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Cape Cod Chamber of Commerce eNewsletter

eNews

November 6, 2009

Greetings!

From the CEO's Desk:

- We learned with great sadness of the passing this week of Laura Flanders, current chair of the Cape Cod Community College Educational Foundation. She was also one of my esteemed professors at CCCC.
- The Cape Cod Pilgrim Memorial Association is hosting an event to benefit the 100th anniversary of the Pilgrim Monument on Saturday, November 21st at 6:30 p.m. More info is available at events@pilgrim-monument.org.
- Congratulations to the town of Falmouth on receiving a Preserve America Community designation by the Obama Administration. At present, Falmouth is the only town on the Cape to have received this White House program award.
- Congratulations to the 102nd Intelligence Wing at Otis Air National Guard Base upon the groundbreaking for their digital ground station.
- Congratulations to the Cape Cod Regional Tech School, which dedicated its renewable energy center on November 4th.
- The Cape Tech Council featured a lively First Friday gathering featuring a panel discussion on OpenCape, including the Cape Cod Chamber.
- The Cape Cod Chamber participated in this week's GLBT tourism convention held in Boston. We also hosted a Korean TV crew filming a documentary on cod fish to air in Korea on public access TV.
- The collaborators on the architectural design sourcebook met this week to plan final funding needs and design the marketing and roll out of the product.
- Michele Pecoraro is representing the Commonwealth at World Travel Market in London starting this weekend.
- Patti Lloyd is representing Cape Cod at OMCA beginning this weekend in Toronto.
- Here is a link to an interesting editorial in this week's *Barnstable Patriot*: [Editorial: "Revving the engine at the CCRTA"](#)

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Wendy K. Northcross, IOM, CCE

November Member to Member

Please join the Cape Cod Chamber of Commerce at our next **Member to Member event** on **Thursday, November 12th** from 5:30 to 7 p.m. at **The Ridge Club** in Sandwich.

Enjoy plenty of networking opportunities, fantastic raffles, delicious hors d'oeuvres and scenic views of the picturesque golf course! Cost to attend the networking event is \$5 members, \$15 non-members. [Click here](#) to register now.

[Click here](#) to get customized directions to The Ridge Club.

Advertising opportunities in 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

Reserve ad space by 11/13/09 to be included in this premier travel publication!

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

Forum on the State's Future Seeks Input from Young Adults

The Cape Cod Young Professionals will co-host a forum with young adults about the future of the Commonwealth, called "What's Your Massachusetts?", at 6 p.m. on Thursday, November 12th at the Cape Codder Resort on Route 132 in Hyannis. State officials want to hear young adults' perspectives on how they see their State today, and where they want to see it going in the future. Secretary Greg Bialecki of the Executive Office of Housing and Economic Development and a panel of local young adults will lead the evening program. This initiative is aimed at making sure young people are attracted to Massachusetts and see this as a place to start companies, launch a career, and build a home and family. [Click here](#) for more information.

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

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

Cape Cod Chamber Mini-Grants

The Cape Cod Chamber is now accepting applications for our FY-10 Tourism Mini-grant Program. Grants are open to all DMOs and organizers of Cape-wide festivals and events. Grants will be awarded to promote special events and festivals that draw visitors to the Cape; the marketing of that event must be off-Cape marketing to potential visitors (at least 50 miles away from Cape Cod) . Grant application deadline is November 17, 2009. [Click here](#) for the FY-10 guidelines, and [click here](#) for the application. For more information, email kristen@capecodchamber.org.

Free Workshop on SBIR Grants

The Massachusetts Small Business Development Center Network, in conjunction with the SouthCoast Entrepreneurial Network: the Quest Center and the Advanced Technology and Manufacturing Center's Technology Venture Center, is sponsoring a free workshop for regional businesses interested in obtaining federal Small Business Innovation Research (SBIR) grants. The workshop will be held at the Quest Center on Purchase Street in New Bedford on Wednesday, December 2nd from 1 to 4 p.m.

The federal SBIR program funds over \$1 billion each year of early stage R & D conducted by small businesses for technologies that have government and commercial applications. This event is intended to instruct small businesses in the region how to access funding through this program, how to increase chances of success for the award and how to manage an SBIR award if your application is successful. Seating is limited and pre-registration is required by November 25th. Please register online at www.msfdc.org/semass (click on Event Calendar) or contact 508-673-9783.

The Hundred

The Hundred is back for another round! The next drawing will be held at the November Member to Member Event on November 12th at The Ridge Club in Sandwich. Register each week by emailing capecodchambersteve@yahoo.com, with "The Hundred" as the subject line. The drawing to be given away in October is a \$100 gift certificate to **Misaki Sushi** on West Main Street in Hyannis. Must be present to win.

Are you Green? Let us know!

Going "green" is not only good for a healthy environment, but also a healthy financial outlook. Green practices can save you money and attract customers who appreciate environmentally responsible businesses. If you consider your organization responsible in doing your part to protect the environment and would like to participate in a pilot program to recognize green organizations on Cape Cod, Martha's Vineyard and Nantucket, contact Michele at michele@capecodchamber.org.

MOTT to include restaurant/retail listings on state's tourism site

The Massachusetts Office of Travel & Tourism (MOTT) has announced that you can now submit your Massachusetts 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 either "restaurant" or "retail property" and you will be taken to the corresponding registration form. Pending approval, listings will go live the week of November 16, 2009.

