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## Annual Meeting Calls 2020 a Pivotal Year of Growth at Park City Credit Union

**MERRILL, WISC.** – During what was an unanticipated year for all, Park City Credit Union gave a positive report at its recent Annual Meeting. Park City did not let the COVID-19 pandemic disrupt their goals for the year or their mission of “helping members fulfill their dreams while serving their communities.” Through strong digital and in-person solutions, they were able to provide raving fan service during a challenging time for members.

“In many ways we transformed our relationships with members and how we serve them,” said Park City CEO Val Mindak. “We could have played it safe, but it would come with a great cost to our members. Instead, our team chose to come together – with clear minds and creativity – to be there for our communities when they needed us most.”

The credit union ended 2020 with \$275.5 million in total assets, up 22.5% from the previous year. Deposit and loan activity rose 20.26% and 23.67%, respectively. With 21,556 members and growing, Park City welcomed 2,650 new members.

Mindak said Park City had to re-invent how they served members with digital solutions. Mobile demand spiked 64% in 2020. The Member Service Center, meanwhile, served 72,600 calls.





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**For Immediate Release**

Contact: Sarah Sturm

Phone: (715) 536-8351 ext. 4271

E-mail: [sarahs@parkcitycu.org](mailto:sarahs@parkcitycu.org)

Mindak also said it wasn't just her staff that "rolled up their sleeves," but the board of directors, too. And it was the unity to do what's right for the community while embracing fast digital solutions that earned the credit union three 2021 Best of the Best Awards for best loan experience, best transaction experience and best new account experience.

"People are choosing Park City because of our large product offerings, great rates and rewards, combined with the convenience of robust mobile and online banking options," Mindak said. "Referrals of friends and family was also the number one reason for new membership selection."

During the credit union's annual meeting, Park City announced four \$100 donations to the Community Food Pantry of Merrill, Lakeland Pantry, Rhinelander Area Food Pantry and Tomahawk Food Pantry. In 2020, the credit union helped more than 130 organizations and participated in more than 120 random acts of kindness in Merrill, Tomahawk, Minocqua and Rhinelander.

To read the full Annual Report, visit <https://www.parkcitycu.org/82nd-annual-meeting>.

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### **About Park City Credit Union**

Park City Credit Union is a member-owned financial cooperative providing financial services to approximately 22,000 members who live, work or own land in Forest, Iron, Langlade, Lincoln, Marathon, Oneida, Price, Rusk, Taylor or Vilas counties. To find out more visit us at [www.parkcitycu.org](http://www.parkcitycu.org). Park City Credit Union has offices located in Merrill, Tomahawk, Minocqua and Rhinelander, and in Dave's County Market in Merrill.