

BOARD OF SUPERVISORS

COUNTY OF MADISON

PROPOSED SUPPLEMENTAL APPROPRIATION

DATE: 8/11/2020

FY2021

Type of Supplement	
<input type="checkbox"/>	Interdepartmental transfer (same fund)
<input type="checkbox"/>	Interfund transfer
<input checked="" type="checkbox"/>	Revenue/Expense offset
<input type="checkbox"/>	Use of contingency
<input type="checkbox"/>	Other use of fund balance not in original budget

PURPOSE: To appropriate funds for the WanderLOVE Tourism Grant

GL Account Reference	Account type	Fund Name	Department	Object Code/Source	Debit	Credit
10-08-81-81100-3612	Exp	GF	Econ Develop/Tourism	Advertising - WanderLOVE Grant	10,000.00	
10-240801	Rev	GF	n/a	VTA Grant		10,000.00
					<u>10,000.00</u>	<u>10,000.00</u>

Note: A debit charged to a budgeted expense line increases the appropriated expense; a credit charged to a budgeted expense line item decreases the appropriated expense. A credit charged to a budgeted revenue line item increases the anticipated revenue available.

To: MADISON COUNTY MADISCNTYY10000 08/03/2020

Invoice Number	Invoice Date	VTC Voucher Number	Amount	Discount	Paid Amount
072020	07/20/2020	000000000000158648	\$10,000.00	\$0.00	\$10,000.00

10-240801

TOTALS: \$10,000.00 \$0.00 \$10,000.00

THE FACE OF THIS DOCUMENT HAS A COLORED BACKGROUND ON WHITE PAPER

VIRGINIA IS FOR LOVERS

Virginia Tourism Corporation
P.O. Box 798 . 901 East Cary Street
Richmond, Virginia 23218-0798USA

SUNTRUST

68-02/510
Check Number 054109

Pay Ten Thousand Dollars and 00 Cents

Date Aug 3, 2020
Amount \$10,000.00

To the Order of: MADISON COUNTY
P.O. BOX 705
FINANCE DEPARTMENT
MADISON, VA 22727

Rita Davis
President and CEO

THE BACK OF THIS DOCUMENT CONTAINS AN ARTIFICIAL WATERMARK - HOLD AT AN ANGLE TO VIEW

⑈054109⑈ ⑆051000020⑆ 201774585⑈

VTC DMO WanderLOVE
Marketing Grant Program Agreement
VTC #21-039

This Agreement dated the 16th day of July, 2020 serves as a grant agreement between Madison County Visitor Center & Chamber of Commerce (“Grant Awardee”) and Virginia Tourism Authority, doing business as Virginia Tourism Corporation, a public body corporate and political subdivision of the Commonwealth of Virginia, hereinafter called “VTC” with respect to a grant awarded to Madison County Visitor Center & Chamber of Commerce.

Grant Awardee and VTC agree as follows:

1. **TERM.** The term of this agreement commences upon execution of this agreement and will continue through project completion, no later than June 30, 2021.
2. **REPORTING AND COMPLETION.** A Final Report shall be submitted to Steve Galyean, VTC Planning and Partnerships Director at sgalyean@virginia.org. Questions may be directed to Mr. Galyean at (804) 545-5517 or sgalyean@virginia.org.
 - a) Final Report – A final report shall be due no later than 60 days after program completion, detailing the results of the program outcomes including media placements, tear sheets and other placement documentation, visitation and revenue data, and other documentation of the program. VTC will supply a WanderLOVE Final Report Template for reporting purposes.
3. **GRANT REQUIREMENTS.** In return for grant support, Grant Awardee shall provide the following:

Grant Awardee shall provide the marketing initiatives found in the marketing plan, the bonus campaign ideas, and other initiatives, all submitted in their Grant Application attached. In addition, Grant Awardee shall provide the following requirements:

- a) Grant Awardee shall commit that the officially recognized Virginia DMO contact person listed on the attached marketing plan will carry out the required and indicated items of the WanderLOVE grant.
- b) Grant Awardee shall submit a press release to relevant media outlets announcing participation in WanderLOVE campaign and receipt of award; VTC will provide a press release template.
- c) Grant Awardee shall create and promote your own WanderLOVE Road Trips Video -OR- promote VTC’s WanderLOVE video on your website; VTC will provide WanderLOVE logo lock-ups.

