

Princeton

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WISCONSIN

We are so glad you're here! Thank you for being a part of our growing little city.

We know that being a business owner takes courage and hard work.

Contact us any time with your questions, concerns, and suggestions.

**Visit Our Famous Flea Market-
50 years and counting!**



Best wishes from the
Princeton Chamber of Commerce

104 E. Main St. P.O. Box 45 Princeton, WI 54968
chamber@princetonwi.com 920-295-3877

See our most up-to-date member directory, board of directors, grant applications, calendar of events, **vendor application forms**, and more at:

princetonwi.com

Consider joining us...

WHEN YOU BECOME AN ACTIVE PARTICIPANT IN THE PRINCETON CHAMBER OF COMMERCE, YOU HAVE AN OPPORTUNITY TO HELP SHAPE OUR CITY'S ECONOMIC AND SOCIAL ENVIRONMENT, FORMING A COMMUNITY THAT IS A PLEASURE TO LIVE, WORK AND PLAY IN.

WHY SHOULD YOU BECOME A CHAMBER MEMBER?

- Receive customer referrals.** The chamber is a source for many individuals to find potential services and chamber members get the first referrals.
- Stay up-to-date on local happenings.** Chamber members receive our e-newsletter with provides the most recent information on what is happening in our community.
- Create networking opportunities.** Participation in chamber member only events and serving on one of the committees available provides networking opportunities and professional leadership development.
- Increase your visibility in the community.** Members are listed on the chamber website and have the opportunity to be highlighted in other chamber marketing including the chamber newsletter and social media.
- Membership brings credibility.** Increase positive perception when your business is identified as a chamber member. You'll receive a sticker for your window or door.

Annual Dues: Business—\$150; Service Organization—\$75; Second Business—\$75; Associate (Retired)—\$75

To become a Chamber member, you can sign up online at princetonwi.com

OR

Send a check to the Princeton Chamber of Commerce, P.O. Box 45 Princeton, WI 54968.
Please include your full name, business address, and telephone number.



Chamber of Commerce Member Services & Benefits



THE PRINCETON AREA

CHAMBER OF COMMERCE is an active and vital organization whose primary goal is to promote and support business within our city and in the surrounding area. We help all of our members work together to create a strong and vibrant economic environment.

What the
Chamber Can
Do For You

MARKETING & PUBLICITY

FAÇADE & SIGNAGE GRANTS

COMMUNITY BEAUTIFICATION

SCHOLARSHIPS

ANNUAL EVENTS

FUNDRAISING WITH NON-PROFITS

MEETINGS & NETWORKING

Services & Benefits

Marketing

We create awareness of everything Princeton has to offer through advertising and financial support. The Marketing Committee is always actively pursuing new and innovative ways to get the word out:

Princeton Visitors Guides

Each year, we work with the Berlin Journal to create a glossy, 30+ page guide to Princeton, full of photos, maps, an area event calendar, and business ads. 7,500 printed and many more digital Princeton Chamber Visitors Guides are distributed each year throughout Wisconsin. As a Chamber member, you are entitled to a free listing. If you hold an event, we can put that on the area event calendar as well. You can also purchase additional ad space. If you would like to buy an ad, please contact Kristian Troutt at 920-896-2604. If you'd like to offer Visitor Guides in your business, please contact the Chamber and we'll drop them off for you.

www.princetonwi.com

Created to convey information for members, visitors and residents. All member information is available along with a calendar of events. Send us details on your event or job posting and we'll include it, free!



Every new member business receives a welcome and ribbon-cutting, usually featured in the local newspaper.

Chamber Dollars These are gift certificates that work at any business which holds Chamber membership. Anyone can purchase them and give them as gifts. We also give them out as prizes or thank-yous from the Chamber. They are real checks that businesses can cash!

Facebook & Instagram

Let the Chamber help you spread the word about your business.



Billboards, street signs, and murals direct visitors to Princeton businesses.

Chamber Member Stickers

When you join us, you'll get a sticker for the window or door of your business that advertises your membership this year. Stickers signal that more information on your business is available on the Chamber website, and that your business accepts Chamber Dollars (gift certificates). It's also a way to show that you're a part of something great!

