



MADISON CHAMBER OF COMMERCE

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May 10, 2013

Board of Supervisors Chamber Report

The Chamber has one new member this month that will be approved at our next meeting.

The first Chamber “event” this year on “The Seven Habits of Highly Effective People” workshop April 11th at Prince Michel was great!

The Business Appreciation Dinner will be held at Early Mountain this year May 20th and working will be a Farm 2 Table event! You all plus a guest are invited so please let us know on that as well (asap if possible)!!

The Business Expo will be held Thursday, May 23rd at the Fire Dept and 3WV will broadcast live from 5pm-7pm! The Expo ends at 6pm this year, but they will hang out there, more importantly, will give out free tshirts at 5pm which brings it’s own crowd! Will a full house with lots of giveaways. Graves is having us handle drawing for 2 three day tickets to Festival of Music. Also will be a small diabetes health fair in front part of Fire Dept with a speaker at 5p. The Hunter Holmes McGuire VA Medical Center in Richmond is bringing the Rural Health Mobile Clinic for outside for Veterans. Also may have some Veteran Therapy dogs as well. The Little Country Store will be there this year with BBQ samples and possibly pizza. Shiver Shack outside with Sheriff’s Barrel Train from 3pm-5pm all FREE to the public!

E.A. Clore is planning a Chamber Mixer for May 30th, more details to follow!

Working on VDOT approvals and request letters which will also have for BOS for parades and TOTM. Sent out reminders for Taste of the Mountains and getting more applications coming in now. The High School Musicians Club will perform along with the other bands on main stage. This year we will have Native American Dancers on War Memorial Lawn area.

Tourism Committee report below.



Tourism Report (Tourism Committee Mtg will be held June 5, 1pm at KOA/Shen Hills)
April had 40 true visitors, 7000 hits to the website (up 2000)

- Facebook has 344 likes, but reaching 1000 per week and other counties tourism sharing
- Getting more applications for Taste of the Mountains/**including H.S. Musicians this yr**
- Finalizing lodging portion of Tourism brochure, working on Logo
- Still getting responses from article in Winston Salem Journal
- NO VA Magazine Campaign launched
- Comcast working on power point from first campaign to include all online and commercials
- Blue Ridge Outdoors ¼ page ad, Great Vacations Getaway turned out great (have been getting hundreds of leads from that one), Southern Living ad came out in May, 2weeks, now have received 1000 leads! And since they had a misspelling of Prince Michel in their blurb they added (blurb was GREAT, included lodging, Tour de Madison and more) will give us at least an extra listing that goes out to 2millions viewers. However, I'm hoping for more and working on that.
- Also doing an ad in Blue Ridge Country (Mountain edition)
- Half page ad in VA Wine Lover giving us ¼ page free and by doing so "bought down" for five other Madison advertisers (wineries, restaurants, or lodging)
- The mobile Virginia Piedmont site for the Sesquicentennial is up for a VIRGO award Statewide
- Sent some tshirts and "I hiked Old Rag" back "sacks" from The Little Country Store to Virginia Tourism for their Get outdoors sweepstakes.
- Have spoken to a writer from Los Angeles helping pick some sites for action parts of a book he's writing.

Respectfully submitted,
Tracey W. Gardner, Exec Dir/Tourism Coordinator



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