



MESSAGE FROM THE MAYOR

For as long as there's been **Monticello**, there's been **Downtown**.

If you look at street maps from more than 100 years ago, you see the same street names we know today: Broadway, Walnut, and River. Take a look at photos from our history and you can see the change from dirt roads with horses to paved roads lined with cars.

But what maps and photos can't show is the connection we feel to downtown. Our memories, from 30 years ago or yesterday, make Monticello home. Nothing will change downtown's history or the bond we feel to it. We carry that with us as we create the next part of downtown's story.

An idea of what that story might be is laid out in the **Downtown Small Area Plan**. The plan's vision isn't set in stone, but it's a guide for making decisions about the future. It mixes spaces for adding something new with support for existing businesses.

Making changes can be difficult, but it will make our city stronger. We're already seeing new projects downtown, and we're learning about more opportunities this year.

Yet, even with the interest in future possibilities, we won't forget the existing businesses. The city is working with property owners on a program to help improve the storefronts on one of the core downtown blocks.

We're also hosting meetings called Downtown Rounds to talk with business and property owners. Stakeholders and staff share ideas, ask questions, and have ongoing conversations about the best ways to boost downtown.

Finally, we're committed to offering events and activities downtown. Let's face it, a little bit of fun goes a long way – supporting local businesses and giving people chances to make new memories.

Ultimately, our main goal is to make downtown a unique place for residents and visitors to enjoy Monticello. I look forward to seeing you around the community this summer!

Thank you for the continued opportunity to serve,

Mayor Brian Stumpf