Currently, there are more than 3,500 listings on massvacation.com, including lodging, attractions and events. With the addition of the restaurants and retail categories, MOTT hopes to increase its database and offer a richer variety and selection to the visitor's experience. If you have any questions or need help listing your property, please contact John.Alzapiedi@state.ma.us.

Welcome New Members

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

- [Muscular Massage Inc.](#), Osterville
- [Parsonage Inn](#), East Orleans

Town of Barnstable Grant Program

The Town of Barnstable is now accepting applications for its FY-10 tourism mini-grant program. Grants (in matching format) are available to organizations within the seven villages of Barnstable, to be used for the marketing and promotion of new and existing events & festivals within the town. Email kristen@capecodchamber.org for a copy of the grant application and the program guidelines. Grant application deadline is December 1, 2009.

Email Blast Opportunity

work with the Cape Cod Chamber to send your message/special offer to over 2,000 member opt-in subscribers by email! Simply provide us with the text and graphics you want to include, specify the date you'd like it to go out, and we will do the rest! Afterwards, we will send you statistics on the number of people who opened the email & clicked through to any of the links. Email kristen@capecodchamber.org for more information.

MAASH to Discuss Effects of Legalized Gambling on the Arts

The Massachusetts Advocates for the Arts, Science and Humanities (MAASH) invites members of the cultural community to join them for a special meeting on November 10th at 4 p.m. at the Arts Foundation of Cape Cod offices at Shoot Flying Hill Road in Centerville. MAASH is seeking feedback about casino gambling and possible efforts to secure state gambling revenue for arts, culture and tourism. Members of the legislative delegation have been invited to attend, and Cape Cod Chamber Board Member Kevin Howard will be on hand representing the Chamber. Please let MAASH know if you can attend by emailing Hathalee Higgs at hathalee@maash.org.

Activity on SmartGuide.com



Visitors to Cape Cod and the Islands are searching the web in record numbers for car-free travel choices! The Chamber's [Smart Guide](#) web site attracted more than 262,000 unique visitors in the year ending October 31, 2009, representing a 37.5 percent increase from last year. People are searching most for ferry and air routes, bus service on the Cape and bike trails, and the online Travel Planner continues to be a very popular tool. Check in often for travel alert updates.

Ptown Restaurant Week



The **First Annual Provincetown Restaurant Week** will be held today through November 12th, featuring 20 of the best restaurants the Provincetown dining scene has to offer. Offering three-course prix fixe dinners at \$25 and \$35. The event is organized in conjunction with the Provincetown Tourism Office, Provincetown Chamber of Commerce and the Provincetown Business Guild. For a list of participating restaurants, [click here](#).

AFCC Fall Grant Awards

The Board of Directors of the Arts Foundation of Cape Cod is pleased to announce the recipients of the Arts Foundation's 2009 Fall Grant Awards. Twenty local cultural organizations will receive a total of \$25,065 in grants at a special reception from 6 to 8 pm on Thursday, November 12th at the Coonamessett Inn in Falmouth. Arts Foundation of Cape Cod grants are awarded to support projects that are collaborative and educational; that help create a strong, stable, and diverse cultural community on Cape Cod; and that contribute to the quality of life and economic vitality of the region.

[Click here](#) to view the full list of recipients.

News from our Members

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

A Grand Opening Party for the new clothing store **Shift** will be held tonight from 5:30 to 8:30 p.m. at the location at 535 South Street in Hyannis. Enjoy hors d'oeuvres and organic wine while perusing a delicious cache of sustainable and eco-friendly designer clothing and jewelry lines from the U.S. and Canada. Visit www.shiftboutique.com.

ART NATURALLY, an exhibit by **Christina Jacobi**, is on display now through November 15th at the Cape Cod Community Media Center in South Yarmouth. The show's title refers to the general theme of the artwork. The paintings, drawings, and photographs on display are all inspired by nature. This free exhibition may be viewed during normal business hours. For more information, contact the Media Center at 508-394-2388 or visit www.ArtworksByChristina.wordpress.com.

Plimoth Plantation's Board of Trustees has appointed Ellie Donovan as the new Executive Director. Donovan, who first became associated with the Museum in 1974, has served as Acting Executive Director for the past seven months.

The **Provincetown Theater Fall Playwrights' Festival** will be held November 7-15. The festival will feature six new short plays and the stage reading of five original full-length plays. The wealth of local Cape Cod playwrights makes this program possible as writers from Sandwich to Provincetown share their plays for the first time. Buy tickets online now at www.newprovincetownplayers.org.

Get into the holiday spirit by participating in **Home Instead Senior Care's** Be a Santa to a Senior program! **Cape Councils on Aging** provides Home Instead Senior Care the first names of lonely or financially challenged older adults in our community, with gift ideas for each senior. The following merchants and senior living communities will set up a Christmas tree in their lobby as part of the program from November 2nd to December 4th: Cape Cod Beer, Eastern Banks in Falmouth, Hyannis, Mashpee & Sandwich, and the senior living communities of Mayflower Place, Thirwood Place, The Woodlands, Decatur House and Harbor Point of Centerville. Simply remove an ornament from the tree, purchase the gift (s) listed, and bring the ornament and gift back to participating store and give to store employee. Visit www.beasantatoasenior.com for more information.

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
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web: <http://www.eCapeChamber.com>

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