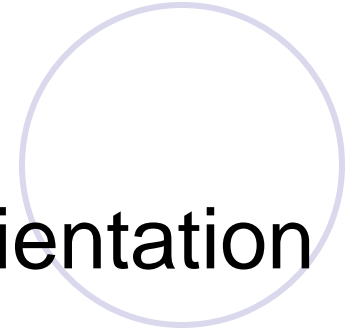
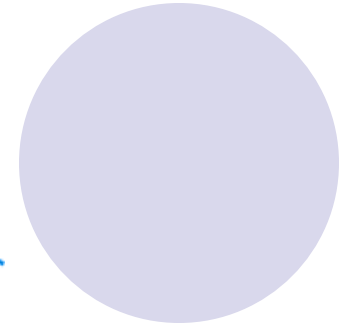
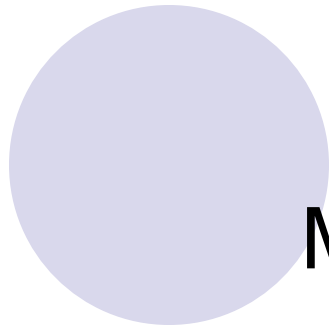
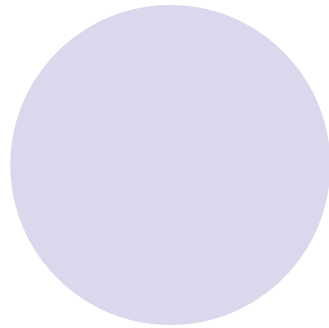


CapeCod

CHAMBER OF COMMERCE



Member Orientation



What the Chamber does

We help businesses run smoother, get new customers and be more successful. We combine the resources and talents of our members to create an exchange of ideas and best practices that open small business to new opportunities.

We are here to help YOU!

About the Chamber



- **Board Members**

- Directors are elected for 3-year terms
- Directors may serve for two terms
- Between 18 and 30 directors may serve and represent a cross section of industries and geographic business addresses
- Most directors have companies that are regional in nature

- **Professional Staff Members**

- Member Services
- Fiscal and Administration
- Tourism marketing
- Economic Development
- Business loans and counseling
- Visitor Information Specialists



Knowledge through Resources

- **Chamber Facilities:** Need space for a meeting?
Book the Chamber conference room.
- **Statistics & Demographics**
 - Month by month numbers
- **Seminars & Workshops**
 - Travel Industry Symposium
 - Health & Wellness Expo
 - EntreCenter workshops & Chamber webinars
- **Member to Member networking events**

DIRECT REFERRALS



- One of the primary reasons regional businesses join the Chamber is to **get more business!** The Chamber has many different ways that it interacts with your potential customers, including:

DIRECT REFERRALS



- Helping customers on the [internet](#)
(archived 2.4 million referrals via IRM website count & 911,130 unique visits to travel sites in FY-09)
- Helping customers on the [telephone](#)
(over 6100 calls to toll-free line in FY-09)
- Helping customers to [book online](#)
(48,249 availability searches to accommodations in FY-09)
- Distribute 175,000 [visitor magazines](#) in and outside of market & online

DIRECT REFERRALS



- Helping customers who **walk in** to one of three visitor information centers, located at:
 - Exit 5, Plymouth on Route 3 southbound
(1.2 million visitors in FY-09)
 - 3 miles before the Bourne Bridge, Route 25 southbound
(189,910 visitors in FY-09)
 - Exit 6, Hyannis on Route 6 eastbound
(30.168 visitors in FY-09)
- **Free brochure and business card** display space
- **Advertising panels** available at visitor centers



DIRECT REFERRALS

- Video promotions at Route 6 visitor center
 - Message Board & Video Loop
- Participation in tourism familiarization tours.
- Participation in tourism trade shows & sales missions.



DIRECT REFERRALS

The Chamber can offer you advertising exposure in publications ([some of which are also online](#)) and websites targeted to specific markets.

- Who's Who on Cape Cod: Your Regional Business Network Member to Member Guide
- Cape Cod Travel Guide
- Smart Guide to Car-Free Travel
- Meeting Planners' Guide and www.CapeCodMeetings.com
- Group Tour Planner
- Arts & Artisans Trails Guide of Cape Cod, Nantucket & Martha's Vineyard
- Weekly emailed newsletter
- Visitor websites: www.CapeCodChamber.org and www.CapeCodTravelGuide.com (combined 1 million visitors annually)
- Member website: www.eCapeChamber.com
- Gift Certificate Program



STABILITY THROUGH SAVINGS

● Health Insurance

- Many small businesses join the Chamber to access health plans for employees. Blue Cross Blue Shield, Harvard Pilgrim, Tufts, United Healthcare, Aetna all offer small group plans. And we'll guide you to members who can help you pick the best plan for your company.

