**Appendix C: Local Business Worksheet**

**FY21 Match on Main**
**Local Business Worksheet**

**Lapeer Main Street DDA**

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| **Local Business Worksheet** |
| **Point of Contact** | First and Last Name:  |
| Email:  |
| Cell Number:  | Office Number:  |
| Best way to contact: | [ ]  Email | [ ]  Cell Phone | [ ]  Office Phone |
| Business Role: | [ ]  Owner | [ ]  Employee | [ ]  Other: Please describe your role |
| **Business Information** | Legal Business Name: |
| dba (if applicable):  |
| Street Address:  | City: |
| State: | Zip Code: |
| Employer Identification Number (EIN):  |
| Date of Business Formation (filed with LARA): If sole proprietor, check here [ ]  |
| Business Type: [ ]  Retail [ ]  Restaurant [ ]  Service [ ]  Other |
| Please select the 4-digit NAICS Code that best represents your industry: |
| [ ]  4421 Furniture Stores[ ]  4422 Home Furnishings Stores[ ]  4452 Specialty Food Stores[ ]  4461 Health and Personal Care Stores[ ]  4482 Shoe Stores[ ]  4483 Jewelry, Luggage, and Leather Goods Stores[ ]  4511 Sporting Goods, hobby, and Musical Instrument Stores[ ]  4512 Book Stores and News Dealers[ ]  4523 General Merchandise Stores, including warehouse clubs and supercenters[ ]  4531 Florists[ ]  4532 Office Supplies, Stationary, and Gift Stores[ ]  4533 Used Merchandise Stores[ ]  4539 Other Miscellaneous Store Retailers[ ]  7223 Special Food Services[ ]  7224 Drinking Places (alcoholic beverages)[ ]  7225 Restaurant and other eating places[ ]  8121 Personal Care Services[ ]  8129 Other personal services[ ]  Other: Please identify 4-digit NAICS if not listed above. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
|  |  |  |
| Is your business a for-profit entity? [ ]  Yes [ ]  No |
| Is your business headquartered in Michigan? [ ]  Yes [ ]  No |
| How many **NEW** jobs are going to be **CREATED** by your business (full and part time)?  | Full Time \_\_\_\_\_\_\_\_\_\_\_Part Time \_\_\_\_\_\_\_\_\_\_\_ |
| How many **EXISTING** jobs are going to be **RETAINED** by your businesses (full and part time)? | Full Time \_\_\_\_\_\_\_\_\_\_\_\_Part Time \_\_\_\_\_\_\_\_\_\_\_ |
| ***For New Businesses******(in operation 12 months or less)*** | Identify the total square footage of the space the business is/will occupy: | Exterior Square Footage:  |
| Interior Square Footage: |
| How long had the space being activated been vacant or underutilized?  |
| When did the business open? Or when does the business plan to open?  |
| ***For Existing Businesses******(in operation more than 12 months)*** | Identify the total square footage of the interior space the business is occupying: |
| Identify the total square footage of any NEW (currently vacant or underutilized) space being activated?  | Exterior Square Footage:  |
| Interior Square Footage:  |
| How long has the space being activated been vacant of underutilized? |
| ***Required Business Plan Submission*** | * New businesses (operating 12 months or less) are **REQUIRED** to provide a copy of a detailed business plan that has been reviewed by a third-party small business resource provider as part of the Match on Main application.
* Existing businesses (in operation more than 12 months) have the OPTION to provide a business plan as part of the project application.
* Reference the Match on Main FY21 Program Guide for Business Plan elements that need to be included.
 |
| **Business Location** | Is your business a brick-and-mortar storefront with face-to-face operations located within your community’s traditional downtown, historic neighborhood commercial corridor, or an area planned and zoned for concentrated commercial district?  |
| [ ] Yes | [ ] No |
| Does the business lease the space it resides in?  |
| [ ] Yes | [ ] No |
| If yes, what is the remaining lease term? |
| Does the business or business owners own the building it is located in? |
| [ ] Yes | [ ] No |
| What is the current taxable value of the property?  |
| **Project Scope** | *Describe in detail the project scope of work for which reimbursement is sought from Match on Main funds.*  |
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| Proposed start date: |
| Proposed completion date: |
| **Project Budget** | Grant Request:  |
| Match Amount (a minimum 10% match is required):  |
| Source(s) of matching funds: |
| 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. |
| **Vendor** | **Item / Quantity** | **Cost** |
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| *Insert additional lines as needed.*  |
| **REQUIRED:** Attach quotes for proposed work that includes scope and total cost in a separate document. |
| **REQUIRED:** Provide a minimum of three photos that represent the scope of Match on Main request; this should include at least one exterior photo and at least one photo of the interior of the space. |
| **Private Investment** | *Please describe any additional private investment - outside of the Match on Main grant request - that was or will be necessary for the completion of this project (i.e. any additional site improvements, furniture, fixtures, and equipment, or other business needs).*  |
|  |
| Total amount of additional private investment for the project: (Do not include Match on Main request or match). |
