

Monticello, Illinois (pop. 5,575)



Challenges-

- Rural Community
- Loss of Tourism from COVID
- Majority of businesses in downtown

Strengths-

- Rural Community with a strong and diverse tax base
- Majority of business in downtown
- Strong business network (Monticello Bootcamp Program)



City's Response to COVID-19

- Continuous engagement with business community
- Loosen the red tape
- Created your own tourism
- Shop local campaigns... but not what you're used to



Support Local

Buy a Local Gift Card, **Get Another FREE!**

- Purchase a \$25 gift card from any Monticello or Bement business.
- Bring the gift card and receipt of purchase into our Monticello location, and we will match it by giving you an additional \$25 in Chamber Bucks!
- Starts September 15, 2020. Offer valid while supplies last.

Help us invest in our local economy!

Member **FDIC** FSBcorp.com | 201 W. Main Street

FIRST STATE

A close-up photograph of a hand holding a red gift card. The card has the word "gift" in white and "card" in red. The card is being held in a way that shows its top and side.