Radio Advertising

We regularly promote Chamber events with Hometown Broadcasting, which can include live interviews with participating businesses.

Flea Market Info Booth

Each Saturday at the flea market, we make announcements about what's going on in town. We also provide Visitors Guides, brochures, and other literature, April-October.

Press Releases & TV

Check us out on Discover WI TV! We distribute information on upcoming events to TV stations, radio stations, newspapers, Chamber of Commerce offices in other cities, the Green Lake County Visitors Bureau, and local officials. We also work with specialty publications, including the Fox Cities Magazine and "Worth the Drive."



Services & Benefits

Community Beautification

The Chamber purchases and maintains approximately 45 hanging flower baskets around town each year. We also help keep Megow Park looking beautiful. This helps our city draw shoppers, tourists, and photographers.



Scholarships

Each year we offer two \$500 scholarships to Princeton High School graduates. Students receive these after submitting their grades from their first semester of higher education. Access the scholarship application online at our website, princetonwi.com.



Make sure you check out Princeton's episode on the travel channel "Discover Wisconsin" set to air in Spring 2026!

Facelifts

We want our city to look its best—and we want your business to look its best too! We offer matching grants to help fix up your facade and/or signage. Each member Chamber business is eligible to get up to \$400 for façade repair and \$200 for signage every five years. For more information, check out our grant application on our website, princetonwi.com.

Financial Tips

In the last four years, at least ten local businesses have received \$10,000 state or federal "Bounce Back" grants, in part thanks to letters we sent out detailing these opportunities. Ask us for help getting grants any time!

When you become an active participant in the Princeton Chamber, you have the power to help shape the city in which you have chosen to locate your business. Please help us form a community that is a pleasure to live, work, and play in!

Services & Benefits



Chamber Meetings

You are welcome to join us at any of our meetings! Volunteers are needed on all of our committees, especially Marketing, and we would love to see new faces on our Board of Directors.

The monthly Chamber of Commerce Board Meeting is held at the Chamber Office at 104 E. Main Street on the 4th Wednesday of every month at 8am.

The Marketing Committee meeting is held monthly, on the third Monday of each month at 8am, also at the Chamber Office.

Our annual banquet meeting is held in fall. At this meeting, we elect our board members and officers. All members are welcome! You will receive a personal invitation closer to the event date.

Would you like to hold a business meeting? Members can use the Chamber board room, free! Tables, chairs, bathroom, and a coffee pot are available. Please contact us to reserve the space.



Services & Benefits

2026 Chamber Community Events

Volunteer Fair

Princeton School

Tues. Jan. 27th, 2-7pm

See how you can help your community!

Nonprofits, please call to reserve your table!

Flea Market

City Park

Every Saturday 7am-1pm

April 19th– October 11th

Vendors wanted: call 920-295-3877.

Independence Day Fireworks

City Park

July 3rd after dusk

We contribute \$2,000 or more towards the annual fireworks show, organized by PAC-F.

HalloWINE Sip and Shop

Water Street

Sat. Oct. 10th 3-6pm

Wine, cider, and beer tasting, raffle, & more.

Tickets available online or at the library.

Vendors and wine stop locations wanted.

Trick or Treat on Water Street

Water Street

Friday October 30th 3:30—5 pm

Businesses and organizations give out candy and hold special sales.

The Chamber gives prizes for the best Halloween decorations on street light poles.

We also pay for candy (given away at the public library) and hot dogs (given away by Lions Club volunteers at Megow Park).

Christmas in Princeton

City-wide

November 27th—29th

Always held on the weekend after Thanksgiving, this is a very special time in Princeton. Many businesses and organizations go all-out!

The Chamber organizes a Friday night parade on Water Street, with prizes for the best floats. We provide cookies and hot chocolate for the crowds of visitors.

We also have a Holiday Bounty Craft Fair at the school on Saturday Nov. 28th (**vendors wanted**). Santa visits, other craft fairs, caroling, bake sales, children's activities, and other events take place throughout the city.

Event Partners

Our annual events attract quite a crowd, and all members are encouraged to participate! Often, events take place on Water Street, because it can be easily closed off and a large parking area is available. However, member businesses from *anywhere* are welcome to set up tents and tables on the street during these events. Several businesses are eager to partner with you, at no cost to you, so that you can both attract more customers and give each other breaks. Let us know if you would like us to connect you with a Water Street partner!

