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Cape Cod Chamber of Commerce eNewsletter

eNews

September 3, 2010

Greetings!

From the CEO's Desk:

- As we batten down the hatches to greet Earl tonight, we hope you all have a chance to keep us in the loop after the storm. We know that the traveling public will be curious about the status of Cape Cod and the islands, and we want to give them the BEST information possible.
- Please inform us of your state of operations by quickly responding to this email address: wendy@capecodchamber.org.
- We will keep you apprised of any pertinent news, and be assured we are working closely with the Massachusetts Office of Travel & Tourism, as well as the local chambers of commerce and visitor service boards, to get the word out once the coast is clear! [Click here](#) for the page on our website that we'll be regularly updating from our staff who will feed in pictures and info from across the Cape.

Wendy K. Northcross, IOM, CCE

September Member to Member



Please join the Cape Cod and Dennis Chambers of Commerce this

Tuesday, September 7th from 5:30 to 7 pm. for our September Member to Member event, hosted by **Cape Cod Museum of Art** in Dennis and **The Casual Gourmet!**

Tour the museum as you enjoy networking, great raffle prizes and delicious hors d'oeuvres prepared by The Casual Gourmet! Cost to attend is just \$5 members, \$15 non-members. [Click here](#) to register now.

[Click here](#) for directions to the Cape Cod Museum of Art, located at 60 Hope Lane, off Route 6A in Dennis.

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Cape Cod Chamber and CCYP Host Pre-Primary Candidates Event

The Cape Cod Chamber of Commerce, along with the Cape Cod Young Professionals, will host a **Pre-Primary Candidates' Event** for two regional races: 10th Congressional District and Cape & Islands State Senate. The event is slated for **Friday, September 10th** at 8 a.m. at the Cape Codder Resort in Hyannis. Matt Pitta, WKTX radio news director, will moderate the session. All candidates are invited to the event, however, only those with primary races in these seats will be invited to participate in the question and answer format.

The event is free to members of the Cape Cod Chamber and the CCYP, as well as open to the public. Candidates who have confirmed attendance include: Sheila Lyons (D), Dan Wolf (D), Eric Steinhilber (R) and Jim Crocker (R), all running for the State Senate seat; and Ray Kasperowicz (R), Jeffrey Perry (R), Bob Hayden (R), William Keating (D), Rob O'Leary (D), candidates for Congress.

Summer occupancy levels and web traffic show increases

Smith Travel Research data for Barnstable County has showed a significant upwards tick in our occupancy levels and RevPAR (revenue per available room) over the last several months - encouraging news for the region! STR tracks supply and demand data for the hotel industry, while also providing market share analysis. Occupancy for May 2010 was up 3.5% over May 2009, and RevPAR levels were up 7%; occupancy for June 2010 was up 7.9%, and RevPAR was up 5.5%; occupancy for July 2010 was up 11%, with RevAPR up 12.2%. Stats for August 2010 are not yet available.

The Cape Cod Chamber's two travel websites - CapeCodChamber.org and CapeCodTravelGuide.com - have also been active this summer! Combined traffic on the sites for July and August 2010 is up over 3% from last July and August, with a total of 334,090 unique visits to the sites. In addition, searches on the online availability tool on our website in July/August 2010 were up 8.5%, and click-throughs to participating member properties were up 16!

Breakfast at the Bank

On **Wednesday, September 15th**, the Cape Cod Chamber and Cape Cod Cooperative Bank will co-host **Breakfast at the Bank**, with the topic "How Solar Power Can Be Profitable." Come and enjoy a cup of coffee while you learn about the new Massachusetts Solar Renewable Energy Certificates Program Financing Opportunities, with a focus on ROI Solar Installation Opportunities - ground, roof and creative alternatives. Event will be held at 8 a.m. at the Cape Cod Cooperative Bank Operations Center at 25 Benjamin Franklin Way in Hyannis. Allen Giles, President of Turning Mill Energy, LLC in Sandwich, will give an overview and Steve Lowell, Chief Operating Officer of Cape Cod Cooperative Bank, will tell why the bank has invested in solar and talk about their experience. Attendees will also have an opportunity to view the creative ground mounted solar solution installed at the Bank's Operations Center. Continental breakfast compliments of Cape Cod Cooperative Bank. The event is free to attend. Please RSVP to danielle@capecodchamber.org by 9/10/10.

