



October 26 Economic Summit



The Cape Cod Chamber's October's Economic Summit was very thought provoking and extremely well received. An interactive dialogue was held among civic and business leaders on the Cape's economic realities.

Our featured speaker, demographer Peter Francese, stated that Cape Cod needs to "rebalance our human ecology" by attracting and retaining younger families to secure our economic future. Ways to do this include smart growth zoning, creating more rental housing, investing in high speed internet access, and developing a performing arts center (including some rock concerts!). He indicated that only through regionalized service delivery will we have sustainable funding to address infrastructure for wastewater, transportation and other services.

We received overwhelming feedback from the 300 attendees who pledged to work on these issues. To that end, the Chamber will immediately begin the next action steps. We will broadcast the event on public access TV. We will immediately convene, with the Cape Cod Commission, a meeting of policymakers and elected officials with Peter Francese to review the demographic data. And, we will convene with other collaborators to further define and launch a regional action plan for the Cape's economy.

Special thanks to Cape Cod Five Cents Savings Bank, sponsor of the event, and many collaborators, including Cape Cod Times Media Co. and IFAW.

Chamber receives state marketing grant: The Cape Cod Chamber has been granted \$813,895 in state funds to market the region as a premier destination. The Chamber, as one of 13 Regional Tourism Councils in Massachusetts, is charged with advertising, promoting and generating tourism spending on Cape Cod. As a condition of the grant, a comprehensive marketing plan must be approved and a dollar for dollar match provided. The grant award is also based on regional performance criteria, including total rooms' tax collections. All marketing must dovetail with the state's branding campaigns.

- Mark your calendar -

Wednesday, November 7

Coming Together for Student Success

Time: 7:30 a.m. to 12:30 p.m.

Location: Cape Cod Community College

Forum is open to the public

RSVP: 508-775-5900

Sponsored by Cape & Islands Workforce Investment Board, the Cape Cod Chamber of Commerce and Cape Cod Community College

Wednesday, November 7

Fall 2007 INNSide Track for B&Bs and Inns

Time: 5 to 8 p.m.

Location: Cape Cod Museum of Natural History, Brewster

Cost: \$15 per person

RSVP: 508-362-3225, x513 or jane@capecodchamber.org

Thursday, November 15

Holiday member to member at Willowbend

Time: 5:30 to 7 p.m.

Location: Willowbend Country Club, Mashpee

Cost: \$5 members, \$15 non-members

RSVP: 508-362-3225, x533 or www.eCapeChamber.com

Wednesday, November 28

EntreCenter Workshop Series: Monthly Financial Management

Time: 7:30 to 10 a.m.

Location: Hyannis Holiday Inn, Hyannis

Presenter: Peter Smith, Cape Cod Cooperative Bank

Cost: \$35 (includes full breakfast)

RSVP: 508-362-3225, ext. 515

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

Tuesday, January 15, 2008

Travel Industry Symposium

Location: Cape Cod Community College

Trade show and conference on the hot issues impacting local tourism.

Exhibitor opportunities are available - please email sales@capecodchamber.org.

Meet the Chamber team

Meet the Chamber staff in this monthly series, helping you to get to know the people dedicated to serving you!

Kristin Carey has joined the Cape Cod Chamber as Regional Sales Director, Chamber Publications.

Kristin has over 15 years of sales and marketing and fundraising experience. Prior to joining the Chamber, Kristin worked for Northeast Publications in Dennisport, where she was the Account Manager for the mid-outer Cape and Nantucket, and the Associate Publisher of the Cape Cod Meeting and Event Planners Guide.

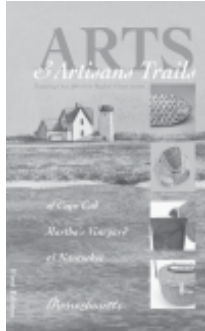


Kristin Carey

With the Chamber's recent acquisition of Cape Cod Travel Guide and the Cape Cod Meeting and Event Planners Guide, and their two associated websites, CapeCodTravelGuide.com and CapeCodMeetings.com, Kristin brings invaluable knowledge about these new Chamber products and the new integrated print and online advertising programs. Kristin can be reached via email at kcarey@capecodchamber.org.

Sign up online today to receive our free weekly member newsletter, filled with news, events and a report from the CEO. Register today at eCapeChamber.com!

Wondering what to get friends and relatives this holiday season? Consider the **Arts & Artisans Trails of Cape Cod, Martha's Vineyard and Nantucket**, a beautiful color guide that explores over 200 artists, studios and galleries through self-guided driving & walking itineraries, stunning photos and interesting side stories. Just \$9.95 at the Cape Cod Chamber visitor centers, local gift shops and online at CapeandIslandsArtsGuide.com.



Chamber News & Notes

- Cape Cod Community Media Center is airing "All Access Cape Cod" on Monday evenings on local cable Channel 17. The program gives an insider's look at everyday life on Cape Cod and takes viewers on short road trips to explore the region.
- The new **08/09 Cape Cod Group Tour Planner** is now available! The book, designed by Franklin Advertising, will be distributed in response to leads and at group tour trade shows.
- Last month, the Chamber completed the acquisition of the **Cape Cod Travel Guide and companion website and the Cape Cod Meeting & Event Planners Guide and website**. We are very excited about the opportunity this brings to strengthen our brand and to promote Cape Cod as a quality destination. Meetings have been held with the editorial staff, web developers and Chamber sales staff to map out production plans for these new Chamber products.
- John O'Brien and Wendy Northcross recently met with Clyde Barrow of the UMass Dartmouth Center for Policy Analysis to discuss the **issue of Class III gaming in Massachusetts**. The Cape Cod Chamber has prepared a position paper for the Chamber board on this topic in preparation for the Legislature's debate in the next legislative session.
- The Chamber is working with Mass. Restaurant Association, Senator Murray's Office, Rep. Turkington's office and Governor Patrick's office to appeal to Congress for **relief on the returning worker exemption for the temporary, seasonal workers** that many of our local businesses utilize to fill summer employment gaps.
- Save the date for the **January 15th Travel Industry Symposium** at Cape Cod Community College. Our Chamber, along with a litany of community partners, is planning a very dynamic event!
- **Advertising is now being sold in Cape Cod Travel Guide**, now published and distributed as the Cape Cod Chamber's official visitor publication. Over 250,000 copies will be printed with a total readership of 625,000. This year's guide will offer integrated marketing program buys, combining a strong print and online presence. For information about advertising in the guide, please email steve@capecodchamber.org or kcarey@capecodchamber.org.

November
newsletter
inside!

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