Main Street Economic Revitalization Program Application Instructions

Overview

Thank you for your interest in the Main Street Economic Revitalization Program. The Greater Mankato Growth, Inc. (GMG) Foundation has been awarded $721,153.85 through the Department of Employment & Economic Development (DEED) under this program. These funds can be used to provide 30% matching grants designed to address the greatest economic development and redevelopment needs that have arisen in communities across Minnesota since March 15, 2020.

For our grant, we can support development and redevelopment in three commercial corridors across Blue Earth and Nicollet County, including the Mankato and North Mankato City Center, the US Hwy 60/169 corridor, and the US Hwy 14 corridor. GMG's Foundation will serve as the fiscal host of these funds, which will be subgranted to business owners and developers within the three commercial corridors viewable here:

[MSERP - New Corridor Boundaries](#)

Applications will be reviewed by a community review committee who will make recommendations on which projects should receive grant funding and whether those projects should be fully funded. Their recommendations will be sent to Region Nine Development Commission, which will make the final determinations on who should receive grant funding.

For additional questions, please review our frequently asked questions at www.GreaterMankato.com/MSERP.

Instructions

Applicants are advised to read these application instructions and prepare responses in advance of submitting an online application. The online application cannot be saved, so applicants should have responses prepared and all required documentation together before starting the online application.

For applicants with questions on matching requirements, it is advisable to read the instructions in Section 6 – Required Documentation

Section 1 – Applicant Information

Applicant First & Last Name, Email, & Phone Number

Please fill out the contact information for the primary individual responsible for the grant application and who can answer any questions regarding the application.

Do you identify with any of the following underserved populations?

The population groups identified in this question are listed as priority applicants for the MSERP grant. Applicants do not need to be a member of these groups to be considered.

If the applicant does not meet the underserved population criteria, but 50% or more of the business is owned by individuals meeting those criteria, please describe that information in the comments.

If the applicant benefitting from the work (i.e. a landlord is making repairs to a building that benefit an existing tenant) please describe that relationship in the next section.

Definition of low-income.

For the purposes of this grant, low-income is defined as those individuals with household incomes at or below the limits prescribed by the United States Department of Housing and Urban Development (HUD) for the Mankato-North Mankato MSA. These limits can be viewed at the table below:

FY 2025 Income Limit Area	Median Family Income Click for More Detail	FY 2025 Income Limit Category	Persons in Family							
			1	2	3	4	5	6	7	8
Mankato, MN MSA	$104,700	Very Low (50%) Income Limits ($) Click for More Detail	36,650	41,900	47,150	**52,350**	56,550	60,750	64,950	69,150
		Extremely Low Income Limits ($)* Click for More Detail	22,000	25,150	28,300	**32,150**	37,650	43,150	48,650	54,150
		Low (80%) Income Limits ($) Click for More Detail	58,650	67,000	75,400	**83,750**	90,450	97,150	103,850	110,550

Section 2 – Business Information

Business Name

Please name the business or organization that is **requesting the grant funds**. **Grant funds will be awarded to the business paying for the work**. If there are any special scenarios (i.e. a landlord is paying for the work on behalf of a tenant or vice-versa) please describe that relationship in the question labeled "Is there anything else you would like us to know" and describe the other businesses involved in the project.

Business Address

Please list the current address of the business that is requesting the grant funds.

Business Employees

Please list both full-time and part-time employees. For businesses that have high seasonality, please list your average number of employees.

How many years has your business been operational?

Please continue to provide information for the business that will be receiving the grant funds.

Describe your business

This is an opportunity to describe the business that will be receiving the grant funds. It should not be used to describe the project that is being performed (that will be in the next section).

Is there anything else you would like us to know?

This is an opportunity to explain any relationships where multiple businesses are involved with or are directly impacted by the project. It can also be used to share any information about the business that the applicant feels is important and isn't captured in the other questions.

Section 3 – Project Information

Is the Project address different than the business address?

Here, we are looking for the location where construction work will be performed. If it is different than the business address, a new series of address lines will appear.

Describe your project's scope of work

Tell us what is going to be done. We want to know what sort of construction will be done and what the outcome will be. This is a good opportunity to talk about how the project meets the eligibility requirements and what the project will result in (additional office space, new commercial space, 5 new housing units, etc.) Stick to the basics as the opportunity to discuss community benefits will appear in later questions.

If this is a multi-phase project, note that here and note which phase(s) of the project are impacted by the grant request. (Note that if prevailing wage must be paid, every phase of the project is impacted by the prevailing wage requirements).

