

# DIRECT GRANTS TO SMALL BUSINESSES



## OVERVIEW

The Central Upper Peninsula Small Business Support Hub (The Hub) was established by the Lake Superior Community Partnership (LSCP) and 6 (six) strategic partners via the Michigan Economic Development Corporation's (MEDC) Small Business Support Hubs Program (SBSH). The mission of The Hub is to connect small businesses within a seven-county area to the right resources at the right time to maximize their resiliency, sustainability, and growth potential.

\$426,315 of The Hub's SBSH funding is allocated to supply Direct Grants to The Hub's small business participants, **provided the funding drives stabilization or increases revenue and fills a need that cannot otherwise be met through a Hub program or service.**

## ELIGIBLE HUB PARTICIPANTS

To receive support and services from The HUB, a business must:

- Be located within Alger, Baraga, Delta, Dickinson, Marquette, Menominee, or Schoolcraft County.
- Be independently owned and operated.
- Employ less than 500 people.
- NOT be dominant in its field of operation (e.g., have a monopoly due to exclusionary or predatory pricing).
- NOT be a non-profit organization.
- NOT be in the cannabis or casino gaming industry.

## ELIGIBLE DIRECT GRANT APPLICANTS

To be eligible to apply for a Direct Grant, a business must first become a HUB program participant AND participate in the HUB's services and programs to the extent required for Direct Grant eligibility.

### HOW TO BECOME A HUB PARTICIPANT

1. Go to [centralupsmallbizhub.org](http://centralupsmallbizhub.org), click on Get Connected!, and submit your business' information via The HUB's online Client Intake Form.
2. Meet with the HUB Small Business Resource Navigator who contacts you for an initial small business development consultation.
3. Attend The HUB's events, programs, and training sessions, and/or participate in the HUB's small business coaching and consulting, or support services.

### HUB PARTICIPANT DIRECT GRANT ELIGIBILITY

To be eligible to apply for The HUB's Direct Grants a small business participating in the HUB must:

- Have met with The HUB's Small Business Resource Navigator at least once **before** the grant application window opens;
- AND within the 4 months before the award, EITHER:
  - Attended one of The HUB's sponsored events, programs, or trainings; OR
  - Attended an equivalent HUB Navigator recommended event, program or training (must be verifiable). OR actively engaged\* in small business coaching and consulting or support services provided either by The HUB or a comparable qualifying business development specialist.

*\*Active engagement requires initial consultation AND follow through communications to Navigator regarding actions and progress toward objectives and goals.*

### DIRECT GRANT MAY BE USED FOR

- Equipment, inventory, software, and hardware purchases (**the cost of any single unit of which CANNOT exceed \$4,999**).
- Highly specialized consulting services, or services The Hub cannot provide or contract for.
- Initial certification or initial 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 needs.

### DIRECT GRANTS CAN NOT BE USED FOR

- General overhead: rent, lease payments, utilities, professional membership dues; personnel costs (salary, wages, fringe benefits), and certification, license, software, and subscription service **renewals** (e.g., online programs/services, platforms, website hosting, etc.).
- General infrastructure projects and building-based construction or renovation; anything that disturbs structures or the ground.
- Costs reimbursed by the Michigan Strategic Fund (MSF), MEDC, or any other state or federal program.
- Projects contrary to efforts to stop COVID-19.
- Costs incurred **before** a Direct Grant is awarded.
- A single unit of equipment, inventory, software, or hardware exceeding the \$4,999 maximum.

## TIMELINE

Direct Grant Tranche	Application Window	Available Funds	Available Funds by County	Notification Tentatively by
1	9/18/2024 - 10/17/2024	\$105,000	\$15,000	11/27/2024
2	1/27/2025 - 2/14/2025	\$105,000	N/A	3/31/2025
3	5/30/2025 - 6/27/2025	TBD	TBD	8/11/2025
4	10/10/2025 - 11/07/2025	TBD	TBD	12/22/2025

*Direct Grant Funds must be obligated to Awardees by February 1, 2026 and all Direct Grant Funds must be expended by September 30, 2026.*

## HOW TO APPLY

When each of The HUB's Direct Grant application windows open, businesses that have qualified to apply for a Direct Grant through their participation in The HUB will be notified and provided with application information. To connect to the Hub, click on Get Connected! on our website.

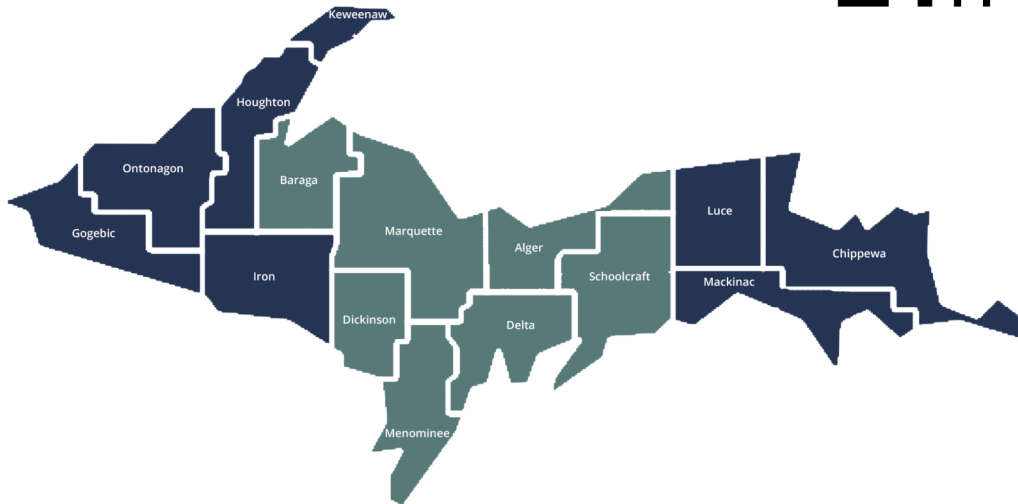
## MORE INFORMATION

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



## QUESTIONS?

Email questions to [erica@centralupsmallbizhub.org](mailto:erica@centralupsmallbizhub.org)  
FAQ responses posted to [centralupsmallbizhub.org](http://centralupsmallbizhub.org)



## SMALL BUSINESS RESOURCE NAVIGATORS

### MARQUETTE COUNTY

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### BARAGA COUNTY & TRIBAL COMMUNITIES

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