



## **MADISON CHAMBER OF COMMERCE**

**110A N Main Street**

**Madison, VA 22727**

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

August 10, 2012

Attn: Board of Supervisors

Re: Chamber and Tourism Report

### **Chamber**

The Chamber's next Board/Member meeting will be August 20<sup>th</sup> with Donna Yowell from the Literacy Council as guest speaker.

**SAVE THE DATE Virginia Tourism is coming back to do the Customer Service Workshop geared for Managers this time!! And will be held from 1pm-4pm at Early Mountain Vineyard, more details to follow. Everyone said the Customer Service Workshop in February were well worth the time and couldn't wait for the next one!**

### **Tourism**

The Visitor Center had 71 visitors in July and approximately **8000 hits to the website!**

CHO, Charlottesville Airport's "Everything Shenandoah" display is now over and they said it was very well received.

The parade went very well and we had many calls for it and the Fair!

The summer has been very busy with events and keeping the website and Facebook updated. Music on the Lawn Thursday, Sept 6<sup>th</sup> with "Sinatra Under the Stars" and also Thirsty Thursdays (2<sup>nd</sup> Thurs of the month) at Prince Michel along with 80's Nights on Fridays. Sippin into Sunset is in full swing at Early Mountain on Fridays and many events going on DuCard as well.

### **TOTM**

**This month is all about preparing for the 20<sup>th</sup> Annual Taste of the Mountains September 1, 2012. Virginia Tourism's LOVE Artwork will be on display from August 31<sup>st</sup> – September 4<sup>th</sup>.**

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**Tourism Committee – will meet again November 7, 2012 1pm KOA/Shenandoah Hills**

**Update for August – The Tourism Committee met August 8<sup>th</sup> approved proposed budget for \$50,000 to submit to the Board of Supervisors for approval and appropriations. Tracey met with Comcast and script writer for commercials. Tracey will continue working on the new brochure in the fall and winter.**

**Update for July – Lynn Graves and Tracey attended BOS workshop meeting and after discussions will be working on budget for current amount in TOT fund at next meeting. Purchased ¼ page ad that was on sale for \$249 with Destination Travel, Current advertising invoices for Northern Virginia Magazine (online) WEB – Travel, E-News Events and E-news Travel, totaling \$1225. Also submitted TOTM rack card which represents the entire County for \$727.27.**

**Tracey had conference call with Mary Lewis from Ebrains discussing the 5month key word search campaign via Virginia Tourism which brought in an extra 8,006 hits to our website. Mary also gave extra key words we can add to our site and other valuable ideas as well. Tracey also met with Laura Grigsby, contact from Susan Bernhardt with The Last Nickel/Cameleer from Comcast to discuss a widespread campaign both online and television ads. Laura is coming up with a proposal and will meet again before the next Tourism Committee meeting. Laura lives in the area and therefore already has ideas for campaign.**

**Received 140 leads from Cooperative Living ad. These are individuals who took the time to fill out info card from magazine and send in. The Chamber utilized the volunteers for this fulfillment.**

(Historical data below).

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.

- 1) Mary Lewis of eBrains, Inc who is in charge of VirginiaTourism 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. April update: Currently working on gathering info from other lodging entities for brochure.
- 4) April update working on ads in publications beginning with \$425 for Coop Living. \$700 for Monticello Wine Trail.
- 5) May/June update up to this point Northern Virginia Magazine, Jun/Jul/Aug E-News ads totaling \$1260, Six issues Travel Banner ads in Travel section \$2550, and three Travel and Entertainment banners \$1140.

Update for June: Still gathering info for brochure which is time consuming and also gathering info and deciding via email on other ads. Including Northern VA Magazine, working on ad for Virginia Wine TV(they plan to highlight our vineyards this year!!), AAA, Blue Ridge Digest and Blue Ridge Outdoors. May Cooperative Living magazine featured our ad.

Respectfully submitted,

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