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Cape Cod Chamber of Commerce eNewsletter

eNews

July 24, 2009

Greetings!

From the CEO's Desk:

- Congratulations to the 19 Cape students who received scholarships from the Barnstable County Agricultural Society at this year's fair. They are majoring in everything from animal science, landscape architecture and culinary arts to pre-vet medicine. It was an honor to participate in the awards ceremony - just before the performance of Peter Noone of Herman's Hermits!
- We toured the renovated and rebranded Clairon Inn Cape Cod (formerly All Seasons Resort) in South Yarmouth and it looks terrific.
- We are very grateful to our volunteers in the visitor center this year. Joining Nelson Cook are Mary Coulouras of Mashpee (2nd yr. volunteer) and Cindy Walk of South Yarmouth.
- Member retailers or artisans may email us at wendy@capecodchamber.org to apply for free display space in our two visitor centers. Space (and size of space) is limited, but we are interested in showcasing our locally made and sold items that help give a "sense of place" to our place!
- Some capital improvements are coming to the Route 25 Visitor Center, thanks to Mass. Highway. Some interior improvements were made this week as well.
- The Chamber is working with the state to coordinate a fall sales mission with inbound foreign investors and will host them in the Upper Cape region, showcasing Woods Hole and our marine sciences cluster.
- The Chamber is preparing written policies for whistleblowers, conflict of interest and updating our records retention and governance docs as required by new rules when filing IRS 990 tax returns for 2008.
- The Chamber board will be voting on the FY 10 marketing plan and the new policies at its August meeting.
- We are coordinating several FAMS, one of which is in town this week doing site visits for a very large block of event business.
- We will be meeting with the Governor, the director of Mass. Office of Travel & Tourism and Provincetown tourism leaders today in Provincetown.
- It's official - we are planning our first Health Expo in partnership with Cape Cod Healthcare, Cape Cod Media Group, Cape Cod Five Cents Savings and more to announce soon! Details for securing a booth and complimentary advertising are below.

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Again - we offer up some links to recent press coverage about the Cape and/or the Cape Cod Chamber:

["Nothing says summer quite like Cape Cod"](#) 7-19-09 *Albany Times Union*

["Summer Road Trips"](#) 7-19-09 *AAA Living Online*

["Spring brought a mix of factors to Cape's economy"](#) 7-19-09 *Cape Cod Times*

["State poised for a bigger cut"](#) 7-14-09 *Cape Cod Times*

["Track Gals Night a Boston Who's Who"](#) 7-24-09 *Boston Herald*

Wendy K. Northcross, IOM, CCE

Cape Cod Health & Wellness Expo

The Cape Cod Chamber is seeking exhibitors and sponsors for the **Cape Cod Health & Wellness Expo**, to be held October 9-10, 2009 at the Resort & Conference Center at Hyannis. This event, designed to encourage healthy lifestyle choices, will include health tests and screenings, health & wellness workshops and demonstrations, celebrity appearances, family activities and important health information. Admission is free.

The Expo is presented by the Cape Cod Chamber of Commerce in partnership with Cape Cod Healthcare, the Cape Cod Times and Cape Cod 5 Cents Savings Bank. Exhibitor benefits include booth space in a newly renovated state-of-the-art conference facility, advertising and promotional opportunities. Sponsorships are also available. For information, contact Mary Ann Morrice at 508-362-3225 X.512 or email maryann@capecodchamber.org.

August Member to Member



Please join us for our next Member to Member event on **Tuesday, August 11th** at **St. Mary's Church in Barnstable Village**, catered by Casual Gourmet. Come and enjoy delicious food and great networking, while exploring the exquisite gardens and grounds of this beautiful church, located in Barnstable Village for over 100 years.

The cost to attend is \$5 members; \$15 non-members. Register online now by [clicking here!](#)

Ptown named among Healthiest Beach Getaways



NBC's Today Show has reported that *Health Magazine* named Provincetown one of "America's 10 healthiest beach and lake getaways!" The magazine teamed up with a panel of travel and health experts to help find the healthiest of the nation's most

popular beach and lake towns. They evaluated air and water quality, the abundance of parks, the cost of a hotel room, and more to zero in on the top-10-healthiest getaways. Provincetown had the highest score in water quality of all the towns selected! [Click here](#) to read more.

