

[<Back](#) [Print](#)

Cape Cod Chamber of Commerce eNewsletter

eNews

December 4, 2009

Greetings!

From the CEO's Desk:

- A survey taken last week and closed this Wednesday asked members if they support the wind farm as currently proposed for Nantucket Sound. We received a 16% response: 55% stated they do not support, 41% said they do support and 4% were undecided.
- We gave testimony to the County Assembly of Delegates urging them to pass Chapter H, which identifies a range of flexible thresholds for development and lays out a sound process for towns to apply to change thresholds. We thank the Assembly which approved Chapter H at their Wednesday meeting. To view our testimony, [click here](#).
- The immediate past board chairman for the Hyannis Area Chamber of Commerce has written a letter for publication that bears repeating. [Click here](#) to read Skip Simpson's letter to the editor.
- The Chamber held a well-attended meeting for the tourism industry members this week. An overview of current marketing opportunities and programs was followed by info sharing between members. Another meeting of this type will be held in late February/early March. Many thanks to the staff at the Resort & Conference Center for hosting us and setting up such an impressive meeting.
- The Chamber has a set on the executive committee of the recently formed Canal Area Traffic Task Force. The Task Force met again this week and began diving into details of possible mitigation concepts for spring. We will continue to press the critical need for a new access/egress point on the Canal as well.
- The Chamber's budget & finance committee met this week to begin planning a three-year budget scenario for the Chamber operations. This plan will be submitted to the board in February for further discussion.
- Congrats to Rob Sennott upon his retirement from the *Barnstable Patriot* newspaper this week.
- Congrats to Courtney Garcia of the Workforce Investment Board, who is moving on to continue her education and earn her CPA.
- Congrats to Cape Cod Community College for a very successful fundraiser (co-

in this issue

- **12-16 Second Homeowner Survey Workshop**
- **World Travel Market Leads**
- **Last chance to advertise in the 2010 Cape Cod Travel Guide**
- **Comcast Business Class Special Member Promotion**
- **Coastal Community Capital's Tax Strategies Workshop**
- **November 2009 Accommodations Survey**
- **Listings on State's tourism site**
- **The Hundred**
- **Welcome New Members**
- **Coastal Community Capital update**
- **Special member offer from HSA**
- **Rethinking Sewers on Cape Cod**
- **2010 Geek Girl Camp**
- **Hotel furniture available for purchase**
- **News from our Members**
- **Interested In Membership?**

hosted by the Cape Cod Chamber) with Bill Green, CEO of Accenture. Mr. Green has awarded a significant scholarship to the college and this week's event raised nearly \$50,000 to match the scholarship pledge!

- [Click here](#) to read my letter to the editor in today's *Cape Cod Times*: "Canal traffic task force has Chamber's full support."
- We are very happy to welcome baby Paul Michael Belcher into the world - he was born the day after Thanksgiving. Paul, Mom and Dad are doing well. See one of his first photos below!



Wendy K. Northcross, IOM, CCE

12-16 Second Homeowner Survey Workshop

The Cape Cod Chamber of Commerce, in partnership with Coastal Community Capital and the Cape Cod Commission, will present a **Second Homeowner Survey Workshop** on **Wednesday, December 16th** at 11:30 am in the Cape Cod Commission conference room at 3225 Main Street in Barnstable Village.

The workshop will be led by Joe Wyman of the Donahue Institute, who conducted the Second Homeowner Study for the Cape Cod Chamber and the Cape Cod Commission. The workshop will help attendees better understand the buying habits of second homeowners and reveal data recently collected about their spending patterns. Learn how this customer may fit into your business plan. The Donahue Institute will be on hand to review data and answer your questions!

There is no cost to attend, and light refreshments will be served. **There is limited seating**, so please RSVP by December 14th to wendy@capecodchamber.org.

World Travel Market Leads

The tone at World Travel Market in London this November was one of business-as-usual. No matter what, tour operators and suppliers alike are banking on the fact that people will continue to travel and that pent-up demand will prevail. While some UK tour operators reported travel to New England being somewhat off, they are seeing

some positive trends in advanced bookings. Michele Pecoraro attended on behalf of the Massachusetts Office of Travel & Tourism, which was a great opportunity for the Chamber to support Massachusetts' International marketing efforts while getting an inside look at WTM. Specific to Cape Cod, European tour operators cited two areas that were of most interest: a demand for inventory in the B&B/Inn product, and in the vacation rental "self catering" product.

For more information on these inquiries, please contact michele@capecodchamber.org. To find leads from WTM and other travel trade shows attended by the Massachusetts Office of Travel and Tourism, go to www.massvacation.com/industry. Use the user name: leads and password: 3RT67JM.

Last chance to advertise in the 2010 Cape Cod Travel Guide



Reach 1 out of 4 area visitors with **One Powerful Integrated Ad Buy!** The Cape Cod Chamber is now taking space for the 2010 edition of our primary fulfillment piece, the Cape Cod Travel Guide.

