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Cape Cod Chamber of Commerce eNewsletter

eNews

April 4, 2008

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

During the spring, the Commonwealth puts together the state budget and the Regional Tourism Councils, who have a nominal slice of that budget to market and promote the state to visitors and meeting planners, are hard at work advocating for the ongoing investment in the tourism industry.

This industry continues to be a wise investment for the Commonwealth, generating double-digit return on investment. For the first six months of fiscal year 2008 hotel tax collections were up 11.8 percent to \$106.4 million and over two years for the same first six months of the fiscal year, we have gone from collections of \$86 million to \$106.4 million. This double-digit growth continued in January and February 2008 as statewide room revenue increased 10.9 percent. In Boston the growth for the first two months in 2008 was 13.5 percent led by room rate growth of 7.8 percent.

Increases in regional marketing budgets will drive more visitors and tax revenue to the state, which can be then used to fund other needed state services. Tourism marketing is an investment with a proven return. As one of the 13 Regional Tourism Councils, the Cape Cod Chamber has been aggressively marketing the region for the past 11 years. This year we've taken it up several levels, with some new initiatives targeted at our most lucrative markets, the nearby New England and New York resident and the Canadian and European guest.

We have been receiving calls from a variety of members, some of whom broker vacation rentals, reporting an extraordinarily high degree of inquiry and advanced booking for 2008. Our own website has experienced a tremendous spike in visitors (pre-re-design!) and we are seeing this as a very strong and positive sign for the upcoming season. We believe higher gas prices and the value of the dollar overseas and in Canada will keep vacationers closer to home this year, and that has historically been good news for Cape Cod and our tourism industry. That weak dollar will also continue to draw visitors from around the globe, especially our number one international tourism trading partner, Canada.

So even among the drumbeat of doom and gloom from many media outlets - we are upbeat that our aggressive marketing tactics will continue to draw visitors over those bridges this season!

Wendy K. Northcross, IOM, CCE

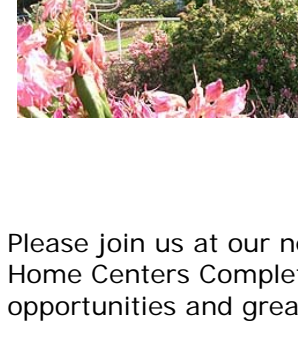
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Business Excellence Awards

The Cape Cod Chamber of Commerce announces the return of its Business Excellence Awards! Nominees are being sought for awards in five business categories: hospitality & recreation, service (including technology), health care, retail and wholesale, and non-profit organizations. Within these five categories, Cape Cod Chamber members and their employees or associates may be nominated for demonstrating excellence in public service, professional contributions, community commitment, customer service, workplace innovation, leadership, job creation, perseverance, or any other documented special achievements.

Nominations shall be made *no later than May 14, 2008*. The selection committee will make final recommendations for awards to be presented at the annual dinner of the Cape Cod Chamber on June 24th at the Coonamessett Inn. Nominations should be submitted in writing to: Business Excellence Awards Committee, c/o Cape Cod Chamber of Commerce, 5 Shoot Flying Hill Road, Centerville, MA 02632.

Chamber Annual Meeting set for June 24th

Mark your calendar for the Cape Cod Chamber's 87th Annual Meeting, set for Tuesday, June 24th at the Coonamessett Inn in Falmouth. The cocktail-style reception will include the installation of new officers and the presentation of Business Excellence awards.

Cost is \$47.50 for members; \$55 for non-members. [Register online](#) today!

Join us for the April Member to Member

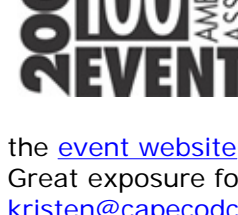
Please join us at our next networking event this Tuesday, April 8th at the Mid-Cape Home Centers Complete Home Concepts in Hyannis. Enjoy hors d'oeuvres, networking opportunities and great raffle prizes. [Click here](#) to register online now.

Cultural Coast Forum looks at future trends

Over 75 people turned out for the Second Annual Cultural Coast Partners Forum, held last Friday at the Cape Codder Resort & Spa in Hyannis!

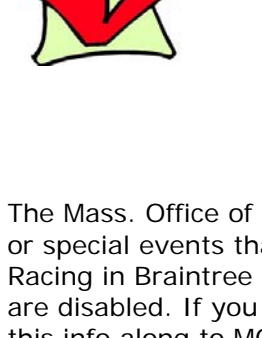
The forum introduced cultural and tourism organizations to the current and future trends that will change the way we communicate with and engage our audience. Highlights of the day included a panel of potential younger visitors, who offered insight on attracting a younger audience. Keynote speaker Craig Bettles

provided a perspective on technology's influence on the interpretive experience, and a Power Packaging session allowed attendees to network, exchange business cards and brochures, and find synergies for future projects. Special thanks to the Bank of Martha's Vineyard and the Cape Codder Resort & Spa for their generous sponsorships.

Attention accommodations members!

This May marks the 15th anniversary of the Cape Cod Maritime Days, an annual celebration of the Cape's rich maritime history recently distinguished as one of American Bus Association's "Top 100 Events in the Country" for 2008!

How can your lodging property get involved and capitalize on this growing event? Submit to us now your Cape Cod Maritime Days lodging packages and specials. Packages will be promoted online at the [event website](#) and in a special event insert dropping May in the *Cape Cod Times*. Great exposure for your property! Email your package today to kristen@capecodchamber.org.

March 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 March 2008 survey. Thank you in advance!

