

# Western Whiteside County Regional Economic Report

## West Whiteside County, Illinois Poised to Benefit from Economic Growth

(A PDF of the Regional Report can be found by clicking the link at the end of this article)

A recently released regional business and economic analysis entitled, "West Whiteside County: Assessing Economic Opportunities," highlights the strengths in the West Whiteside County region, obstacles to expanding production and creates an economic development agenda to improve local business activity in the area. The report is based on analysis of regional demographic and economic trends, as well as a survey of local businesses.

Businesses participating in the survey expressed a need to "branch" and promote local opportunities to a wider consumer market. They also suggested that their employees would benefit from additional training and assistance to improve internal business practices. Respondents agreed that the quality of life assets, combined with a generally supportive local government and public infrastructure, make West Whiteside County (WWC) a good location in which to operate their businesses.

The current report, written by the Center for Governmental Studies at Northern Illinois University is a part of a larger WWC project, sponsored by USDA Rural Development, and coordinated locally by the Fulton Chamber of Commerce, Morrison Chamber of Commerce, Prophetstown Main Street Program, and Whiteside County Enterprise Zone. The project's aim is to help private businesses successfully compete in a wider market through the development of new and better online and e-commerce efforts, finance training and counseling programs as well as marketing assistance all focused on increasing sales and creating and retaining jobs in the region.

The project offers web site assistance and workshops for businesses on topics such as Marketing Over the Internet and Customer Service. Beginning on Wednesday, September 28, 2011, from 6:30pm to 9pm, a dynamic series of four workshops for understanding and creating a marketing plan will be held at the Morrison Community Room, Odell Library, 307 S. Madison Street, Morrison, Illinois. The workshops will rotate location with the October 5 workshop held at the Prophetstown-Lyndon School District Office, 79 Grove Street, Prophetstown, the October 12 workshop held at the River Bend Senior Center in Fulton, 912 4th Street, and October 19 will again be held at the Morrison Community Rooms. The series will help local and potential business owners identify their customers, the best ways to advertise their business, and how to use innovations in social networking.

For more information on the regional report, upcoming workshops, or website assistance contact the local project coordinators, the Fulton Chamber of Commerce, Morrison Chamber of Commerce, Prophetstown Main Street Program, or the Whiteside County Enterprise Zone.

[Download the Western Whiteside Economic Analysis Report](#)