



City Marketing & Downtown Development
Savannah Ballard Marketing & Downtown
Development Director
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City of Macomb Small Business Competition

Our goal is to catalyze new retail, service, and industry businesses in Macomb – and we hope you will be the next new proprietor in Macomb. The program consists of four workshops and a Business Pitch event during which you'll learn about the financials, marketing, operations, and more to make your business a success.

We want to help your business become a reality – and our program can help you get started. Below, you'll find the competition rules, a calendar of all events, locations, and the breakdown of prize packages.

Rules for Qualification:

- Business must be operated with 15 or less employees to be considered a Small Business.
- New business must be located in the Macomb city limits.
- Entrepreneurs must already have a business storefront or plan to open a storefront following the competition.
- Entrepreneurs must be opening a new business, opening a new storefront, or expanding additional services to their established Small Business. Examples of acceptable forms of expansion include:
 - transitioning your home ran business to a City storefront building.
 - moving your existing business to a new property.
 - opening of an additional property within the City.
 - adding new services to your existing offerings.
 - expanding your current product line to an additional market.
 - increasing the number of workers your business currently employs.
 - each application must show an applicant participation ratio of 1:1. For each dollar in cash awarded by the City of Macomb Small Business Competition, at least one dollar in cash must be injected into the project from owner equity or non-City lending sources.
 - If you have questions to whether your expansion will qualify for competition incentive prizes, please contact Savannah Ballard at Sballard@cityofmacomb.com
- Retail, industrial, and service-based business are eligible to win.
- Not-for-profit businesses are not eligible to win prize incentives, but are welcome to participate in the free workshops.
- Entrepreneurs who are employed by the City of Macomb are not eligible to win prize incentives, but are welcome to participate in the free workshops.
- Participants must attend all of the workshops to be eligible to win.
 - If participants know they will be tardy to a workshop, they must notify the facilitator prior to the start of the workshop.
 - Participants who arrive over 15 minutes late to any workshop will be disqualified

from winning competition prizes and incentives.

- If your business includes a partner(s), only one partner is required to attend all of the workshops to be eligible for competition prizes and incentives. It is encouraged, however, to have all partners present during the workshops and pitch.
- Business models must comply with the Small Business Development Center at WIU guidelines and rules.
- Participants must be over the age of 18 to claim prizes and incentives.
- Participants are limited to pitching one business idea
- Entrepreneurs are only eligible to win one of the three prize packages.
- Winners will be given 7 days after the Pitch Competition (March 21, 2024) to accept their prizes. If winner does not accept their prizes or chooses not to take their prizes, the offer will be given to the next highest scoring participant.

Workshops / Informational Meeting: All workshops will be held at Spoon River Outreach Center, 2500 E. Jackson St, Macomb.

- 6:00PM Tuesday, February 6th, 2024: Informational Meeting
- 6:00 – 8:00 PM Tuesday, February 13, 2024: Workshop
- 6:00 – 8:00 PM Tuesday, February 20, 2024: Workshop
- 6:00 – 8:00 PM Tuesday, February 27, 2024: Workshop
- 6:00 – 8:00 PM Tuesday, March 5, 2024: Workshop

Business Plans: The Business Plans will be partially written in the workshops and the completed Business Plans will be submitted to the Downtown Development Office in the City of Macomb in both electronic and paper format (1 copy is sufficient). Plans must be submitted by 3:00PM Friday, March 15th, 2024.

- Business plans will then be judged by five qualified community partners.
 - Plans will be judged based on:
 - Overall executive summary (9%)
 - Business Description (16%)
 - Market (25%)
 - Marketing (12.5%)
 - Goals Management (12.5%)
 - Financial (16%)
 - General Concepts (9%)

Business Pitch The Business Pitches will take place at Park Place 127 E Carroll St, Macomb, IL 61455 from 6:00 – 8:00 PM Thursday, March 21st, 2024.

- Entrepreneurs will have 5 minutes to set up, 5 minutes to pitch, 5 minutes to answer questions, and 5 minutes to tear down.
- No PowerPoint presentations/technology are allowed during the pitch. Participants are welcome to have displays, posterboards, samples, and handouts.
- Total points from the pitch judging will be tallied and added to the business plan judging totals.
- Winners of the competition will be announced at the end of the night

Three winning businesses will be announced at the end of the Business Pitches.

- **1st Place Prizes and Incentives:**
 - \$15,000 from the City of Macomb
 - Macomb Area Chamber of Commerce 1 year membership, 12 email blasts and a newsletter advertisement. (\$810 value)
 - Community News Brief Newspaper Advertising Package -1/2 to be used prior to their Grand Opening - the remaining amount to be used within 60 Days of Opening (\$1,000 value)

- Regional Media Radio Advertising Package – 300 commercials – split between 3 stations of winner’s choice, 100 per station. Digital Ad Package on RegionalDailyNews.com, and an in-studio interview. (\$2,500 value)
 - TJR Designs Marketing Package – Logo Design and Facebook / Instagram reels up to 3. Winner will receive a consultation with Tim Rice to discuss a tailored approach. (\$1,250 Value)
 - McDonough Telephone Cooperative – 6 months of MTC Fiber internet service with free router installation. (\$650 value)
 - AMP Electric - \$1,000 worth of electrical services.
 - First choice of building rental – 3 months free rent with a one year signed lease. (up to \$3,000 value)
- **2nd Place Prizes and Incentives:**
 - \$6,000 from the City of Macomb
 - Macomb Area Chamber of Commerce 1 year membership and 6 email blasts. (\$420 value)
 - Community News Brief Newspaper Advertising Package -1/2 or to be used prior to their Grand Opening - the remaining amount to be used within 60 Days of Opening. (\$1,000 value)
 - Regional Media Radio Advertising Package – 125 commercials –can run on 1 or split between 2 stations of winner’s choice. Digital Advertisement Package on RegionalDailyNews.com, and an in-studio interview. (\$1,450 value)
 - Second choice of building rental – 3 months free rent with a one year signed lease. (up to \$3,000 value)
- **3rd Place Prizes and Incentives:**
 - \$3,000 from the City of Macomb
 - Macomb Area Chamber of Commerce 1 year membership and 1 email blast (\$245)
 - Community News Brief Newspaper Advertising Package -1/2 or to be used prior to their Grand Opening - the remaining amount to be used within 60 Days of Opening (\$1,000 value)
 - Regional Media Radio Advertising Package – 100 commercials –can run on 1 or split between 2 stations of winner’s choice. Digital Advertisement Package on RegionalDailyNews.com, and an in-studio interview. (\$1,250)
 - Third choice (if available) of building rental – 3 months free rent with a one year signed lease. (up to \$3,000 value)
- **Building Rental Properties Offered to Competition Winners:**
 - 440 N. Lafayette St.
 - First Bankers Trust -offering three months free rent with a one year signed lease. (\$1,500 value)
 - 708. Jackson St.
 - Blindt Real Estate Holdings -offering three months free rent with a one year signed lease. (\$3,000 value)
 - Just over 1000 sq ft.
 - Large office space with a smaller enclosed office space included.
 - Shared break room to the back which was redone a year ago.
 - **Please Note**
 - Landlords may go through their normal vetting procedures. They will have the right review entrepreneurs’ business plans and deny the space to the winner if they do not find the business to be suitable for the offered space.
 - Prospective tenants can choose not to move into proposed buildings.

Thank you to our Competition Donors!



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Community News Brief

*Dr. J. Jobu Babin and
Ms. Kavika Singh*

