



MADISON CHAMBER OF COMMERCE

110A N Main Street

Madison, VA 22727

540-948-4455

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

July 5, 2013

Board of Supervisors
Chamber Report

The Chamber has three new members this month that will be approved at our next meeting.

The Chamber's next meeting will be Monday, July 15th with REC as tentative guest speaker.

Tourism/Totm

The Visitor Center is very busy with the Parade, Fair and Totm. Parade entries have been coming in to the Chamber as well as the Fire Dept and still need just a few trophy sponsors. We are receiving Taste of the Mountains applications daily.

The VA Piedmont's (RRRC 5 county Tourism group) mobile site won the state award, **Virgo Award**, for best collaborative effort!! (holding meeting next Friday at the Regional Commission for group photo and press release) I will also be attending the Celebrate Shenandoah meeting next Thursday.



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Tourism Committee report below.

Tourism Report July(Tourism Committee Mtg will be held Sept 18, 130pm at KOA/Shen Hills) The Visitor Center in June had 73 true visitors, **7000** hits to the website again this month, so far this week had two from UK and two from Russia and one from Mongolia among our visitors.

- Facebook has 370 likes, and reaching 1000 per week and other counties tourism sharing
- Committee approved \$4350 additional appropriated funds for Fireworks
- Finalizing Tourism brochure, have ordered rack cards w/logo and schedule of events for interim
- Receiving many leads from Southern Living and Great Getaways still
- NO VA Magazine Campaign launched
- Comcast working on power point from first campaign to include all online and commercials
- Also doing an ad in Blue Ridge Country (Mountain edition) and doing another
- 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) still working on
- The mobile Virginia Piedmont site for the Sesquicentennial **won the VIRGO award Statewide**
- Cooperative Living ad
- Doing another Great getaway ad, had a free newsletter banner ad w/them as well
- Have surpassed email address quota and setting up a constant contact account

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



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June 6, 2013

Madison County Board of Supervisors

P.O. Box 705

Madison, VA 22727

Dear Board of Supervisors,

The Madison Chamber of Commerce is planning the 21st Annual **TASTE OF THE MOUNTAINS Main Street Festival** for Saturday, August 31, 2013.

The Chamber respectfully requests permission to use the areas of the County known as the Kemper Residence lawn and driveway, War Memorial Building lawn area, the county-owned property next to the Drug Store parking spaces and Beasley Park. I am sending the Town a request letter, Sheriff's office, and getting VDOT approvals. These areas will be used for vendor displays, vendor parking, special demonstrations and musical events, between the hours of 6 a.m. to 6 p.m. on Saturday, August 31st. Every effort will be made to open the street back up as early as possible. The hours of the festival are 9 a.m. – 4 p.m.

The other areas needed for vendor and visitor parking are Waverly Yowell School, the lower lot behind the War Memorial Building, Madison County High School and the County Fair Grounds. The outside electrical on the War Memorial Building, Kemper Residence and the County Office Building will be needed for the use of musical stage events. The Street Festival will start at the Social Services building and extend almost to Waverly Yowell School.

Thanks for your consideration of this request. Please give me a call with any questions.

Best regards,

Tracey W. Gardner

Tracey W. Gardner, Exec Dir & Tourism Coordinator

