



June 2009 Newsletter

Join us for "Beyond Belief"



Higgins Armory Museum and
The Central MA CVB

invite you to preview Beyond Belief!

"The Curious Collection of Professor
Rufus Excalibur Bell"
Thursday, June 18, 2009
5:30 - 8pm at
Higgins Armory Museum
100 Barber Ave · Worcester, MA

In the News

THANK YOU for your support in lobbying for RTC (Regional Tourist Council) funds. The CMCVB members and staff worked really hard throughout May contacting legislators to **save tourism funding**. The CMCVB staff met with 4 senators at the State House on May 20th in regards to the importance of the RTC line item and funds. RTC funding was restored back into the budget at \$6 million . . . down from \$9 million. Although this is a 33% cut for the FY09 budget, we are happy that tourism funding was reinstated to keep jobs in Massachusetts! Please contact your senators and thank them!

During "Tourism Week" May 20th, Senator Harriet Chandler **introduced and rolled out the "Worcester Who Knew?" program at the State House** in the company of Worcester Cultural Coalition members, staff from the CMCVB and other cultural members. For more info on Worcester Who Knew... see sidebar in this newsletter.

Marketing Matters

Restaurants - Free Promotional
Opportunity...

"Taste of Tourism" June 18th from 5:30 - 8

Please join us for a reception as we unveil this extraordinary exhibit.

- Complimentary Hors d'Oeuvres
- Cash Bar ·
- Exhibit Tours · Silent Auction ·

Tickets: \$15 per person

Advance registration required.

RSVP to Monica

Melefterion@worchester.org by June

12: 508-755-7400, ext. 227

Payment to: CMCVB

30 Elm Street · Worcester, MA 01609

Links within this E-newsletter

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Going Green at Red Apple Farm



June 24 - 3:45 - 7:30 pm

Going Green at Red Apple farm, Phillipston.

Red Apple Farm, The CMCVB, the Greater Gardner Chamber of Commerce and the

North Quabbin Chamber invite you to be our guest at this **FREE** multi-chamber "Business after Hours" & "Taste of Tourism" that will include an educational panel on renewable energy and a ribbon cutting for the Red Apple Farm wind turbine. Pre-register Melefterion@worchester.org

Taste of Shrewsbury St.



JUNE 23 FROM 5 - 9 pm. This year over 30 restaurants are

pm. The CMCVB wants to promote and showcase tasty food samples from your restaurant(s) at our "Taste of Tourism" tables that will be set up during the "Beyond Belief" preview event at the Higgins Armory Museum. (see sidebar)

Commitment to "Taste of Tourism"

requested a.s.a.p. or by June 12th. Call Monica 508-755-7400 x 227 for more details: melefterion@worchester.org.

Massachusetts

massvacation.com wants your info. Attractions and lodging properties can now enter your own information by going to massvacation.com and in the right column under *Do It Yourself* click on submit your lodging property, attraction, event. Get noticed... all for FREE!

Visitor Guide updates are due by **June 30, 2009** - We will be sending instructions on how to update on-line this month or send your changes by email to CMCVB Marketing Department.

We are looking forward to our summertime promotion: "Adventures in Your Own Backyard." Please email us your events, festivals, fairs, coupons etc. The CVB will promote them in our ongoing summer promotions and on our website for **FREE**.

Newsletter Flyer Inserts - **Due June 23** - Expose your business and special events to over 450 businesses throughout Central MA for ONLY \$75.00! This newsletter is mailed out to the full membership, local chambers, and tourist associations. Sign up: ccarmel@worchester.org

Irish Press FAM- Sile McArdle is a freelance journalist in Ireland with commissions from *Sunday World*, a Sunday newspaper; and the *Sunday Business Post*, a newspaper targeting the business community, with an affluent readership. Many thanks to OSV for hosting Sile for lunch and a day trip to Sturbridge Village on Tuesday, May 26.

National press - about DirectAir, Salem Cross Inn, Vaillancourt



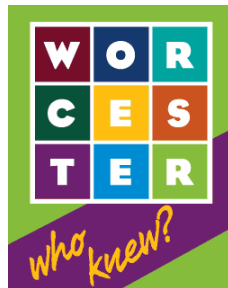
participating! Price: \$25 in advance (buttons will offer a full week of discounts from June 19 to June 28th) \$30 day of.

Mass Value Pass



Enjoy 25% or more on statewide discounts

Who Knew?



Enjoy Worcester Cultural Discounts at 8 sites!

FAB 5 Coupon



Enjoy over \$120 in savings at FAB 5 attractions

Folk Art and Nashoba Valley Winery are all mentioned.

http://www.swflparrot.com/parrot/May_09.pdf Scroll to page 27.

Advertising Opportunities & Reservation Deadlines

Thanks to all who participated in WOMAG Summer Guide - we filled 2 pages!

Boston Herald Summer Thrills series (published Thursdays) - we still have 2 spots available (July 9 and July 16). Only \$568 for a 3.25" w x 4.31"h ad that will reach 535,000 readers, who are trying to make weekend plans. Reserve your space now - first come, first served!

