



**MADISON CHAMBER OF COMMERCE**  
**110A N Main Street**  
**Madison, VA 22727**  
**540-948-4455**  
<http://www.madison-va.com>

January 8, 2014

Board of Supervisors  
**Chamber Report**

Happy New Year, Welcome and congratulations to the new Board members: Clay, Kevin and Bill!! Please let us know if you're not receiving our Constant Contact emails.

The Chamber has received two new membership applications that will be reviewed at the January 20<sup>th</sup> Board Meeting. Dues notices have been sent and budget request submitted. The Ready References and Downtown Guides are being updated as well.

**The Business Appreciation Dinner will be held Monday, May 19<sup>th</sup>, Early Mountain, Farm 2 Table event again this year! Business Expo May 22<sup>nd</sup>, Annual Banquet November 17<sup>th</sup>.**

Tracey will attend VACEE (Virginia Chamber of Commerce Executives) Roundtable meeting in Charlottesville Jan 24<sup>th</sup>.

The Visitor Center/Chamber office relocation to other side of the building has been great. This doesn't solve the long term issue of the building being for sale, however. (had asked about County space several years ago) For new members sake: the building the Chamber is currently in used to be owned by the County and Chamber offices were located there rent free. The building was condemned, sold, and County didn't have any space at that time (2001), so Chamber/Visitor center moved across the street. New owner fixed building and rented to the Chamber.

**Tourism/Totm**

Madison's Friday Night Christmas Lights was held Friday, December 6<sup>th</sup> with the Tree Lighting held on the War Memorial Lawn at 5:45pm with free coffee and hot chocolate from the Summit, free apple cider and doughnuts from Early Mountain. Santa was available after the parade as well. The rain stopped just in time for the parade!

Tourism Committee report below.

**Tourism Report (Tourism Committee Mtg will be held January 21, 2pm at KOA/Shen Hills) The Visitor Center** had 35 true visitors in December, 4,000 hits to the website!

- Facebook has 451 likes (average reach 1,700)
- Attended State Tourism Summit November 18-20
- **Orange/Madison grant awarded for \$25,000 for joint advertising and had first meeting**
- **RRRC Regional Tourism group WON Agro-Artisan Trail Grant \$28,000!!!!**
- **Madison (Governor announced last week)Received \$5000 grant for brochure Ride, Hike, Taste, Stay from VTC!!**
- Northern VA Magazine working on fall/winter ads
- Receiving many leads from Southern Living and Great Getaways and doing Great Getaways again
- Invite for Feb 13<sup>th</sup> Workshop with Ed McMahon at Early Mountain, please RSVP
- **(will need to appropriate additional TOT funds for Feb 13th event)**
- RFP's sent for Hotel feasibility study sent to three companies per Ernie, Received two, Ernie following up on that
- Submitted budget
- Working on getting this year's events in order and on websites

Respectfully submitted,

*Tracey*

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