ABA names two Cape events to its Top 100 list

The American Bus Association has selected two of Cape Cod signature events for its "Top 100 Events in North America" list for the year 2011. ABA's Top 100 Selection Committee evaluated a record number of event nominations and selected both the Annual **Bourne Scallop Festival** and the Arts Foundation of Cape Cod's **Pops by the Sea 2011** as two of the best events to experience via motorcoach next year. Great news for Cape Cod!

Member Reception

New members of the Cape Cod Chamber of Commerce don't want to miss our **New Member Reception**, to be held **Thursday, September 23rd** from 7:30 to 9 a.m. in the Cape Cod Chamber administrative offices at 5 Shoot Flying Hill Road in Centerville. This event is also beneficial for existing members who want to learn how to get the most out of their Chamber membership!

You will learn such tips as:

- The value of networking with members
- The services available for referrals and support
- Opportunities for widespread visibility via our Information Centers

There is no charge to attend, and continental breakfast will be served. To RSVP for this free event, email maegan@capecodchamber.org.

August 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. Thank you in advance for your time! Please [click here](#) for the August 2010 accommodations survey.

Chamber Members Save on Disney Institute Conference



In an exclusive offer, Cape Cod Chamber members can now save \$400 to attend the Disney Institute's Business Owner & Management Series featuring "Leadership Excellence & People Management" on October 31-November 3, 2010 at Disney's Yacht & Beach Club Resort in Orlando! In this program, you'll learn the leadership strategies and people management practices that contributed to Disney's world renowned success, as well as how to adapt them to your own business.

The registration fee for this exclusive Business Owner & Management Series Program - including three- nights deluxe resort accommodations at Disney's Yacht and Beach Club Resort - is normally \$2,395. For a limited time, Chamber members save

\$400. The special, limited time Chamber member price is only \$1,995 (tax deductible). Registration also includes: Sunday Evening Welcome Reception, Epcot VIP Viewing of IllumiNations: Reflections of Earth, Group Breakfasts and a Special "Extend Your Stay" Option for Only \$149 per night. To register, contact Linda Salem Pervier at the Worcester Regional Chamber of Commerce at 508-753-2924, ext. 223 or lsalempervier@worcesterchamber.org. When registering please provide the following Chamber Specific Registration Code: CapeCod1031. Visit www.northpointservices.com/disney/capecodchamber for more information.

Welcome New/Renewing Members

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

- Davis Automotive, Hyannis
- [Quantum Cape Cod](#), Hyannis
- [Nickerson Art Gallery](#), Chatham

We also would like to recognize and thank the following members who have recently renewed their Cape Cod Chamber membership:

[Annabelle Bed & Breakfast](#), Sandwich; [Bookstore & Restaurant](#), Wellfleet; [Cape Cod Ski Club](#), Hyannis; [Century 21 Regan Realtors](#), Mashpee; [Chatham Bars Inn](#), Chatham; [Chez Sven Bed & Breakfast](#), Wellfleet; [Chillingsworth](#), Brewster; [Duarte/Downey Real Estate Agency](#), Truro; [Harborwalk](#), Falmouth; [Island Queen](#), Falmouth; [LaTanzi, Spaulding & Landreth, PC](#), Orleans; [Mariner Motel](#), Falmouth; [Mashpee Family Medicine](#), Mashpee; [Michael's Cottages](#), Brewster; [Old Sea Pines Inn](#), Brewster; [Patriot Party Boats](#), Falmouth; [Salt Shaker Sportfishing](#), Dennisport; [Sea Gull Motel](#), North Truro; [Surfside Motor Inn](#), Chatham; Weatherdeck Restaurant, West Harwich

Region's First Ever Franchise Fair

Simon Malls of New England will host the region's first ever Franchise Fair on Saturday, September 11th at the Burlington Mall, in conjunction with national and local franchisors and U.S. Small Business Administration (SBA), Small Business Development Center (SBDC) and SCORE.

