



NEWS RELEASE

FOR IMMEDIATE RELEASE

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City Center Partnership & Rethos Main Streets Announces Small Business Support Fund

MANKATO, MINN. (April 9, 2020) — City Center Partnership and Rethos Main Street are working in conjunction to provide Support Fund dollars for locally owned small businesses in City Center Mankato/North Mankato in response to COVID-19. Small businesses can apply for non-repayable funds up to \$1,000.

Support Fund dollars can be used to complete projects relating to: marketing initiatives or community engagement/relations to reach customers in unique ways, assist with specialized events and promotion, make operational upgrades (including technology) or physical space updates to signs, displays (including the purchase of construction supplies) to aid in creating a more functional and vibrant business space. Funds may also partially cover staff time to complete projects. Collaborative projects with other businesses or organizations within communities are also supported and encouraged.

Businesses may not apply to use the funds for typical operational costs and expenses, including utilities, rent/mortgage, payroll, and similar expenses. These funds are also not available for personal expenses such as groceries, healthcare, or general living expenses.

Only businesses located in the designated district of City Center Mankato/North Mankato are eligible to apply for this fund. Visit citycentermankato.com to review the City Center district. The deadline to apply for the Support Fund is 12:00 p.m. on Wednesday, April 15. Fund award announcements will be made on Monday, April 20. For full list of criteria and to submit an application visit <https://www.rethos.org/mainstreetsupportfund>.

About City Center Partnership

City Center Partnership, a downtown development organization, is a business unit of Greater Mankato Growth, Inc. (GMG) which includes the chamber of commerce and economic development organization, Greater Mankato Growth, the local convention and visitor's bureau, Visit Mankato and GreenSeam, which utilizes agriculture to build on the region's extensive agribusiness assets to develop ag economy. citycentermankato.com

About Rethos

Rethos is a 501(c)(3) nonprofit organization. Rethos Main Streets: Minnesota helps cities build assets for economic vitality in downtown district. Rethos Main Streets is a Main Street America™ Coordinating Program and provides local Main Street communities with the training, tools, information and networking they need to reinvigorate their downtown districts. rethos.org

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