

## STRONGER TOGETHER

### F.A.Qs (Frequently Asked Questions) on the Falmouth Chamber Affiliate Partnership

The Cape Cod Chamber of Commerce and the Falmouth Chamber of Commerce are pursuing a new affiliate partnership. This affiliate partnership will improve the long-term sustainability of both the Cape Cod Chamber and the Falmouth Chamber, while strengthening benefits and opportunities for Falmouth-based member businesses. Members will enjoy the benefit of regional visibility, advocacy on major issues like housing and the Cape Cod Bridges, and access to marketing, education, and event opportunities, both in Falmouth and across the Cape Cod region.

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#### **Why are the Falmouth Chamber and the Cape Cod Chamber pursuing this affiliation?**

The Falmouth Chamber and Cape Cod Chamber are pursuing an affiliate partnership in order to improve the long-term sustainability of both organizations and better serve the Falmouth community, now and in the future. This partnership will enhance operational efficiency for both Chambers, while expanding opportunities and benefits for member businesses.

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#### **What benefits will this affiliation bring to members?**

Falmouth Chamber members will enjoy the same strong local presence, leadership, and programming, with added benefits through the Cape Cod Chamber affiliation. Members can expect increased representation at all levels of government on major regional issues like housing and the Cape Cod Bridges; access to Cape Cod Chamber marketing, referrals, education, and events; and improved business visibility across the Cape.

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#### **How will this affect membership dues? Will they increase, decrease, or remain the same?**

Dues will remain the same for both Chambers. As part of this affiliation, Falmouth Chamber members will automatically become members of the Cape Cod Chamber.

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#### **Will there be any changes to Chamber events and programs?**

Members and the community will notice little, if any, changes in the events and programs offered by both the Falmouth Chamber and the Cape Cod Chamber. The Falmouth Chamber will continue its signature events and programs, including Holidays by the Sea and the annual Golf Tournament, and will remain a trusted, Falmouth-based resource for local businesses.

## FAQs continued



### Will this affiliation change the name of either Chamber, or their brand identities?

Both the Falmouth Chamber and the Cape Cod Chamber will retain their own names and brand identities. There will be a marker added to the Falmouth Chamber logo to note its new affiliation with the Cape Cod Chamber.



### Will my staff points of contact at the Chamber change?

Falmouth Chamber staff will remain the same and will be available to serve the Falmouth community and members. Cape Cod Chamber staff contacts will also remain the same.



### How will the organizational structure & governance of the Falmouth Chamber change?

The Falmouth Chamber will maintain an advisory committee based in Falmouth, composed of business and civic organization representatives. This group will provide on-the-ground support for Falmouth-based programs and events, and ensure an ongoing connection with the community.



### Do members need to take any action right now?

Members do not need to take any action at this time.

For Falmouth member questions, please continue to reach out to the Falmouth Chamber team directly. For questions about the affiliate partnership, contact Paul Niedzwiecki, CEO of the Cape Cod Chamber ([paul@capecodchamber.org](mailto:paul@capecodchamber.org)) or Michael Kasparian, President & CEO of the Falmouth Chamber ([mkasparian@falmouthchamber.com](mailto:mkasparian@falmouthchamber.com)).



### How can members stay informed about the affiliate process?

To learn more and get the latest updates, visit [www.capecodchamber.org](http://www.capecodchamber.org) | [www.falmouthchamber.com](http://www.falmouthchamber.com) and follow both Chambers on social media.



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