Why is MSERP funding important to make this project successful?

What barriers will exist if your project is not funded? Will it make the project unviable? Will it extend the timeline until the project will be completed? Are there certain amenities that support the community or underserved populations that cannot be included without funding? This is your option to describe why your project needs this funding.

What is the total project cost?

If your project is multi-phase, only include the project cost for the phase for which you are requesting a grant. If you would like to demonstrate the full investment, please describe that in the project scope of work or in the project goals section.

This total cost cannot include the cost of real estate or any other ineligible expenses outlined in the FAQs.

What is the amount of grant funds being requested?

Grant requests cannot be more than 30% of the total project cost.

Please note that we cannot guarantee that all requests will be fully funded. Review committees will weigh grant requests against available funds.

If projects request $200,000 or more, they will be impacted by two grant requirements.

1.) The project must pay prevailing wages as outlined on this MN Department of Labor and Industry webpage. Prevailing-wage information | Minnesota Department of Labor and Industry (mn.gov)
2.) The project must show that without receiving $200,000 or more, the project cannot move forward.

Please describe how the project meets the following four goals. Individual projects do not need to meet each of these goals if they are strong in one area.

The State of Minnesota has two primary measurable goals for the grant program. How many jobs will be created or retained due to receiving grant funds, and what will be the increase in the property tax values of the sites receiving funds. Understanding that there will be beneficial projects that do not create jobs or increase property tax values, Greater Mankato Growth's grant submission noted that we will also evaluate projects on how they positively impact the community and nearby businesses.

A project that is strong in all four criteria will be the most competitive, but projects that are only strong in one area will be considered for funding.

How will this project retain or create jobs? (How many existing employees will work at/continue to work at the project location. How many new jobs will be created by this project between now and the end of 2026? Please list full-time and part-time jobs separately)

Please note all retained jobs that are related to the building project, for example, if a retail business has 2 full-time and 5 part-time employees and is completing a façade improvement, please note all of those employees. If there is a scenario where a business is at risk of downsizing, please emphasize that.

New jobs include any new permanent jobs that are created, whether those permanent jobs are created in the building or will work elsewhere as a result of the project.

If known, please list the estimated number of construction jobs that are supported by the project.

How will this project improve the property value of the site? (Please provide current value and a contractor's estimate or county assessor's estimate of the increase)

At a minimum, please provide the present property value as assessed by the county. A contractor's estimate or county assessor's estimate of the new property value after the work is performed should be attached in the required documentation.

If there is no estimate of the increased value of the property, please submit the application and note that the increased value is unknown.

How will this project benefit the community and residents in the corridor and surrounding areas? Please emphasize any benefits created for underserved residents.

This is your opportunity to explain to the review committee why you believe your project should be funded. When explaining the benefit to the community, it may be useful to describe what community need is being addressed. Does the project add services/resources that don't exist in the community? Does it expand services?

Potential examples of community needs may include (but aren't limited to) creating or expanding grocery access in a food desert, increasing the amount of housing available in the community, creating new entertainment venues, etc.

Examples of benefits that are created for underserved residents might include (but aren't limited to) creating or expanding culturally appropriate food/retail options, creating culturally appropriate meeting spaces, making businesses ADA accessible, employing underserved populations in quality jobs, etc.

How will this project positively impact surrounding businesses?

We expect the MSERP program to positively impact the community beyond the specific projects that are supported. Use this opportunity to note what those benefits are that reach beyond your project. Examples of positive impacts to surrounding businesses can include (but aren't limited to) bringing customers to an area where they are likely to spend money at other businesses, providing complementary services to other businesses in an area, increasing the property value of surrounding businesses, etc.

When do you expect to start the project?

This date doesn't need to be exact, please provide your best estimate.

Will the project be completed before June 30, 2026?

IMPORTANT: If your answer to this question is "No", your application cannot be considered. If part of your project will be completed before June 30, 2026, you can divide your project into phases and receive a grant for a specific phase that will be accomplished by that date. (For example, you could receive a grant to cover the demolition of a site or to pay for engineering and site preparation work)

Have you received a quote from a contractor for the project cost?

It is strongly suggested that applicants have this quote prior to applying. Relevant quotes can be attached as additional documents.

Moved this up

Is there anything else you would like us to know?

This question is optional. If there is something important about your project that we have not asked in the other questions, please note that here.

Section 4 – Matching Funds

How much of the matching funds have already been secured for this project and what is the source of those funds?

The matching funds worksheet should be completed prior to filling out this section. This is your opportunity to provide a narrative to support the information in that worksheet.

