



RALPH C. WILSON, JR.
FOUNDATION

Main Street Momentum Grant

Enhancing Rural Downtowns As Hubs

MAIN STREET OAKLAND COUNTY ELIGIBLE RURAL COMMUNITIES* INCLUDE:

Clarkston, Holly, Highland, Lake Orion, Leonard, Lyon Township – New Hudson, Ortonville, Oxford, South Lyon, Wixom, and Groveland and Holly Townships – Dixie Highway Corridor

**Eligible communities were determined in partnership with Ralph C. Wilson, Jr. Foundation*

Beginning in 2026, Main Street Oakland County (MSOC) is partnering with Ralph C. Wilson, Jr. Foundation to offer a one-time grant opportunity for eligible rural Main Street communities in Oakland County, Michigan. This program is designed to enhance these rural downtowns as gathering hubs, grow local capacity, and support small business.

This one-time grant amount is up to \$20,000 per eligible community – with no match required – and spans a two-year implementation period.

Questions? Please Contact Main Street Oakland County:

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GRANT AMOUNT

Up to \$20,000 per community, with no match required.

GRANT IMPLEMENTATION SCHEDULE

This is a rolling grant program that will remain open for applications through February 1, 2028, or until all available funding has been awarded.

Applications will be accepted and reviewed on an ongoing basis; however, all applications must be received no later than February 1, 2028.

Applicants with questions regarding eligibility, project requirements, or the application process are encouraged to contact their Main Street Oakland County (MSOC) liaison for assistance.

SAMPLE PROJECT TYPES

Here are some project examples that the funding could support; however, you are not limited to only this list:

Capacity Building Needs

- Learning and exchange trips to explore new models and best practices
- One-time technology needs for downtown management organizations
- Website development
- Collateral and communications materials
- Key equipment purchases
- Volunteer development programs
- Strategic planning initiatives
- Educational and training opportunities for staff
- Contractor support needed to implement the grant (e.g., marketing expertise, event planning support).

NOTE: Funds cannot be used for ongoing staff salaries or regular staffing costs.

Small Business Support

- Technology that supports e-commerce opportunities.
- Website development
- Start-up costs
- Business coaching
- Early rent coverage for new business owners

Bricks and Mortar Implementation

- Place-based infrastructure improvements
- Façade improvements
- Green spaces around downtown businesses
- Public art installations
- Wayfinding signage
- Gateway signage
- Alley improvements
- Trail connectivity enhancements
- White boxing commercial spaces
- Completion of design documents, including stamped architectural drawings and engineering services

Project Prioritization

A priority will be placed on projects that accomplish any of the following:

- ✓ Strengthen downtowns and gathering spaces
- ✓ Enhance trails, parks, or public spaces connected to the downtown
- ✓ Strategic and transformative in nature
- ✓ Leverage additional local resources through funding or in-kind support
- ✓ Sustainable and manageable over the long term
- ✓ Scalable for future growth and expansion
- ✓ Activate places
- ✓ Preserving local heritage and landmarks
- ✓ Support local entrepreneurship and small business