- d) Grant Awardee shall create one WanderLOVE Road Trip Blog -OR- submit a WanderLOVE Road Trip Itinerary for Virginia.org; Blog/Itinerary should feature: hidden gems, small towns/communities, scenic routes, outdoor experiences, and/or LOVEworks.
 - e) Grant Awardee shall create and share a minimum of three WanderLOVE-related posts on social media: VTC will provide customizable WanderLOVE social templates.
4. **REQUIREMENTS AND RESPONSIBILITIES FOR USE OF “WANDERLOVE” LOGO, WORD MARK AND SLOGAN.** To maintain the integrity of the logo, word mark, and slogan, VTC has standards and guidelines that govern how the logo, word mark, and slogan can be used. Therefore, the “WanderLOVE” logo, word mark, and slogan, as provided by VTC, shall only be used for the purpose as identified in Paragraph 3 above, and identified in the marketing initiatives/deliverables detailed in the attached grant application submitted by Grant Awardee in response to the WanderLOVE Marketing Grant Program, and shall not be used by Madison County Visitor Center & Chamber of Commerce for any purpose other than in the performance of this Grant agreement without the prior written consent of VTC. Madison County Visitor Center & Chamber of Commerce shall not alter the logo, mark, or any variation of the slogan, in any way, to include but not be limited to color, design elements, font, or typeface.
5. **GRANT AMOUNT.** As consideration for the above requirements, initiatives/deliverables referenced herein, VTC will pay Grant Awardee a total grant amount of \$10,000.00. Grant Awardee shall provide VTC with an invoice upon execution of the agreement. Payment will be made within thirty (30) days after receipt of proper invoice. The following shall be deemed to be the date of payment: the date of postmark in all cases where payment is made by mail.
6. **REFUND.** If Grant Awardee does not or cannot provide any of the requirements, initiatives/deliverables referenced herein, for any reason whatsoever, Grant Awardee shall provide, at VTC’s sole discretion and approval, a “make good” of the affected requirement, initiative/deliverable by substituting another requirement, initiative/deliverable of comparable value or as mutually agreed by both parties. Should it be determined in good faith, that Grant Awardee did not provide all of the requirements, initiatives/deliverables listed above in this Agreement, VTC may, at its sole discretion, require a pro-rated refund of the grant award from Grant Awardee.

This agreement represents the entire understanding of the parties with respect to the subject matter hereof, supersedes all prior understandings, written or oral, with respect to the subject matter hereof and may only be amended by the written agreement of an authorized representative of each of the parties hereto.

AGREED & ACKNOWLEDGED:


Madison County Visitor Center & Chamber of Commerce

Virginia Tourism Corporation

PRINT NAME **Tracey Gardner**

PRINT NAME: Mitchell A. Rosenfeld

SIGNATURE: **Tracey Gardner**
Digitally signed by Tracey Gardner
Date: 2020.07.16 09:33:37 -04'00'

SIGNATURE: 
Digitally signed by Mitchell Rosenfeld
DN: cn=Mitchell Rosenfeld, o=Virginia Tourism Authority, ou,
email=mrosenfeld@virginia.org, c=US
Date: 2020.07.17 10:39:39 -04'00'

TITLE: Eco-Dev & Tourism Director

TITLE: VP of Operations and Finance

EMAIL: tgardner@madisonco.virginia.gov

ADDRESS: 110 N Main Street
Madison, VA 22727

PHONE: 540-948-7560

Contact Information

DMO

Madison County

FEI #

546001409

Contact Name

Tracey Gardner

Title

Economic & Development & Tourism Director

Mailing Address

110 N Main Street
Madison, Virginia 22709
United States

Phone

(540) 948-7560

Email

tgardner@madisonco.virginia.gov

Anticipated Date of Completion

06/29/2021

WanderLOVE Hub and Spoke

What is your strongest lure? Your HUB.

WanderLove is the strong desire to travel in Virginia. MAD WanderLove is the strong desire to travel to and through Madison; specifically the Scenic Byway of Madison County. Madison County is fortunate to have Route 231, a Scenic Byway that runs through our Small Town of Madison and into several outdoor experiences, hidden gems, and LoveWorks.

