



MADISON CHAMBER OF COMMERCE
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August 9, 2013

Board of Supervisors
Chamber Report

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

The Chamber's next meeting will be Monday, August 19, 2013.

Tourism/Totm

The parade had a good turnout, in crunch time with Taste of the Mountains. Visitation way up in walk in visitors and on the website.

The Press Release for our Virgo Award that RRRC Tourism group won for our mobile site "The VA Piedmont" hit the papers last week. This was a result from the Grant we won last year. Our Tourism Group has applied and received a grant just about every year to sustain our regional partnership! Most grants require at least three partners. Will have more news on that (grant)front as soon as its released.

Attended the Celebrate Shenandoah Group meeting and also the Summer for VACVB last week with SNP and VTC. Attended another regional meeting last month at Morias Vineyards in Fauquier.

Switched emails to Constant Contact to handle the amount we have now and to send to leads.

Tourism Committee report below.



Tourism Report August(Tourism Committee Mtg will be held Sept 18, 130pm at KOA/Shen Hills) The Visitor Center in July had **105** true visitors, **9000** hits to the website!

- Facebook has 387 likes, and reaching 1000 per week and other counties tourism sharing
- Received and have mailed many schedule of event rack cards along w/Jacks Shop brochures also ordered a table cloth w/logo for events
- Two page advertorial debut in VA Wine Lover
- Receiving many leads from Southern Living and Great Getaways and doing Great Getaways again
- NO VA Magazine Campaign launched and scheduled more
- Comcast working on power point from first campaign to include all online and commercials **attached power point recap**
- Also doing an ad in Blue Ridge Country (Mountain edition) and doing another
- Doing another Blue Ridge Outdoors ad, Cville Weekly ad, The Hook
- The mobile Virginia Piedmont site for the Sesquicentennial **won the VIRGO award Statewide via the grant we were awarded**
- Cooperative Living ad also looking at VA Travel Guide
- Met w/Comcast to schedule next campaign for commercials and online ads w/our commercials imbedded in them-these reach Comcast, Xfinity customers, 29corridor into Northern VA and Maryland to include an additional 600,000 VIOS customers
- BUSY MONTH

Respectfully submitted,

Tracey

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



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