

CITY OF MUSKEGON SMALL RETAILER ASSISTANCE PROGRAM

The City of Muskegon and its Economic Development, Planning and Community and Neighborhood Services departments seek to bolster struggling city retail establishments due to COVID-19 and at the same time encourage new retailers to join the growing mix of small businesses in the city.

Funding: Grants are up to \$5,000 with financial participation needed by the grant recipient business. The program targets existing retail businesses with the need of rental assistance or capital improvements. Retail businesses new to the City of Muskegon are eligible for rental assistance or help renovating retail space.

Eligibility criteria: For small businesses it is based upon number of employees and type of business. Retailers including food stores, local restaurants/bars and certain service businesses may qualify. For building owners with renters receiving grants, rents can't exceed \$12 a square foot annually.

Targeted: The Small Retailer Assistance Program was established to help retail businesses in need or needing help locating in the city. It is for those committed to locating in the city with street-level storefronts.

Requirements: Depending on the specific program funds sought, applicant businesses may need to provide proof of financial need, show economic impact to the city, have specific renovation plans, contractor estimates or lease agreements among other items.

Details and Applications: For specific information on the four grant assistance programs go to the city's website - <https://www.muskegon-mi.gov/departments/planning/muskegon-incentives/>

For more information: Contact the city's Planning Department at 231-724-6702

