



## **2024 President's Report:**

Season's Greetings! This year is quickly coming to a close and we ask for your support in becoming a member of the Monticello Chamber of Commerce for 2025. The Chamber continues our mission to promote economic development, business growth, and prosperity to Monticello and its business community.

This year we were able to add 9 new Sponsored Lighted Christmas Trees to the lake. The 16 trees sponsored in 2023 are still brightly lighting up the Little Sugar River. Additionally, we decorated the Lake and Little Sugar River Walk Bridges. Also new in Holiday 2024 decorating was the addition of 2 lighted wreaths on the Monticello Monument along Highway 69. How beautiful and shimmering Monticello looks during the Holiday Season!

The Chamber continues to sell Monticello Money, available at Greenwoods State Bank. Every purchase made with Monticello Money keeps those dollars working in our local community. It can be used at any Chamber member business. Keep in mind, it also makes a great gift!

One of our accomplished goals in 2024 was a NEW WELCOME SIGN at the Highway 69 and East Lake Ave entrance. This was a collaborative project with the Monticello Schools Art Department and Tech Ed Department. We are so appreciative of this partnership, and have gotten lots of compliments on how great the sign looks! The Chamber also received a grant from AARP during 2024 that funded the purchase of new wayfinding signage to help direct visitors around Monticello and better improve the connection between the Badger State & Sugar River Trailheads and our Downtown. We have also purchased several new bike racks and some exciting new outdoor exercise equipment for our Village park that will be installed in the Spring of 2025!

The Chamber continues to work for our business community with hopes to increase your visibility! As we work alongside our community leaders, educators, business owners, and citizens, the Monticello Chamber of Commerce strives to uphold our shared responsibility of creating happiness and success for all. Please feel free to share your ideas with us and let us know how we can help your business grow!

Sincerely,  
Sally Roe  
Monticello Chamber of Commerce President