Cape Cod represented at NGA Conference



VP of Sales Patti Lloyd recently returned from the National Governors Association (NGA) Conference in Biloxi, Mississippi, which she attended with other representatives from the state in preparation for the NGA event being held in Massachusetts in 2010. Patti's objective was to lure conference attendees for pre and post travel to the Cape during the 2010 conference, set for July 9-11 in Boston. Other members of the team who represented Massachusetts included staff from Governor Deval Patrick's office, the Massachusetts Office of Travel and Tourism and

the Greater Boston CVB. Many thanks to Wendi Smith and her team at Harvest Barnstable, for the donation of beautiful themed flower arrangements for the Massachusetts Fellows Event.

In photo at left, Patti is pictured with New Mexico Governor Bill Richardson, an 1967 alumni of the Cape Cod Baseball League who pitched for the Cotuit Kettleers. He promised he would stop by the Cape Cod Chamber office on his next visit!

Massachusetts Upbeat about Jazz Tourism



Massachusetts is singing the praises of its vibrant jazz scene to visitors this summer, as tourism officials introduce MassJazz, a new marketing initiative to promote the Bay State's extensive jazz activities year round to the tourism industry. Organizers of the campaign have issued a 40-page MassJazz Travel Guide detailing hundreds of outdoor and indoor concerts, jazz festivals, nightclubs, radio

programs, hotel brunches and jazz connections for out-of-town visitors and local residents (including many on Cape Cod!).

The MassJazz Travel Guide is available for free in tourism centers around the state and in local concert venues, jazz clubs, hotels and restaurants. It is being distributed to incoming conventions, tour operators and travel agencies throughout North America and to select international outlets. For up-to-date information about jazz activities year round, visit www.MassJazz.com.

"The Hundred"



"The Hundred," is back for another round! The next drawing will be held at the August Member to Member Event on August 11th at St. Mary's Church in Barnstable Village. You can register each week

by emailing steve@capecodchamber.org, with "The Hundred" as the subject line. The drawing to be given away in August is a \$100 gift certificate at [Bookstore & Restaurant](#) in Wellfleet. You must be present to win.

The Bookstore & Restaurant overlooking Wellfleet Harbor and Great Island was opened by the Parlante Family in 1964. Today, the restaurant serves the freshest seafood - including a raw bar with littlenecks and oysters from their own shellfish beds - pasta, meat and vegetarian dishes and a children's menu. The upstairs lounge features specialty dinner drinks and weekend live entertainment that invites all to join. The downstairs lounge, the Bomb Shelter, is a pub brimming with local color. Enjoy dining on one of the multi-level decks and visit the one-of-a-kind bookstore. Open daily for breakfast from 8-11 a.m.; lunch from noon-4 p.m.; and dinner from 5-10 p.m. Located at 50 Kendrick Avenue in Wellfleet. See the complete menu online at www.wellfleetoyster.com or call 508-349-3154.

Transit/Vanpool Transportation Fringe Benefit Increases to \$230

The Emergency Economic Recovery Act signed into law by President Obama includes a provision increasing the monthly cap of the transit/vanpool portion of the transportation fringe benefit to \$230. The increased maximum equalizes the transit and parking portion of the transportation fringe benefit, bringing parity to both tax-favored commuter benefits. Section 132(f) of the Federal tax code enables employers to underwrite the cost of their employees' transit or vanpool commutes, and offset qualified parking expenses. These benefits are not considered taxable income for the employee, and employers may write off these costs as a transportation expense.

Alternatively, employers may allow employees to set aside pre-tax dollars to purchase transit passes, pay vanpool fares, and to cover qualified parking costs. Pre-tax set-asides are subject to the same monthly limits. For more information about these tax benefits or for help starting a program at your worksite, contact MassRIDES at 1-888-4COMMUTE or visit www.commute.com.

Meals Tax Increases to 6.25% on August 1st

Governor Deval Patrick signed the FY 2010 Budget on Monday, June 29th. The budget included a provision that raises the sales tax, including the statewide sales tax on meals, to 6.25%. The increase will become effective on August 1, 2009. Cities and towns will have the authority to impose an additional 0.75% local meals tax on October 1, 2009. In order to do so, the measure must first be adopted by the local authorities (city council, board of selectman, etc).