Spoke 1

Scenic byway drive through quaint town of Madison followed by the Hebron Valley and Old Rag

Spoke 2

Small Town unique shopping hidden gems with options She-She On Main and/or Feed Store Antiques

Spoke 3

Dining at Mad Local in town

Spoke 4

Hike White Oak Canyon Falls or just walk along the river at Graves Mtn or horseback riding at Fieldstone Trails

Spoke 5

Breweries (Bald Top) and wineries LOVEworks (DuCard) photo op at DuCard

Spoke 6

Dinner and Unique lodging with lots of open spaces perhaps at Inn and Tavern at Meander or dinner at Bavarian Chef if a day trip

Top Three Feeder Markets

Feeder Market #1

DC - Northern VA and DC are always top of the list on our Google Analytics and Visitor Logs. Some of our Visitors are Wandering through on their way to another destination, but once they get a feel for Madison,

Feeder Market #2

Baltimore - Same reason behind this one and the fact that earlier grant monies and regional campaigns with 50 Years of Love and Crush Friday focused on this market, now is a

Feeder Market #3

North Carolina - NC is always a close 3rd or 4th in our Google Analytics and we have also focused on that market in earlier campaigns.

especially now when we have no congestion and open spaces, they're bound to either spend some time here or plan a trip to come back.

great time to further that cause.

Your In-Kind Match

Description of your in-kind match.

I would be utilizing Nancy Bauer, Wine in my Pocket to develop a Road Trip - \$1500
M.A.P Drones to do some additional fun hidden gems (stories) videos - \$1600
Supporting Ad with Blue Ridge Country for fall and existing for July \$1590
We've developed a Quilts of Madison County brochure (Barn quilts) many are located at our Tourism venues \$224
Working on a Libations of Madison County rack card (estimating cost) \$225
Updating our regular brochure now so can put WanderLOVE in it as well \$5000
Rebranding our Crush Friday Hike Old Rag video to WanderLOVE \$200
Rebranding our 50YrsofLove vid from Nugen Media as additional itin \$200
<https://vimeo.com/292162801>
Along with sharing VTC Social Media on Instagram, Facebook, stories in local \$461 paper and putting videos on You Tube as well

Estimated Value of In-Kind Match

11000.00

Marketing Plan, Calendar and Budget Amounts

Marketing Plan

Media Outlet	Target Date	Budget
Blue Ridge Outdoors (Branding focus with Road Trip Blog	VTC Coop 1/2 page Fall and Spring 2021	\$5,000
M.A.P. Drones Road trip video	As soon as awarded	\$1975
Search (Google)	As soon as awarded and throughout campaign	\$2150
Social Media placements	Throughout campaign	\$875

Virginia is for Lovers "WanderLove" Campaign Tie-in

Bonus Campaign Ideas

WanderLove is perfect for this challenging and historic time. There are so many options to tie in WanderLove for the way folks already travel here. If WanderLove is the strong desire to travel in Virginia, then MAD WanderLove is the strong desire to travel to and through Madison.

Wandering is exactly what our visitors enjoy doing and they have the peace, the place and the space to do just that Madison. We do plan to have many options within the main itinerary and optional itineraries as well.

The main focus will be the initial road trip which can be utilized coming from either DC, Northern VA, Charlottesville, Greene or Orange, and the new video will focus on the official Scenic Byway Route 231 which runs right through our historic Town of Madison with many "hidden gems" along the way. Examples or options featuring our Visitor Center in the middle of Town for all of the options, the Feed Store Antiques right behind us, a quirky shop that was once featured in the Washington Post for the eccentric items and history lesson you get from the owner (and also the reason the

American Pickers call me every year), along with She-She on Main, an unexpected high end consignment shop. Perhaps visit one of the oldest operating Drug Stores in Virginia and get a cherry coke for 22 cents. We will highlight our extremely popular Bald Top Brewing Co. (a mile outside town) to showcase the wide open fields that families utilize to fly kites, let their kids or grandkids and dogs run and listen to music at the outdoor venue, or toast smores at the fire pit in the fall or winter along with outstanding beer where "history meets hops", and then in town to have lunch at MAD Local, a Veteran Owned and Operated restaurant with indoor and outdoor seating and then heading for a quick stop into Clore, a fine furniture maker, one of the oldest family owned businesses in America (and views of the Hebron Valley) head further on 231 with views of Old Rag and possibly stop in an another unexpected gem at The Little Country Store in Etlan for snacks or food if want to hike or you might just catch during a seafood boil, DuCard for some wine and photo op at the handmade wrought iron/wine bottle LOVEwork with clips from Graves Mountain Lodge, our newest winery/brewery at Blue Quartz/Shotwell Run Brewing and Field Stone Trails horseback riding. If you're familiar with 231, you know we are a part of and it runs into the Blue Ridge Whisky Wine Loop!

An option of for the trip is to ride by Hebron Lutheran Church, just off of 231, the oldest operating Lutheran Church in the United States and can stop in Revalation Vineyards to take in the panoramic view of the Hebron Valley and Blue Ridge Mountains.