| **Narrative Questions**  | *Describe the anticipated impact Match on Main funds will have on your business.* |
|  |
| *Describe any other technical assistance received, business resources explored, or financial resources investigated that will support this project and/or business operations. This may include opportunities for traditional financing, local grants, analyzing the cost/benefit of the investment, consultation with local small business resource providers, market data, or national trends/ best practices. Why did you pursue or not pursue these avenues of technical assistance, business resources, financial resources, etc.?* |
|  |
| *Describe how the execution of the proposed project will result in business growth. Please provide specific examples.* |
|  |
| *Describe how the proposed project will result in increased efficiencies in operations and/or will result in the activation of underutilized or vacant space. Please provide specific examples.* |
|  |
| *How is execution of this project anticipated to result in the creation and/or retention of jobs within your business? Please include at least the following information: number of jobs that will be retained and/or created (including owner/operator, if applicable), the type of jobs that will be retained and/or created, and whether the job(s) retained and/or created will be full or part time positions. Note that Match on Main is not evaluating projects based on the number of jobs created or retained, but simply would like to understand how projects will impact job creation and/or retention.* |
|  |
| *Recognizing that* ***Match on Main is a grant reimbursement program****, how do you intend to cover the costs associated with your project prior to receiving reimbursement from the Michigan Economic Development Corporation? Please include an anticipated monetary total for the project costs, identify available funding source(s) for the project and amount of available funding (ex. Bank loan or cash from savings), explain whether the project funding source(s) is currently available and/or how funding source(s) will be accessed to implement the project, and outline an anticipated project timeline.* |
|  |
| **Additional MEDC Program Requirements** | **Match on Main Program:** Match on Main is a grant program for small businesses and has awarded two previous funding rounds. (This does not include the Match on Main – COVID19 Response Program). Please verify that you HAVE NOT previously been awarded Match on Main funding. Find a list of previous grantees here: <https://www.miplace.org/small-business/resources/> . | [ ]  Yes, I have received Match on Main funding previously. |  |
| [ ]  No, I have not received Match on Main funding previously. |
| **Ineligible Business Types:** The FY21 Program Guidelines outline a number of ineligible business types including franchises, businesses located in stripe malls, “big box” retailers, businesses whose primary sales come from marijuana, CBD, tobacco, and/or any other businesses deemed ineligible by the MEDC.  | [ ]  I understand |
| [ ]  I do not identify as an ineligible business  |
| **Program Guide:** The FY21 Match on Main Program Guide should be reviewed by the business owner prior to completing the Local Business Worksheet. Review the program guide here: <https://www.miplace.org/small-business/match-on-main/>  | [ ]  I have reviewed the FY21 MOM Program Guide |
| **Reimbursement Grant Program:** Match on Main is a reimbursement grant program provided to local units of government, downtown development authorities, or other downtown management or community development organizations who administer funds to the small business that applicant applied on behalf of.  | [ ]  I understand |
| **Sub-grant Awards:** Grantees will be required to enter into a sub-grant agreement with the small business being supported. | [ ]  I understand |
| **Compliance & Post-grant Reporting:** If awarded, businesses will be required to complete compliance requirements and post-grant reporting. | [ ]  I understand |
| **Required Attachment - Cost Estimate:** I have gathered and will submit a project cost estimate for proposed work that includes scope and total cost in a separate document. | [ ]  I have included these as part of my application submission |
| **Required Attachment – Photos:** I have provided a minimum of three photos that represent the scope of Match on Main request (including at least one exterior photo and at least one photo of the interior of the space | [ ]  I have included these as part of my application submission |
| **Local Questions & Considerations** | QUESTION 1: How does your business contribute to the growth and well-being of Historic Lapeer? |
|  |
| QUESTION 2: How has your business benefitted from being located within the Lapeer Main Street district? |
|  |
| QUESTION 3: What is your vision for the future of your business and its role within the community? |
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\*\***Upon application completion, please submit to:**

**Lapeer Main Street DDA**

**James Alt – Executive Director**

**410 W. Nepessing St. STE. 106**

**james@lapeerdda.com**

**810-728-6598**