Services & Benefits

The Chamber Board: Here to Serve You

Contact any of the Chamber Board Members below for help or questions.
Your business is important to us, and we are happy to lend a hand or offer advice.

Contact the Chamber Office

104 E. Main St. PO Box 45
Princeton, WI 54968
Phone 920-295-3877 info@princetonwi.com
www.princetonwi.com

MIKE JACOBI
Vice President
Princeton Flea Market
920-787-4815
mikejacobi68@gmail.com

MARK JUDAS
President
US Bank
920-295-6586
or cell 920-229-0970
mark.judas@usbank.com

NIKKI MARSHALL
Administrative Assistant
920-295-3877
info@princetonwi.com

ALAN DETJEN
Treasurer
Detjen's Piggly Wiggly
920-295-3981
adetjen@shopthepig.com

ANN MARIE O'DONNELL
Ann Marie's Unique Boutique
608-697-8212
anns3biz@gmail.com

KELLY MARSHALL
Membership Coordinator
Raymond James Financial
920-295-4390
kelly_marshall@raymondjames.com

JIM FRASIER
Princeton Historical Society & PAC-F
708-653-1516
jim.frasier28@gmail.com

MATT TROTTER
Horseradish Restaurant,
Teak & Soxy and Parlor Hotel
920-980-2572
horseradishkitchen@gmail.com
OR teakandsoxy@gmail.com

LAURA SKALITZKY
Chamber Board Secretary
Princeton Public Library
920-295-6777
director@princetonpublib.org

CHRISTOPHER METRAS
Fox River Chalet
chris.metras@gmail.com

Princeton Area Chamber of Commerce Membership Application

Dues: \$150 Business \$75 for Second Business \$75 for Service Organization \$75 Associate (Retired)
Make Checks payable to: Princeton Chamber of Commerce, P.O. Box 45, Princeton WI 54968

Early Bird Payment - Dues \$140 for Businesses that pay before September 2025.

Questions? Contact us at 920-295-3877 or info@princetonwi.com

Please print clearly and fill out completely as this information will be used in marketing.

Business Name _____

Your Name or Contact Person's Name _____

Business Location Address _____

Mailing Address (if different than above) _____

Telephone Number _____ Secondary phone _____ Fax Number _____

(For Chamber use only – we will not publish unless you ask us to)

Email Address _____ Web page _____

Would you like all correspondence sent via email? **yes** **no** (please circle one)

Other email addresses you would like the Chamber information sent to:

Description of your business as you wish it to appear in the Visitors Guide and other advertising- (30 word maximum please)

Date your Business was established (for us to use in marketing your business) (Not required) _____

Circle the heading you want to be listed under in the Princeton Visitors Guide:

Antiques, Attractions & Recreation, Appliances, Computers & TVs, Automotive, Child Care, Churches & Schools, Clubs & Organizations, Communications, Contractors / Construction, Entertainment, Financial, Floral & Landscaping, Food & Spirits, Funeral Homes & Services, Health Providers, Insurance, Livestock, Lodging, Marine, Personal Care & Spas, Photography, Power Utilities, Publishing / Media, Real Estate, Shopping, Taxi, Trucking, Veterinarian



PRINCETON FLEA MARKET

Every Saturday April 18—October 10, 2026

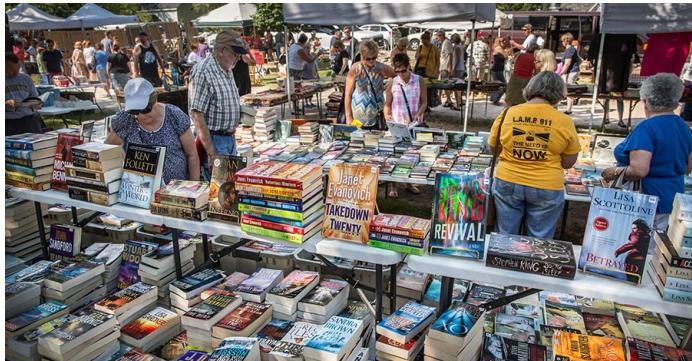
Held at City Park, on Highway 73/23

Shop 7am-1pm for cut flowers, plants, fresh produce, antiques, books, great food, toys, art, bargains, yard sculptures, and more!

