



## **MADISON CHAMBER OF COMMERCE**

**110A N Main Street**

**Madison, VA 22727**

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**<http://www.madison-va.com>**

February 9, 2012

Attn: Board of Supervisors  
Re: Chamber and Tourism Report

### **Chamber**

The Chamber has one new member application since last month, but have to be approved at the next Board meeting which will be February 20th. SAFE will be our next speaker .

Ready Reference and Downtown Guides are in the process of being reprinted and in the process of collecting dues. The 2012 Schedule of Events has been updated on our website with what we have so far. The Governor hasn't set the date for Business Appreciation Week, but our Business Appreciation Dinner will be Monday, May 14<sup>th</sup> and the Business Expo will be Thursday, May 24<sup>th</sup>. The registrations for the Expo will go out after seminars next week.

February 16<sup>th</sup>, special Customer Service workshop to be held at Prince Michel via the Virginia Tourism Corporation and will have networking from 3pm-6pm. The article was in the Eagle last week. As of February 9<sup>th</sup>, there are 45 signed up for the seminars.

### **Tourism**

The Visitor Center had 30(true) visitors in January approximately 3500 hits to the website.

Attended Journey Through Hallowed Ground meeting February 10<sup>th</sup>.

Have been busy updating website and schedule of events with many activities.

**Tourism Committee – will meet again March 21, 2012, 1pm KOA/Shenandoah Hills**

The Tourism Committee met January 18, 2012 at Shenandoah Hills/KOA at 1pm. I presented information (including \$13,000 budget to start) on both many tourism marketing options, and the Committee feels it would be best to start with electronic marketing through Virginia Tourism. This will be the fastest option reaching the most people and quickest avenue to see ROI. The Committee can finalize these items via email. (Below is what we're in the process of doing and campaign should be up and running by next week)

- 1) Mary Lewis of eBrains, Inc who is in charge of Virginia Tourism Electronic Marketing program said best approach will be to do a Madison County paid search program that will drive clicks directly to the appropriate pages on the website. They can create a search program with key terms and words that will deliver up custom text ads for accommodations, dining, attractions, events when traveler are searching for those venues in Google, Bing and MSN search engines.

The Paid Search program will drive clicks to the Madison County tourism website at 2,000 clicks per month for a total of 8,000 clicks over four months. They can launch the program in as quickly as five days once we have the keyword list approved so can start this month thru May. Cost \$8,000. Mary Lewis is currently coming up with key terms as of January 6. At the January meeting, the Committee along with Scott from DuCard Vineyards looked over keywords and over several days, added and tweaked some of them.

Contract has been signed and sent to Teresa Miller as well.

- 2) The Committee also discussed Madison's portion to the RRRC, PD9 (last year was \$1400) can come from TOT as well. I met with Foothills Tourism Group and we plan on reprinting Virginia Piedmont brochure that is distributed to visitors centers and Virginia Welcome Centers. Also discussed Sesquicentennial Grant for next year as a region which would benefit Madison as well. The Virginia Piedmont still gets the most hits from Madison than all the other counties. We are between Google and Bing!!
- 3) The Committee agreed to redo the generic brochure since it hasn't been done (just updated text) for the last several years. At this point, just coming up with front cover and wording for inside. The design of the brochure will be \$1200-\$1500 and then will determine at next meeting how many to order.

Respectfully submitted,

*Tracey W. Gardner*, Executive Director, Tourism Coordinator,  
Tourism Committee