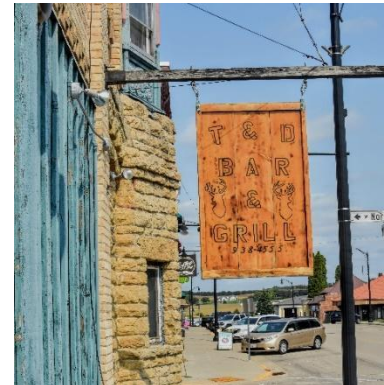


Green County Leaders 2023 - 2024

Improving Monticello's Connectivity and Beauty through Signage, Trail Extension and Landscaping



Project Partners

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This project focuses on Monticello, WI, where project participants explored the community through a “First Impressions” ground truthing exercise focusing on the community’s unique and memorable features as well as obstacles and opportunities. Monticello and its surrounding communities possess a wonderful history, with Lake Montesian as the center of its diverse and close-knit community. The Badger State and Sugar River State Trails which traverse near Monticello create immense local recreational opportunities and a potential for the Village to attract tourists. Results from the Impressions exercise as well as discussions with the Chamber Board revealed the lack of patronage of Monticello’s resources and the need to improve the aesthetics of downtown.

The Green County Leaders project participants worked with the Monticello Chamber of Commerce to address the above concerns. The recommendations of project plan document include wayfinding improvement opportunities, means of connecting the trailhead to Downtown Monticello, ideas for trailhead improvements, and other accessibility/beautification/attraction amenities along the primary East Lake Avenue corridor.

“On behalf of the Monticello Chamber of Commerce, I cannot say enough good things about the group we worked with from The Green County Leader’s Class of 2024. With a focus on improving directional signage and enhancing the accessibility of downtown Monticello, this group helped bring to life so much more than just those few things. They were able to look at what we were already working on, improve the ideas and go well beyond our expectations to put a plan in place to commit and achieve what we set out to do as a group. We now have connections with other organizations that we wouldn’t have had before. We as a group are on the same page and focused on where we want to go in the short term. Our meetings gave us motivation, insight and perspective that we would not have had otherwise. Their communication, hard work, connectivity and dedication is superior, and we are so fortunate to have had a chance to work with this team of leaders. I have no doubt they will continue to give back to their communities and do great things for Green County and beyond.”

– **Sally Roe**

President, Monticello Chamber of Commerce