Free public parking! For more information, including vendor spaces, please visit our website:

princetonwi.com/the-famous-princeton-flea-market/

Sorry, the selling of guns, ammo, and animals is not allowed.



For Flea Market Food Booth Groups



Princeton Flea Market
April 18 — Oct. 10 2026
Held at Princeton's City Park
101 Wisconsin St. (Hwy 73/23)
Princeton, WI 54968

Dear Friends,

The Flea Market season is approaching, and nonprofit groups interested in a FOOD STAND OPERATING DATE this season **MUST** return the form below. This form is due **BY WED. MARCH 11TH**.

The annual "Food Group Meeting" is scheduled for Wed. March 25th at 6:00p.m. at the Princeton Public Library, 424 W. Water St. You **MUST** have a representative attend—this is **YOUR** meeting, where decisions about the upcoming season are made by **YOU!**

There will also be information about safety requirements.

As in the past, we ask that each group contribute 6% of your **GROSS** proceeds to the Chamber of Commerce. This money helps us offset the expenses we incur, including renting the park from the city, bathroom cleaning, crossing guards required by the state, electricity and equipment use, etc. Please be courteous and remit this payment within **TWO WEEKS** of your food booth date.

Please don't forget: return the form by March 11th, and come to the meeting at the library on March 25th at 6pm. See you then!

Questions? Contact us at 920-295-3877 or info@princetonwi.com

Return this form to the Princeton Flea Market, PO Box 45, Princeton WI 54968

— DUE NO LATER THAN MARCH 11TH —

GROUP NAME: _____

Would you like **TWO** dates? Circle one: YES NO

Do you have a special date or time-frame request? If YES, what is it?

Group mailing address: _____

List **TWO contact people:**

Name & Phone: _____

Name & Phone: _____



For Flea Market Sellers

princetonwi.com



Princeton Flea Market

2025 Full/Half Season Space Reservation

Full Name _____

Street Address _____

City/State/Zip _____

Phone Number _____

By submitting this application, I do hereby state that I will not sell any animals, firearms, ammunition, fireworks, or ANY commodities prohibited by law, including any merchandise that violates trademark, tradename or copyright laws. I also hold the Princeton Chamber of Commerce harmless from any liability due to theft, damage or injury occurring in my booth area, and certify that I have liability insurance to cover my booth area. I acknowledge that the sale of any food must follow ALL Wisconsin State food safety laws. I acknowledge that the Princeton Chamber of Commerce and its representatives are not responsible for any food sickness as a result of not following these laws. I understand that NO political booths are allowed that campaign for a political party or candidate for elected public office.

Signature (required) _____

Please check all that apply:

- Full Season Pass (26 dates: April 18 — October 10) \$500.**
- First Half Season Pass (April 18 — July 11) \$275.**
- Second Half Season Pass (July 18 — October 10) \$275.**

- I held a reserved space last year. Save the same space for me this year.**
- I held a reserved space last year, but would like a DIFFERENT space this year.**

Indicate which space or area you are interested in, and we'll do our best:

- I'm a NEW APPLICANT for a reserved space.**

PLEASE INDICATE the type of merchandise you plan to bring for sale:

Notes, comments, chit-chat:

MAIL this completed form, your remittance, and a SELF-ADDRESSED STAMPED ENVELOPE to:

Princeton Flea Market P.O. Box 1 Princeton, WI 54968



For Flea Market Sellers

January, 2025

Princeton WI Chamber of Commerce

princetonwi.com



Hello and WELCOME to the 2025 Princeton Flea Market!

This year our season runs from **April 19 — October 11**. Opening time remains 6am.

We will be accepting “daily” sellers again this year; the cost is \$35 per week. When you arrive, leave your vehicle and walk into the park to find me at the front of the FOOD STAND by the picnic tables. I will assign spaces for daily vendors beginning around 6:30am. All spaces are roughly 20 ft X 10 ft.