The Fair, which will run from noon to 5 p.m., aims to provide face to face contact with quality brand Franchisors and resources to prospective entrepreneurs interested in franchise opportunities. Representatives from over ten franchisors, including Apricot Road, Auntie Anne's, DQ/Orange Julius, Flip Flop Shop, Fudgies Wudgie, Fuzziwigs Candy Factory, Gateway News, Haagen Daz, Jamba Juice, Learning Express, Nestle Toll House, Red Mango and Wetzel's Pretzels, in addition to several experts focused on the development of entrepreneurship, will take part in the Fair. Small business counselors from participating organizations such as SBA, SBDC and SCORE will be on hand to provide tools, financing advice and general education to assist prospective franchise owners. Free registration is available online at www.simon.com/franchisefair.

Historic Arts Partnership Formed

The boards of the Cape Cod Conservatory of Music & Arts (CCOMA) and the Cape Cod Symphony Orchestra (CCSO) have announced that their two non-profit organizations have officially merged. Their combined mission is to enrich and further the cultural, educational and economic interests of Cape Cod through music, dance and art and to provide a strengthened environment that actively encourages lifelong involvement with music and the arts.

The new operating entity will be known as the Cape Cod Symphony and Conservatory of Music and Arts, with the two existing organizations serving as subsidiaries. The Symphony - which will remain the Cape Cod Symphony Orchestra - will continue to offer live performances of classical music under the leadership of Artistic Director and Conductor Jung-Ho Pak, as well as the music outreach programs for young people that have always been a top priority. The Conservatory will continue to offer a professional and friendly environment where dedicated educators work with aspiring students to provide instruction in all major instrument groups, voice lessons, and classes in art, dance and drama from its campuses in West Barnstable and Falmouth. Ultimately, the merger will make it possible to accomplish long-range goals such as developing a full youth orchestra on Cape Cod, establishing a summer arts and music camp and building a music education institution of national stature.

Barnstable Municipal Airport to host vintage World War II aircraft

Barnstable Municipal Airport will again host three vintage World War II aircraft September 15-17 as part of a National Wings of Freedom tour. On display and open for inspection will be a B-17 Flying Fortress heavy bomber, a B-24 Liberator and a P-51 Mustang. The B-24 heavy bomber and the P-51 fighter are the only remaining planes of their type still flying. Because of construction activity, the aircraft will be displayed this year on the airport's East Ramp. Access is via Mary Dunn Road from Route 28; free parking will be available. The aircraft will be on display at the airport from 2 to 5 p.m. on Wednesday, September 15th; 9 a.m. to 5 p.m. on Thursday the 16th; and, 9 a.m. to noon on Friday the 17th. The planes are operated by the non-profit, educational Collings Foundation of Stow, Massachusetts. The organization requests a \$12 donation (\$6 for children younger than 12) to explore the planes inside and out. Special flights aboard the aircraft are available by calling 800-568-8924.

