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Cape Cod Chamber of Commerce eNewsletter

eNews

July 27, 2007

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

- Just a reminder to those members who have received their dues investment invoice for the coming year: We have changed from an annual billing cycle (where we bill everyone at the same time) to billing you on the anniversary date of your membership. This timing creates a "short year" billing for some members, and that is what is being sent out now! Many thanks to those of you who have paid so promptly.
- We have had a very good year in attracting grant funding to the Chamber, many implemented with other collaborators. The staff has been very busy writing final reports to our funding agencies (10 grants in all). This is just in time to write the next round of grant applications!
- We are linking up another series of EntreCenter workshop presentations, and are asking you to tell us what your needs are. Please [click here](#) to take the electronic survey and tell us what you'd like to learn in the coming year.
- The Chamber has instituted digital capture / remote deposit systems in our office and it is a great time saver. Not only are we saving time and money on trips to the bank, we have less copying and paper handling. We highly recommend it!
- We are also now able to process payments on a monthly basis for member dues & advertising and other participation fees via automated clearing house functions. This has been helpful for some members who would like to stretch out their payments over the year.
- The Cape Cod Chamber board of directors will be meeting next week to conduct a strategic planning session. The formation of a working group to discuss in-state gaming and our response to that will be recommended. A full report out to members of the program priorities will follow.
- We are instituting a remote worker policy in order to maximize the sales staff's effectiveness while on the road.
- The Chamber is planning to join MOTT at the AARP conference in Boston in August.
- The Cultural Coast steering committee is planning a fund raiser in Quincy in August, hosted by Congressman Delahunt. Funds raised will be used to promote the region to visitors.
- We have been working on ways to greatly improve our visitors guide, in light of our recent market research findings, and the input from our marketing committee while preparing our FY 08 marketing plan.
- We are pleased to announce that we will join forces with Cape Cod Life in promoting their new food & wine event scheduled for next May. We are also joining the steering committee for CLASH to help grow that food & restaurant event in September.
- The first meeting of the Structural Committee (ad hoc) was held this week to scope out its work, which will include recommendations for Chamber to Chamber communications and collaborations. We are reviewing new models for relationships and dues investments.
- We met with Comcast this week on an exciting new idea for promoting Cape Cod, and will be presenting this to the marketing committee in early August.
- A steering committee of the CCHMA and Chamber has formed to organize a tourism event in January. More on this as it develops.
- Attention members: please remember to bring us your brochures for the display racks at our Route 25 Plymouth visitor center. Free brochure distribution is one of your member benefits, so we encourage you to take advantage of this opportunity!

Wendy K. Northcross, IOM, CCE

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Year in review: Visitor leads snapshot

Here is a quick glimpse at visitor statistics compiled by the Cape Cod Chamber in FY-07 (July 1, 2006 - June 30, 2007). Get a bigger picture of the Chamber's FY-07 accomplishments in our Annual Report, being distributed in the September edition of Cape Business Magazine!

- 8,025 visitor leads, 13,840 calls to 888-33-CAPECOD and bi-monthly e-newsletters to 13,189 opt-in subscribers
- 35,539 visitors to John C. Davenport Welcome Center at Route 6 & 132 in Hyannis, 197,809 visitors to Route 25 visitor center in Plymouth and 1.2 million visitors to Route 3 information center in Plymouth
- 20,481 reader response leads from advertisements
- 405,512 visitors to the website, CapeCodChamber.org
- 40,865 downloads of the online version of the Official Guide
- 70,827 availability searches to member accommodations on CapeCodChamber.org
- Worked with 97 domestic and international travel writers and disseminated over 2,500 Cape Cod images to media
- Led 29 international fam tours, hosting a total of 137 participants from 14 countries
- Through trade show participation, generated 630 group tour leads, 3,842 meeting & incentive leads, 1,019 golf leads and 106 wedding leads

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.