

DOWNTOWN STRONG

Building Resilient Economies

Business Application



Partners



In partnership with the Economic Development Administration (EDA), Missouri Main Street Connection (MMSC) is excited to announce \$710,671 of investment through the Downtown Strong: Building Resilient Economies grant to Missouri communities over the next two years. This will be a competitive grant award that will have several rounds. This grant will require a small 5% match from the recipient. Recipients will be notified prior to acceptance during a pre-awarding stage to finalize services and matching requirement.

This is an excellent opportunity to access services that your small business has identified as needs. These needs must address some of the challenges that your small business has faced with the change in consumer behavior and business climate as a result of the COVID-19 pandemic.

Successful applications will highlight the needs of the business and request creative solutions to the evolving business climate of downtowns through the services listed in this application.

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Business Name: _____

If you are a Main Street organization filling out an application on behalf of a business, please indicate your Organization Name below.

Organization Name (if applicable): _____

Business Address: _____

Business City, State, Zip Code: _____

Business Phone Number: _____

Primary Contact Name: _____

Primary Contact Email: _____

Primary Contact Phone: _____

Current estimated jobs in your business: _____

- I attended the April 8, 2021 workshop.
 A community representative attended the April 8, 2021 workshop.**

**Name of community representative that attended the workshop: _____

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Electronic applications only!

Submit applications to MMSC, info@momainstreet.org, by May 7th.

Please contact Ben White, Program Outreach Specialist at ben@momainstreet.org with any questions or call our office at 417-334-3014.

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Business Service Categories*	Investment Range	Main Street Organization Service Categories*	Investment Range
Direct Entrepreneur Support in Retail and Restaurant Development <ul style="list-style-type: none"> Business Evaluation Business Plan Implementations of Business Solutions Local Sourcing Identification Operational Growth Initiatives & Shifts Business Promotions 	\$2,260 \$2,760 - \$4,710 \$2,760 - \$5,060 \$2,260 - \$5,060 \$2,300 - \$4,600 \$2,300 - \$6,900	Community Ecosystem Training <ul style="list-style-type: none"> Staff Transition Plan Partnership Agreements Organization Policies and Procedures Building and Business Inventory Preservation Education & Advocacy Program Communication Plan Amenity Plans to Promote Safety Prep Downtown for Incentives 	\$2,760 \$2,760 \$2,760 \$5,060 - \$8,740 \$2,300 - \$5,060 \$5,820 - \$10,060 \$7,260 - \$12,190 \$2,260 - \$5,060
Website Development	\$4,600 - \$8,000	Website Development	\$4,600 - \$8,000
Economic Vitality Toolkit <ul style="list-style-type: none"> Individual Business Marketing Plan Business Owner Succession Plan 	\$9,200 - \$11,960 \$4,260 - \$8,060	Economic Vitality Toolkit <ul style="list-style-type: none"> District-wide Business Marketing Plan Business Retention Plan Business Recruitment Plan Business Owner Succession Plan Vacant Upper Story Development Plan Asset Mapping 	\$4,800 - \$7,260 \$4,360 - \$6,060 \$4,360 - \$6,060 \$2,300 - \$6,060 \$7,260 - \$12,190 \$2,260 - \$4,710
Micro-Business Development Services <ul style="list-style-type: none"> Featured Artisans Utilization Cooperative Business Models for Testing Market Potential 	\$2,260 - \$5,060 \$4,260 - \$6,080	Micro-Business Development Services <ul style="list-style-type: none"> Pop-up Shop & Incubator Utilization Featured Artisans Utilization Cooperative Business Models for Testing Market Potential Market & Demographic Analysis Training 	\$2,300 - \$6,060 \$2,300 - \$6,060 \$2,300 - \$6,060 \$4,260 - \$6,080
E-Commerce Sales Training <ul style="list-style-type: none"> Business Social Media Marketing Plan Advertising Tactics Social Media Engagement Diversify Customer Base Utilize & Increase Sales on Online Platforms 	\$4,600 - \$7,360 \$1,800 \$1,800 \$2,300 - \$5,060 \$2,600 - \$8,260		

* MMSC encourages you to think creatively about what services would be most helpful for your business. The potential services listed here are not an exhaustive list of what this grant can provide. The investment ranges listed above are estimates and subject to change based on discussions between the applicant and MMSC during pre-award stage.