A very limited amount of matching funds can come from state or federal sources (This is equal to the remaining portion of the required match after 200% of the grant has been matched by non-state funds).

The grant worksheet will warn applicants if too much of the match is coming from state/federal funds.

If all matching funds have not been secured, what is the plan to secure remaining matching funds prior to grant award?

At a minimum, please copy the note that was included when you completed the matching funds worksheet. This is your opportunity to elaborate on that information.

Section 5 – Acknowledgements

All three acknowledgements must be checked to move forward

I acknowledge that I cannot receive grant funds under this program until I have secured matching funds.

Projects must secure all matching funds as calculated in the matching funds worksheet before they can be funded. Grant decisions can be made before this, but no funds will be awarded until the full match is secured.

I acknowledge that if I am requesting more than $5,000 in grant funds, the funds will be provided to me on a reimbursable basis.

Prior to distributing grant funds, a receipt will need to be provided showing that the money has been spent on the project.

I acknowledge that if my grant is $200,000 or more, I will be obligated to pay prevailing wage under Minnesota DLI guidelines for the county where the work is being performed.

Guidelines can be found here: [Prevailing-wage information | Minnesota Department of Labor and Industry (mn.gov)](#)

Section 6 – Required Documentation

Business Plan

The purpose for requesting a business plan is to ensure that businesses receiving project funds have a plan in place to ensure their ongoing success. Similar documents that a business might submit would be a project pro forma.

For businesses without an existing written plan, a submitted plan could consist of a one- or two-page document that highlights an executive summary and purpose of the business plus financial projections with a statement of assumptions.

Businesses can receive support creating this document by signing up for free services with the Small Business Development Center at www.MyMinnesotaBusiness.com

Estimate of total project costs broken out by eligible categories as described in the grant (Contractor estimates will be required if your project receives a grant award)

Ideally, applications should include a contractor estimate, but we understand that not all applications will have a contractors estimate when submitted.

The most important part of breaking project costs out is to show that all costs that are part of the grant or grant match are eligible. Additional ineligible costs should be separated from the eligible costs.

Application worksheet for matching funds

This worksheet is used to help applicants determine their match requirements, to show how much of the match has been secured, and to provide an opportunity to explain where additional matching funds will come from.

The worksheet is composed of one application sheet and two example worksheets. Applicants should only edit the cells in sections highlighted in green.

There are two elements to the worksheet

MSERP Match Worksheet

Applicants must know 4 things:

1. The total project cost
2. Main Street Grant Request
3. Funds Secured (nonstate/federal)
4. Funds secured (state/federal)

The worksheet will calculate the maximum grant amount that is allowed under the program, what the minimum match requirements are based on the main street grant request and will highlight what the gap is for the remaining match and the remaining project funds.

Applicants must have a project match that covers at least 70% of the total project costs. For projects that use state/federal funds as part of the match, applicants must match at least 200% of the grant award amount with non-state/federal funds.

For example: A $100,000 project receiving a $30,000 grant must come up with a $70,000 match. Of that match $60,000 (200% of the grant amount) must come from non-state/federal funds.

If matching funds have not been completely secured, the worksheet includes a space to describe what the plans are to secure the remaining funds. If you run out of space, this can be expanded on in the narrative.

The worksheet may provide one of four potential alerts. **The application CAN be submitted if the worksheet contains an alert. These are advisory.**

There are four example match worksheets provided in a separate tab. All four alert examples are visible on that tab.

Example 1 shows a project that meets all requirements.

Example 2 shows a project that meets all of the requirements to receive an award, but must raise more funds to fully fund the project.

Example 3 shows a project where too much of the matching funds come from state/federal funds.

In the case of this project example, because too much state/federal funds have already been secured, the applicant has two options. They can a) request fewer grant dollars so that the non-state/federal match is 200% of the match request or b) can increase the scope of the project, investing more non-state/federal matching dollars into the project.

Example 4 shows a project where the matching requirement has not been met.

Source of Funds Worksheet

This worksheet shows the sources of funds that have been secured for the project. Three examples are given – all of which are entered correctly.

If more than 9 sources are entered, please elaborate on the sources in the application narrative.

Assessment of Increased Property Value (optional)

If you have a document from the county assessor or an estimate from a contractor on the increased property value as a result of the project, please attach it here.

Letters of support (optional)

Letters of support are optional but may enhance a grant application if they help outline the positive impacts that a grant award may have on the community.

Additional Documentation (optional)

This is an option to submit any additional documentation that may be necessary to support the application.