



2026 Community Partnership Campaign

Hi Friends,

As a home-grown product of the Monticello community, I wanted to invite you to be a part of something very near and dear to my heart: The Monticello Main Street organization. Monticello Main Street is a 501(c)3 non-profit organization dedicated to the revitalization of downtown Monticello. We are recognized as one of Illinois' original Main Street programs and received National Main Street affiliate status in 1996 by the National Trust for Historic Preservation, which we have held since.

The Main Street movement grew out of the recognition that a community is only as strong as its residents. It empowers communities to set their own destinies. Your support of our efforts to keep the historic preservation, ensure our economic vitality, and make Monticello a destination is very much appreciated. Our downtown, which reflected a 40% first-floor vacancy rate 5 short years ago, is now fully occupied by businesses. Our buildings are looking phenomenal, and recognition of downtown Monticello as a destination has never been higher.

Whether it is to shop the Monticello Farmer's Market, participate in the Reds of Christmas shopwalk, or witness the transformation some of our historic downtown buildings have experienced through preservation efforts, you have seen firsthand the value that a focus on downtown as a destination for visitors, businesses and residents creates. As we enter our 30th year of being a part of this amazing nationwide movement, we have much to show for our efforts. Please consider how you can help us make a difference in our community. Monticello Main Street needs your support to continue upcoming programs and events for the coming year. It will take all of us to fulfill our mission that Monticello continues to be the best it can be.

Susan Kesselman
President

A look back at 2025...

- 27 years offering fresh produce, handmade items, and community in our downtown! May-October via the Monticello Farmers' Market. Notably adding SNAP/Linc Benefits to the market this year.
- Provided our 10th year of education and supported the entrepreneurial process of participants in the Monticello Business Bootcamp.
- Secured Funding for a professional photo project supporting our marketing efforts
- Continued Annual Downtown events, Whites of Spring, and Reds of Christmas (a sell-out)!
- Supported several downtown events with organization resources.
- Continued to work with the Monticello Area Chamber and City of Monticello to provide information and advocate on behalf of the Monticello business community.
- Facilitated outdoor amenities like our new art installation and parklets.
- Continued to produce a consistent message about the importance of supporting our local businesses so we maintain the profit center that provides over 20% of our sales tax revenue locally.
- Advised and supported those interested in and/or receiving Building Improvement Grants.
- Supported the awarding of Annual Historic Preservation Awards to people in the downtown and throughout the community.
- Received an Illinois Main Street Award for Excellence in Economic Vitality Award recognizing our Monticello Bootcamp Program. President Susan Kesselman was honored at the Illinois Main Street Conference with a Board Member of Excellence Award.

We are proud of our accomplishments and plan to continue them, but we continue to strive for more in 2026:

- 30 new partners for our 30 years!
- Celebrate and recognize those who participated and supported us over the last 30 years!
- Consider and support downtown enhancements!
- Adding a Know Your Neighbor event to foster business awareness and socialization among the downtown community
- Operate a Block Party event and celebrate the business owners and buildings of that area!
- Work with the city to enhance the lighting, sound, wifi, and art in our district.
- Better educate our community and followers about the businesses in our district

2026 Partnership Opportunities

In addition to the many specific event-related promotional opportunities typically available, Monticello Main Street has a number of ongoing programs and revitalization efforts for which funding is also needed.

Your unrestricted contributions will be used to help support these activities, as well as specific events where needed. Partnership opportunities are available for both businesses and individuals.

Unrestricted Contributions will be recognized as follows:

_____ FRIEND \$0-100	Name listed on the website. (No Partnership benefits)
_____ PARTNER \$100-199	Name listed on website & social media
_____ CORNERSTONE PARTNER \$200-499	Name listed on website & social media w/ link to Business website or social media of choice
_____ FOUNDATION PARTNER \$500+	Logo on website & social media w/link to business Website or social media of choice.
_____ EVENT SPONSOR & PARTNER \$1000+	Foundation Partner benefits along with Sponsorship benefits that typically include: advertising at the event, on social media, and in any publicity as appropriate. Look at the next page to determine what you would like to sponsor!

Sponsorship Type and Amount

Business Name/Name and Contact Person: _____

Address: _____

Email address: _____

I do not wish to receive email newsletters about what is happening downtown, meetings, etc: _____

Phone number: _____

I do not wish for my name to be listed on the website: _____

Would you like a copy of our current bylaws (if you are a partner level)? Y _____ N _____

May we e-mail them? Y _____ N _____

Please mail your Partnership form and payment to: Monticello Main Street, PO Box 392, Monticello IL 61856