



**THE KEY
TO OUR
COMMUNITY'S
SUCCESS**

Lake Area Improvement Corporation
FORWARD
MADISON₃

POPULATION

CITY OF MADISON
OVER **17.5%**
INCREASE



LAKE COUNTY
OVER **18.5%**
INCREASE

CONSTRUCTION

LAKE COUNTY
AND
CITY OF MADISON

\$315M



2005 - 2015

10
YEARS
OF PROGRESS
WITH
FORWARD
MADISON



SPURRED HOUSING GROWTH
OVER **100** NEW
MULTI-FAMILY
UNITS

HOUSING

\$1.2M
LOANED TO
10 BUSINESSES



FINANCING



LEASED AND SOLD
PROPERTY FOR NEW
AND GROWING
BUSINESSES

**BUSINESS
EXPANSION**

ACTIVELY PURSUED AND PROCURED
NEW BUSINESSES



**BUSINESS
RECRUITMENT**

INDUSTRIAL PARK

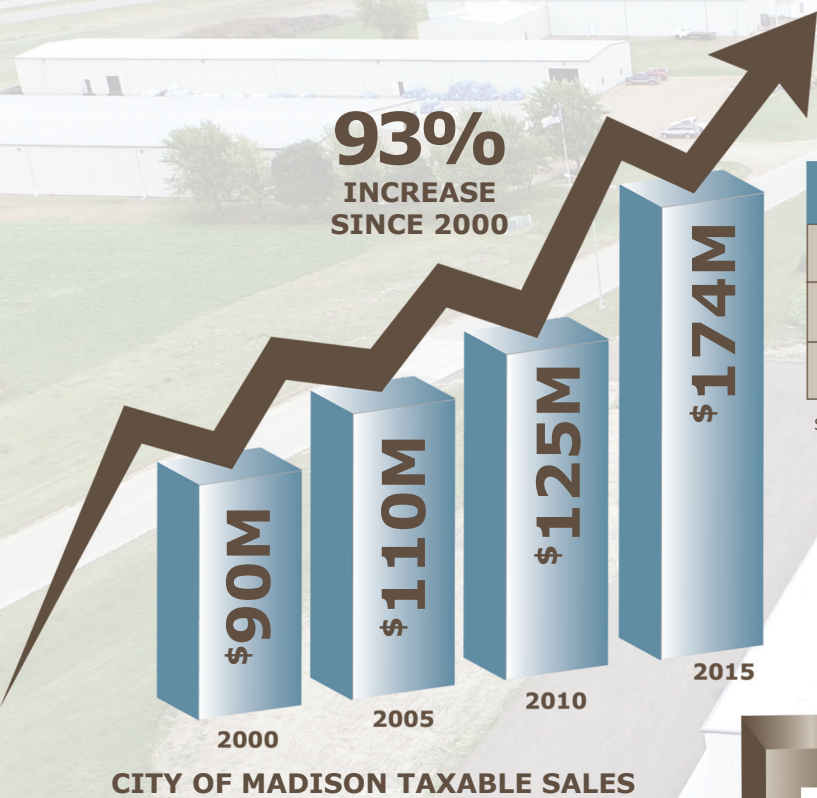
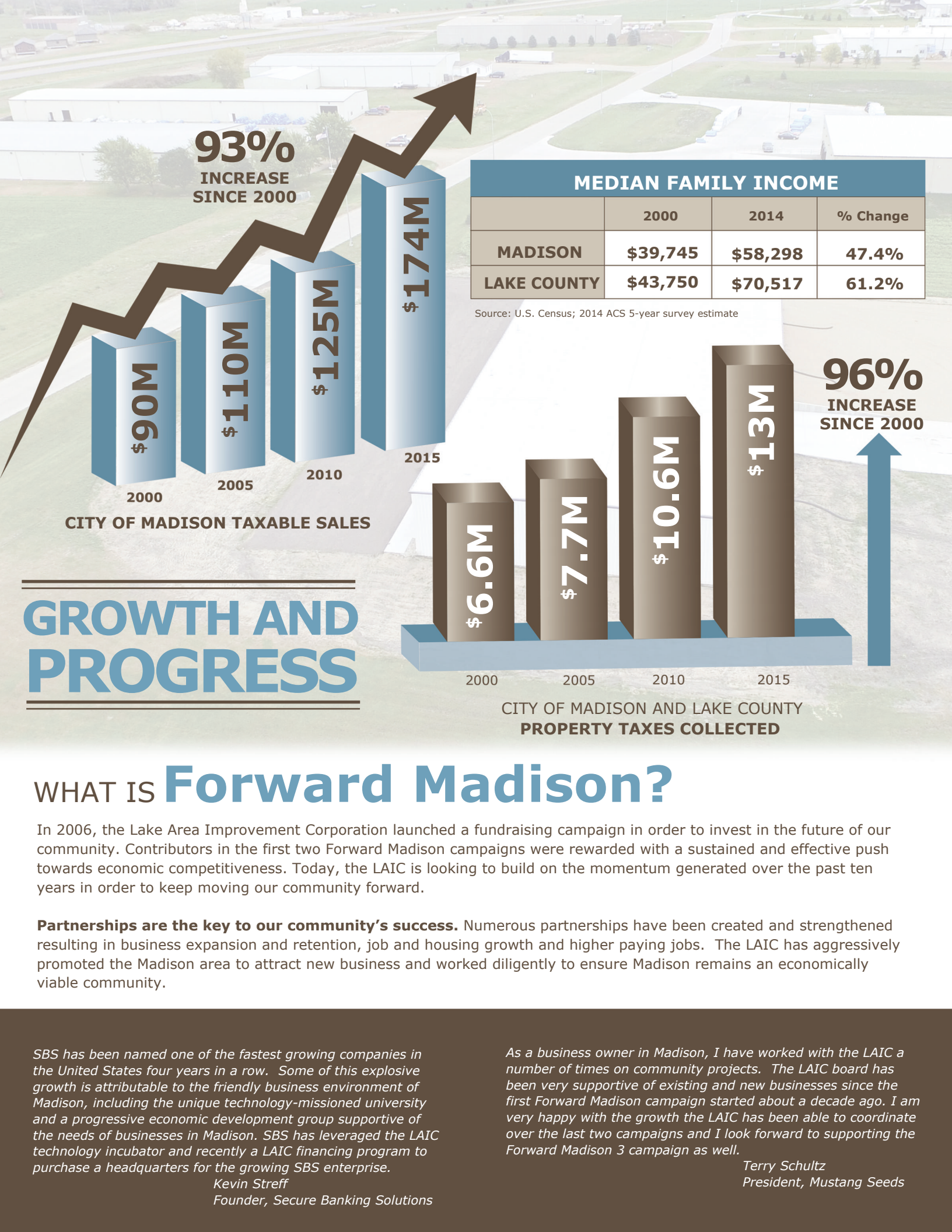
49 ACRES SOLD AND DEVELOPED
• CERTIFIED READY **BUILDING SITES**
• **INFRASTRUCTURE AND ROADS**
• **SPEC BUILDING**



