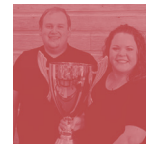
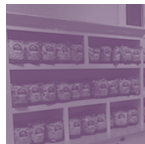


# 2021 MAIN STREET IOWA OPEN 4 BUSINESS



## WHAT COULD YOUR BUSINESS DO WITH AN EXTRA \$28,000?

### OPEN 4 BUSINESS

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

#### ELIGIBLE EXPENSES

Inventory • Equipment  
Marketing • Computers  
Software Upgrades

#### INELIGIBLE EXPENSES

Rent • Utilities • Remodeling  
Payroll for Employees • Vehicles

### HOW TO APPLY

The applicant will be required to complete an online application and submit a five 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!

### INTERESTED?

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

### QUESTIONS?

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# PREVIOUS GRANT AWARD WINNERS!



## PRESSED SPENCER

Podcast/Photography  
studio buildout



## ALMOST FAMOUS POPCORN CEDAR RAPIDS

new custom display fixtures



## UNIQUE MEMORIES BY RACHEL WEST UNION

camera/lighting equipment



## OLSON LARSEN GALLERIES WEST DES MOINES

computers and framing  
design software



## RJ'S PLUMBING & HEATING CORNING

portable toilets and  
computer software



## THE PERFECT BLEND SHORTBREAD COMPANY MOUNT VERNON

commercial mixer and a  
convection oven



## GRAVY HOME GOODS JEWELL

shop tools, equipment  
and exterior signage



## GET BRANDED 360 LE MARS

embroidery machine,  
computer equipment  
and software

## 2021 PROGRAM TIMELINE

APPLICATION  
RELEASED

January 11, 2021

APPLICATION  
DUE

March 31, 2021

SEMI-FINAL  
JUDGING

May 26, 2021

STATE  
CONTEST

August 2, 2021