



Central MA Convention & Visitor's Bureau Newsletter June 2008

7th ANNUAL LOBSTER BAKE!!

ENJOY A NIGHT OF FUN AND NETWORKING WITH CMCVB MEMBERS AND THEIR GUESTS!

Please join the Central Massachusetts Convention & Visitors Bureau for the **7th Annual Lobster Bake** at **Wachusett Village Inn**.

Tuesday June 17, 2008, 5:15 PM

Platinum Sponsor: **Best Western Royal Plaza & Coco Key Indoor Water Resort Opening December 2008!**

Come and enjoy a fun filled night with great food and great people!
Sponsorship opportunities available! Please contact Julie Orcutt at jorcutt@worchester.org or 508-755-7400 ext. 224 for more information.



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Marketing Opportunities

Boston Spirit Magazine - SOLD OUT!

This is a glossy, classy publication with amazing full color photography and pertinent editorials that reaches out to the Gay and Lesbian community throughout MA. These are mostly upscale individuals with disposable income. Circulation is 60,000 and GROWING. To advertise through our co-op is only \$375.00 per bi-monthly issue (that's only \$187.50 per month!). Check out www.bostonspiritmagazine.com for a sampling. Contact Jackie at jcohen@worchester.org or 508-755-7400 x 227.

Jazz at Sunset

Host your own table at the Ecotarium's Jazz at Sunset! Friday nights for 6 weeks with a new band each week! \$100.00 per table or \$500.00 to have one for the full 6 weeks. **June 13-July 25th**. For more information visit www.ecotarium.org and to reserve a table contact Brenna at bruchala@worchester.org or 508-755-7400.

Paradise City Guide

Our newest publication! Circulation is over 250,000! This high quality color publication is published biannually for distribution in the Spring and Fall. [Paradise City was just ranked Number One of](#)

864 Old Coldbrook Rd.
Barre, MA 01005
978-355-2090

330 Site RV Resort located along
side a 22,000 acre wildlife
preserve. Take advantage of
Coldbrooks many amenities. Spend
the day or season here at
Coldbrook country.

www.coldbrookcountry.com

Fun new packages!

**Murder Mystery & Fireplace
Feast packages from Sturbridge
Host Hotel, Salem Cross
Inn & the Yankee Cricket B&B.**

For more information on these
packages, or if you have a special
package please contact Julie at
jorcutt@worchester.org or call 508-
755-7400 ext 224

Golf Tournament

Many Thanks Sterling National
Country Club and to the following
Sponsors of the Central MA CVB
6th Annual Golf Tournament

Platinum Sponsor

Best Western Royal Plaza & Coco
Key Water Resort Opening
December 2008

Reception Sponsor

Hilton Garden Inn

Breakfast Sponsor

Springhill Suites by Marriott,
Devens Common Center

Corporate Hole Sponsors

AAA Southern New England
Centrend, Inc.
CoCard
Cray Publishing
Four Points Sheraton

[America's Top Ten Arts and Festivals by American Style Magazine.](#)
\$375.00 per spot with 8 partners. Please Contact Jackie for more
information or to reserve your spot by **July 15, 2008.**
jcohen@worchester.org 508-755-7400 x 227

New England Group Tour Planner

Sent to over 8,000 qualified Canadian Group Tour Planners. Includes
a link on their web page which receives over 850,000 unique web
visitors per year. For only \$375.00 a block plus CMCVB members
receive a 10% rebate!! Please contact either Jackie Cohen at
jcohen@worchester.org or John Eagles at jeagles@holidaymedia.ca

Thank you to everyone who participated in **Worcester Magazine's
Summer Guide.** The CVB had THREE full page co-ops with over 14
members!! The next guide the CVB will be participating in is The
College Guide so please contact Jackie by **July 1, 2008** if you're
interested jcohen@worchester.org

**The Official Central Massachusetts & Worcester County Visitor's
Guide** - Clear some space on your shelves for our **Spring/Summer
2008 Visitor's Guide!!** Stop by and pick up a case!! Please email
Brenna if you would like a copy bruchala@worchester.org

Fab 5 Coupon Booklet - Now Available!! Come pick up your copy at
the CMCVB. Includes over \$120.00 worth of discounts to Davis
Megamaze, Davis' Farmland, Southwick's Zoo, Ecotarium &
Wachusett Mountain.

Membership Update

Hospitality Host Meeting - Please join the CMCVB on June 17th at
Wachusett Village Inn for the 7th Annual Lobster Bake. The next HH
meeting will be July 23, 2008.

Expose Your Business and Special Events to over 450 businesses all over Central MA!!!!

