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Cape Cod Chamber of Commerce eNewsletter

eNews

February 8, 2008

Greetings!**From the CEO's Desk:**

Recognized as a key partner in growing the state's creative and innovative industries, the Cape Cod Chamber and our partners in the Arts & Crafts Trail Guide (the Arts Foundation of Cape Cod, the Nantucket Island and Martha's Vineyard Chambers of Commerce, the Cape Cod Economic Development Council and Coastal Community Capital) were recently awarded a Mass. Cultural Council planning grant to pursue an idea for a resource to architects, designers and homebuilders.

The Chamber was also invited to a very interesting meeting hosted by Massachusetts Cultural Council's new executive, Anita Walker, to discuss the Patrick administration's creative economy plan, recent results and action steps for 2008. Having served on the transition team that crafted the plan, we were pleased to participate.

- It was noted at the meeting that three New England states (MA, CT & RI) rank in the top 10 in the country for the number of artists as a percentage of the workforce.
- The Secretary of Housing and Economic Development is hiring a new creative economy liaison, believing this segment is a key economic driver that needs proper attention from the administration. Rep. Dan Bosley has filed two bills to create a Creative Economy Council and a Creative Economy Index. The council would have broad membership to implement tasks and report to the legislature and the secretary on research and needs. The index would measure opportunities for each.
- The Massachusetts Legislature's Tourism Arts & Cultural Development Committee reported on the various sub committees put in place. One, on which the Cape Cod Chamber participates, presented an economic impact report to the Speaker of the House and the chairman of House Ways & Means last week. In a nutshell, the report shows that every dollar spent marketing cultural tourism activities returns \$5.
- Massachusetts' Office of Travel & Tourism reported that their marketing effort, leveraged by the Regional Tourism Councils including the Cape Cod Chamber, helps generate \$14.2 billion in direct spending by all visitors. A great deal of their recent advertising has featured our cultural assets.
- Among the most interesting was the report of the Mass. Film Office on the effect of the "best film tax credit in the nation" according to executive director Nick Paleogolos. Once the credit became law, the state realized a swift and dramatic reaction. In 2005 (pre-credit) there was one film made with \$6 million in direct spending. In 2007, eight films with \$125 million in direct spending were lured here. Now there is a need to grow crew as there are more jobs than people to fill them. Couple this with the news of a film studio eyeing Plymouth to set up shop, and the potential for Cape Cod grows!

Primed with ideas, we identified goals for 2008. A list of project priorities will be released by Mass. Cultural Council soon. A creative "un-conference" was discussed and ideas for supporting the communities, industries and minds of the creative economy are being planned for 2008. All of this activity bodes well for Cape Cod, as we continue to strengthen our artisans, craftspeople, and cultural facilities. The Cape Cod Chamber remains committed to supporting initiatives that will grow this sector and improve our competitive advantage.

Wendy K. Northcross, IOM, CCE

February Member to Member Sold Out

The February 13th Member to Member Networking Event at Heather Restaurant, sponsored by the Cape Cod and Mashpee Chambers of Commerce, has **sold out**. We will not be accepting any walk-in registrations. We also kindly ask that if you signed up to attend the event, but have found you can no longer make it, that you please let us know.

Please join us at our next networking event on March 5th at the Cape Cod Irish Village in West Yarmouth (co-sponsored with the Yarmouth Area Chamber of Commerce). [Click here](#) to register online now!

Power Networking with the Cape Cod Chamber

Register now for the Cape Cod Chamber's Power Networking event on Tuesday, February 26th, from 7:30 to 9 a.m. in The Terrace Room at Hyannis Golf Club. Cost for the Networking event is \$5 members and \$15 non-members. Reservations are required, along with a description of the types of businesses you are looking to network with. This will assist in our matching process. Bring a friend! Email mike@capecodchamber.org or [click here](#) to register online.

Health Insurance Update

Employer filing of backup 1099-HC Form deadline has been extended! Employers and other entities subject to Chapter 58, The Health Care Reform Law, are required to document employee health care insurance coverage by electronically filing a health insurance backup Form 1099-HC with DOR. The deadline for this filing, originally set at January 31, 2008, has been extended to February 29, 2008, because of technical difficulties experienced by some filers. This extension did NOT CHANGE the January 31, 2008 deadline for employers to provide Form 1099-HC to employees in their group insurance plan for employee tax filings. To view the TIR 08-01 notice, [click here](#).

