



MADISON CHAMBER OF COMMERCE
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September 6, 2013

Board of Supervisors
Chamber Report

The Chamber's next meeting will be Monday, September 16, 2013. The office will be open for networking by 6:30pm with meeting at 7pm. The Annual Banquet will be held Wednesday, November 13th this year!

Tourism/Totm

Taste of the Mountains went very well this year with a good crowd (I estimate 10,000 or so, but have no concrete numbers) Had the weather been cooler and no threats of rain, would have been many more there I am certain.

Tourism Committee report below. Will try to attach report with Travelers spending

Tourism Report September(Tourism Committee Mtg will be held Sept 18, 130pm at KOA/Shen Hills) The Visitor Center in August had 60 true visitors(not including Taste of the Mountains), 11,000 hits to the website!

On Wednesday, **September 4, 2013** - the Governor's Office released the overall state figures to Virginia Tourism. Madison was up by close to \$1MILLION in traveler's spending!

2012 County	Expenditures	Payroll	Employment	State Tax Receipts	Local Tax Receipts	% Change 2012/2011	Expenditures	Payroll	Employment	State Tax Receipts	Local Tax Receipts
VIRGINIA	\$ 21,214,032,087.27	\$ 4,724,398,710.38	210,020	\$ 797,694,956.42	\$ 564,242,008.71	VIRGINIA	4.0%	3.3%	1.4%	3.3%	2.8%
MADISON	\$ 32,029,913.48	\$ 5,169,834.93	652	\$ 1,334,582.13	\$ 894,311.36	MADISON	2.3%	1.7%	-0.1%	1.7%	1.0%

- Facebook has 411 likes, and reaching 1000 per week (last week reached 1725) and other counties tourism sharing
- **Orange/Madison grant awarded for \$25,000 for joint advertising**
- **Blue Ridge Whiskey Wine Loop (we're included) won grant for \$5,000**
- **RRRC Regional Tourism group looking at Agro-Artisan Trail Grant**
- **Also looking at another grant for possible website upgrade**
- Received and have mailed many schedule of event rack cards along w/Jacks Shop brochures and received a table cloth w/logo for events
- Received lots of great publicity for Taste of the Mountains, Real Estate Weekly, Daily Progress, Culpeper Star Exponent, Eagle, Fredericksburg as well just to name a few (free)
- Receiving many leads from Southern Living and Great Getaways and doing Great Getaways again

Respectfully submitted,

Tracey

Tracey W. Gardner, Exec Dir/Tourism Coordinator
Tourism Committee

