



MADISON CHAMBER OF COMMERCE

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

November 8, 2013

Board of Supervisors

Chamber Report

The Annual Banquet will be held Wednesday, November 13th this year. The Business Person and Service Person Awards will be presented that evening. Valerie Scott from VEC will also speak. The Chamber has received five new member applications that will be reviewed in January.

The Visitor Center/Chamber office has relocated to other side of the building to a brighter location.

Dues notices for members will be going out later this month. The Ready References and Downtown Guides will be updated as well.

Tourism/Totm

Madison's Friday Night Christmas Lights will be held Friday, December 6th 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 October had 70 true visitors, 5,000 hits to the website!

- Facebook has 434 likes (average reach 1,000)
- Attending 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**
- 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 13th
- 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

Respectfully submitted,

Tracey

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



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