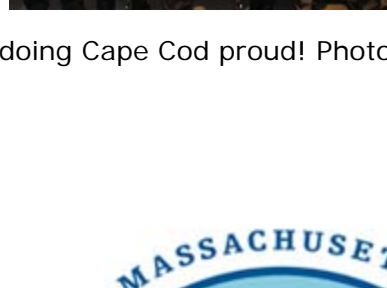
Register now for the Governor's Conference on Travel & Tourism

Save the date for the 21st Annual Governor's Conference on Travel & Tourism, set for February 28-29, 2008 in Boston. More than 500 industry professionals - representing hotels, attractions, and cultural institutions from across the state - are expected to attend to learn from nationally-known keynote speakers and take part in interactive workshops. [Click here](#) for event information, to register, and for sponsorship opportunities!

Chamber Staff Goes Red

On February 1st, the Cape Cod Chamber staff participated in "National Wear Red for Heart Health Day." Throughout the Chamber offices, the red sweaters, jackets, and accessories were worn to remind colleagues, family and friends of the importance of reducing risks for heart disease. Small, simple steps toward a healthy heart are: annual check-ups, brisk walks, no smoking, monitoring salt intake and maintaining a healthy weight. To learn more about heart health, visit www.americanheart.org or www.goredforwomen.org. This month of hearts and love is a good time to protect your loved ones and yourself from heart attacks and strokes!

On Wednesday, February 13th, the American Heart Association presents the 4th Annual Go Red For Women "LOVE YOUR HEART" Luncheon from 10 a.m. to 2 p.m. at Cape Codder Resort & Spa in Hyannis. Call 508-775-2180 for information.

Karlson crafts winning business plan at Entrepreneurship Development Program

Last month, the Cape Cod Chamber and Coastal Community Capital presented a scholarship to the Entrepreneurship Development Program at the Massachusetts Institute of Technology's Sloan School of Management in Cambridge. Accepting the award was Peter Karlson, who serves as chairman of the Cape Cod Technology Council and president and founder of NeuEon in Eastham. Out of the 14 teams (138 participants) that participated, Peter's team crafted the winning business plan. Congrats Peter, for doing Cape Cod proud! Photo of participants at left.

Save the Date: Cultural Coast Partners Forum

[Click here](#) to register now. Sponsored by Bank of Martha's Vineyard and the Cape Codder Resort.

Mark your calendar for the Second Annual Cultural Coast Partners Forum on Friday, March 28th at the Cape Codder Resort & Spa in Hyannis! The forum, "Planning & Packaging for the Future," will provide a platform for cultural institutions to connect with tourism partners to get industry news, learn about trends and share ideas that can benefit your business. More details about the day's agenda to come. The cost to attend is \$40 per person, lunch included, and the day will run from 9 a.m. to 3 p.m.

B&B Survey: Inside Track

The Cape Cod Chamber B&B committee is seeking feedback from Cape Cod innkeepers regarding its "Inside Track" educational and networking event, typically held twice a year. In an effort to better serve the needs of local innkeepers, the committee has issued a survey to gather this input. As a thank you for taking the survey, every innkeeper who participates will be automatically entered in a drawing for a free Inside Track admission for two people.

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

January 2008 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. [Click here](#) to fill in the January 2008 survey. Thank you in advance!

Welcome New Members

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

- Joy of Success Consulting, Centerville
- [KK Codder Seafood & Grille](#), Falmouth
- Cape Cod Chapter, West Barnstable
- [Scotts Lawn Service](#), Sagamore Beach

Arts Foundation Names Pops Artist

The Arts Foundation of Cape Cod has named Truro artist Jon Friedman guest artist of the 23rd Annual TD Banknorth Pops by the Sea concert. Friedman has been commissioned to create this year's commemorative painting and limited edition lithograph, which will be unveiled at a gala reception in his honor in May. The original painting will also be on display at TD Banknorth on Main Street in Hyannis from June 1 until August 2, when it will be auctioned at a special VIP reception on the Hyannis Village Green. Limited edition prints of the work will be available during the TD Banknorth Pops by the Sea concert on Sunday, August 3rd. For more information, visit www.artsfoundation.org.