We encourage you to become or remain a seasonal vendor. A Full Season Pass is only \$500, and a Half Season pass is \$275. Seasonal vendors are guaranteed spots at our busy flea market. As always, dealers who held a reserved space last year will be given first option to rent the same space again this year. These spaces will be held open until MARCH 24—No Exceptions! After March 24, new applicants will be filling open seasonal spaces.

Rules for Vendors:

A signed contract is required to obtain a seasonal space.

You may buy, sell or trade anything EXCEPT the following:

- Sandwiches (including brats, hot dogs, hamburgers, grilled cheese, etc) - all selling rights are reserved by the Chamber
- Soft drinks/SODA/other beverages to be consumed on-grounds - all selling rights are reserved by the Chamber
- Alcoholic beverages
- Animals
- Firearms & ammunition
- Fireworks
- Merchandise that violates trademark, tradename, or copyright laws
- Any other commodities prohibited by law

NO “political” booths are allowed which campaign for a political party or candidate for elected public office.

NO refunds are given for either daily or season vendors, regardless of weather.

NO dogs are allowed in the Flea Market park.

NO nails in trees.

FOOD SELLERS: Sale of prepared food items usually requires a health permit. If you have one, please include a photocopy with your application. For info, call Green Lake Co. Health Dept. at 920-294-4070.

RECYCLE whatever you can—it’s the law in Wisconsin!

To reserve your space this year, fill out the enclosed reservation form and MAIL it, with your check AND a self-addressed stamped envelope to reach us BEFORE MARCH 24. If we don’t receive your reservation by MARCH 24, your space will not be held for you. If we don’t get a SASE, we won’t mail your pass.

PLEASE MAIL your reservation. If you have any questions, please call (920) 787-4815 between 9am and 7pm.

Princeton Flea Market

Sincerely,

Mike Jacobi, *Flea Market Manager*

P.O. Box 1 Princeton, WI 54968

Princeton Chamber of Commerce

Fall Light Pole Decorating Contest

Local businesses and organizations are invited to brighten up our streets!

Let's give Princeton a fall glow-up, providing fun for residents and visitors alike.

October 5th - October 31st

Prizes:

1st place: \$75

2nd place: \$50

3rd place: \$25

Voter's choice: \$100



Pick a pole with a plugin and use lights in your display for after-dark awesomeness! Lights will come on when the street lights do. The DPW will hang extension cords.



How to Enter:

Just pick a pole and decorate!

Your light pole must have a sign indicating which business or civic group it was decorated by.

Light poles can be claimed on a first-come, first-served basis.

Each business or group may decorate ONE pole.

Suggested Fall Themes:

General fall—pumpkins, corn, sunflowers, scarecrow, leaves, etc.

Trick or Treat, monsters, spiders, skeletons, witches, ghosts, etc.

A Halloween movie such as Beetlejuice, Hocus Pocus, etc.

A cultural tradition— Día de los Muertos , Guy Fawkes Day, etc.

Objects related to your business; for example a toy shop might display creepy “haunted” dolls, scary clowns, etc.



Questions? Contact the Chamber

920-295-3877 or

info@princetonwi.com.

Princeton Chamber of Commerce

Fall Light Pole Decorating Contest Rules

There is no fee to enter. Only businesses and organizations may enter—no individuals.

All decorations must be up by October 5th and maintained through October 31st.

All decorations must be removed by Monday, November 9th.

Voting and Judging

Anyone may vote for their favorite light poles via Facebook or paper ballot. Pictures of each light pole will be posted on the Princeton Chamber of Commerce Facebook page, and on paper ballots available at the Princeton Public library. On Facebook, each “like” = 1 vote. On the paper ballots, people may check the boxes next to the light poles they like the best. Each person can vote for more than one light pole. Participants in the HalloWINE Sip’N’Shop will be encouraged to vote.

Judging for 1st, 2nd, 3rd place and tabulating votes for the People’s Choice Award will take place on Monday, October 12th. Results will be published soon thereafter.

RULES

Your light pole must have a sign indicating which business or civic group it was decorated by.

Light poles can be claimed on a first-come, first-served basis. Each business or group may decorate ONE light pole anywhere in the city.

Absolutely no permanent alteration of the light pole is permitted.

All decorations must be secured with zip ties, string, twine, thin wire, etc. No tape or anything that will damage the light poles or paint.