● Cost containment

- [Insurance Partnership](#) from the Commonwealth of Massachusetts may help decrease the cost of health plan coverage. Income guidelines apply.



STABILITY THROUGH SAVINGS

● Dental

- Delta Dental, Freedom Preferred PPO are available for dental insurance.

● Supplemental

- AFLAC offers supplemental health, life and disability plans.
- Flexible Spending Accounts can also be offered at low annual compliance fees.



STABILITY THROUGH SAVINGS

- Co-op **Advertising** programs (discounts)
- Online **reservations system** (no charge)
- **Member rates** at special events & meetings
- **Special offers** throughout the year



VITALITY THROUGH ADVOCACY

Public Policy:

- Connection to local, state and federal government officials. Legislation that affects local business is our top concern. Voice for our membership.
- Public policy decisions are **developed through a process** that involves member feedback, committee review and recommendations for final approval by the Chamber's executive committee and board of directors.
- **Issue Alerts** are sent via email as needed, with a call to action to help your voice be heard!



VISIBILITY THROUGH EXPOSURE

- **ADVERTISE:**

- Advertising creates awareness for your brand. The Chamber affords numerous chances to place your company in the spotlight.

- **HOST:**

- Welcome chamber members into your office or venue for an event or program will create awareness and recognition for your company brand and location.



VISIBILITY THROUGH EXPOSURE

- **NETWORK:** Become an ambassador and get your company name out among the membership. The Chamber recruits current, active members to become liaisons and guide new members through their first events.
- **PARTNER:** Whether you're celebrating an upcoming company milestone or reaching out to make an impact in the community, we provide expanded promotion on regional events to generate more exposure for your company.



VISIBILITY THROUGH EXPOSURE

- **PUBLISH:** Submit an article or news release to our weekly online newsletter sharing your expertise on a hot regional topic or highlighting your nonprofit's activities or your for-profit's community initiatives.
- **SPONSOR:** Customize your marketing plan with an abundance of sponsorship options to effectively reach your target audience.

CONNECTION THROUGH INVOLVEMENT



- **Getting involved** is the best way to see results
- **NETWORK:** Monthly Member-to-Member events create the perfect opportunity to meet many contacts in a couple of hours. Hosted the 2nd Wednesday of each month in FY -10

CONNECTION THROUGH INVOLVEMENT



- **Health & Wellness Expo**
- **Annual Meeting:** Hosted as a large cocktail reception (light on speeches, heavy on food and fun) this brings out a vast array of members each June. This is when new directors are elected and officers are inducted.

CONNECTION THROUGH INVOLVEMENT



- **New Member Reception:** We host breakfast meetings so members can learn about their Chamber and ask questions of staff and Ambassadors.
- **Travel Industry Symposium:** The Travel Industry Symposium will provide relevant and strategic information and insights for tourism industry professionals and is designed to help improve competitiveness and grow market share. 2nd Annual TIS was held January 21, 2009.

CONNECTION THROUGH INVOLVEMENT



- **COMMITTEE MEMBERSHIP:** The Chamber's committees offer the perfect opportunity to meet new contacts and implement programs that improve the region's economy. And some committee work is just plain fun!

CONNECTION THROUGH INVOLVEMENT



- Ambassadors
- Arts & Culture
- Bed & Breakfast
- Budget & Finance
- Bylaws & Operating Policies
- International Tourism
- License Plate Marketing
- Meeting & Incentive
- Motorcoach & Group Tour Marketing
- Public Policy
- Sports Marketing
- Tourism Marketing & Advertising
- Workforce Training & Development

Helping Your Business Grow and Thrive

EntreCenter

As a resource for local and regional entrepreneurs, the EntreCenter is the “central point of contact” for growing businesses in need of assistance on Cape Cod and the islands of Martha's Vineyard and Nantucket. Through an innovative clearinghouse strategy, the EntreCenter links businesses to the specific expertise, networks and tools they need.

Free business counseling:

- Business plans

- Marketing information

- Financial resources

- Referrals to appropriate consultant or service provider

Make an appointment to meet with [Cliff Robbins at 508-362-5709](#) or visit www.EntreCenter.org.

Helping Your Business Grow and Thrive

Coastal Community Capital

- Provides loan capital to those who create businesses and jobs. A not-for-profit community development financial institution which has successfully closed millions of loans since its founding. We loan money using a variety of creative means to best suit the borrower's needs. Put simply, we find the way to fill the gap between what a traditional lender is willing to provide and what a business needs for growth.
- Creative financing solutions for:
 - Expansion
 - Business acquisition
 - Real estate acquisition
 - Equipment
 - Working capital
 - Workforce housing