foundation
michigan municipal league

1675 Green Road
Ann Arbor, MI 48105
P: 734-662-3246
F: 734-662-8083
mmlfoundation@mml.org
mmlfoundation.org

26-27 Bridge Builders Main Street Microgrants Application

Grant Amount: Up to $5,000 | Eligible Project Period: January 1, 2027 – September 30, 2027

Scan QR Code to the right to apply. Applications must be completed online by November 13, 2026.

All of the following questions are required *unless* otherwise specified

Overview & Program Information

Main Street Microgrants are small one-time grants of up to $5,000 for collaborative, creative projects in main street corridors and downtowns across Michigan.

Core Application Requirements

1. **Creative Element:** Must feature a creative element led by an artist, creative professional, or cultural practitioner who is compensated fairly.
2. **Location:** Within the community's downtown or business corridor.
3. **Local Business Involvement:** Support and participation from at least two locally owned, brick-and-mortar businesses in the same downtown/district.
4. **Letter of Support:** An official letter of support from a municipal leader (e.g., mayor, city manager, council member, DDA director).
5. **Community Engagement:** Fosters connections and brings together diverse community members.
6. **Project Timeline:** Start date of January 1, 2027 or later; completion by September 30, 2027.

Screening & Eligibility

Screening Criteria

Applicants must be able to answer **"Yes"** to all of the following to be eligible:

1. Will your project take place in a Michigan Municipal League member community?
2. Are you a Downtown Development Authority (DDA), Commercial Improvement District (CID), municipal government, or local business?
3. Will your project take place in a downtown, business corridor, or commercial district?
4. Will your project include a creative element and have a lead artist or creative contributor agreed to participate?
5. Is the applicant prepared to receive and track any awarded funds?
6. Will your project start no sooner than January 1, 2027 and conclude by September 30, 2027?
7. If awarded, are you willing to participate in a virtual Zoom meeting with the MML Foundation prior to receiving grant funds?

foundation
michigan municipal league

Questions

1. **I have read the above eligibility requirements and:**
    - I answered "yes" to all of the above questions.
    - I answered "no" to one or more of the above questions.

      (Ineligible for the Main Street Microgrant.)

About the Applicant

1. **I'm applying as a (select one):**
    - Downtown Development Authority
    - Municipal Government
    - Local and Small Business
    - Neighborhood/Commercial Improvements District
2. **Lead Project Entity Name**

   Name of the organization or entity leading the project and receiving the grant.
3. **Primary Contact Name**
4. **Primary Contact Email Address**
5. **Primary Contact Phone Number**
6. **Lead Entity Website (optional)**
7. **Lead Entity Social Media (optional):**

   Social handles (X, Facebook, Instagram, LinkedIn, etc.) where project updates will be posted.
8. **Primary Contact Mailing Address**

About the Project

1. **City, Village, or Township where your project will take place:**

   If your project takes place in Lapeer County, please apply through the Lapeer County Community Foundation portal.
2. **Will your project take place in a main street, downtown, or business corridor?**

   If the answer is no, your project is not eligible for a Main Street Microgrant.
3. **What is the project's name?**

   Make this catchy, as it will be used heavily if awarded.
4. **Anticipated project launch date:**

   Launch date must be between January 1, 2027 and August 28, 2027.
5. **How do you plan to spend the $5,000 microgrant? Please list and explain the items, services, fees, supplies, expertise, etc. that you plan to purchase or spend money on.**

foundation
michigan municipal league

6. **Does your project include at least TWO locally owned, for-profit, businesses that are located within the same main street, downtown, or business district?**

   If the answer is no, your project is not eligible for a Main Street Microgrant.

7. **Please describe how local businesses will be involved in your project.**

   List local business partners and their role in the project.

8. **Does your project require any permits?** *(Yes or No)*

   Street closures or permanent art installations typically require municipal/zoning permits.

9. **Please provide links to any additional social media accounts that will be promoting your project, if applicable.** (Optional)

10. **Please list additional groups/organizations that are partnering on this project and how they will be involved.** (Optional)

    Non-profits, community groups, associations, etc.

11. **Upload a letter of support from a local government leader in your community**

    From a city/village manager, mayor, council member, supervisor, or DDA director.

12. **Upload up to five photos/images that highlight your project.**

    Must include at least two "before" photos of the project site.

13. **Please give a brief description of your proposed project (2000 characters or less)**

    Brief concept, partner roles, community engagement plan, desired outcomes, and existing resources.

14. **Upload a copy of the projected budget for this project.**

    - **Field Type:** File Upload
    - **Required:** No
    - **Description:** Detailed project budget including artist fees, materials, etc.

foundation
michigan municipal league

About the Creative Component

1. **Please describe the artistic element that will be featured in your project (2000 characters or less)**

   Artistic element description, artist name(s), involvement, and compensation structure.

2. **Who will lead the project's creative component?**

   First and last name of the lead creative/practitioner, plus organization if applicable.

3. **Creative Lead Email**
4. **Creative Lead Phone Number**
5. **Creative Lead Website and social media handle/s** (optional)

   Where the creative lead can be found online.

6. **Describe the individual's or organization's creative work, experience, or expertise. This is not about credentials—tell us what they do and how it relates to this project.**
7. **How does the creative component help achieve the project's goals and engage the community?**
8. **Will other artists, creatives, cultural practitioners, performers, storytellers, or creative contributors be involved in the project?** (Yes or No)
9. **If yes, please list their names, roles, and how will they contribute to the project.**

Certifications and Acknowledgements

Terms & Agreements

- Certification that all submitted information is accurate and true.
- Agreement to secure all necessary municipal/zoning permits or permissions.
- Designation of point of contact for all MML Foundation communications.
- Agreement to provide property owner letter of support if requested.
- Agreement to grant terms and final reporting deadline of **November 13, 2027**.

Submission Fields

Signature (Required | E-Signature)

- **Signature:** _____

Date of Application Submission (Required | Date)

- **Date:** _____