Town of Barnstable Commercial District Signage

In the town of Barnstable, changes to the sign code for all commercial districts is under discussion in a number of venues. The Planning Board has set aside time at their September 27th meeting to have an informal discussion with members of the public regarding these changes. The meeting begins at 7 p.m. in the Second Floor Hearing Room of Barnstable Town Hall. [Click here](#) to view a rough draft of potential changes for the sign code, based on input and discussions to date and also based on changes implemented as requested by the Main Street Hyannis BID earlier this year. To submit written or electronic comment regarding this issue, please email joann.buntich@town.barnstable.ma.us or write to the Planning Board, Growth Management Office, 200 Main Street, Hyannis, MA 02601

News from our Members

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

Chatham Bars Inn presents the Third Annual Gentleman's Smoker in support of the **Cape Cod Baseball League** on Thursday, September 9th. Join them for an exclusive gentleman's cigar event beginning at 6 p.m., with a champagne and martini reception, followed by a lobster dinner. Fine wines, cordials, a great cigar selection and cool jazz will round out the evening. Live and silent auctions will also be taking place in support of the Cape Cod Baseball League. Limited tickets are still available, please contact the Concierge at 508-945-6781 or visit www.chathambarsinn.com/news/events for more information.

At their August meeting the Barnstable Municipal Airport Commission voted unanimously to approve a 20-year lease with **Cape Air** for the hangar and associated land. Working with local, state and federal agencies, Cape Air recently completed work on the headquarters building, making it one of the largest solar- powered facilities in the Commonwealth of Massachusetts.

Gloria Dei Artes Organists presents "American Organ Masters" on Sunday, September 12th at 3:30 p.m. at the **Church of the Transfiguration** in Orleans. This festive concert honors the voices of America's great organ composers: the Boston Classicists Arthur Foote, John Knowles Paine, and Dudley Buck; Leo Sowerby, often referred to as the "Dean of American church musicians"; and contemporary composers Gerald Near and Samuel Adler. As our nation observes Labor Day and the 9th anniversary of 9/11, the E.M. Skinner organ lends its voice in celebration of our rich musical heritage. Tickets \$25, \$20 seniors, 18 & under free. Call 508-240-2400 or visit www.gdaf.org.

On exhibition at the **Cape Cod Museum of Art** through November 7th is "The Subject is Light: The Henry and Sharon Martin Collection of Contemporary Realist Paintings." This exhibition is sponsored by Cape Cod Five Cents Savings Bank Charitable Foundation, The MacKenzie Charitable Trust and an anonymous donor. Henry and Sharon Martin, who began to collect art over 30 years ago, have built what is arguably the strongest Hudson River School luminist collection in private hands today. For more information, call 508-385-4477 or visit www.ccmoa.org.

A **YMCA Cape Cod** Open House will be held the week of September 7-11! Join them for a free week. Try out the Health & Wellness Center, pools and classes for FREE! To find out more information, visit www.YMCAcapecod.org or stop in at our Route 132, W. Barnstable location (directly across from the Community College) to pick up a schedule.

Celebrating its 23rd year, the **Provincetown Swim for Life & Paddler Flotilla** will welcome swimmers and kayakers from across the country on Saturday, September 11th for a weekend benefit for AIDS, women's health services and the community. Beneficiaries include the AIDS Support Group of Cape Cod, Helping Our Women, Outer Cape Health Services, Provincetown Rescue Squad, Lower Cape Ambulance, Soup Kitchen in Provincetown and the Academy at Provincetown High School. This popular post-Labor Day celebration and quintessential community event will be held at the Boatslip Resort at 161 Commercial Street. For more information, visit www.swim4life.org.

The **Brain Injury Association of Massachusetts** will hold its 3rd Annual Caregiver Conference on Saturday, September 25th at The Century House in Acushnet. The event provides an opportunity for family members and caregivers to hear about best practices in the field of brain injury, to learn about resources, and to meet others who share their experiences. Interested professionals are also welcome to attend. For more

information, contact Nicole Godaire at 508-475-0032. Online registration is available at www.biama.org.

Interested in membership?

If you are interested in learning more about membership in the Cape Cod Chamber of Commerce, please contact Maegan Storey, our Membership Account Executive, at 508-362-3225, ext. 512. Or [click here](#) for a membership application!

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

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