



2021 NON-PROFIT FUNDING APPLICATION

Name of Organization: Greater Madison Area Chamber of Commerce

Address: 315 S Egan Ave Madison, SD 57042

Phone Number: 605-256-2454 Email Address: director@chamberofmadisonsd.com

Funding Request: \$ 85,000.00

Have you received funding from the City of Madison in the past? yes no

Are you a South Dakota registered non-profit 501(c)3 organization government entity
 other _____

Please complete this application in its entirety. To be eligible, recipients must be organizations or present projects whose work constitutes a public purpose with a mission supporting the public and for the good of the residents of Madison.

1. What purpose will the requested funds fulfill?
The funds are typically used to help promote our community through Tourism and Event avenues. The main goal for the funds to draw people from outside of Madison in to shop/stay/play.

2. When will the funds be used?
Through the 2021 Calendar Year.

3. How will the activity/project benefit the City of Madison? What target population will be served by this funding? Approximately how many people will benefit from this activity/project? *These funds must be used to benefit residents of the City of Madison.*

The entire community of Madison will benefit from this funding. The promotion of Madison increases sales tax revenue which is used to upgrade city functions, including streets and infrastructure to name a couple.

4. How, specifically, does your organization intend to use the funds requested? Do you have other funding sources to address this need? If this is a new program/initiative, how will you assure future funding sources?

The Greater Madison Area Chamber of Commerce typically works with the State Tourism Department and Southeast South Dakota Tourism to promote the city of Madison, events happening in Madison, and promotion of hunting, fishing, and our lakes in the area. These programs include advertisements in state and regional magazines that are dispersed all over the nation.

5. What are your plans for evaluation? What will you measure in order to determine success of the program or initiative being funded?

The best tool to measure the success of this funding is sales tax revenue and attendance at our larger events during the year.

Please feel free to attach any supporting documentation.

As a condition of funding, the following must accompany your completed application:

- completed Form W-9
- copy of the most current certified audit report and/or financial statement

Name/Title of Person Completing Funding Request: Eric Hortness/Executive Director

Applicant's Signature: 

This application and supporting documentation are due to the Finance Office by 5:00pm on Wednesday July 15, 2020. Submit to 116 W Center St, Madison, SD, 57042 or jennifer.eimers@cityofmadisonsd.com. The Board of Commissioners will review all requests, invite organizations to formally present their requests and/or suggest budgeted appropriations by Tuesday, September 8, 2020.

For questions regarding this application process, please contact the Finance Office at 605-256-7500 Option 3.