



Leading Cape Cod businesses since 1921



5 Shoot Flying Hill Road, Centerville, MA 02632 • 508-362-3225 phone • 508-362-3698 fax • www.CapeCodChamber.org • www.eCapeChamber.com

October 2007

## Chamber acquires Cape Cod Travel Guide to strengthen promotion of destination

To fortify the promotion of Cape Cod as a year-round vacation destination, the Cape Cod Chamber of Commerce has purchased the annual Cape Cod Travel Guide and the Cape Cod Meeting Planners' Guide from Dennis publisher Northeast Publications. Companion web sites also are part of the agreement.

In announcing the acquisition, Chamber Chairman of the Board Richard Neitz said, "This is a significant step forward in our ongoing efforts to encourage 12-month travel to Cape Cod using a fully-integrated print and web campaign. Since its inception 85 years ago, the Chamber has published a variety of guides and maps to promote the Cape Cod brand. This new product line will allow us to better serve our members and reach more potential visitors."

Chamber CEO Wendy Northcross said the Cape Cod Travel Guide will be merged with the Cape Cod Chamber's popular Visitor Guide, and [www.CapeCodChamber.org](http://www.CapeCodChamber.org), to create a family of promotional resources.

According to Paul Reiss of Northeast Publications, "We are very proud of the success the Cape Cod Travel Guide and website have achieved over 15 years and are pleased to know these products will continue to promote Cape Cod at its best." Reiss will work with the Chamber to fully integrate the Northeast Publication products into the chamber's arsenal of destination marketing tools.



## Maritime Days among Top 100 Events



The American Bus Association (ABA) announced in September that the annual Cape Cod Maritime Days has been designated one of the "Top 100 Events in North America" for 2008.

Maritime Days, sponsored by the Cape Cod Chamber, Arts Foundation of Cape Cod and the Cape Cod Commission, was selected for the honor from among hundreds of U.S. and Canadian events. The month-long celebration, held in May, pays homage to the region's rich maritime traditions.

"The attractiveness of Cape Cod Maritime Days as a don't-miss entertainment value is only part of why its selection this year is such a distinction for Cape Cod," said Peter J. Pantuso, ABA's president and CEO. "The real news is that Maritime Days has been recognized as a potential magnet for tourism dollars, at a time when reenergizing domestic tourism is so important to our spirit and our economy. The honor gives Cape Cod an important boost in visibility among professional tour planners."

Join us for our economic and business summit on **"The Real Cape Cod: Challenges and Opportunities in a Changing Economy"** on October 26th at 8 a.m. at the Cape Codder Resort in Hyannis. Presented by the Cape Cod Chamber, this half-day forum will give businesses an understanding of the changing face of Cape Cod's current population and potential customers, followed by a lively discussion on doing business in the future with a range of local businesses. Featured speaker will be Peter Francese, a widely recognized demographics and consumer markets expert. Sponsored by Cape Cod Five Cents Savings Bank, in collaboration with Cape Cod & Islands Assn. of Realtors, Cape Cod Community College, Business Round Table and IFAW. Registration info is listed below!

Mark your calendar

**Wednesday, October 17, 2007**

**Member to Member at The Beach House**

Time: 5:30 to 7 p.m.

Location: The Beach House, North Falmouth

Cost: \$5 Cape Cod Chamber members, \$15 non-members

RSVP: Online at [www.eCapeChamber.com](http://www.eCapeChamber.com)

**Friday, October 26, 2007**

**Economic Summit: The Real Cape Cod**

Time: 8 a.m. to 1 p.m.

Location: Cape Codder Resort & Spa, Hyannis

Cost: \$25 (includes continental breakfast and lunch)

RSVP: Online at [www.eCapeChamber.com](http://www.eCapeChamber.com)

**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 - email [sales@capecodchamber.org](mailto:sales@capecodchamber.org). More details to come!



The September 13th **Back to Business Bash** at the Rectrix Aerodrome in Hyannis was a huge success! Over 500 people turned out for the event, which was hosted by the Cape Cod Young Professionals, the Cape Cod Chamber, local chambers of commerce and Cape Business Publishing. The fun evening featured music, networking, raffles, and local restaurants highlighting their specialties. Admission proceeds were donated to the Cape & Islands United Way.

### Center for Business Workshop Series

Mark your calendar for these upcoming workshops, each aimed at improving your business. Sponsored by Coastal Community Capital and Cape Cod Chamber. For a full roster of workshops, and to register, email [christina@coastalcommunitycapital.org](mailto:christina@coastalcommunitycapital.org).

Cost per workshop is \$35 (with full breakfast). All workshops are held from 7:30 to 10 a.m. at Hyannis Holiday Inn.

#### **October 3: Build your customer base electronically**

Presented by Zak Barron, Constant Contact

#### **October 10: Reaching your market**

Presented by Sylvester Ryan, Sky Rise, LLC

#### **October 17: Generating a buzz about your business**

Presented by Chip Bishop, Chip Bishop Communications and Lisa Foddick, First Impressions

- We have broken the **1,400** mark for **Cape Cod Chamber of Commerce members**. Total members as of September 12th were **1,415**.
- **Barnstable County rooms tax receipts** for Q2- 2007 (April-June) **were up 11.8%** over Q2-2006 (\$4,845,788.60 in '07 vs. \$4,333,288 in '06). The last time Q2 rooms tax receipts were this high was in 2003! To view stats compiled by the Chamber, including rooms tax receipts, web visits, visitor center counts, bridge counts and more, visit [eCapeChamber.com](http://eCapeChamber.com) and click Tourism Statistics.
- **Struggling With New Health Care Regulations?** A new initiative at the Chamber helps small business owners understand their individual options and obligations under the new Health Care Law. To make a private appointment (at no charge to you), contact Kathy Teahan, outreach coordinator, at [kathy@capecodchamber.org](mailto:kathy@capecodchamber.org) or 781-789-3317. We will help you understand your specific responsibilities under this new health care law.
- The Cape Cod Chamber and *The Boston Globe* will produce a special **Holiday advertorial section**, to drop November 25th, highlighting fun and festive events on Cape Cod this winter. Space reservation deadline is October 24th. Call 617-929-2520 for details.
- Attend our October 19th forum on **"Foreign Workers: Issues, Updates, Info"** at Cape & Islands Association of Realtors in W. Yarmouth. Get the latest H2B visa update and materials to ease the application process. Presented by Matthew Lee of Tocci, Goss & Lee and federal officials. RSVP to [christina@coastalcommunitycapital.org](mailto:christina@coastalcommunitycapital.org).
- The Arts Foundation of Cape Cod will present the **First Annual Creative Collaborative Conference** on Thursday, November 1st at the Cultural Center of Cape Cod in S. Yarmouth. Cape Cod's creative community will gather for a day of presentations, performances and awards.

October  
newsletter  
inside!

5 Shoot Flying Hill Road  
Centerville, MA 02632

CHAMBER OF COMMERCE  
*CapeCod*

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02664  
SO YARMOUTH, MA  
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