COMMUNITY PARTNER

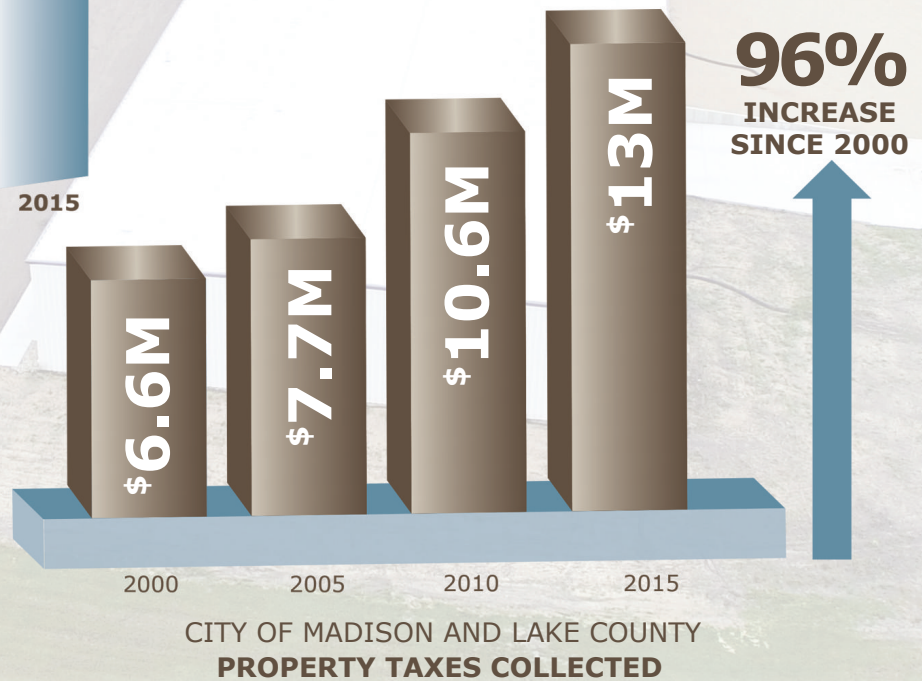
• **WORKFORCE**
DEVELOPMENT
• **ESL** ENGLISH AS A
SECOND LANGUAGE





