



# THE HUB

**Central U.P. Small Business Support**



## Erica Huss

Program Manager

The Hub

Central UP Small Business Support Hub

517.420.2896

[erica@centralupsmallbizhub.org](mailto:erica@centralupsmallbizhub.org)

[centralupsmallbizhub.org](http://centralupsmallbizhub.org)

# What is The Hub?

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- \$75 million in American Rescue Plan Act, State and Local Fiscal Recovery Funds appropriated to Michigan Strategic Fund (MSF)
- MSF awarded Michigan Economic Development Corporation (MEDC) \$73 million to assist small businesses disproportionately impacted by COVID-19.
- MEDC's Small Business Support Hubs Program (SBSH), awarded SBSH grants to local partners throughout Michigan, creating 27 regional entrepreneurial hubs.
- The Central Upper Peninsula Small Business Support Hub (“The Hub”) is one of 3 SBSH Hubs established to serve Upper Peninsula small businesses.



# MEDC SBSH Program Objectives

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- Strengthen & establish local/regional entrepreneurial hubs statewide
- Increase the number of small businesses served with
  - new and scaled programming
  - technical assistance
  - support services

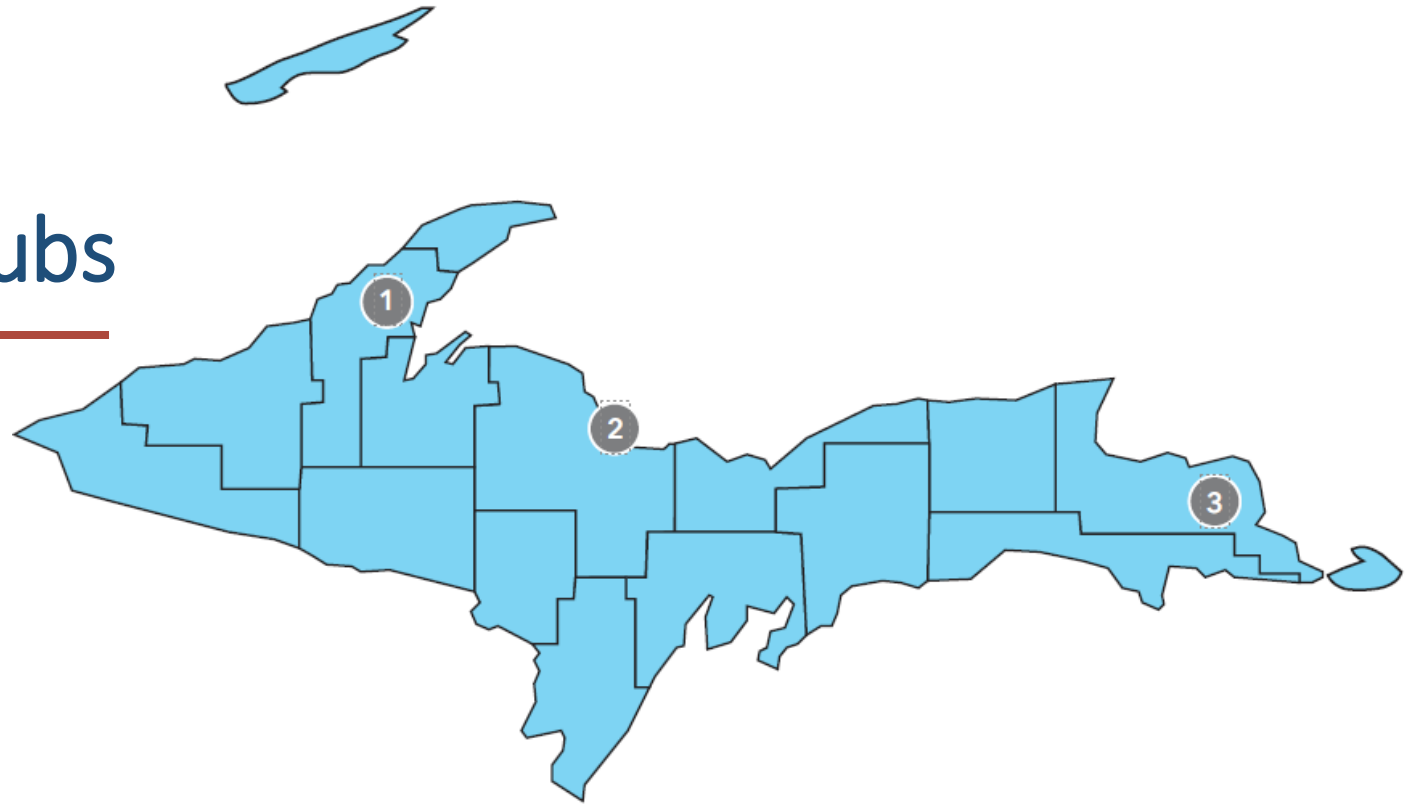
# MEDC SBSH Program Objectives

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- Increase access to regional, state, & national small business resources
- Expand Hub network partners' geographic reach into underserved and rural areas