We can also highlight another small town, Syria, where Graves Mountain Lodge (with cabins, houses and lodge rooms), Syria Mercantile, the Possum's Store and gentle rivers flow. The Possum's Store isn't what you might think. It is a gallery in a historic renovated general store hosting Virginia art and artisans, music events, artist workshops, and is a gathering place and a creative center in the heart of the Blue Ridge Mountains. The Syria Mercantile store also sells "Original Apple Squeeze" Graves Mountain Lodge's brand new hard apple cider. That is also where one can wander and find the entrance for White Oak Canyon Falls hike or the backway to DuCard Vineyards and the LOVEwork.

We do plan on incorporating WanderLOVE with our 50 Years of Love (rebranding it with WanderLove) initiative we had with Orange and Greene (affectionately referred to among the three of us as OMG) in respect to the road trip aspect and the smaller feeder markets a road tripper will coming through to get here. Many of our visitors are history buffs so they're coming from or going to Montpelier or Monticello.

We will also tie in the Tween Rivers Trail, our five-county artisan trail with (Rappahannock, Madison, Culpeper, Orange and Fauquier) so the branding of WanderLOVE will have quite a wide reach. While our new video will focus mainly on 231, I will also rebrand our 50 Years of Love video which highlighted a couple's day casually walking along a stream, Yoder's Petting Zoo, Inn and Tavern at Meander and this couple dressing up a bit to go to Early Mountain and then Bavarian Chef. I will also re-brand a Crush Friday video of MAP Drone's Wes Cotten and his hike on Old Rag where they saw an adorable bear cub before the hike and ends with the gorgeous money shot from the summit. (also kept it real and fell in the rock scramble, so very authentic and enchanting.) My feeling this is the time for our smaller destinations to shine with room to wander. White Oak Canyon Falls has a brand new bridge this year and Old Rag has a new parking lot. They can hike White Oak Canyon in about three hours or jump in and swim for a while (we also have a video of that with my son with a Go-Pro hiking then jumping in), or spend a day hiking Old Rag to reach the summit with breathtaking views. Both of these are of course in Shenandoah National Park and if they choose the Scenic Byway and would rather can go into Rappahannock and hit Skyline Drive. There is certainly a way to enjoy the Road Trip for all levels and capabilities.

There are so many tie ins with this theme because of the nature of what Madison is. We don't have national chain hotels, so most all of our lodging is just for the Wanderer's party, which gives them the sense of safety with many fond memories and ample activities. If they're starting from the north, they will come across Prince Michel/Tap 29 and could end there as well and stay in one of their luxury suites, each by itself originally set up as chateaus, so you can't see the other ones from your front entry. We have one of the most popular Glamping sites in Rose River Farm's luxurious yurts where they can fly fish or a couple in the party can fly fish while the others go horseback riding and end with a wine tasting at Blue Quartz Winery/Shotwell Run Brewing. There are so many wonderful options and social media options and stories. We already have a video story of MAD Arts, right off 29 coming from Charlottesville which showcases over 200 artisans works and MA's Outdoors there as well in case you want to order a shed or a "she shed" to be delivered to your home.

This is a great time to highlight Sevenoaks Retreat Center just off Route 29 as well. Sevenoaks is a serene retreat center with lodging and dining with exquisite views where one can find spiritual discovery, personal growth located on 130 acres of land which offers a profound opportunity to connect with nature and can even tube down the Rapidan

River.

There are small cabins or larger ones for families sleeping up to fourteen, such as The Spirit Dancer Lodge in Etlan, with outside BBQ, a sauna, hot tub, bar, pool table and more.

There are approximately 100 Air BNBS and one new one is Monte Ventoso, build as an Italian villa with a long list of amenities including a gourmet kitchen, exercise room, sauna and three bedrooms with luxurious furnishings.

We look forward to doing the Press Release and utilizing the messaging, the digital banners and as stated, will work with Blue Ridge Outdoors, Nancy Bauer of Wine in my Pocket as well as doing our own videos and working with Kerry McNally with Google SEM as well.

The possibilities are endless and I would like to say thank you VTC for giving us something to look forward to when we've had to tell people what they "can't" do. The silver lining in having to cancel my largest festival, Taste of the Mountains, is that I will have the time to dive in and help out each individual hidden gem more thoroughly thanks to this grant.

Submit

Acceptance of Terms

By clicking this checkbox and submitting this form, you are confirming that all information is final.

I have read and agree to the terms and conditions.