Number of services that can be applied for	
Accredited Tier	6 services
Associate Tier	4 services
Affiliate Tier: Affiliate, CEG, UrbanMain	2 services

DOWNTOWN STRONG

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Business Application

Services, as described below, are designed to strengthen individual local businesses that have faced hardships due to the pandemic. Specialized consultants will be brought in to facilitate one-on-one evaluation and produce recommendations and tangible deliverables for your business. As you read through these services, you will see that there are overlapping services. This is designed as a way to meet businesses at their different experience levels and needs. Please select the options that best fit your business. MMSC encourages you to think creatively about what services would be most helpful for your business. ***The potential services and examples listed below are not an exhaustive list of what this grant can provide.*** Local Main Street organizations that are completing this application for a local business should consider that business' needs and select the necessary services based on those needs. MMSC will work with each business to tailor the selected services to the specific needs of the business for their long-term success and growth. Please check the boxes corresponding to the services you wish to receive.

Service Categories:

- o **Direct Entrepreneur Support in Retail and Restaurant Development**

Consultants will assist the applicant business in assessing their current business model or operation in order to offer potential enhancements that will accelerate the business. These services are designed to directly support local entrepreneurs and strengthen your business.

Potential Services:

- Business Evaluation – Consultants will review current operations and suggest enhancements. Examples include: inventory open-to-buy; merchandising/store displays/lighting; food trends.
- Business Plan - Consultants will work with applicant businesses owners or entrepreneurs to create or update their business plan to coincide with the goals they have for the business.
- Implementation of Business Solutions – Consultants will examine issues the business currently faces and develop solutions and a plan for implementation. Examples include: local financing options; staff hospitality training; accounting best practices.
- Local Sourcing Identification – In order to further support the local economy and reduce supply chain interruptions, consultants will identify products and materials for both retail and restaurant owners that can be found from a local source. Examples include: a restaurant working with a local bakery to provide bread for sandwiches on their menu; a retail store working with local producers to highlight locally made products in their store.



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Building Resilient Economies

Business Application

- Operational Growth Initiatives & Shifts** – As businesses grow and change, so must operations. Consultants will assist in highlighting the necessary changes to support continued growth and explore options for future business growth. Examples Include: plan to support the hiring of new staff to extend business hours; explore the option of business expansion; create a development plan to support business owner’s goal to open a second location.



- Business Promotions** – Consultants will train the business to develop in-store promotions and special events for image building to increase sales. Examples include: promotions calendar; special events tailored to the business that support the annual sales goal; special menu items and demonstrations.
- Tell us what other service would grow your business?

- Website Development**

Consultants will work with the applicant business to develop a website or update their current website in a way that will help enhance their business. MMSC will work with the applicant business to determine the amount available for the website through this grant.



- Economic Vitality Toolkit**

The Economic Vitality Toolkit consists of a set of internal plans that consultants will work with applicant businesses to create in order to expand their operations or transition their business.

Potential Services:

- Individual Business Marketing Plan** – Consultants will work with the applicant business to create a marketing plan specific to that business’ needs that encompasses a wide range of marketing opportunities.
- Business Owner Succession Plan** – Consultants will work with applicant business owners who are interested in transitioning out of the day to day operations of the business or wish to find a buyer for their business.
- Tell us what other service would grow your business?

DOWNTOWN STRONG

Building Resilient Economies

Business Application

o **Micro-Business Development**

Consultants will work with applicant business owners interested in utilizing other local entrepreneurs to create or expand businesses that offer a place for new entrepreneurs to test the market for their products or ideas.

Potential Services:

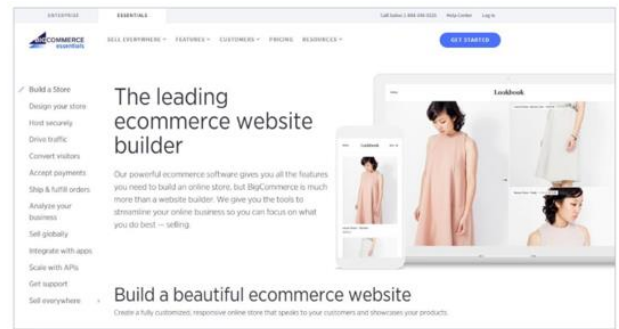
- Featured Artisans Utilization – Consultants will work with applicant businesses to implement an expansion of their product lines to include featured local artisans.
- Cooperative Business Models for Testing Market Potential – Consultants will explore cooperative business models with applicant businesses as a way to test the market for the potential of new products, services, and businesses.
- Tell us what other service would grow your business?

o **E-Commerce Sales Modules**

Consultants will assist with enhancing and expanding e-commerce in order to reach more customers and grow the business.

