

Main Street Matters

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What is Main Street Matters?

- The Main Street Matters (MSM) program is designed to support our downtown cores and surrounding neighborhoods with tools to create healthy, vibrant, and welcoming communities. Funding is available to support revitalization efforts in planning, business support, aesthetic improvements, and the increase of safety and security.

[Main Street Matters - PA Department of Community & Economic Development](#)

Types of Main Street Matters Applications

- Designation Applications for Main Street or Elm Street
 - Designated area slated for targeted investment and development for a 5-year period.
- Designated Communities Operations Support Applications
 - Only available to Designated Communities.
- Funding Applications
 - Competitive grant program to support revitalization efforts of communities across the state supporting the growth and stability of neighborhoods and communities, social and economic diversity, and a strong and secure quality of life.

Eligible Applicants

- Local Governments
- Redevelopment and/or Housing Authorities
- Nonprofit Organizations: Economic Development organizations, housing corporations, etc.
- Community Development Corporations
- Business Improvement Districts (BIDs), NIDs, DIDs, etc.

Designation

Designations

- **Main Street**
 - Focus on downtowns and commercial districts.
- **Elm Street**
 - Focus on residential areas and neighborhoods adjacent/near the community's downtown or commercial district.
- Follows the principles of the Main Street Approach©: Identify a community vision; create community transformation strategies; track impact and measurement

Benefits of Designation

- Eligibility to apply for Designated Communities Operations Support Funding.
 - Up to \$225,000 disbursed during years 1-4 of designation.
- Priority consideration for Main Street Matters Competitive Funding.
- Reduced match requirements for Main Street Matters Competitive Funding.
- Eligibility for consideration under the Neighborhood Assistance Program (NAP).
- Technical assistance, training, and education from the PA Downtown Center.
- Networking opportunities with other designated programs.

Funding

Project Types

Planning

Façade

Business Improvement

District Development

Accessible Housing

Planning Grants

- Planning Grants may not exceed \$50,000.
- Require a match of 25% of the total eligible project cost.
- Address a need or circumstance within a community, undertake a study relevant to identified need, or study the results of activity implementation.
- Strategic Planning
 - Main Street Matters Designation Planning
 - Housing Study
 - Wayfinding Signage Plan
 - Public Art Plans
- Feasibility Studies
- Soft Costs
 - Architectural and/or engineering plans for a construction project.

Façade Grants

Purpose:

- Stimulate private property investment, increase aesthetics, and/or preserve architectural heritage.
- Exterior building improvements in a target area.
- Assist communities in the administration of a local façade grant program.

Details:

- Award max - \$100,000*
 - Each façade grant from the local program may not exceed \$10,000.
- Match – dollar-for-dollar

Business Improvement Grants

Purpose:

- Stimulate private business investment, enable business attraction, retention, and expansion in a target area.
- Established businesses can use funds for capital purchases; structural or interior improvements; hardware, software, and connectivity upgrades; and professional marketing and promotions activities.
- Forgivable Microloans may be used by established or new businesses for any of the above AND operating expenses.

Details:

- Award max - \$100,000*
 - Microgrant funds for each business may not exceed \$5,000; forgivable microloans for each business may not exceed \$25,000.
- Match – dollar-for-dollar

District Development Grants

Purpose:

- Physical improvements to neighborhoods/ communities, including both public and private development projects
- Focus on projects benefitting the neighborhood or community as a whole
- Assist communities in development projects that help eliminate decline, provide gap financing, and assist in recovery efforts from natural disasters

Details:

- Award max - \$1,000,000
- Match – dollar for dollar

District Development Grants

Grant and Grant-to-Loan:

- Funding assistance that benefits for-profit or private sector entity can be conveyed through a grant, loan, or a combination with all funding required to pass through an eligible applicant.
 - **Pre-approval from DCED is required prior to applying for direct grant assistance for any for-profit or private sector individuals or entities.**
- Assistance conveyed via a loan must be repaid to the local agency receiving grant funds and deposited into an existing or new Revolving Loan Fund (RLF).

District Development Grants

- Examples of eligible projects include;
 - Housing Projects
 - housing units, rental or owner-occupied, etc.
 - Site improvements, rehabilitation, acquisition, construction
 - Public Infrastructure
 - road rehab/construction, streetscape, water/sewer improvements
 - Rehab/restoration of older or under-utilized buildings
 - Blight remediation
 - Anchor building redevelopment

Accessible Housing Grants

Purpose:

- Accessibility improvements to housing units for people with permanent physical disabilities.
- Assists local communities with administration of an accessible housing modification program.

