



MADISON CHAMBER OF COMMERCE

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

June 1, 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 June 18th.

The Business Appreciation Dinner was held Monday, May 14th where the Chamber honored several businesses (Ridge View B&B, Ebenezer House B&B, Eco Tulips, Design Options, Fairweather Builders, and Brightwood Vineyard and Farm) and the Business Expo was held Thursday, May 24th.

The Chamber awarded our first Scholarship to a very deserving Christian Hansen who will be attending Christopher Newport University and majoring in Business in the fall!

The Madison Chamber joined the Governor's Food Bowl Challenge. Canned goods can be dropped at the Chamber, StellarOne or KOA/Shenandoah Hills Campground.

The Chamber received a letter from David Sam, Germanna Community College President and I have been appointed to serve on the Business Management Technology Advisory Committee for the 2012/13 year.

Tourism

The Visitor Center had 65(true) visitors in May again approximately **8000 hits to the website**

CHO, Charlottesville Airport's "Everything Shenandoah" display is still running at the Airport so everyone traveling in and out will see our free display...

Attended RRRC VA Piedmont meeting and am now the Chair for our regional Tourism Partnership. The regional group is in the process of reprinting the regional brochure and have received a Civil War Grant through the Virginia Tourism Corporation.

Working on Firemen's Parade for July 17th.

TOTM

Have been receiving Taste of the Mountains Applications and phone calls in that regard have increased. Working on VDOT paperwork, contracts and brochures. TOTM is advertised on front cover of Virginia Festivals magazine thanks to the LOVE artwork from VTC coming this year!

Tourism Committee

This information was just from the previous week.

Popular Content Summary for madison-va.com

Squarespace tracks the most frequently visited pages on your site for various time periods. The counts below represent the number of raw visitors (not unique) accessing each particular page on your system.

Within the past week, you received a total of 1,684 page views to your top content pages.

Civil War Trails/Packages – 29.6% (499)
News – 26% (437)
Lodging – 11.5% (193)
Outdoor Activities – 9.9 % (167)
Other – 7.6 % (128)
Schedule of Events – 4.8 % (80)
Restaurants – 2.3 % (39)
Taste of the Mountains – 2.3% (38)
Wineries – 3.7 (62)

Tourism Committee – will meet again June 6, 2012, 1pm KOA/Shenandoah Hills (report done prior to the meeting).

Current update for June: Still gathering info for brochure which is time consuming and also gathering info and deciding via email on other ads. Including Northern VA Magazine, working on ad for Virginia Wine TV (they plan to highlight our vineyards this year!!), AAA, Blue Ridge Digest and Blue Ridge Outdoors. May Cooperative Living magazine featured our ad.

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 RRRRC, 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. April update: Currently working on gathering info from other lodging entities for brochure.
- 4) April update working on ads in publications beginning with \$425 for Coop Living. \$700 for Monticello Wine Trail.
- 5) **May/June update up to this point Northern Virginia Magazine, Jun/Jul/Aug E-News ads totaling \$1260, Six issues Travel Banner ads in Travel section \$2550, and three Travel and Entertainment banners \$1140.**

Respectfully submitted,

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