

ICEA will accept nominations for the Annual Excellence Awards through June 10, 2020.

This is a great opportunity for your chamber to garner statewide recognition for the hard work that staff accomplished on specific projects throughout the past year. A judging panel will provide feedback on individual nominations.

Chambers are divided into the following categories for judging:

- 0—400 members
- 401—700 members
- 701+ members

Upon reviewing, all applicants scoring above 90% will receive an Excellence Award.

Chambers may enter multiple categories and multiple entries per category.

Deadline — June 10, 2020

E-mail entry link with this completed form to info@iceaonline.com prior to the deadline. Mail a non-refundable check for \$25 per entry to:

ICEA, P.O. Box 377, Hanover IN 47243.

Questions? Please call the ICEA office at 812-871-3000 or shell@iceaonline.com



Complete a separate form for each entry. Reproduce E-mail your entry with this completed form to info@iceaonline.com prior to June 10th. Each entry submitted for review will be charged a \$25 non-refundable fee. Please mail this review payment payable to ICEA to: P.O. Box 377, Hanover IN 47243. An invoice will also be sent for you to pay with debit/credit card.

Chamber of Commerce Madison County Chamber of Commerce

Contact: Clayton Whitson- President/CEO

Telephone: (765) 400-5347

E-Mail: clayton@getlinkedmadison.com

Circle only one category for which this entry is competing. (Complete a duplicate entry for more than one category.)

- Innovative New Ideas (something new offered in 2019)
- Programs That Engage The Next Generation
- Marketing Campaigns
- Website (url: _____)
- Annual Report / Strategic Plan

Please circle below the size of your chamber:

- 0—400 members
- 401— 700 members
- 701 + members

Forward e-mail with your submission attached to info@iceaonline.com no later than June 10, 2020



ICEA Chamber Excellence Award Submission

MCC Gift Card Radiothon

On March 25th, Governor Holcomb's Stay at Home Order took effect, essentially shutting down certain sectors of Madison County's economy. As the Stay at Home Orders were extended, many of our members began to question whether they would survive this pandemic. Despite some relief through EIDL grants and the Payroll Protection Program, many of our members reached out to us in need of help finding resources to stay afloat.

On April 20th, the MCC reached out to our media partners at Woof Boom Radio and The Herald Bulletin to find a collaborative way to "crowd-source" a relief effort for local businesses. The idea we developed was to host a day long radiothon on member station WHBU to sell gift cards to our member businesses that would be redeemable once the shutdowns were lifted.

In the following 9 days, the MCC staff secured participation from 50 member businesses and procured a matching fund that would be distributed as grant monies to participating businesses to help bridge the revenue gap when the gift cards were redeemed. Both Woof Boom and The Herald Bulletin graciously donated airtime and print space to promote the event and the MCC staff coordinated over 30 on-air interviews for our business owners to give testimonials about their operations.

On April 30th, just 10 days after conception, the MCC/WHBU Radiothon went live from 7-a.m. until 5-p.m. The event was an overwhelming success selling over 550 gift cards and raising \$26,500 for our member businesses. Over the next 3 days the MCC staff distributed checks to the participating business, many of which had tears in their eyes as they expressed their gratitude for the Chamber's efforts. For a few of our salons and restaurants, this was the first bit of revenue they had seen in well over a month.

While the revenue impact was significant to our members, the Radiothon also drove home the notion that the Chamber truly supports its members and we are all-in on supporting the Madison County economy.

BUY A CARD, SAVE A BUSINESS RADIO-THON

WHBU's Stimulus Plan for Madison County Businesses

103.7 FM, 1240 AM and 1240WHBU.com | 7 am to 5 pm on Thursday, April 30th

presented by



HOW IT WORKS

Madison County Chamber Member Companies

Chamber members are eligible to be participants in the gift card program by reaching out to Clayton Whitson at clayton@getlinkedmadison.com before April 29th to be included. There is no cost for businesses to participate and those who sign up will be included in the online list that listeners can purchase gift cards from. The Chamber will collect purchases on the front end then send a check to each business for the cards that were purchases for them. Businesses will then mail gift cards to their purchasers.

Radio Listeners and Community Supporters

Listeners visit madisoncochamber.com to see a list of participating businesses, choose the business(es) they want to support and make their purchase online. Cards are available for purchase in \$25 increments. When the campaign is all wrapped up, the Chamber will coordinate with each of the participating businesses to share a list of purchases and businesses will mail gift cards directly to those people who made purchases. The campaign will remain open through May 3rd and gift card distribution will take place in the following weeks.

WHY NOW?

The Chamber has created a separate matching fund pool through generous donations of local partners. The total amount of matching funds will be divided by the total hours of the radiothon and then dispersed as "matching grant funding" to the participating businesses. **So, every dollar spent during the radio-thon goes even further to stimulate our economy and help out your favorite businesses!**

Questions? Contact Clayton at clayton@getlinkedmadison.com or 765.642.0264

