



Innovated New Ideas

For Innovative New Ideas, the Madison Area Chamber of Commerce acclimated a new networking event to take the place of our traditional, monthly networking lunch. We get a Sponsor to be the "MOB BOSS" to pick from five members we pull from our hat! Registered participants get \$10 in Chamber CA\$H to spend at our "MOB TARGET". Within 45 minutes, we generate over \$700 in sales to an unexpected merchant. After the member has been selected, they can not be selected again for two years or until there are fewer than five members in the drawl.

Since the start of this event, we have integrated a new [digital community gift card program](#). We replaced our Good Cents program that generated over \$100k into our local economy with a virtual gift card program. Our egift cards can be sent via email, text, or printed out for convenience. This program can run reports to show us how much was purchased, the value spent/unspent, and how much was spent at which location. We are utilizing this program to retain, recruit, and help build our economy. We have even created a way for the program to generate revenue and offset fees for card purchasers.