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January 27, 2021

Princeton City Council,

We would like to begin by thanking the City of Princeton for the support it has given the Princeton Area Chamber of Commerce (PACC) throughout the years. From the generous grants of funding, to the in-kind gift of office space, to the general support from staff and members of the City Council. We are very grateful for the positive working relationship between the City of Princeton and the Chamber of Commerce. We are excited to continue our collaboration in 2021.

As we all know, 2020 was a challenging year. Although we were able to host only one event, we continued to support our businesses in a virtual manner. During the year, the Princeton Area Chamber of Commerce:

- Hosted an Chamber Winter Gala: Celebrating businesses, nonprofits, organizations and volunteers
- Began a monthly online Chamber Check-In, which allowed businesses to come together online to check in with one another and learn from one another
- Moved our networking groups online, where we are still seeing a positive turnout
- Shared Covid-19 information, including funding opportunities, Executive Order updates with Princeton businesses - both chamber members and non-chamber members
- Collaborated with local seamstresses by hosting a Facebook mask-making group where businesses could request free masks - over 7,000 masks were made and given to local businesses through this group. The PACC also distributed nearly 8,000 masks to businesses provided by the State of Minnesota
- Collaborated with the community in the Be the Light project, honoring the Class of 2020
- Through our membership with the MN Chamber of Commerce, advocated for local businesses to open safely by signing letters to the Governor and other local leaders
- Organized a successful golf tournament at the Princeton Golf Course
- Hosted two workforce panels between local businesses and Princeton High School students
- Continue as a member of the Learning and Living Program, a collaboration between businesses and the Princeton School District. Currently collaborating on a website project, which will feature local businesses and industries.
- Hosted two hybrid local Candidate Forums
- Ran a successful Shop Local Program, including a Small Business Saturday QR Code Scavenger Hunt

- Collaborated with the City of Princeton on the Light up Princeton project through local advertising in the newspaper, social media promotion and many volunteer hours

The PACC Board is committed to entering the new year in a positive manner, shifting where we need to in order to support our businesses. We look forward to being able to plan in-person events in 2021, but are planning remote and virtual events in the meantime. Our 2021 plans include:

- February: Online silent auction
- April: 2-day Virtual Expo
- June: Rum River Festival
- July: PACC Golf Tournament
- September: PACC Community Leadership Series begins
- October: Fall event
- November: Small Business Saturday
- December: Collaboration with the City of Princeton for Light up Princeton

To that end, the Princeton Area Chamber of Commerce is requesting continued support from the City of Princeton in the form of a \$10,000 grant. With the cancelling of events in 2020 and the lack of covid-relief funding offered to chambers of commerce, this funding will be used toward our 2021 events as well as toward general operating of the chamber.

Again, we are very grateful for the support provided by the City of Princeton to the Princeton Area Chamber of Commerce. We feel strongly that if we all work together to support one another, great things will happen in our community, and we look forward to continuing that collaboration in 2021.

Sincerely, and on behalf of the Princeton Area Chamber of Commerce Board of Directors,



Kim Young
PACC Executive Director