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Cape Cod Chamber of Commerce eNewsletter

eNews

August 3, 2007

Greetings!

From the CEO's Desk:

- The Cape Cod Chamber board of directors conducted its annual planning meeting this week. A report by each director on their observations of the business climate was quite informative. The draft program of work for Fiscal Year 08 will be reviewed and adopted at the September board meeting.
- The Chamber's web stats for July are very strong, showing an increase in web traffic of 62% over July last year. Also, room availability searches were up 56.1% in July vs. '06 and click throughs on the booking engine to member reservations software was up 57.3% in July 07 vs. '06.
- The state's Dept. of Revenue report is out on total Rooms' Tax Receipts for FY 06. Barnstable County's tax receipts increased in '06 to \$19,538,000. The '05 prior year receipts were \$18,855,000 and '04 receipts were \$18,343,000.
- Barnstable County is revising the Regional Policy Plan. This is the document that guides the decision-making of the Cape Cod Commission. There are three public meetings at which you can attend to help shape the way Cape Cod looks at in the future: August 22nd from 4 to 6 p.m. - First District Courthouse, Barnstable Village; August 23rd from 7 to 9 p.m. - Eastham Town Hall, Route 6; August 29th from 7 to 9 p.m. - Bourne Veteran's Memorial Community Building, Buzzards Bay
- Patti attended Meeting Planners' International conference in Montreal this week and reported that it was a very good event for Cape Cod.
- Arthur attended a planning meeting for the Big E in Springfield this week.
- Kristen has finalized the marketing plan for the FY 08 tourism grant, which was reviewed by several committees and voted by the board of directors this week. We should know our total tourism grant total by late September.

Wendy K. Northcross, IOM, CCE

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July 2007 Accommodations Survey

The Cape Cod Chamber of Commerce is looking to get a snapshot as to how the season is progressing through a short, monthly online survey. Information will be kept confidential and reported in the aggregate only. The survey takes less than 5 minutes to complete.

We need your help to get as accurate a picture of the summer season as possible - especially from properties in the Upper and Outer Cape, where response has been low. [Click here](#) to fill in the July 2007 survey.

[Take the July 2007 Survey](#)

Register now for the August Member to Member



Register today for the Cape Cod Chamber's August Member to Member networking event, set for Wednesday, August 29th from 5:30 to 7 p.m. at the waterfront Hyannis Harbor Hotel!

Enjoy fine food and cheer, great networking opportunities and exciting raffle prizes. Cost is \$5 members, \$10 non-members. [Click here](#) to register now. Or call 508- 362-3225, ext. 537.

Business Confidence Survey



The Cape Cod Chamber's Public Policy Committee regularly reviews issues that may affect your business and our community. The committee would like your participation in a short survey regarding Business Confidence in order to assess the concerns of our members.

Please [click here](#) to take the survey. It will take less than five minutes to complete. We appreciate your help.

Food sponsors needed for Back to Business Bash

We would like to extend a food sponsorship opportunity to all restaurants, caterers and food service businesses. There is no fee for sponsorship, but food sponsors are responsible for supplying appetizers for 100-150 people and any heating implements, serving utensils and staffing to man their tables.

This is a great exposure opportunity for your business and spots will fill up quickly. Please contact Mike Belcher with any inquiries ASAP at 508-362-3225 x534 or Mike@CapeCodChamber.org.

EntreCenter Workshop Survey



Coastal Community Capital and the Cape Cod Chamber of Commerce are currently planning the EntreCenter Fall/Winter workshops and we are looking for your input here. Please help us find out which topics would be of interest. As in the past, we will charge a small fee to cover accommodations and breakfast, except for those workshops with specific sponsors. Your opinion is important to us!

[Click here](#) to take the survey.

Bill encourages more overseas travel to US

House Republican Whip Roy Blunt (Mo.) joined with Congressman Bill Delahunt this week to introduce the "Travel Promotion Act of 2007," legislation aimed at enhancing America's international status as a first-rate tourist destination, and reversing what has become a steady decline in overseas travel to the United States.

The bill, H.R. 3232, will address America's overseas travel crisis by establishing a travel promotion campaign funded equally by overseas travelers and contributions from the U.S. travel industry. The effort would be administered by an independent, but accountable, non-profit organization, and would be a nationally coordinated, public-private campaign to clearly explain U.S. security policies, improve perceptions of the U.S. travel process and promote the United States as a premier travel destination.

Cape Cod student artwork exhibited at State House

On July 24th, the office of State Senator Robert O'Leary held a reception honoring new art pieces on display in his office from eight Cape Cod high school student artists. These students were part of the Schools to Careers Internship Program that is sponsored by the Cape Cod Museum of Arts and the Cape & Islands Workforce Investment Board.

