDC requirements.

Step 3

Scoring / Selection of Businesses

- AEDC uses scoring system provided by MEDC to select two businesses to submit a Match on Main application.
 - AEDC will assist the two selected business owners in completing and submitting the application.

Step 4

Submission of Grant Application

- AEDC submits grant application to MEDC for review / approval.
- MEDC will review and provide feedback on necessary changes, if applicable
- MEDC will award one business from each area with grant funding.

Step 5

Project Begins

- AEDC assists the awarded business owner in covering project expenses in accordance with grant agreement / approved scope.
- The 10% local match will be required upon grant award.
- Scope changes and/or delays *must* be communicated to MEDC in advance.

Step 6

Project Closeout

- Required documentation / proof of completion to be submitted to MEDC.
- MEDC reimburses cost of agreed upon expenses to the AEDC.