MOTT seeks info on activities for disabled travelers

The Mass. Office of Travel & Tourism (MOTT) is seeking information about attractions or special events that offer unique experiences for disabled travelers. For instance, F1 Racing in Braintree has some cars that are modified so that kids can drive them who are disabled. If you have such amenities at your place of business, we'd love to send this info along to MOTT for their new section of their website with a goal of making everyone's visit to Massachusetts special. Send info along to John.Alzapiedi@state.ma.us.

April 14th Career Opportunities Job Fair

Attention employers seeking seasonal workers! To participate in the free April 14th Career Opportunities Job Fair, Hyannis, submit the following three-part registration paperwork to Job Training Employment Corporation (their contact information is on form):

- [Click here](#) for a Registration Form
- [Click here](#) for Available Positions
- [Click here](#) for the Incentive Form (If no incentives are offered - please write NONE on the form and include it with your registration) Possible incentives might include help with transportation, housing, education, child care expenses and paying for time in transit.

Registration deadline is by the end of the day next Wednesday, April 2, 2008. The job fair and your openings will be advertised on radio, in the Cape Cod Times and online. A grant from the Massachusetts Executive Office of Labor and Workforce Development to Career Opportunities is funding this assistance with worker recruitment.

Hardship Appeals for the Health Insurance Mandate

Individuals who can demonstrate that no Connector health plans are affordable for them under the standards set forth in 956CMR 6.00 (Commonwealth of Massachusetts Regulations) may seek a waiver from the penalty. All hardship appeals must be filed in conjunction with state income taxes, using the form provided by the Department of Revenue. (The Connector will not accept any other form of appeal.) A hardship appeal form must be filed with taxes by April 15th, or when an extension is completed, or when taxes are amended. The Connector may consider such extenuating circumstances as death of a spouse, domestic violence, fire, natural disaster, extended illness of a dependent, out-of-pocket, necessary dental or medical expenses that totaled more than 7.5% of adjusted gross income, or proof that purchasing health insurance would cause serious deprivation of food, shelter, heat, or other necessities.

MOTT Spring Lodging Promo

The Massachusetts Office of Travel & Tourism's "Springtime Savings Lodging Specials" promotion will run Friday, April 11, 2008 through Friday, June 20, 2008. All members of the Cape Cod Chamber are encouraged to participate! The program will again feature six price points, with a "free breakfast for each night booked" theme. If you are interested, [click here](#) for the participation form, which you can fill out and fax back to MOTT at 617-973-8525 by end of the day today! The promotion will go live on massvacation.com on April 11 and be supported by a strong print/PR campaign. Questions? Call Phyllis Cahaly at MOTT at 617-973-85099.

New England Culinary Symposium

The New England Culinary Tourism Symposium will be held April 27th-29th at the Omni New Haven Hotel in New Haven, CT. Culinary tourism is one of 2008's biggest food industry trends, so keep your business on the cutting edge. Enjoy two full days of culinary tourism exploration and celebration. [Click here](#) to register or for a detailed list of sessions and speakers.

CCHMA Monthly Meeting

The Cape Cod Hospitality Marketing Association is pleased to welcome Paul Pedrick, Senior Vice President, Digital Strategy, TIGGlobal on April 10th at the Wequassett Resort and Golf Club. Registration begins at 5:30 p.m. and the presentation begins at 6:30 p.m. Mr. Pedrick oversees creative, technical strategy and execution for TIGGlobal, the industry leader in Hospitality Internet Marketing, which services the interactive needs of more than 800 hotel and destination marketing organization clients. Cost to attend is \$15 for CCHMA members and \$20 for non-members. Please RSVP by April 7th to betsyk@hyllinecruises.com or -508-790-7280 x201.

Geek Girl Camp

Calling all Geek Girls! Save the date for April 17th for the Geek Girl Camp from 5:30 to 9:30 p.m. at Heritage House in Hyannis. Cost is \$25 per geek girl. Highlights include appetizers, in-depth sessions with computer/Internet professionals, networking, cash bar and a schwag bag with incredible goodies to take home. More info is available at www.geekgirlcamp.com.

News from our Members

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

Heritage Museums & Gardens in Sandwich opened for the season April 1st and will remain open 10 a.m. to 5 p.m. through October 31st. Back for an encore is "A Short Life and Merry: Pirates of New England" in the Art Museum. New this season is "Well you can't go to town in a bathtub: The 100th Anniversary of the Model T" which will be featured in the J. K. Lilly III Automobile Museum. In late June, a newly renovated American History Museum will reopen with "Lost Gardens of New England and Cape Cod". The 100 spectacular acres has over 50,000 daffodils, tulips, and hyacinths which bloom the end of April. The newly refreshed Gift and Garden Shop will have many new items and the Carousel Café will open on Mother's Day. A Hart Family Maze Garden will feature many animal topiaries and lots of fun for the family. For information on all the exciting programs and events, visit www.heritagemuseumsandgardens.org.

On Sunday May 18th, **Big Brothers-Big Sisters of Cape Cod & the Islands** will be holding their annual Bowl for Kids' Sake fund-raiser at Ryan Family Amusement Center on Rt. 28 in South Yarmouth. Come help raise money for children in the community! Participants are asked to obtain a minimum \$100 (adults) in donations or sponsors to cover the cost of bowling. Special awards and prizes will go to top fund-raisers and high scores with separate categories for adults and youths. Choose a bowl time of 9, 10, 11 a.m., or Noon. The team to knock down the most # of pins during their game will have their name entered into a drawing for a special team prize. To receive event information and materials call 508-771-5150. Individuals may also support the cause by volunteering at the event or making a donation. Company and group sponsorships are more than welcome.

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

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