

# MEDIA RELEASE



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**FOR IMMEDIATE RELEASE**

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## **City of Macomb Introduces Small Business Competition with \$30,000 in Prizes**

MACOMB, IL- Macomb Mayor Michael Inman announced today that the 2024 City of Macomb Small Business Competition is set to kick off in February 2024. The City of Macomb has partnered with the Illinois Small Business Development Center, at Western Illinois University, to bring entrepreneurs and new businesses into Macomb. The Small Business Competition will assist potential small business owners seeking to open new businesses. Future business owners will attend a series of classes and workshops to better learn how to run a small business, which will include writing a comprehensive business plan. In addition to writing their own business plan, entrepreneurs will also create their own individualized pitches for their prospective businesses. Both the business plans and the business pitches will be judged by a panel of local successful business owners and community leaders. The goal of the Small Business Competition project is to be a catalyst to new businesses for Macomb from concept to realization.

Previously known as the Downtown Business Retail Competition in 2018, the City of Macomb has set out to enhance the opportunities for entrepreneurs and the ability for economic growth in Macomb by altering the parameters of the Competition for 2024. This includes broadening the Competition's boundaries to include service and industrial-based business ideas as well as the expansion of an existing business. Entrepreneurs will have the freedom to open their business anywhere within the city; this will not limit their options to the Downtown area. To increase the number of opportunities for growth, the City of Macomb will award three prize packages for first, second, and third place business ideas.

(MORE)

“We are looking forward to the 2024 version of the Small business Competition”, said Mayor Inman. “We had at least two new businesses successfully launch from our 2018 Competition, and we look to have even greater success this coming year”, Inman added.

An informational presentation about the competition will be held at 6:00p.m. on February 6, 2024, at Spoon River Outreach Center 2500 E. Jackson St. Workshops begin on February 13, 2024, at 6:00p.m. at Spoon River Outreach Center.

# CITY OF MACOMB SMALL BUSINESS COMPETITION

 3 DIFFERENT PRIZE PACKAGES  
ENTREPRENEUR WORKSHOPS  
CREATE BUSINESS PLAN  
FINANCIAL ADVISING  
BUSINESS PITCH EVENT

   

INFORMATIONAL MEETING	ENTREPRENEUR WORKSHOPS	BUSINESS PITCH
FEBRUARY 6 6:00 PM SPOON RIVER OUTREACH CENTER 2500 E. JACKSON ST.	FEBRUARY 13, 20, 27, MARCH 5 6:00 PM-8:00 PM SPOON RIVER OUTREACH CENTER 2500 E. JACKSON ST.	MARCH 21 6:00PM PARK PLACE 127 E CARROLL ST.

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