- The only nationally distributed magazine about Cape Cod & the Islands
- Glossy, 4-color magazine: 160 pages of feature articles & stunning photography
- Widespread distribution: national retailers, Boston concierges, statewide visitor & information centers, Canadian outlets, national & international tradeshows, local accommodations & rental homes
- Integrated advertising programs include a magazine buy and a presence on our top performing visitor websites for "where to stay," "where to dine" and "what to do" on Cape Cod and the Islands
- CapeCodChamber.org ranks #1 on Google for a search on "Cape Cod," and CapeCodTravelGuide.com ranks #1 on Google for a search on "Cape Cod Hotels"
- Combined web traffic of 1.5 million unique visitors per year

Ad space reservation and materials are due by December 11th. Contact us today:

Kristin Carey, Director, Internet Advertising & Regional Sales (mid-outer Cape, Nantucket)

Work: 508-362-3225, x511; Cell: 508-364-1018

Email: kcarey@capecodchamber.org

Steve Richards, Regional Sales Director (mid-upper Cape/off Cape, Martha's Vineyard)

Work: 508-362-3225, x514; Cell: 774-238-0787

Email: steve@capecodchamber.org

Comcast Business Class Special Member Promotion



The Cape Cod Chamber has joined forces with Comcast Business Class on a special member promotion! Cape Cod Chamber of

Commerce members will be able to take advantage of an exclusive program designed by the Chamber's leadership team in conjunction with Comcast Business Class. The initiative consists of **one month bill credit** (up to \$250 value) for any new customer referred by the Chamber that signs up for Comcast Business Class service.

For more information about the program, contact the Cape Cod Chamber dedicated Comcast Business Class Account Executive, Jeff Viamari, at 617-279-5922 or at Jeffrey_Viamari@cable.comcast.com.

Coastal Community Capital's Tax Strategies Workshop

"Year-End Tax Planning Strategies": Hard to believe that December is here. With it comes the time to learn what you must do by year-end to save tax dollars in April. Future changes in the alternative minimum tax, estate taxes, and other expected changes may affect you and your business and may require action this year. There are also Stimulus Act incentives designed to reduce your tax burden and help jump start the economy. Find out if they apply to you and your business. This session is always highly interactive. Bring your specific questions for presenter Michael Tulman, CPA to answer. Presented by Coastal Community Capital.

When: Wednesday, December 9th from 9 to 11am.

Where: 5 Shootflying Hill Rd, Centerville, MA

Cost: \$5 if you RSVP prior to the event; \$10 at the door

RSVP: Email mgaudet@coastalcommunitycapital.org, call 508-362-3367 or register online by [clicking here!](#)

November 2009 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 of accommodations members. Information will be kept confidential and reported in the aggregate only. The survey takes less than 5 minutes to complete. [Click here](#) for the November 2009 survey. We appreciate your participation!

To view results from previous surveys, and other tourism statistics compiled by the Chamber, please [click here](#).

Listings on State's tourism site

The Massachusetts Office of Travel & Tourism (MOTT) wants to remind hospitality businesses that they can now submit their Massachusetts lodging, attraction, restaurant or retail property for free on the state's official travel website, massvacation.com. Just click the "Get in on the Action" button from the homepage and select the correct category, and you will be taken to the corresponding registration form.

Currently, there are more than 3,500 listings on massvacation.com. If you have any questions or need help listing your property, please contact John.Alzapiedi@state.ma.us.

The Hundred



"The Hundred" is back for another round! The next drawing will be held at the January Member to Member Event on January 13th at Venture Hyannis. Register each week by emailing capecodchambersteve@yahoo.com, with "The Hundred" as the subject line. The drawing to be given away in January is a \$100 gift certificate to Bobby Byrne's Pub, with locations in Mashpee, Hyannis and Sandwich. Must be present to win.

Bobby Byrne's Pub is at once surface and symbol. Its logo, which is influenced by the Celtic Knot, is insinuated not only into the décor and menu and onto the wall, but also unto the walls of imagination. It can speak to us of mystery, of beginning and end, of what is now and of what is to be. Like poetry, Bobby Byrne's touch upon the coherent and the unknowable at the same time. Thus the Pub is about more than food and drink. They strive to give you magic and metaphysics with your meat and malt, and hope to nourish your spirit and enable you to experience not only another great good place, but also a great good thought.

Welcome New Members

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

- [Classic Kitchens & Interiors](#), Hyannis
- [Fort Hill Bed and Breakfast](#), Eastham
- [Shift Conscious Clothing Boutique](#), Hyannis

Coastal Community Capital update

The SBA's rate on 504 acquisition financing of fixed assets was 5.46% in November. Almost a record low! Also, as a result of the Stimulus Act and until funds are exhausted, most SBA Borrower fees have been waived. The fee-waiver is anticipated to expire by the end of this year. If you are acquiring commercial real estate or expanding commercial real estate, this is an excellent financing vehicle. For more information, contact Jeannine Marshall at Coastal Community Capital at 508-362-3755 or visit www.coastalcommunitycapital.org.