The Department of Revenue is expected to release a directive in the near future that will provide specific instructions for meals tax vendors. The MRA will make such information available as soon as possible. Email Janine Harrod at jharrod@massrestaurantassoc.org for further information.

Welcome New Members

The Cape Cod Chamber of Commerce would like to welcome the following new members:

- [Qwik Pack & Ship](#), Hyannis
- [Tommy Doyle's Irish Pub & Restaurant](#), Hyannis

Get The Scoop on Cape Cod

The Cape Cod Chamber and Cape Cod Ben and Jerry's Ice Cream (Michael Lyons) have teamed up in an effort to lure meeting planners to Cape Cod! We will have an Ice Cream Truck at two locations in the Cambridge area on Tuesday, July 28th. Invitations will be sent out to meeting planners from different companies - including pharmaceutical, education, association, government, corporate and medical fields - to come to one of the stops to redeem their invitation coupon. If they bring a business card and/or RFP, they can be entered to win a Cape Cod prize.

If members would like to be involved in the "MEET Cape Cod" Team effort, contact VP of Sales Patti Lloyd at sales@capecodchamber.org or 508-362-3225, ext. 535.

Venture offers Member Savings

Venture has partnered with the Cape Cod Chamber of Commerce to bring you big savings! Cape Cod Chamber Members can receive their 1st Month Free when signing up for a 6-month Venture Membership. In addition, Venture Members can get 10% off Cape Cod Chamber Membership (some restrictions apply). For more information, email info@venturethinktogether.com or call 877-766-6498.

Created to meet the unique needs of independent workers and small business owners, Venture provides an innovative, cost-effective and energizing work environment outside of the home. Locations in Orleans and Hyannis.

News from our Members

The following announcements are provided for the enews by member businesses.

Help save marine animals at the **Mermaid Ball**, set for Friday, August 7th from 6 to 11 p.m. at the Massachusetts Maritime Academy in Buzzards Bay. Featuring an Admiral's Reception, a live and silent auction, a tropical feast, dancing to live music, mermaids, and more. All proceeds benefit **National Marine Life Center's** rehabilitation, science, and education programs. The 2009 event also helps open NMLC's new marine animal hospital for the fall sea turtle stranding season! For information or tickets, visit www.nmlc.org or call 508-743-9888.

Cape Abilities, a non-profit organization that provides jobs to Cape Codders with disabilities, will open a new Consignment and Thrift on Saturday, August 1st. Cape Abilities Consignment and Thrift is located at 3284 Main Street, Rte 6 A in Barnstable Village in the historic yellow barn by the Phinney's Lane traffic lights. The shop will be open Monday through Saturday from 10 a.m. to 4 p.m. There will also be an online store for special purchases. Please consider donating or consigning items for sale, including furniture, clothing, local crafts and artwork. For additional information, call 508-362-3417 or visit www.CapeAbilities.org. All the money raised at the shop will support the Cape Abilities organization.

The **1st annual Harwich Cranberry Harvest Half Marathon & 7.1M** will take place

on October 4th at 11 a.m., starting and ending at the Harwich High School on Oak Street in Harwich. The Harwich Cranberry Harvest Half Marathon is the third race in the 2009 Cape Cod Trilogy Half Marathon Trilogy. Registration information is available at www.baevents.com/harwichhalfmarathon.

Player registration and tournament sponsor opportunities are now both available for the **Cape Cod Community College (CCCC) Benefit Golf Tournament**. The tournament takes place on Sunday, September 20th with a 1 p.m. shotgun scramble start at the Hyannis Golf Club on Route 132. All proceeds benefit the CCCC Educational Foundation student scholarship program. The \$125 tournament player entry fee includes a light lunch, gift, and a round of golf with cart, followed by a buffet dinner, raffle, and auction. Space is limited. Pre- registration is required by September 14th. Call 508- 362-2131, ext. 4439 or visit www.ccccfoundation.org and click on "Golf Tournament."

Interested In Membership?

If you are interested in learning more about membership in the Cape Cod Chamber of Commerce, please contact Mike Belcher, our Membership Director, at 508-362-3225, ext. 534 or mike@capecodchamber.org. Or [click here](#) for a membership application!

email: news@capecodchamber.org
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web: <http://www.eCapeChamber.com>

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