Decorations should be weather resistant, and any damage which occurs throughout the month must be fixed.

You can use city electricity for your display if the light pole you choose has power. Please ask the Chamber if you need an extension cord.

Lights and extra electrical cords used in decorating must be designated as “for outdoor use” (otherwise electricity may fail).

No political statements or endorsements of any kind are allowed.

Decorations must be “rated PG.” No gore, sexual content, swear words, drug references, etc.

No unsafe materials may be used (e.g. trip hazards, frayed or broken electrical wires, open flames, real knives or other weapons, etc.).

No live animals may be included in displays.

Decorations should not take up the whole sidewalk (by law we need at least a 36” width to be free and clear).

Decorations should not cover street signage or street lights, shouldn’t take up parking space, and shouldn’t affect the safety of drivers or pedestrians.

Please do promote your business or organization, but emphasis should be on the decorations, not signage.

The City of Princeton reserves the right to remove any decorations which violate these rules.



Hallo-WINE and Boos!

Cider, Wine & Beer Tasting

Saturday Oct. 10th, 3-6pm

West Water Street, Princeton

West Water Street will be closed for the afternoon so that you can stroll through this historical area and enjoy games, sidewalk sales, and more!

Tickets \$35

Tickets will go on sale closer to the event date.

Tickets will be available online at Eventbrite or at the Princeton Public Library at 424 W. Water St.



Stay tuned to the
Princeton WI
Chamber of Commerce
Facebook page
for updates on participating
businesses and event details.



Trick-or-Treat On Water Street

Friday Oct. 30

3:30-5pm



A free, family event organized by the Chamber of Commerce.

CANDY, GAMES, AND DISPLAYS AT LOCAL BUSINESSES



Bring the kids to Princeton
for an afternoon of safe, family fun!



A fire truck, ambulance, or police vehicle will be parked at both ends of water street to ensure the safety of families walking in the street.

Candy bought by the Chamber will be handed out at the public library. Hot dogs bought by the Chamber will be given away by the Lions at Megow Park.



Trick or Treat on Water St.					
Princeton	Princeton	Princeton	Princeton	Princeton	Princeton
Fri. Oct. 30					
3:30-5pm	3:30-5pm	3:30-5pm	3:30-5pm	3:30-5pm	3:30-5pm

Join the Princeton Chamber of Commerce for

CHRISTMAS IN PRINCETON

November 27–29, 2026

Enjoy displays, bake sales, craft sales, children's activities, visits from Santa, and other events throughout the city. In addition, November 28th is Small Business Saturday!

Holiday Lights Parade

Theme: “Hawaiian/Luau”

—candy—floats—music—

Fri. Nov. 27th at 6pm

After the parade, stay for the tree lighting and caroling near the triangle parking lot across from the public library. Complimentary hot chocolate & cookies provided by the Chamber are served.



Holiday Bounty Craft Fair

Sat. Nov. 28th 9am-3pm

Princeton Public School 604
Old Green Lake Rd. Princeton WI

Delicious lunches served.

Vendors Wanted!

Call Rose Wick at 920-229-0124
or download an application at
princetonwi.com

**For full details on all of our Christmas events, check our website,
princetonwi.com or the Princeton Times-Republic newspaper.**



Craft Fairs, Bake Sales Visits From Santa

**Residential & Business
Decorating Contests**



CHRISTMAS IN PRINCETON CONTESTS

Holiday Lights Parade Floats

The theme is "Hawaiian/Luau."

Parade is Fri. Nov. 27th, 6pm

Line up starts at 5:30
at the National Exchange Bank
705 W. Water St.

Best Float Awards:

1st place \$500

2nd place \$250

3rd place \$100

Residential Decorating Contest

No theme required.

Judging is Dec. 11th.

Homeowners do not need to send in
a form, but [MUST send photos](#)
of their home to the Chamber this
year to enter. Email photos to
info@princetonwi.com, or drop off
pics by Dec. 11th.

Residential Prizes (in Chamber Bucks)

1st place \$100

2nd place \$50

3rd place \$25

Business Decorating Contest

The theme is
"Hawaiian/ Luau."

Judging is Nov. 22nd.

Business Prizes

1st place: \$150

2nd place: \$75

3rd place \$25