Important reminder regarding the US Economic Census

Back in December, more than 4 million American businesses received a 2007 Economic Census form, including 79,000 businesses in Metropolitan Boston. Many very small businesses were not sent a form, and no action is required from them, but businesses that did are required by law to complete and return it by February 12th.

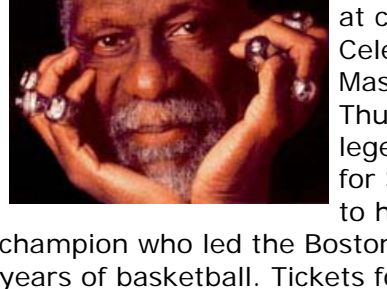
If your company has not yet done so, please complete the 2007 Economic Census and submit it today. You can get help with your paper form, or even file your information online, at www.census.gov/econhelp. If you prefer, call 1-800-233-6136.

Women's Procurement Conference

Are you looking for new markets or expanding your current market? Sign up to attend a free Women's Procurement Conference on Friday, March 7th to learn how to do business with the federal government and large prime contractors. The conference will be held from 8:30 a.m. to 1 p.m. at the SBA offices at 10 Causeway Street in Boston. To reserve space, please contact Ruth at 617-565-5590 or ruth.bord@sba.gov.

Osterville Chocolate Fest

On Saturday, February 9th, Osterville once again becomes the "Chocolate Capital of Cape Cod" as its picturesque Main Street plays host to the third annual **Osterville Chocolate Fest**. Anchored by chocolate art and tasty exhibits, store raffles, sales and promotions and featuring the "Great Chocolate Dessert Contest", the entire village is preparing once again to yield to the temptation, fun and pleasure of chocolate in all its varieties and flavors. The Osterville Chocolate Fest offers tempting events, sponsored by the Osterville Business & Professional Association, will be held from 10 a.m. to 4 p.m. For further information, visit www.ShopOsterville.com.

UMass Dartmouth announces keynote speaker for Celebrity/Scholarship Dinner

Bill Russell, basketball sports icon of the 20th century, will be at center court as the keynote speaker at the 2008 annual Celebrity/Scholarship Dinner for the University of Massachusetts Dartmouth's Center for Marketing Research on Thursday, March 27th at the Venus de Milo in Swansea. The legendary star's public appearance represents a rare chance for Southeastern Massachusetts and Rhode Island residents to have face-to-face interaction with the world-renowned champion who led the Boston Celtics to an unprecedented 18 championships in 21 years of basketball. Tickets for the dinner and the VIP reception are \$75 for each event. Contact Ava Lescault at 508- 910-6435 or email alescault@umassd.edu for more information.

Cape Business E-Newsletter

Click the link below for the January 30, 2008 Cape Business E-Newsletter. This week's edition includes the following headlines:

- The leading economic index
- Solar energy incentives
- Housing update
- 2008 housing trends

- SBA awards lunch on Cape Cod this year

To subscribe to the e-newsletter, please www.capebusiness.net.

[Click here to read the E-Newsletter](#)

News from our Members

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

Restaurants are now being asked to participate in the 18th Annual Night at the Chef's Table, benefiting the **AIDS Support Group of Cape Cod**. Join an elite group of more than 60 Cape wide chefs & restaurants, showcase your menu and restaurant to new or familiar patrons, and show your commitment to ending HIV/AIDS. Tax-deductible donation for participating. To find out more, call 508-487-9445 x 33 or email fecher@asgcc.org.

First Citizens' Federal Credit Union has appointed Linda E. Wilson as manager of its Hyannis branch office at 66 Falmouth Road, Hyannis. Wilson is responsible for retail sales, staff development and branch operations management, which also includes community relations. Wilson has spent over twenty years in the banking and financial services industry on Cape Cod. She resides with her family in Pocasset.

Coast of Orleans & Classic Wines present Food and Wine Pairings from Spain on February 28th. Service starts at 6:30 p.m.! Visit www.coastcapecod.com.

The **Cape Cod Conservatory's** Spring Semester will feature a wide range of new courses, as well as more than 15 new members on its faculty. The new courses include offerings for all ages in music, dance, art and theater, and the new faculty members include some of New England's best musicians, well known artists and highly acclaimed dancers. Some of the new courses being featured are jewelry making, photography and Master classes in ballet, Broadway jazz and tap. At the Conservatory's Falmouth campus a Digital Music Lab has been created to provide a For more information, contact Betsy Reney at 508-362-2772.

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

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