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Flint & Genesee Economic Alliance to award \$210,000 in small business grants

Applications for grants due by Jan. 3

Dec 20, 2024

On Monday, Dec. 2, The Flint & Genesee Economic Alliance's Small Business Support Hub announced that it has launched a new grant program designed to support businesses at all stages of growth and empower them to thrive.

Applications for the Flint & Genesee Small Business Hub Grant Program, which will award \$210,000 in funding to eligible businesses, are due by 5 p.m. Friday, Jan. 3, 2025.

"We understand that accessing capital can be a barrier for many small businesses," said Karena Hamlet, director of business services at the Flint & Genesee Economic Alliance, a division of the Flint & Genesee Group. "This program offers direct financial support, with the added benefit of trainings and access to our network of small business experts to ensure long-term success."

The funding can be used to purchase equipment, inventory, software/hardware, furniture, specialized consulting services, marketing, and certifications or licensing. Awarded on a competitive basis, individual grants will range from \$5,000 to \$15,000, tailored to each recipient's size and growth stage. Categories include:

Start-up (\$5,000) – in business for less than a year

Micro (\$10,000) – in business for more than a year, with fewer than 10 full-time employees

Small (\$15,000) – in business for more than year, with 10 or more full-time employees

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To qualify, businesses must be for-profit entities based in Genesee County, be properly registered and in good standing as of the date of their application, and have a current business plan. For complete eligibility requirements, visit DevelopFlintandGenesee.org/SmallBizGrant and select Grant Criteria.

The grant program builds upon the work of the Flint & Genesee Small Business Support Hub, which was one of 27 established earlier this year through the state's Small Business Support Hub program. The hub – which is also supported by partners including Doxa Development, Metro Community Development, and the Michigan Small Business Development Center (MI-SBDC) – takes a holistic, customized approach for each client. This includes providing data-informed business counseling, experienced capital access coaching, personalized personal finance mentorship, and connections to resources to grow a business.

Both the Flint & Genesee Small Business Support Hub and its grant program are supported by funding from the U.S. Department of Treasury and administered by the Michigan Economic Development Corporation.

Applications are due by 5 p.m. Friday, Jan. 3, 2025 and will be reviewed by a committee comprised of local community members and stakeholders. Grant recipients will be notified by or before Feb. 7 and will be required to attend four training sessions over the course of a month to receive funding.

For questions about the application or grant program, email hubgrant@flintandgenesee.org.

To get started, visit DevelopFlintandGenesee.org/SmallBizGrant.

