

# Madison County Chamber of Commerce 2016 Highlights

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## Community Engagement & Development:

- Chamber Ambassadors hosted 17 ribbon cuttings to welcome new or relocated member businesses.
- Sponsored the Madison County Leadership Institute
- Hosted 4 Legislative Forums.
- Co-hosted the 2nd annual “Hidden Madison County” business field trip
- Hosted the sports team from WHO-TV 13 as the launch community for RVTV week
- Hosted visits by Iowa Economic Development Authority and U.S. Senator Joni Ernst



*Chamber Ambassadors at a Ribbon Cutting for Jones Creek Apparel*



*The community enjoyed hosting the sports team from WHO-13 for RVTV week*

## Membership:

- Welcomed 21 new members, bringing membership total to 252
- Facilitated & supported the Winterset Merchants Group
- Launched the Madison County Employers Council in conjunction with IWD and Madison County Development Group
- 49 member businesses hosted Friday Chamber Coffee events
- 8 member businesses hosted Business After hours networking events



*Members learned about Madison County businesses making the news for creativity and innovation on the “Hidden Madison County” business field trip*

## Tourism:

- Welcomed 49 motorcoach tours and 132 personal tours to Madison County
- Hosted over 13, 600 visitors from 65 countries and 50 states in the Welcome Center
- Hosted and welcomed over 200 visitors & state government officials for the 2016 Preserve Iowa Summit

## Events:

- Hosted the Annual Meeting & Awards Night Banquet
- Promoted Small Business Saturday activities
- Hosted 4th Annual Winterset Wine Walk
- Hosted New Teachers' Breakfast
- Kicked-off holiday season with Festival of Lights
- Held 47th Annual Madison County Covered Bridge Festival
- Held 3rd Annual Chamber Golf Outing
- Sponsored "Where Madison County Creates" artist studio tour



*Fun times at the Winterset Wine Walk!*

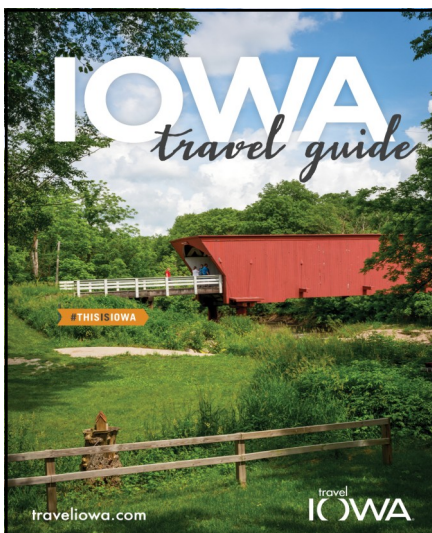


*Covered Bridge Festival King and Queen smile and wave during Sunday's parade*



*Small Business Saturday encouraged citizens to shop locally during the holiday season*

## Marketing:



- Promoted Madison County to over 1,000,000 visitors at the Iowa State Fair
- Promoted Madison County at Travel Iowa Marketplace and Legislative Showcase
- Promoted Madison County on KCCI-TV, WHO-TV, WOI-TV, KCWI-TV, Iowa Public Radio, 1040 WHO Radio, the *Des Moines Register*, *Midwest Living Magazine*, and *Our Iowa Magazine*
- Promoted Madison County through Iowa Department of Cultural Affairs Community Conversations & Annual Gala
- Partnered with Des Moines Performing Arts to promote Madison County during national launch of "Bridges of Madison County" Broadway Musical

### **Chamber Buck Gift Certificates**

Designed to promote local spending and support Chamber businesses, this program generated over \$11,000 in sales in 2016!