



## **Minden Development Corporation Startup Mini-Grant Program Guidelines**

### **Program Purpose**

The Minden Development Corporation (MDC) Startup Mini-Grant Program is designed to encourage local entrepreneurship by providing small grants to help launch or expand a business idea in Minden, Nebraska. These funds are intended to support early-stage expenses, test new ideas, and spark visible economic activity in our community.

### **Grant Amount**

- Grants will be awarded in amounts up to \$2,500.
- The number of awards each year will depend on available funding.
- Funds are grants, not loans, but recipients are expected to use them responsibly for their business project.

### **Eligibility**

Applicants must meet the following criteria:

- Be at least 18 years old.
- Propose a business located in, or directly benefiting, Minden, Nebraska.
- Be a new startup, new product/service line, or early expansion (not a large established business).
- Be willing to share progress updates with MDC and allow publicity (press releases, photos, etc.).

### **Eligible Uses of Funds**

Grant funds may be used for costs such as:

- Business licensing or permits
- Equipment, tools, or technology
- Inventory or raw materials
- Marketing/branding (logo, signage, website, etc.)
- Professional services (legal, accounting, design, training)
- Leasehold improvements for a storefront

### **Not Eligible:**

- Payroll or salaries
- Debt repayment
- Personal expenses not tied to the business



## **Application Requirements**

Applicants must submit:

1. A completed application form (provided by MDC).
2. A one-page description of the business idea (including target customers, location, and goals).
3. A simple budget showing how grant funds will be used.
4. Optional: photos, sketches, or mockups that help illustrate the idea.

## **Selection Criteria**

Applications will be evaluated on:

- Impact: Potential to add vibrancy, fill a community need, or create jobs in Minden.
- Feasibility: Clear plan for how the funds will be used and a realistic path forward.
- Creativity/Innovation: Unique or fresh ideas that add something new to the community.
- Commitment: Demonstrated interest in staying and growing in Minden.

## **Award Process**

- Applications can be submitted at any time.
- A review committee will evaluate applications.
- Selected applicants may be asked to give a short in-person presentation or Q&A.

## **Expectations of Recipients**

- Use funds for the approved purposes within 6 months of award.
- Provide a short progress update (written or in person) to MDC within 12 months.
- Acknowledge MDC support in marketing materials when possible.

## **Contact**

For questions or to request an application form, contact:

Michael Krings, Executive Director  
Minden Development Corporation  
[mkrings@discovermindennebraska.org](mailto:mkrings@discovermindennebraska.org)  
[www.discovermindennebraska.org](http://www.discovermindennebraska.org)