



Main Street Connected Grant

*For Eligible MSOC
Communities and
Their Downtown
Businesses*

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 MSU Federal Credit Union (MSUFCU) to create the Main Street Connected Grant Program. This program is designed to provide technology and digitally-based support to complement MSOC economic vitality efforts and bolster entrepreneurship at the local community level.

For more information, contact:

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Development Consultant, Oakland County*
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Eligible Grant Applicants:

Eligible small business may be up to 10 years old and must be independently owned (no franchises) in one of the Main Street Districts in Auburn Hills, Berkley, Birmingham, Clarkston, Clawson, Farmington, Ferndale, Lathrup Village, Oak Park, Ortonville, Pontiac, Rochester, Royal Oak, Southfield, 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:



Development or use of data analytics software



Cybersecurity and data protection



Payment processing software or equipment purchases, including Point of Sale (POS)



Customer relationship management (CRM) costs



Website creation and e-commerce support



Project or inventory management software costs



Social media or digital marketing costs



Creation or implementation of pop-up operations or public markets

Grants and Match:

Grants can be up to \$2,500 each. A minimum dollar-for-dollar match must be provided by the applicant. The cost of labor, software, and hardware that is directly and specifically connected to implementing the project can go towards the grant match. 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:

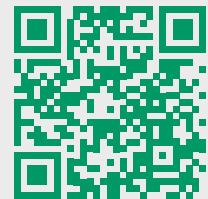
All applications are reviewed by and award determinations made by representatives of MSUFCU and MSOC. MSUFCU and MSOC reserve the right to decline grant applications that are not consistent with the National Main Street Program and/or the vision and masterplan of the local Main Street community. If required by the municipality, businesses applying for grant funds must be in compliance with local zoning, permitting and business license requirements. The project completion deadline is 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.

NOTE: Recipients of grants will automatically receive a free consultation with MSUFCU's Commercial Solutions team as a condition of their award.

Grant Deadline:

Opens: May 11, 2026

Closes: June 1, 2026



LINK TO APPLICATION:
forms.oakgov.com/290

