



MADISON CHAMBER OF COMMERCE

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April 4, 2014

Board of Supervisors
Chamber Report

The Chamber has three new members this month that the Board of Directors will vote on at the next meeting on April 21st. The Guest Speaker will be Brandi Day from Skyline Cap. The doors will be open at 630p for networking, meeting at 7pm.

The Business Appreciation Dinner will be held Monday, May 19th, Early Mountain, Farm 2 Table event again this year! Business Expo May 22nd, Annual Banquet November 17th. Invites for the Business Appreciation Dinner will hopefully go out next week.

Just a reminder:

- **Budget (fyi: amount requested is essentially salary, benefits, costs relating to Visitor Center, including rent) All Tourism related functions.**
- **Chamber functions support themselves as well as written materials.**

Madison County, Economic Development & Tourism in our Gateway Community was a great success! Thanks for your participation. Mr. McMahon was impressed by BOS and County employees participation. I've gotten many, (many) phone calls with very excited folks all with wonderful ideas.

Tourism Committee report below.

- **April 10 Tracey will be hosting Celebrate Shenandoah Group at Prince Michel, April 24th hosting Journey Through Hallowed Ground at Inn at Meander**

- **Attended dedication ceremony April 3rd at Whiteoak Canyon w/SNP –those pics were viewed by 384 folks so far on Facebook and 4 “shares”**

Tourism Report (Tourism Committee’s Next meeting will be held May 7, 2014 – 1pm at Shenandoah Hills Campground.) The Visitor Center had 35 true visitors in March, holding 4,000 hits to the website!

- Facebook has 473 likes (average reach 1,700)
- We now have Madison portion of You Tube footage on our website via the Blue Ridge Whiskey Wine Loop grant (free to us)
- Sandi combined bylaws she and Lynn worked on and sent over
- Will be setting up meeting to work on brochure w/graphics person
- Receiving many leads from Southern Living and Great Getaways and doing Great Getaways again
- **(will need to appropriate additional TOT funds for Apr 2 event)**
- RFP’s sent for Hotel feasibility study sent to three companies per Ernie, Received two, Ernie following up on that
- Working on getting this year’s events in order and on websites
- Scott Orchard from Roadtrippin’ a Fox News program from Richmond contacted me, came in and we’re in the works on being on that program
- Also working on parade and Taste of the Mountains!

Respectfully submitted,

Tracey

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

