



Travel Industry Symposium 2008: Capitalize on your destination's unique character

On Tuesday, January 15th, join us for The Travel Industry Symposium, a day-long fourm at Cape Cod Community College providing relevant and strategic information & insights for tourism industry professionals. Improve competitiveness and grow market share for your business and the destination! Presented by the Cape Cod Chamber & CVB, Cape Cod Hospitality Marketing Association and the Zammer Hospitality Institute at CCCC, and sponsored by The Steamship Authority in collaboration with MA Lodging Association, MA Restaurant Association, the Cultural Coast Partners, Cape Business Magazine, Cape Cod Broadcasting, Jet Blue and the Arts Foundation of Cape Cod.

Who should attend and why: Retailers, attractions, cultural organizations, artists, hoteliers, innkeepers, restaurateurs, transportation providers, receptive operators and anyone who works in or would like a career in the hospitality industry.

About the Industry: The travel industry generates at least \$2 billion in direct spending annually on Cape Cod and the Islands. The travel industry, the third largest industry in Massachusetts, generates at least \$20 million in rooms' tax receipts from Cape Cod alone.

Register now: Cost for symposium and Winter Tide Tasting is \$75 per person; \$65 per person for three from the same business. Register online at eCapeChamber.com or call 508-362-3225, ext. 518 or 528. See website for the full schedule of events and speakers.

Sign up today to receive our [free](#) weekly member enewsletter, including news, events and a weekly report from the CEO. Register online today at [eCapeChamber.com!](#)

Holiday Member to Member Event



Photo provided by Russ Rrice Photographer

Nearly 250 Cape Cod Chamber members got into the holiday spirit at the Chamber's Holiday Member to Member Event on November 15th at Willowbend Country Club in Mashpee. The festivities included delicious hors d'oeuvres, door prizes, networking opportunities and plenty of holiday cheer. Over a dozen local artisans were on hand displaying and selling their wares, giving members in attendance a head start on some fantastic holiday shopping. The event was co-sponsored by Rockland Trust and the Mashpee Chamber of Commerce. Ring in the New Year at our next Member to Member event, set for January 17th at the new KenMark Office Systems building in Mashpee! Register online today at eCapeChamber.com.

- Mark your calendar -

Wednesday, December 5
EntreCenter Workshop Series: Tired of Leasing?
Time: 7:30 to 10 a.m.
Location: Hyannis Holiday Inn, Hyannis
Presenters: Jeannine Marshall and Dan Goodman, Coastal Community Capital
Cost: \$35 (includes full breakfast)
RSVP: 508-362-3225, ext. 515

Thursday, December 6
Cape Cod Chamber New Member Reception: Use your Chamber membership to your advantage
Time: 7:30 to 9 a.m.
Location: Rectrix Aerodrome, Hyannis
RSVP: Email bonnie@capecodchamber.org - free event

Tuesday, January 15
Travel Industry Symposium
Location: Cape Cod Community College
Cost: 75 per person; \$65 for three from the same business
RSVP: Register online at eCapeChamber.com or call 508-362-3225, ext. 518 or 528
Exhibitor opportunities are available. Please email sales@capecodchamber.org.

Thursday, January 17
Member to Member Event at the new KenMark Office Systems building in Mashpee
Time: 5:30 to 7 p.m.
Location: 340 Main Street, Mashpee
Cost: \$5 members, \$15 non-members
Register online at eCapeChamber.com

Chamber News & Notes

- The Massachusetts Office of Travel & Tourism has launched its statewide [Winter Lodging Promotion](#). Discover great deals from Boston to the Berkshires to right here on Cape Cod. Visit [massvacation.com](#) to view the participating properties.
- On November 20th, the Cape Cod Chamber and Cape Cod Canal Region Chamber co-hosted a [Power Networking event](#) at The Brookside Club in Bourne. The event was a great opportunity to do some serious networking, and businesses that attended were matched with great leads. Look for more Power Networking sessions in 2008!
- The Chamber's Internet Marketing Committee met last month to begin the process of [developing and integrating the Cape Cod Travel Guide site and the Chamber's visitor website](#). Anticipated launch is February 2008.

Creative Community Leaders Honored



The Arts Foundation of Cape Cod honored four distinguished leaders from the Cape Cod creative community at a reception following last month's Creative Collaborative Conference at The Cultural Center of Cape Cod. The 2007 honorees were: Lifetime Achievement Award, Harry Holl of Dennis (pictured above with his family and Beth Dunn & Lisa Hergenrother of the Arts Foundation); Arts Educator of the Year, Carl Lopes of Barnstable; Community Leadership in Support of the Arts, Martin Tulloch of Falmouth; and Collaborative Arts Project of the Year, Provincetown Art Association and Museum, Student Curating Project.

Tourism mini-grants awarded

The Cape Cod Chamber has announced the recipients of our FY-08 Tourism Mini-Grant program. Grants totalling nearly \$20,000 were presented to nine destination marketing organizations and event planners to assist in the off-Cape promotion of Cape Cod events and festivals.

Recipients included: Cape Cod Maritime Museum, Cape Healing Arts' Wellness Expo, Chatham Chamber of Commerce, Falmouth Chamber of Commerce, Harwich Chamber of Commerce, Hyannis Main Street BID, Orleans Chamber of Commerce, Provincetown Business Guild and the Yarmouth Area Chamber of Commerce.

The grant program was funded, in part, by the Commonwealth of Massachusetts.

Update on Economic Summit

The Cape Cod Chamber has received an overwhelming response to the information presented at the October 26th Economic Summit. The information has resonated with the ring of truth for our residents and businesses alike. To that end, we have begun to map out a plan.

We will expand education on these population trends and data by airing summit proceedings on public access TV. Copies of event handouts, a web broadcast of the event and TV air dates are available on [eCapeChamber.com](#) in our Resource Directory under Economic Summit. Here you'll also find regular updates - and coming soon will be an open forum for ideas and input!

Working with the Cape Cod Commission, we plan to engage our consultant, Peter Francese, to do a town by town analysis and then convene a meeting with municipal leaders in December to discuss. We will reconvene summit attendees and members to organize them into special interest groups to work on specific recommendations. And, we will work to create incentives that can attract business investment and new types of job creation. More details to come!



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