Details:

- Award max - \$300,000
- Match – dollar-for-dollar

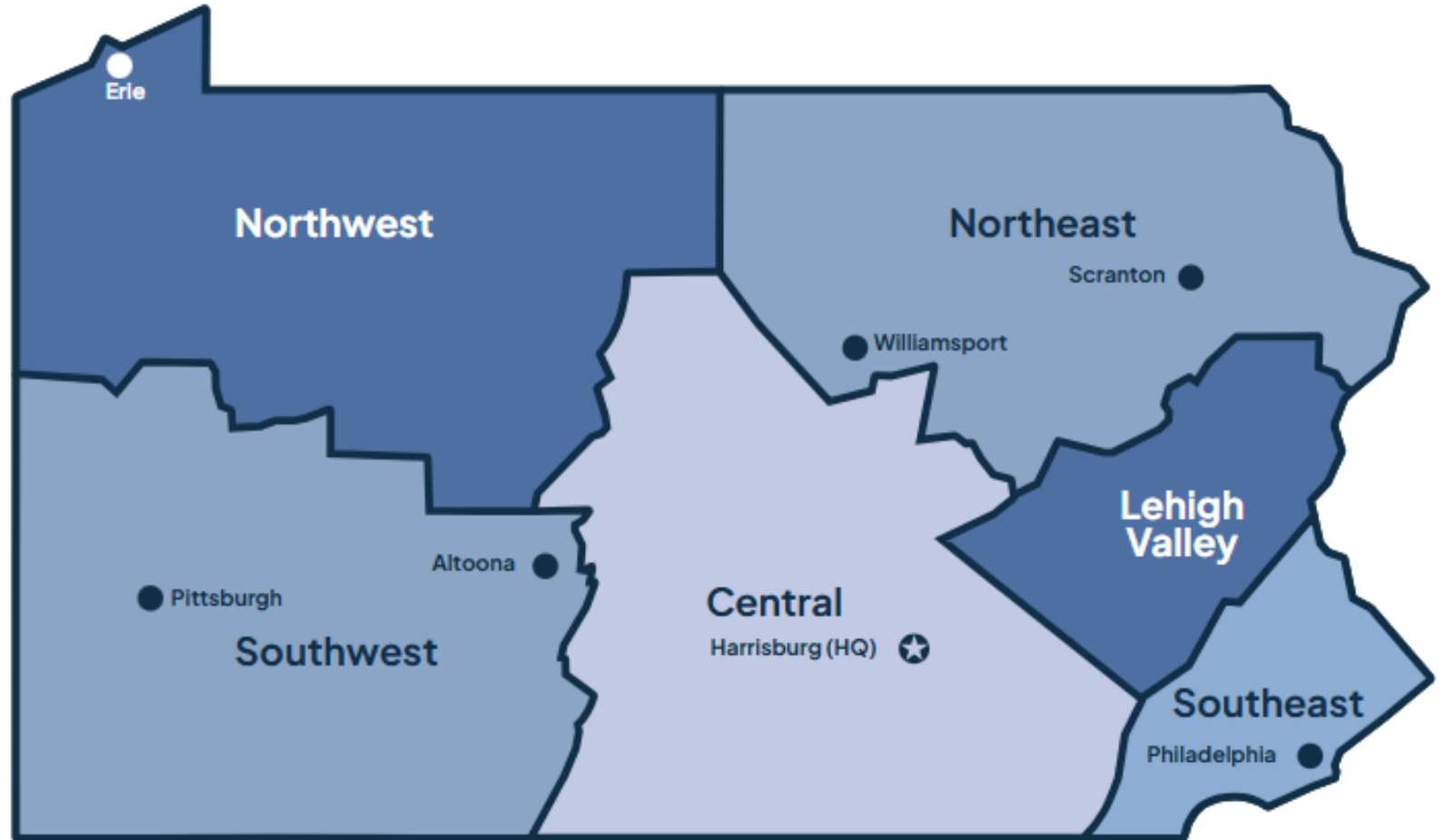
Main Street Matters Application Schedule

- **Application window open annually from July 1 – August 31.**
- Anticipate level funding of \$20,000,000
 - Includes both Competitive Funding and Operations Funding for Designated Communities.
- You **are not required** to be designated to apply for competitive funding.
- Designation applications are accepted on a rolling basis throughout the year.
- Program guidelines: <https://dced.pa.gov/programs/main-street-matters/>

- Northwest
 - Christi Martone
- Southwest
 - Johnna Pro
 - Stephanie Stevenson
- Central
 - Madra Clay
- Northeast
 - Paul Macknosky
- Lehigh Valley
 - Fadia Halma
- Southeast
 - Michael Shorr

<https://dced.pa.gov/dced-regional-offices/>

DCED Regional Staff





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