



**MADISON CHAMBER OF COMMERCE**  
**110A N Main Street**  
**Madison, VA 22727**  
**540-948-4455**  
<http://www.madison-va.com>

March 9, 2012

Attn: Board of Supervisors  
Re: Chamber and Tourism Report

**Chamber**

The Chamber has two new members application since last month, but have to be approved at the next Board meeting which will be March 19th.

Ready Reference are still being printed, but Downtown Guides are in and have been sending out many and placing many at businesses. Business Appreciation Dinner will be Monday, May 14<sup>th</sup> (Board of Supervisors are invited as always) and the Business Expo will be Thursday, May 24<sup>th</sup>. The registrations Expo have gone out and have been receiving some registrations.

February 16<sup>th</sup>, special Customer Service held at Prince Michel via the Virginia Tourism Corporation was a HUGE success! The Chamber has heard nothing but positive feedback. There was a total of 60 participants and everyone has asked that we also do the 4hour seminar for managers and we are planning to do so!

**Tourism**

The Visitor Center had 40(true) visitors in February approximately 5000 hits to the website. Awaiting report from Virginia Tourism, but website hits were up possibly due to campaign. Have been very busy keeping Schedule of Events! Many events happening, urge everyone to visit website often!

**TOTM**

Have been receiving Taste of the Mountains Applications.

**Tourism Committee – will meet again March 28, 2012, 1pm KOA/Shenandoah Hills**

**Current update for March: \$500 to Virginia Tourism Application that we won to host the LOVE Artwork for Taste of the Mountains, \$700 for Monticello Wine Trail.**

The Tourism Committee met January 18, 2012 at Shenandoah Hills/KOA at 1pm. I presented information (including \$13,000 budget to start) on both many tourism marketing options, and the Committee feels it would be best to start with electronic marketing through Virginia Tourism. This will be the fastest option reaching the most people and quickest avenue to see ROI. The Committee can finalize these items via email. **(Below is what we're in the process of doing and campaign should be up and running by next week)**

- 1) Mary Lewis of eBrains, Inc who is in charge of Virginia Tourism Electronic Marketing program said best approach will be to do a Madison County paid search program that will drive clicks directly to the appropriate pages on the website. They can create a search program with key terms and words that will deliver up custom text ads for accommodations, dining, attractions, events when traveler are searching for those venues in Google, Bing and MSN search engines.

The Paid Search program will drive clicks to the Madison County tourism website at 2,000 clicks per month for a total of 8,000 clicks over four months. They can launch the program in as quickly as five days once we have the keyword list approved so can start this month thru May. Cost \$8,000. Mary Lewis is currently coming up with key terms as of January 6. At the January meeting, the Committee along with Scott from DuCard Vineyards looked over keywords and over several days, added and tweaked some of them.

Contract has been signed and sent to Teresa Miller as well.

- 2) The Committee also discussed Madison's portion to the RRRC, PD9 (last year was \$1400) can come from TOT as well. I met with Foothills Tourism Group and we plan on reprinting Virginia Piedmont brochure that is distributed to visitors centers and Virginia Welcome Centers. Also discussed Sesquicentennial Grant for next year as a region which would benefit Madison as well. The Virginia Piedmont still gets the most hits from Madison than all the other counties. We are between Google and Bing!!
- 3) The Committee agreed to redo the generic brochure since it hasn't been done (just updated text) for the last several years. At this point, just coming up with front cover and wording for inside. The design of the brochure will be \$1200-\$1500 and then will determine at next meeting how many to order.

Respectfully submitted,

*Tracey W. Gardner*, Executive Director, Tourism Coordinator,  
Tourism Committee