



MADISON CHAMBER OF COMMERCE

110A N Main Street

Madison, VA 22727

540-948-4455

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

June 7, 2013

Board of Supervisors Chamber Report

The Chamber has two new members this month (both because of the Business Expo) that will be approved at our next meeting.

The Business Appreciation Dinner held at Early Mountain this year May 20th was outstanding and the Farmer's Market couldn't have done a better job! Business Appreciation awards winners this year were Duct-Rite Mechanical, Clark Security & Services, LLC, Culpeper General, Inn at Meander Plantation, Southern Grace and Early Mountain. The Business Expo held Thursday, May 23rd at the Fire Dept also was a success with much promotion and 3WV as well as NBC 29 attended and covered.

E.A. Clore Mixer June 4th was great!

Tourism/Totm

Working on VDOT approvals and request letters for parades and TOTM. Parade entries have sent and emailed, now asking for 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!!

Taste of the Mountains request letter attached as well.

Tourism Committee report below.



Tourism Report (Tourism Committee Mtg held June 5, 1pm at KOA/Shen Hills) Next meeting will be held September 18th at 1:30pm at KOA) The Visitor Center had 60 true visitors, 7000 hits to the website again this month

- Facebook has 357 likes, but reaching 1000 per week and other counties tourism sharing
- Committee approved \$13,000 additional appropriated funds for Decorating Committee
- Finalizing Tourism brochure, discussed getting some 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)
- 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**

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



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