MEDIAN FAMILY INCOME			
	2000	2014	% Change
MADISON	\$39,745	\$58,298	47.4%
LAKE COUNTY	\$43,750	\$70,517	61.2%

Source: U.S. Census; 2014 ACS 5-year survey estimate



GROWTH AND PROGRESS

WHAT IS Forward Madison?

In 2006, the Lake Area Improvement Corporation launched a fundraising campaign in order to invest in the future of our community. Contributors in the first two Forward Madison campaigns were rewarded with a sustained and effective push towards economic competitiveness. Today, the LAIC is looking to build on the momentum generated over the past ten years in order to keep moving our community forward.

Partnerships are the key to our community's success. Numerous partnerships have been created and strengthened resulting in business expansion and retention, job and housing growth and higher paying jobs. The LAIC has aggressively promoted the Madison area to attract new business and worked diligently to ensure Madison remains an economically viable community.

SBS has been named one of the fastest growing companies in the United States four years in a row. Some of this explosive growth is attributable to the friendly business environment of Madison, including the unique technology-missioned university and a progressive economic development group supportive of the needs of businesses in Madison. SBS has leveraged the LAIC technology incubator and recently a LAIC financing program to purchase a headquarters for the growing SBS enterprise.

*Kevin Streff
Founder, Secure Banking Solutions*

As a business owner in Madison, I have worked with the LAIC a number of times on community projects. The LAIC board has been very supportive of existing and new businesses since the first Forward Madison campaign started about a decade ago. I am very happy with the growth the LAIC has been able to coordinate over the last two campaigns and I look forward to supporting the Forward Madison 3 campaign as well.

*Terry Schultz
President, Mustang Seeds*

FORWARD MADISON 3

FORWARD MADISON 3 seeks to further strengthen the Madison area by expanding opportunities in the marketplace for both businesses and residents. A successful economy has several moving parts. From workforce development to job creation to housing, each piece is key to a progressive and robust community.

The LAIC is committed to implementing **FORWARD MADISON 3** because we have a vision for a prosperous future for our community. Supporting business expansion, job creation and population growth will result in a growing tax base and increasing prosperity.

A successful FORWARD MADISON 3 campaign will result in:

- Industrial park growth
 - Recruitment of technology businesses
 - Workforce development
-
-

Investor Recognition

Gold	\$50,000 +
Silver	\$25,000 - \$49,999
Bronze	\$5,000 - \$24,999
Sustaining	up to \$5,000



Lake Area Improvement Corporation
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The LAIC has been key in moving the Madison area forward. I have witnessed more positive growth over the past ten years than ever before. Our entire area has benefitted tremendously from the first two Forward Madison campaigns and I am proud to partner with them on their third capital campaign. Its success will ensure a bright future for Madison.

Gary Reinicke
Co-Owner, Reinicke Construction

The LAIC has been very instrumental in the successful perpetuation of our John Deere Dealership in the Madison area. In relocating to and building our new facility in the LAIC industrial park on Highway 34, we have seen steady growth in our business over the past 7 years. We are confident the LAIC will continue to provide a great environment for businesses to flourish in Madison.

Rhonda Hoyer
General Manager,
James River Equipment

The LAIC has been a valued partner for Dakota State University (DSU) for many years, and in many different areas. The availability of rental facilities in the Heartland Technology Center, along with efforts to expand housing in Madison, directly impact DSU's ability to recruit and hire top-level employees and have them able to live locally with their families. The growth in other businesses, the results of Forward Madison 1 and 2, also contributes to DSU's ability to attract and retain faculty and staff. Dakota State has many new advancements under development that will contribute to the university's growth and expansion. As we move forward, our partnership with the LAIC will be increasingly significant, as we work together to continue the upward trajectory of educational, community, and economic development for DSU, Madison, and the region.

Dr. José-Marie Griffiths
President, Dakota State University