



## **MADISON CHAMBER OF COMMERCE**

**110A N Main Street**

**Madison, VA 22727**

**540-948-4455**

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

December 6, 2013

Board of Supervisors

### **Chamber Report**

The Annual Banquet was a great success with a wonderful turn out November 13<sup>th</sup>. The Business Person (Pete Elliott) and Service Person Award (Sandi Aldrich) were presented that evening. Valerie Scott from Virginia Employment Commission spoke, and Steve Grayson gave a Rescue Squad update.

The Chamber has received seven new member applications that will be reviewed in January. We are currently working on dues notices and of course our budget. The Ready References and Downtown Guides will be updated as well.

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.

### **Tourism/Totm**

Madison's Friday Night Christmas Lights will be 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 hot apple cider and doughnuts from Early Mountain's new airstream. They will also be providing corn hole games. Santa will be available after the parade as well. There will be festive music and possibly choirs, more to come!

Tourism Committee report below.



**Tourism Report October(Tourism Committee Mtg will be held December 11, 1pm at KOA/Shen Hills) The Visitor Center** in November had 45 true visitors, 5,000 hits to the website!

- Facebook has 448 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!!!!**
- **Also looking at another grant for possible website upgrade/brochure (have an update on that in a couple of weeks\*\*\*\*\*)**
- Northern VA Magazine working on fall/winter ads
- Receiving many leads from Southern Living and Great Getaways and doing Great Getaways again
- Met w/Superintendent Northrup and Karen Beck-Herzog from SNP and had a great meeting with upcoming workshop planned for Feb 13<sup>th</sup>
- RFP's sent for Hotel feasibility study sent to three companies per Ernie, Received two, however Tourism Committee hasn't approved paying for the study
- Working on budget

Respectfully submitted,

*Tracey*

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



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