The Open 4 Business contest is an outstanding program. Not only because it offers grant opportunities but because it allows the business competing to take an in-depth look at their business practices, marketing and wants/needs. Le Mars is 100% dedicated to participating in this program. Great program...thanks Main Street and IEDA!

- Mary Reynolds
Main Street Manager
Le Mars Area Chamber of Commerce

The grant money is making such a huge difference for us. We really can’t thank you enough for providing this opportunity for Iowa businesses!

- Amanda Rhomburg
One Mission Fundraising
Mount Vernon

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

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!

The grant money is making such a huge difference for us. We really can’t thank you enough for providing this opportunity for Iowa businesses!

- Amanda Rhomburg
One Mission Fundraising
Mount Vernon

Each local Main Street district can submit one business to represent their program. Entries are due to Main Street Iowa by 4:00 p.m. April 17, 2020.

We are grateful for the opportunity as a Main Street Organization to apply for the Open 4 Business grant. We have had one retail business and one service business selected to compete in the finals. The accomplishments of both businesses has fostered community pride, elevated awareness of the businesses, and contributed to our economic growth.

- Marti Gebbie
Executive Director
Main Street Corning

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.

FOR MORE INFORMATION
Robin Bostrom, Business Specialist
Main Street Iowa
Iowa Downtown Resource Center
1963 Bell Avenue Suite 200, Des Moines 50315
515-348-6176 or robin.bostrom@iowaeda.com
RJ's Plumbing & Heating
Funds were used for portable toilets and computer software
Corning
2019

Get Branded 360
Funds were used for an embroidery machine, computer equipment, and software
Le Mars
2018

Fuel Art & Espresso
Funds were used for a new espresso machine and kitchen equipment
Mount Vernon
2018

Gravy Home Goods
Funds were used for shop tools, equipment and exterior signage
Jewell
2017

Olson Larsen Galleries
Funds were used for computers and framing design software
West Des Moines
2016

The Perfect Blend Shortbread Company
Funds were used for a commercial mixer and a convection oven
Mount Vernon
2015

2020 OPEN 4 BUSINESS TIME FRAME

JANUARY 10
Information Released

APRIL 17
Applications are due to State of Iowa

APRIL 20 - MAY 15
First round of judging

MAY 28
Semi-Finalist judging

JULY 27
State Contest in Iowa City

downtown@iowaeda.com
iowaeda.com