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Small Anchor Business Grant awards $100,000 in grants to four businesses

*Live6 Alliance provides a one-time grant of $25,0000 to four small anchor businesses located along the Live6 corridor.*

**DETROIT-**  *Live6 Alliance* Live6 Alliance has announced a new program to identify and provide grant support and technical assistance to four anchor businesses operating along six commercial corridors in Detroit. Over the next several months Live6 Alliance will highlight these business throughout the community and online. The Anchor Business Grant in partnership with the New Economy Initiative organization will define the significance of “anchor businesses” in the community, identify qualified candidates, and provide capital, resources, and real-time needs to boost growth and visibility.

Art In Motion, located at 19939 Livernois, Baker's Keyboard Lounge, located at 20510 Livernois, Detroit Metro Barber College, located at 7443 W McNichols Rd., and Mike's Fresh Market, located at 19195 Livernois, will each receive a $25,000 one-time grant from the program. An advisory committee carefully selected the recipients based on specific criteria such as maintaining a clean, attractive property, contributing to the local tax base, supporting a social, economic, environmental, health and wellness mission, and providing needed goods and services to the nearby community.

The funds will be distributed to businesses by the end of April. These funds can be used by businesses to restart, rebuild, and reopen (per state guidelines). Funds can be used to help with rent, inventory, equipment, and other expenses associated with day-to-day operations. Additional support will be provided to ensure that the owners identify areas of concern, understand how to navigate the grant process, and effectively use these resources and funds.

“The pandemic has had an impact on countless small businesses. Business owners have worked hard to keep their businesses afloat by introducing novel ways to pivot. “From curb-side pickup to live Facebook pop-up shops, they have adapted and adjusted, and now they need our help,” says Geneva J. Williams, Executive Director of the Live6 Alliance. “Working as a convener and implementer of small business support programs has always been at the forefront and a core value for Live6. The Small Anchor Business Grant is an excellent opportunity to develop a program that aids in the rebuilding and refueling of small businesses.”
“While minority-owned businesses continue to face challenges in terms of funding and resources, this pilot program is a step in the right direction.” We are grateful for New Initiative Economy’s ongoing support in bringing this program to life,” Williams added.

“Small businesses are a necessity in the community, providing residents with jobs, goods and services and a place to socialize in a relaxed environment. During the COVID-19 pandemic, many of these businesses were forced to make difficult decisions and now face a long road to recovery,” says Shani J. Penn, Live6 Alliance’s Small Business Consultant. “This one-time grant is the much-needed kickstart for businesses to restart,” she added.

The Small Anchor Business Grant will have a positive impact on these four businesses, allowing them to thrive and receive much-needed relief in order to increase growth, visibility, and obtain the resources required to serve the community.

Please email info@live6detroit.org with the subject line Small Anchor Business Grant for more information on the criteria and the next round of funding.

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About Live6 Alliance

Live6 Alliance’s mission is to enhance the quality of life and economic opportunity in Northwest Detroit. Working as a convener and implementer of programs in support of small businesses, real estate and building improvements, and placemaking, Live6 provides community leadership for the vision of revitalized, sustainable commercial corridors and surrounding neighborhoods.