

WHAT IS FORWARD MADISON?

Forward 4 Madison is the Lake Area Improvement Corporation's fourth fundraising campaign.

**What do we raise money for?
Our home.**

Forward Madison's mission is to strengthen the Madison area by expanding opportunities for both business and residents. More than anything, we are a dedicated team committed to improving the quality of life for all Lake County residents.



2021 Campaign Objectives

As a non-profit economic development organization, we need community support so we can support the community. Money raised in our 2021 fundraising campaign goes right back to Madison, funding development efforts for the next four years. Specifically, funding from this campaign will go to these areas of focus.



**Workforce
Development**



**Industrial
Park Growth**



**Business
Retention and
Recruitment**



Entrepreneurship



**Community
Engagment and
Attraction**



**Retail
Development**



Our Impact

With your help, we're laying the groundwork for future progress and lasting success. Pay it forward and join us on our mission of making Madison a better place to live, work and raise a family. Visit [MadisonWorks.com](https://madisonworks.com) to see the difference your donation makes.

Since the inception of Forward Madison in 2006...

› Lake County sales tax receipts | 55%

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› Madison Population | 14%

› Lake County Population | 17.5%

› Lake County Building permits | 69%

› Over \$1.5 million allocated to local businesses through the Intermediary Relending Program (IRP)

Pledge Receipt

Thanks for supporting the Forward 4 Madison Campaign 2022-2025

**PLEDGES \$ _____ TO THE
FORWARD 4 MADISON CAMPAIGN**

The pledge will be paid as follows:

In ____ payments of \$ _____
beginning ____ / ____ (month/year)

To be paid: ☐ Annually
☐ Semi-Annually
☐ Other

Please send payment reminders:

☐ YES
☐ NO

Keep this for your record.

Lake Area Improvement Corporation
PO BOX 32, Madison, SD 57042

605-256-0797 madisonworks.com

Invest in the Future of Madison

PERSONAL INFORMATION:

(NAME OF INVESTOR AS YOU WOULD LIKE TO BE RECOGNIZED)

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To be paid: ☐ Annually
☐ Semi-Annually
☐ Other

Please send payment reminders:

☐ YES
☐ NO

CONTACT INFORMATION:

Signature: _____

Date: _____

Please make checks and securities payable to:
Lake Area Improvement Corporation
PO BOX 32, Madison, SD 57042





WHAT WE DO



Recent Accomplishments

Even with all challenges of 2020, we made big things happen for Lake County. Here are some projects we've been working on lately.

- Helping **trū SHRIMP** build a new Madison plant
- Developing new Cyber Estates residential area
- Bringing new businesses to Lakeview Industrial Park
- Identifying and laying the groundwork for future areas of growth for housing and business.
- LAIC Loan Fund, \$1.55MM in lending since 2007 to local expanding and new businesses.
- Refreshed downtown's look with the Façade Improvement Program

Investor Recognition

- GOLD** ➤ \$50,000 +
- SILVER** ➤ \$25,000 – \$49,999
- BRONZE** ➤ \$5,000 – \$24,999
- SUSTAINING** ➤ up to \$5,000

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MOVING MADISON FORWARD

