



## 2021 President's Report

Greetings! During the last year, the Monticello Chamber has continued our mission to promote and support Monticello and its business community.

The Chamber held several ribbon cuttings for new and some newly improved businesses in Monticello and the surrounding areas for chamber members. It is always exciting to help celebrate a new business or a new location. More ribbon cuttings and business spotlights are being planned for next year!

In February, we held our annual meeting virtually. While we were not in person, we did have excellent attendance. We are planning to hold our annual meeting in February 2022 in person and we look forward to seeing everyone! Our goal is that this event is a fun evening to socialize, relax, learn, and build our support for one another.

For the current holiday season, we are again having our Holiday Decorating Contest for businesses. So, what better time to decorate your business, show the holiday spirit and promote Monticello business! Share your pictures on Facebook and let us know so we can help spread the word for online voting. The public votes will determine our business winner. For the 2<sup>nd</sup> year, we are including a residential decorating contest to bring more attention to Monticello! The Chamber is trying to highlight the very best of Monticello. We want our local residents to shop local and we want our businesses to thrive.

The Monticello Money program continues to be a valuable asset. Every purchase made with Monticello Money keeps those dollars working in our community. It can be used just like cash at any Chamber member business. Monticello Money makes a great gift and helps the community at the same time!

We will continue to work on ideas to incorporate participation among businesses, and hope to drive more people into your business and our community! As always, please feel free to share your ideas with us, and let us know how we can help you grow your business! We wish you a very Happy Holiday season and a peaceful, prosperous New Year!

Thank you,

Sally Roe, Monticello Chamber of Commerce President