MAIN STREET IOWA OPEN 4 BUSINESS

















WHAT COULD YOUR BUSINESS DO WITH AN EXTRA \$20,000?

Main Street Iowa offers
the Open 4 Business program
to encourage business
development in designated
Main Street Iowa
districts around the state!

HOW TO APPLY

The applicant will be required to complete an online application and submit a three minute "video pitch" about their business idea. The video pitch is a simple video that tells about the idea and how they would invest the Open 4 Business grant funds to help expand and grow their business. Videos can be recorded using a cell phone and will be judged on content. Be creative and have fun!

ELIGIBLE EXPENSES

Inventory • Equipment
Marketing • Computers
Software Upgrades

INTERESTED?

Interested applicants should contact their local Main Street program for local requirements, deadlines and additional contest information. Local programs may also provide additional technical assistance or financial incentives.

INELIGIBLE EXPENSES

Rent • Utilities • Remodeling Payroll for Employees • Vehicles

QUESTIONS?

Michael Wagler, State Coordinator

Main Street Iowa

Iowa Economic Development Authority

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PREVIOUS GRANT AWARD WINNERS!





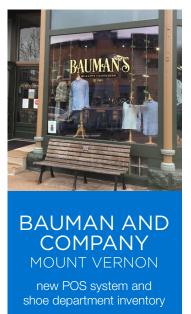
HANGRY LADY,
NEWBO CITY
MARKET
CEDAR RAPIDS
kitchen equipment





TANGLES
SALON
KEOKUK
business expansion









2024 PROGRAM TIMELINE



March 4, 2024

APPLICATION DUE

May 1, 2024

VIRTUAL INTERVIEWS

June 12, 2024

STATE CONTEST

August 5, 2024