Deadlines extended for Grouptour Magazine co-op until June 5 and for *New England Group Travel Planner* co-op until June 15. Contact kmatt@worcester.org

Radio / TV advertising opportunities: contact Karen- kmatt@worcester.org 508-755-7400, ext. 222 for details and information. Great chance to promote your summer events! WICN Radio is offering a great marketing opportunity for non-profits please contact: amy@wicn.org

GREAT PACKAGES!!!! Thanks to the following members who donated prizes to the WGBH-PBS Auction as a result of CVB's invitation - the response was overwhelming. The auction went live on-line May 21 and concluded via live television on May 30. Central MA was well represented with 2 great packages that were chosen by MOTT:
SPLASHDOWN FAMILY FUN PRIZE PACKAGE:
 Two-night stay at the Courtyard by Marriott in Fitchburg with Breakfast
 Family four pack of tickets to CoCo Key Water Resort at the Marriott
 Dinner at 86 Winter American Bistro
 Tickets to Higgins Armory Museum

GOLFER'S DREAM PRIZE PACKAGE:
 Two-night stay with breakfast at Yankee Cricket B&B, Brimfield
 Tickets to Old Sturbridge Village
 Golf package at Blissful Meadows, Uxbridge

CMCVB Board of Directors

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Old Mill Restaurant

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Historic Inn

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Centrend

Ned LaFortune
Wachusett Brewing Co.

Paula Lawrence
Crowne Plaza Hotel

David McKeehan
North Central
Chamber of Commerce

Alexandra McNitt
Central South Chamber
at the Crossroads of
New England

Jim Moughan
DCU Center

Wanted: Packages for our new seasonal "Featured regional packages" brochure which will debut in June. Contact Kmatt@worchester.org

Conventions and Meetings

The CVB is working on a comprehensive guide that will be distributed to thousands of event attendees this summer. The guide will feature special packages, promotions, discounts, etc. for lodging, dining, attractions, cultural institutions, colleges, etc. from all over Central MA. It will be distributed all summer long at the events listed below, and will be on our website for attendees to view prior to the events. CVB members who want to participate are urged to contact Kathy Ryan (508) 755-7400, ext. 225 or convention@worchester.org.

The CVB is working with these events and venues this summer:

July 2-5: Longsjo Bike Race 50th Anniversary, Fitchburg

July 3-5: New England Summer Nationals Car Show, Worcester

July 7-13 : U.S. Youth Soccer Veterans Cup, Lancaster

July 21-27: U.S. Youth Soccer National Championships, Lancaster and Worcester

July 30-Aug. 3: 11 v 11 Soccer Tournament, Devens

August 1-2 : Pan Mass Challenge; Sturbridge
August 6-9: Harley of MA 5-State Rally, Sturbridge

July & August: Independent Softball Association (8 events), various Central MA fields

COMING SOON! NEW OFFICIAL MEETING PLANNER GUIDE - MORE INFO TO COME

Hotel Association Meeting: The next Hotel Association Meeting will take place on Thursday, June 25, 9:00 a.m. at the Hilton Garden Inn in Worcester.

GROUP TOUR & EVENTS: DNE sales leads have been distributed to CVB members.

Al Rose
Red Apple Farm

Nancy Salem
Salem Cross Inn

Henry Tessman
Double Tree Hotel
Boston/Westborough

Mike Vigneux
Colleges of the
Worcester Consortium

William Wallace
Worcester Historical Museum

Jamie Wolfe
CoCoKey Water Resort

The CVB is distributing all new group packages to its entire Group Tour database, so please forward your group packages to Kathy Ryan convention@worcester.org so we can inform tour operators immediately.

Membership News



CMCVB Staff

Reach us at 508-755-7400
or 866-755-7439

Donna McCabe
President

Kathy Ryan
*Convention Sales &
Group Tour Manager*

Cliff Carmel
*Membership Manager
& Special Events Coordinator*

Karen Matt
*Tourism, Public Relations
& Marketing Manager*

Marilyn Bieksha
*Exec. Assistant to the President
& Office Manager*

Monica Elefterion

Paula Wallace
Bookkeeper/Financials

Golf Tournament Recap - We'd like to thank everyone who participated in our "7th Annual Golf Tournament" on May 18 at Blackstone National Golf Club. Special thanks to DIRECTAIR for being our lead sponsor. Despite the cool temperatures, we beat last year's numbers of both golfers and sponsors, making it a fun day for everyone. We hope to see you again next year and we appreciate your help in making this year's event a great success. We'd like to especially thank the Golf Tournament Committee, all sponsors, and volunteers.

Next Hospitality Host Meeting - June 24th - Hilton Garden Inn, Worcester. 7:30am Networking begins - bring a colleague. RSVP to ccarmel@worcester.org

Spring/Summer '09 Visitors Guides are in, please call us if you need more... or if you want a different quantity for the upcoming Fall/Winter guide - PLEASE LET US KNOW, so we can update the distribution list NOW.

Quick Links to websites

www.worcester.org
www.centralmass.org
www.massvacation.com

Don't Miss These June Events

Ecotarium's June Jazz at sunset schedule kicks off with:

June 12: The Love Dogs

June 19: Greg Abate - jazz saxophonist

June 26: Sunny and her Joy Boys featuring

Coupons - Packages

[Click for accommodation savings](#)

[Click here for discounts at area activities and attractions](#)

Send us your coupons! We can feature yours right here.

Join Our List

Join Our Mailing List!

Duke Robillard

Opening June 18 - Don't miss "Snoopy and the Gang - Batter up!" arriving at the Worcester Historical Museum for the summer.

June 18 - Beyond Belief at the Higgins Armory (see sidebar)

June 24 - Going Green at Red Apple Farm Multi-chamber "Business after hours" (see sidebar)

Father's Day Events

please click links below

[Fruitlands Museum: Father's Day "Meet the Author Book Signing"](#)

[Salem Cross Inn: Treat Dad to "Drover's Roast"](#)

[86 Winter Bistro: Father's Day Beer vs. Wine Dinner](#)

[Southwick's Zoo: Dads Admitted FREE](#)

[Davis Farmland: Dads Admitted FREE](#)

Be sure to check out www.centralmass.org for more news and events

[Forward email](#)

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