# Upper Peninsula Region Small Business Support Hubs

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**1. MTEC Smartzone**

[www.mtecsz.com](http://www.mtecsz.com)

**2. The Hub**

**Central Upper Peninsula Small Business Support Hub**

[centralupsmallbizhub.org](http://centralupsmallbizhub.org)

**3. Chippewa County Economic Development Corporation**

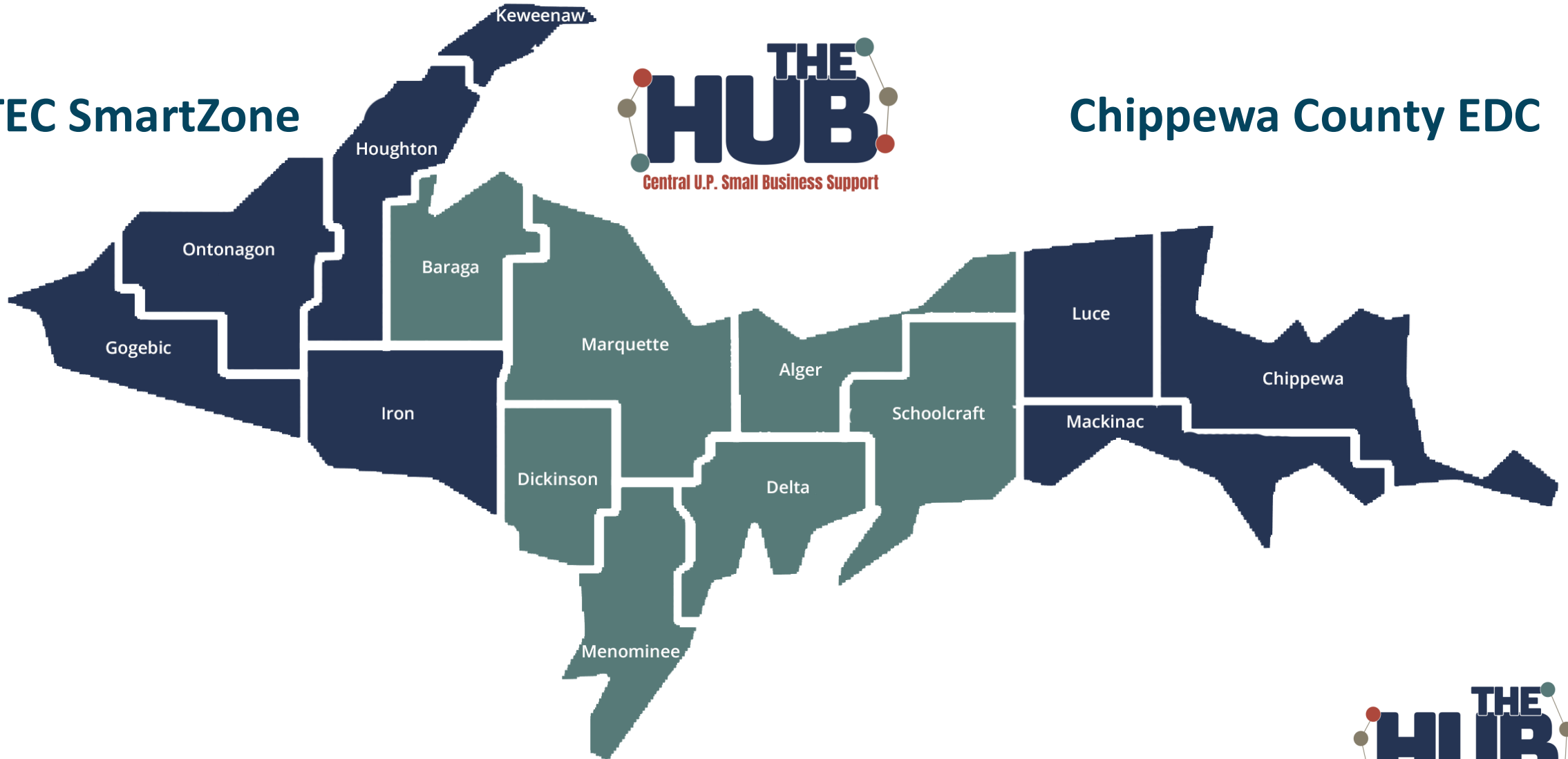
[www.chippewacountyedc.com](http://www.chippewacountyedc.com)



MTEC SmartZone



Chippewa County EDC



# THE HUB

Central U.P. Small Business Support

*The Lake Superior Community Partnership (LSCP) serves as the coordinating partner for the Central U.P. Small Business Support Hub, a collaboration of seven strategic partners. The Hub coordinates and expands access to small business support resources throughout its seven-county region.*



This project supported by federal award number [SLFRP0127] awarded to Lake Superior Community Partnership by the U.S. Department of the Treasury.





