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## **PRESS RELEASE**

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## **VCDC Announces Vermillion NOW! 3 Campaign Surpasses \$2 Million Raised**

**Vermillion, SD, October 8th, 2019** – The Vermillion Area Chamber & Development Company (VCDC) is thrilled to announce the conclusion of the Vermillion NOW! 3 capital campaign. The original goal when the campaign was launched back in May 2019 was to raise \$1.725 million, but thanks to the generous donations of Vermillion businesses and community members, that goal has been surpassed when co-chairs of the campaign announced over \$2.01 million raised, in front of a crowd of investors at RED Steakhouse on Main Street in Vermillion.

“I’m proud of how far we have come and the direction we are moving in as a community,” says Jack Powell, Mayor of Vermillion. “I have seen many changes happen these past ten years since the inception of Vermillion NOW, and I am excited for the future of Vermillion, thanks to the dedication of the Vermillion Area Chamber & Development Company and anyone who has contributed to the Vermillion NOW! 3 campaign.”

VCDC President and CEO, Nate Welch highlighted to the crowd how engagement and involvement for the campaign were at record highs. Welch noted that of the record number of total investors, over 60% of them were brand new investors, while nearly 90% of previous Vermillion NOW campaign investors returned for additional investments.

In addition, the campaign received 100% participation from those closest to the campaign – including the Campaign Leadership Committee, the VCDC Board of Directors and the staff of the VCDC. “Not only does this show an increase in engagement and investment in the community, but it demonstrates a willingness to continue to show up for Vermillion”, Nate Welch, President and CEO of the Vermillion Area Chamber & Development Company, shared with the crowd on Tuesday.

The campaign was led by multiple major gifts, which made up over \$1.1 million dollars of the more than \$2 million raised. This momentum from strategic partners such as the University of South Dakota/USD Foundation, the City of Vermillion, Clay County, Polaris, First Dakota National Bank and Sanford (Sanford Health, Sanford Vermillion and the Dakota Hospital Foundation) helped spur on the second half of the campaign.



“It is truly wonderful to see the goal of the Vermillion NOW! 3 campaign be fulfilled,” commented Jim Peterson, Co-Chair of Vermillion NOW! 3 and President of MASABA, Inc. “Reaching the campaign goal is just the beginning; I can’t wait to see what the next five years will bring.”

Vermillion NOW! 3 will help fund changes and improvements in the amenities and infrastructure of Vermillion, create jobs and improve workforce retention, and help facilitate strategic, collaborative leadership. This is in line with the three key campaign goals of shifting the commuter-to-resident ratio from 41% down to 35%; increase the number of young professionals residing in the area; and increasing the total population of the Vermillion Area by 4%.

“These resources will make it possible to achieve the goals we have set for the future of Vermillion,” said Nate Welch, CEO of the VCDC. “The continued support of the community through donations to this campaign will turn dreams for Vermillion into a reality.”

This event was free and all Vermillion NOW! 3 investors were invited. For further information about the event or the capital campaign, please contact the Director of Strategic Communications & Tourism, Megan Davidson at 624-5571 or [Megan@VermillionChamber.com](mailto:Megan@VermillionChamber.com).