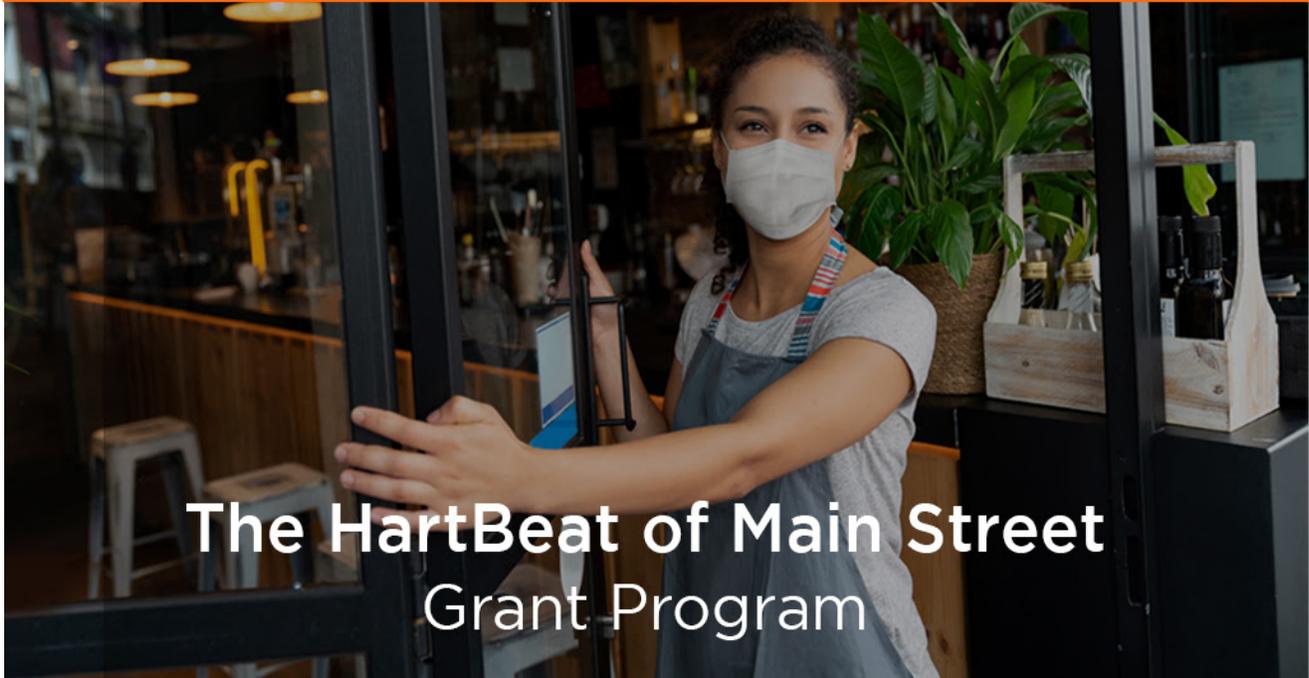


NEW GRANTS

DOWNTOWN BUSINESSES



The HartBeat of Main Street Grant Program

Main Street America and The Hartford

The [HartBeat of Main Street Grant Program](#) will fund solutions that help small business owners respond and adapt to the COVID-19 pandemic, and also help to revitalize and strengthen older and historic downtown commercial districts.

Grants of \$5,000 to \$15,000

- Will be awarded on a competitive and **first-come, first-served** basis.
- A minimum of **50 percent of grants will benefit diverse-owned businesses**, as defined by the Small Business Administration as minority, woman, veteran, disabled, and/or LGBTQ-owned.

Applications will open the week of Monday, July 27

- And will continue to be accepted until 11:59 PM PT August 23, 2020
- **or until 500 applications** have been submitted, whichever is sooner.
- Hartford **will hold subsequent grant rounds** to accept additional applications later this summer.

Grant applicants are not required to be customers of The Hartford.

Learn more on the [Main Street website](#).
Please contact hartbeat@savingplaces.org with any questions.

HartBeat of Main Street Grant Program

Main Street America and The Hartford

What types of businesses are eligible?

Businesses must meet the following criteria to apply:

- The business must be a business entity in good standing in the state in which it was formed and the state in which it does business.
- The applicant's business has a "brick-and-mortar" location and operates in an older or historic main street, downtown or commercial district in the U.S.
- The applicant's business employs 20 or fewer full time employees, including the owner.
- The applicant's business has been in operation since January 1, 2019.
- The applicant is an owner of the business and is 18 years of age or older.

What types of grant expenses are eligible?

Eligible grant expenses include but are not limited to:

- Physical improvements to business space to meet relevant reopening requirements implemented because of COVID-19
- Equipment to comply with public health and safety guidelines (i.e., touchless payment methods, automatic door open sensors, or disposable menus)
- Fees associated with expanding the business to e-commerce sales
- Other professional services, such as business plan modifications
- Rent, payroll, and other operating expenses



ON MAIN. ON THE MOVE.
DOWNTOWN FRANKLIN ASSOCIATION