# MEDC SBSH Grant Award

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**\$3,426,316** awarded to LSCP and six strategic partners; comprised of two components:

- **\$3,000,000** for hub development and strengthening, program development, and service delivery
- **\$426,316** for direct grants to eligible program participants

*All funds must be expended by September 2026*

# The Hub: Goals & Objectives

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1. Enhance support and extend existing resources and services into underserved areas of The Hub through:

- Strategic Partnerships
- Staff - four Small Business Resource Navigators
- Partnering with local resource agencies
- The Hub's Direct Grants to small businesses

# The Hub: Goals & Objectives

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2. Serve 300 unique eligible small businesses each year.
3. Deliver tailored programming in each County at least once per quarter.
4. Work to ensure the strength of the small business ecosystem attained through The Hub will be sustained well beyond the end of the grant funding period.

# Timeline

## **March – May 2024**

- Prepare and execute partner Agreements and Contracts.
- Develop Hub policies, procedures, etc.
- Develop position descriptions and training plan for Small Business Resource Navigators.
- Hire Hub Small Business Resource Navigators

# Small Business Resource Navigators

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## ***Robin Chosa***

Email: [rlchosa@mtu.edu](mailto:rlchosa@mtu.edu)

Phone: (906) 370-6480

### **BARAGA COUNTY & TRIBAL COMMUNITY**

Office Hours: Mon & Thurs 9 am-noon & 1-4 pm

Location: Keweenaw Bay Indian Community  
Tribal Center

### **DELTA COUNTY TRIBAL COMMUNITY**

Office Hours: Wednesday 9 am-noon & 1-4 pm

Location: Hannahville Vision Center

### **MARQUETTE COUNTY TRIBAL COMMUNITY**

Office Hours: Tuesday 9 am-noon & 1-4 pm

Location: Sault Tribe Thrive Offices - Harvey



# Small Business Resource Navigators

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***Jose Laynez***

*Email: [jlaynez@mtu.edu](mailto:jlaynez@mtu.edu)*

*Phone: (906) 370-6563*

## **DICKINSON COUNTY**

Office Hours: Wednesday 9 am-noon & 1-4 pm

Location: MI Works

Office Hours: Tuesday 9 am-noon and 1-4 pm

Location: Bay College Iron Mountain

## **MENOMINEE COUNTY**

Office Hours: Monday and Thursday 9 am-noon & 1-4 pm

Location: MI Works



# Small Business Resource Navigators

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## ***Ilana Minor***

Email: [iminor@mtu.edu](mailto:iminor@mtu.edu)

Phone: (906) 370-2576

### **ALGER COUNTY**

Office Hours: Thursday 9 am-noon & 1-4 pm

Location: MI Works

### **DELTA COUNTY**

Office Hours: Monday and Tuesday 9 am-noon & 1-4 pm

Location: MI Works

### **SCHOOLCRAFT COUNTY**

Office Hours: Wednesday 9 am-noon & 1-4 pm

Location: MI Works





# Small Business Resource Navigators

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**Liam Goetz**

Email: [liam@accelerateUP.com](mailto:liam@accelerateUP.com)

Phone: (906) 250-0288

## MARQUETTE COUNTY

Location: Accelerate UP

Office Hours: Wednesday 9 am-noon & 1-4 pm

Location: LSCP West End Office, Ishpeming

Office Hours: TBD





# Timeline

## June – August 2024

- Train Navigators
- Build small business on-boarding system and Direct Grants criteria and process
- **Launch to public**
- **Initial outreach to program participants**

# Timeline

## **October 2024 – September 2026**

- Award direct grants (in 4 windows – annually in April & October)
- Deliver services to participants
- Market and grow The Hub's services and programs
- Adjust and adapt the programs and services to participants need
- Transparency – report and communicate The Hub's impact

# Services – Let us help you with OR connect you with a partner who can help you with...

- Business Plan Creation
- Advocacy
- Talent Enhancement
- Site Location
- Data/Research
- Strategic Planning
- Financing
- Succession Planning





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# Resources/Grants (just a few of the resources available)

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- **UP Michigan Works!**
  - Apprenticeships
  - Going Pro Funds
  - Training Funds
- **Michigan Economic Development Corporation (MEDC)**
- **Michigan Department of Agriculture & Rural Development (MDARD)**
  - Rural Development Fund Grant
  - Value Added