Coastal Community Capital also wants businesses to remember that fee waivers on SBA commercial financing are set to expire soon! If you're looking to improve cash flow by reducing debt service or obtain working capital, now is a great time. Coastal Community Capital has had excellent success securing millions of dollars of commercial loans for small business utilizing Stimulus Act programs. Call Beth to see if you qualify at 508-362-3775.

Special member offer from HSA

Health Services Administrators has announced a new offering for the Cape Cod Chamber, with special discounting and simplified enrollment criteria not available to the general public. This plan provides a 10% discount to all Chamber members, their employees, and their families. HSA is offering to Chamber members a free Personalized Retirement Preservation Report, which quantifies the true cost of creating a plan, a demonstration of the tax-subsidies available to your business, and also a way to guarantee a return of premium if your benefits are never used.

If you are interested in finding out whether you pre-qualify for this plan and would like a personalized preservation report created for you, please [click here](#). For more information, please contact Stephan K. Ward-Smith at 781-228 -2106 or swardsmith@mbagroup.com.

Rethinking Sewers on Cape Cod

A session on "Rethinking Sewers on Cape Cod: Better, Faster, Cheaper Alternatives" will be held tomorrow from 9 a.m. to 4 p.m. at the Mashpee Senior Center. This workshop will provide Cape Cod residents and town leadership with more information about how cluster systems in other states have been working, and how comprehensive wastewater management planning should include the full range of financial, environmental, and community concerns. The session will also address how other communities have dealt with growth and development concerns, how decentralized alternatives can meet the TMDL requirements for Cape Cod, and how towns might consider integrated planning of water, energy, and solid waste management to achieve cost-savings.

Co-sponsored by: Representative Matt Patrick, Clean Water Action & Clean Water Fund Coalition for Alternative Wastewater Treatment. Cape Cod Clean Water Coalition for Cost Effective Alternatives. Please RSVP to bsmith@cleanwater.org.

2010 Geek Girl Camp



The Cape Cod Chamber is a proud sponsor of the 2010 Geek Girl Boot Camp, set for March 6, 2010 at the Cape Cod Community College Adult Learning Center in Hyannis! Geek Girl Boot Camp aims to educate and empower women at every age, income and skill level on computer technology in a way that is fun.

For a limited time, Cape Cod Chamber members can get \$40 off the conference cost. Just register before January 1, 2010. [Find out more](#) now.

Hotel furniture available for purchase

The Best Western Royal Plaza Hotel in Marlboro is currently conducting a furniture remodel of its guestrooms and is liquidating its used furniture. The furniture is solid golden oak, and in very good condition. Perfect for home use or for your hotel, motel or bed & breakfast. The room package consists of the following; armoire, headboard (s), bedframe(s), nightstand(s), parsons table, two chairs, a small activity table, and artwork. Complete room packages can be purchased in any quantity, but quantities

are limited, so act now to get the best selection! Please contact the hotel directly at 774-245-6141 or 774-245-6580.

News from our Members

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

Chatham Bars Inn will hold a series of holiday events tomorrow to help local residents get into the holiday spirit. The CBI culinary team will lead an interactive Gingerbread House Workshop for children and adults from 10-11:30 a.m., followed by a Holiday Craft Workshop at 2:30 p.m. with interior designer/florist Holly Holmes. At 3 p.m., children can enjoy a special afternoon sipping tea with their favorite stuffed animal friend at a Teddy Bear Tea. For more information or to register for any of these events, call Chatham Bars Inn at 508-945-6871.

At 9 a.m. tomorrow, Santa will host a special "Storytime with Santa" event at **Cape Cod Mall** in Hyannis. The event will include craft making, snacks and a story read by Saint Nick himself. The event is free and people are encouraged to bring a blanket to sit on. For more information, call 508-771-0200 or visit www.capecodmall.com.

Massachusetts Coastal Railroad (Mass Coastal), a subsidiary of Hyannis-headquartered **Cape Rail, Inc.**, announced that it has entered into agreements with Jacksonville, FL based CSX Transportation (CSXT) and the Commonwealth of Massachusetts regarding the purchase of CSXT freight rail operating rights on the New Bedford and Fall River rail lines, known as the "South Coast Lines." The addition of the nearly 33 miles of railroad lines brings Mass Coastal's current operations to nearly 100 miles in Eastern Massachusetts. This historic transition to Mass Coastal is scheduled to occur on May 14, 2010. The transition from CSXT to Mass Coastal gives the region's customers and residents a local focus from its freight rail provider.

Come to **Hyannis Main Street** and the waterfront tomorrow to celebrate Christmas with the annual stroll. Buy tickets for Breakfast With Santa at British Beer for \$6 (call today). The Main Street stroll starts with a free holiday magic show at Fresh Ketch at 11 a.m., then Santa arrives at noon at The Toy Shoppe by antique fire truck. Taste international treats, hear music, take a buggy ride or a pony ride, visit the live petting zoo. At 1 p.m., the Treasure Hunt along Main St. will start at The Kandy Korner, followed at 2 p.m. with the hockey challenge with The Cape Cod Cubs at Mass Bay. Visit the harbor along Ocean Street for a beautiful lit up boat parade.

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
phone: 508-362-3225
web: <http://www.eCapeChamber.com>

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