This program places 40 students per year in artists' studios for 8 weeks. Students produce pieces for their portfolios as well as help the artists within their studios. Students receive first hand knowledge of what it takes to be an artist. Some of the conversations they have are: How do you market your work, price the piece and where do you get your raw materials from. The artwork will hang in Senator O'Leary's office from July 24th until September 24th and is open for public viewing during normal business hours.

Media Lead

The Cape Cod Chamber has received the following media lead: *Budget Travel Magazine* is brainstorming ideas for its Girlfriend Getaways special issue and is seeking suggestions of destinations and activities in Massachusetts that girlfriends can do together. They would preferably like to hear about activities outside of the usual shopping or spa days. Some ideas may be cooking, yoga retreats, canoeing, etc. Please note that the demographic for Girlfriend Getaways is slightly different than the usual magazine so do not feel limited to budget-friendly ideas.

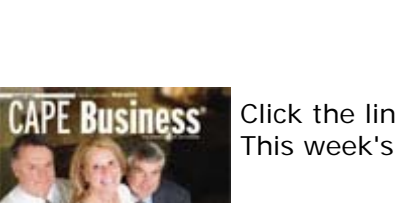
If you have information that speaks to what this journalist is seeking, please email Bill DeSousa at bill@mpdcctd.com.

Welcome New Members

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

- Barnstable Pottery Art Gallery, Barnstable
- New York Life, Hyannis

Chamber Red Sox outing



Fifty Cape Cod Chamber members took in a great ball game at Fenway Park last night, as part of a trip coordinated by the Cape Cod Chamber and led by VP of Sales Patti Lloyd. A special thanks to John and Maxine Zartarian, of the Paddock and Aqua Grill Restaurants, for treating the group to breakfast libations and treats at the local Dunkin' Donuts. The group was also treated to sunblock provided by Randy Shepard, CEO of Eye Health Services. The Red Sox won with a score of 7 to 4 over the Baltimore Orioles. The Cape Cod contingency got to see new closing pitcher Eric Gagne in action!

Cape Business e-newsletter



Click the link below for the August 2, 2007 Cape Business Newsletter. This week's edition includes the following headlines:

- The jobs picture
- Women returning to the workforce
- Protecting your business from theft
- State budget ends year in the black

To subscribe, please visit www.capebusiness.net.

[Click here to read the e-newsletter](#)

Cape Cod represented at MPI

VP of Sales Patti Lloyd recently represented the destination at the Meeting Planners International (MPI) World Education Conference in Montreal, Canada. Patti was among the 3,700 meeting planners and suppliers that showcased destinations and learning sessions. The conference's focus was on corporate and social responsibility, and sustainability. Also attending the conference from Cape Cod was Cindy Kaladin from the Sea Crest Oceanfront Resort & Conference Center.

At the conference, MPI signed the United Nations Compact on corporate and social responsibility. This compact agrees with protection of human rights around the world, they are not assisting in human rights abuses and that businesses should uphold the freedoms of association and also to promote greater environmental responsibility.

News from our Members

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

Environmental Tech and WERC at **Cape Cod Community College** and **Self-Reliance** are holding a PV installation course at Cape Cod Community College on six days: August 17th, 18th, 19th, 24th, 25th & 26th. Space is limited. [Click here](#) to learn more.

Child & Family Services in Hyannis is holding its annual golf tournament "Fore The Kids" on Friday, October 19th at the Wianno Golf Club in Osterville. There will be a Shotgun Start at noon - Best Ball Format. Other highlights include box lunch, dinner, cash bar and auction. Registration fees: Individual \$200; Team (Foursome) \$800; Sponsor (includes foursome plus tee sign) \$1,000. Tee Sign Sponsor is \$200. Tee Sign Co-Sponsor is \$100. Dinner & Auction Only is \$50. Sponsored by Stephen Bishop, Inc., with proceeds to benefit Child & Family Services of Cape Cod. Please call 508-778-1839 for an application or more information.

As part of its effort to increase the public's awareness of renewable energy, the **Cape & Islands Renewable Energy Collaborative** is organizing a free bus tour on Tuesday, August 28th to provide residents and officials with a firsthand view of Hull's newest 1.8 megawatt wind turbine. Officials and residents from local communities where wind projects are being contemplated are encouraged to come along for the ride and to see, hear, and learn about Hull's highly successful wind installation. This trip, leaving from the Cape Cod Mall parking lot at 8:30 a.m., is for citizens and decision makers who are interested in seeing a utility scale wind turbine up close and meet and speak with John MacLeod from the Hull Municipal Light District. The bus ride and program are free however seating is limited and reservations are required, so please call Self-Reliance at 508-563-6633 for more information or to reserve your seat.

email: news@capecodchamber.org
phone: 508-362-3225
web: <http://www.eCapeChamber.com>

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