# Is Your Business Eligible to Participate?

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## MEDDC SBSH Requirements

### 1. **Must be a Small Business:**

- independently owned and operated, THAT
- has less than 500 employees, AND
- is not dominant in their field of operation

**-AND-**

### 2. **Must Qualify as Disproportionately Impacted by COVID-19:**

- Rural counties are designated as disproportionately impacted by COVID-19
- All seven counties in The Hub are considered rural.
- Thus, any small business within them, including a start-up, qualifies

*NOTE: Non-profit corporations and businesses in the cannabis or casino gaming industries are not eligible to participate.*

# Eligibility for The Hub's Direct Grants

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To be eligible to apply for a Direct Grant, a business must:

1. Meet MEDC SBSH Program eligibility guidelines; AND
2. Have registered for and participated in one of The Hub's events, programs, or services within the six months prior to the award

# Direct Grant Usage

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- Purchase of equipment, inventory, software, and hardware up to \$4,999 per unit;
- Pay for highly specialized consulting services, or services The Hub cannot provide or contract for;
- Pay certification or licensing fees (by 9/30/26)
- Any other Hub-approved cost (that is not an Ineligible Cost) related to supporting the business' operations or growth need\*

*\*Provided the funding drives stabilization or increases revenue and fills a need that cannot otherwise be met through a Hub program or service.*



# Direct Grants may *NOT* be used for

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- General overhead: rent, lease payments, or utilities
- General infrastructure projects
- Building-based construction or renovation (i.e., any activity that disturbs the ground or modifies a structure)
- Expenditures/purchases completed prior to the date the grantee receives an award.
- Expenditures that have been or will be reimbursed by the MSF, MEDC, or any other federal program
- Projects contrary to efforts to stop COVID-19

***\*\*A business may only receive one SBSH Direct Grant!***

# Direct Grants – The Hub's Requirements

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- Goals clearly defined and focused
- Project likely to improve business' sustainability
- Proposal is sound, detailed, and achievable by September 2026
- Reimbursement type grant funding - business purchases items as approved in their award and submits all receipts for a single disbursement check.

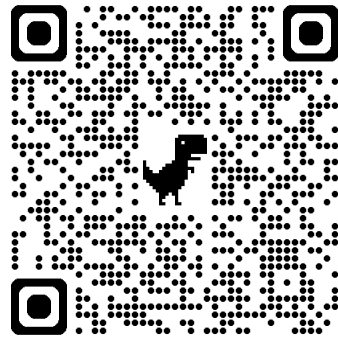
*\*Ingenuity and adaptation (to economic and environmental factors) encouraged.*

*\*\*Note: The Hub Advisory Council may recommend funding be awarded in an award amount less than that requested in the application.*

# How to Apply

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- Business applies to participate in The Hub via the "Get Connected!" button at [centralupsmallbizhub.org](http://centralupsmallbizhub.org)

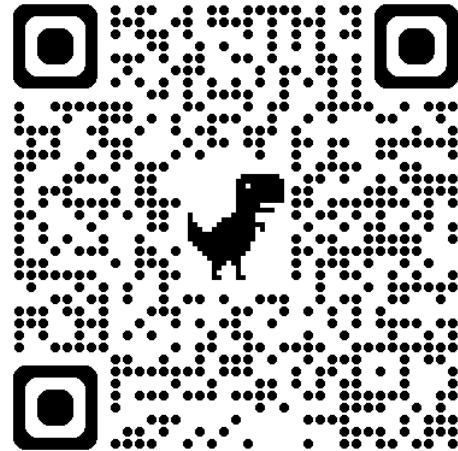


- The Hub Small Business Resource Navigator supplies:
  - Support, Events, Programs

- Business participates in at least 1 of The Hub's Services, Events, or Programs.
- The Hub Small Business Resource Navigator supplies:
  - Direct Grant Application
- The Hub Advisory Council
  - Reviews applications
  - Determines Awards

Thank you for attending  
The Hub's  
rollout session!

If you would like to learn more,  
Scan here:



# Want to know more? Contact us!



## Baraga County & Tribal Communities

**Robin Chosa**

*Small Business Resource Navigator*

Email: [rlchosa@mtu.edu](mailto:rlchosa@mtu.edu)

Phone: (906) 370-6480



## Dickinson & Menominee Counties

**Jose Laynez**

*Small Business Resource Navigator*

Email: [jlaynez@mtu.edu](mailto:jlaynez@mtu.edu)

Phone: (906) 370-6563



## Alger, Delta & Schoolcraft Counties

**Ilana Minor**

*Small Business Resource Navigator*

Email: [iminor@mtu.edu](mailto:iminor@mtu.edu)

Phone: (906) 370-2576



## Marquette County

**Liam Goetz**

*Small Business Resource Navigator*

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