Each month the CMCVB offers members the opportunity to include a
flyer in the Monthly Mailing. You can showcase your business for all of
your special events, sales, and announcements on a monthly basis **OR**
if you're a seasonal business; include a flyer for a specific month. This
is sent to the full membership, local chambers, and tourist
associations. **It's ONLY \$75.00 per month!!!** Please include **450
copies** to us by the second full week of the month. If you'd like the
CMCVB to put it together for you the cost is \$100 for one-sided B&W
or \$125 for two-sided B&W. Contact Julie Orcutt at
jorcutt@worchester.org or call 508-755-7400 x224 to sign up today.

Convention Sales Department News

CVB WINS BID!!

La Quinta Inn - Auburn
Lamoureux Pagano Associates
Marsh-Kemp Insurance
Safety Trainers
Solar & Kilcoyne
The Publick House Historic Inn
The Shoppes at Blackstone Valley
Worcester Regional Chamber of
Commerce
Yankee Cricket Bed & Breakfast

Gift Bag Sponsors

Atlas Press
Next Generation Vending

Beverage Sponsors

Polar Beverages

**Thank you to all the prize
donators:**

Blackstone National Country Club,
Chocksett Inn, Crowne Plaza,
Davis Farmland & MegaMaze,
Hanover Theatre for the Performing
Arts, Hilton Garden Inn, Leicester
Country Club, O'Connors
Restaurant, Publick House Historic
Inn, Salem Cross Inn, Six Flags,
Southwicks Zoo, Sterling National
Country Club, UNO Chicago Grille,
Wachusett Mountain Ski Area &
Wachusett Village Inn.

**CENTRAL MA SELECTED FOR THE 2009 U.S. YOUTH SOCCER
AND VETERANS CUP TOURNAMENTS!**

The convention sales department is thrilled to announce that its bid for the 2009 U.S. Youth Soccer Nationals and Veterans Cup (adult) tournaments have been awarded to MA Youth Soccer in Lancaster, MA. The CVB traveled to Pittsburgh in February to deliver its regional presentation in support of MA Youth Soccer, who will host the games. The combined events have an economic impact of over \$4 million to the region.

The **2008 Boston Sales Mission** is scheduled to take place at the Top of the Hub (Prudential Center) on Friday, June 27th. The convention sales department has developed a comprehensive list of qualified meeting planners, many of them planning to attend this year's event. The CVB is truly grateful for the members who will partner with the CVB in this sales effort. The 2007 mission was a tremendous success, and we are looking forward to a repeat performance this year.

MONTHLY MEETINGS:

Worcester Sales Task Force - The CVB hosts this meeting made up of the CVB sales and marketing team, the DCU Center sales team, hotel General Managers and Directors of Sales and representatives from the City of Worcester. The goal is to work together to develop new business opportunities for city venues and organize and promote ongoing events. WSTF members joined with the City's cultural council recently to continue discussions regarding cultural and entertainment packages. The next meeting will be held on June 10 at 1:00 p.m. at the DCU Center.

Hotel Association - The CVB hosts a monthly meeting attended by hotel representatives throughout the region with the goal of developing new ways to bring business into Central Massachusetts and discuss ongoing events and special projects. The next meeting will be held Thursday, June 26th at 12:00 noon at the Sturbridge Host Hotel & Conference Center.

Sampling of June Events

**CMCVB's 7th Annual Lobster Bake - Wachusett Village Inn -
Tuesday June 17, 2008 5:15pm www.centralmass.org**

Jazz at Sunset -

starting June 13 Friday nights for 6 weeks 6:30-8:30pm visit
www.ecotarium.org

Taste of Shrewsbury Street - The 6th Annual Taste of Shrewsbury
Street - June 24, 2008 5-9PM visit www.shrewsburystreet.org

Greek Festival - June 6-8, 2008 - Saint Spyridon Greek Orthodox Cathedral - 508-791-7326.

Southbridge FEST - Saturday June 7, 2008 - Family fun with parades, live music, crafters, ethnic food, farmer's market kid's fun zone contests and MORE from 10AM-6PM. For more info contact Central MA South Chamber of Commerce - 508-347-2761

Historic Drover's Roast - Salem Cross Inn - June 15, 2008 - Festivities begin at 2:00pm, Feasting begins at 3:30pm
www.salemcrossinn.com

Davis Farmland - June 15 - Father's admission is FREE!
www.davisfarmland.com

Indian Ranch - June 24, 2008 - Changes in Latitudes, Jimmy Buffett tribute band - \$15.00 per ticket. visit www.indianranch.com for more information.

For more events click go to www.centralmass.org