Potential Services:

- Business Social Media Marketing Plan – Consultants will work with the applicant business to create a social media marketing plan specific to that business' needs.
- Advertising Tactics – Consultants will analyze and assist the applicant business determine the best tactics based on their business and goals.
- Social Media Engagement – Consultants will teach businesses how to create more engagement on their social media platforms and how to utilize this engagement to grow their business.
- Diversify Customer Base – Businesses that want to expand and diversify their customer base will receive training and market driven strategies for how to reach new customers.
- Utilize & Increase Sales on Online Platforms – Businesses that have an online sales system, but want to utilize it more effectively will learn new techniques tailored to their business that will improve their online sales.
- Tell us what other service would grow your business?



DOWNTOWN STRONG

Building Resilient Economies

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1. Explain the impact COVID-19 has had on your business in the fields below.
 - a. Number of part-time and full-time employees in 2019: _____
 - b. Number of part-time and full-time employees in 2020: _____
 - c. Projected number of part-time and full-time employees for 2021: _____
 - d. Sales percentage increase or decrease in 2020: _____
 - e. Sales percentage projection for 2021: _____

Provide any additional information to expand on these impacts or that would strengthen your application.

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Business Application

2. For each service selected in this application, provide a description of the project and its need.
(Please see the submission documents page for additional material needed, dependent on the services selected.)

3. If approved, when is the desired start date for each selected service?
(Services can begin as soon as June 14th and must have a project timeline of less than a year.)

4. Attachments:

- a. Provide a letter of support from the local Main Street organization's Board President for the desired services and commitment.
- b. Provide other attachments from the submission document necessary to support your application.

DOWNTOWN STRONG

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Frequently Asked Questions

Q. Who can apply for the Downtown Strong grant?

A. Businesses in Main Street communities that are currently among the nationally and state Accredited Tier, Associate Tier, or Affiliate Tier, have a community representative that attended the April 8, 2021 Workshop, and in good standing are eligible to apply.

Q. How many services can I apply for?

A. Businesses in Accredited Tier communities can apply for up to 6 services. Businesses in Associate Tier communities can apply for up to 4 services. Businesses in Affiliate Tier can apply for up to 2 services. Businesses in Community Empowerment Grant and UrbanMain communities can apply for up to 2 services.

Q. What if my business is not ready to start receiving deliverable services on June 14th?

A. The project start date is determined by each business, their corresponding consultant schedule, and MMSC schedule. Please provide the best time for your business under question #3.

Q. Why do I need to submit information about how COVID-19 has affected my business?

A. Information provided about COVID-19's impact will be used to show how this initiative has had a positive effect on Missouri communities to the Economic Development Administration and is an excellent talking point with stakeholders.

Q. How much match must I provide?

A. The cost of the service and detail of the scope of service, including deliverables, will be fully outlined during the pre-award phase, but an estimate of services rendered would be around 5% of service cost.

Q. Who or what is a community representative?

A. A community representative is someone from the community you are located in that attended the Workshop. It can be yourself or someone else.

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Business Application

Q. How will this application be scored?

- Demonstrated need
- Attendance at the Application Workshop
- Priority will be given to the individual business that submits a business application with required documents
- Submission of a business application on behalf of business by a Main Street organization with required documents
- Creative solutions.

Q. What happens if I don't get selected for this grant opportunity?

A. This competitive grant has the opportunity for multiple rounds that is dependent on funding. If not selected for this round, your business would be eligible to apply in additional rounds.

Q. What happens if I am approved for only some of my desired services, can I apply again later?

A. Any business who is eligible to apply can apply for additional rounds no matter previous award status.

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Submission Documents (Please keep for your own record.)

Documents needed for submission to MMSC.

- Completed 2021 Downtown Strong Grant- Business Application.
- Letter of support from the local Main Street organization's Board President.
- Secretary of state business registration confirmation.
- Photos of the exterior and interior of your business. (5 max)
- Direct Entrepreneur Support in Retail and Restaurant Development
 - Information that would strengthen your application
- Website Development (if applicable)
 - Screenshots of current website
 - List of desired changes or vision board
 - Data regarding current traffic on website
 - Any other information that would strengthen your application
- Economic Vitality Toolkit (if applicable)
 - Letter of intent for applicable service
 - Current marketing plan formal or informal (if available)
 - Any other information that would strengthen your application
- Micro-Business Development (if applicable)
 - Vision board
 - Any other information that would strengthen your application
- E-Commerce Sales Modules (if applicable)
 - Current social media plan formal or informal
 - List of platforms with sample of past years engagement data
 - Customer base demographics (if available)
 - Any other information that would strengthen your application

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