

### **Geographic Information System Services**

307 Main Street, Suite 2, P.O. Box 790, Hyannis, MA 02601

Michael J. Pessolano GIS Analyst/Data Specialist gis@capecodchamber.org (508) 862-0700, Ext. 529

December 21, 2001

Dear Participant in the Cape Cod Economy:

The Cape Cod Chamber of Commerce is pleased to present the October, 2001 Monthly and Third Quarter Economic Update, an in-depth look at economic activity for those periods in several categories.

The Chamber gratefully acknowledges the financial support for this Economic Update from:

### **CAPE COD BANK & TRUST**

(Primary Sponsor)

### **CAPE COD COOPERATIVE BANK**

Please click their links to visit their web sites

This data product was developed by the Cape Cod Chamber of Commerce. We welcome inquiries from companies that wish to sponsor the Economic Update. Please select the last bookmark (EU Sponsorships) at left to access details on sponsoring this publication.

See pages 4 through 6 of the October, 2001 Economic Update (Select bookmark labeled "Notes on Data and Sources") for detailed descriptions of the reporting categories, their content, sources, and considerations in using the data.

Sincerely yours,

Michael J. Pessolano GIS Analyst/Data Specialist Cape Cod Chamber of Commerce 508 862-0700, x529

P.S. I would be happy to discuss your specific data needs and how we can help develop and represent your data and/or our extensive collections for your business plans, organization reports, and marketing materials. We can also supply full-color graphic output, including images, from post card size to wall size.

### **Cape Cod Chamber of Commerce** MONTHLY ECONOMIC UPDATE

OCTOBER, 2001

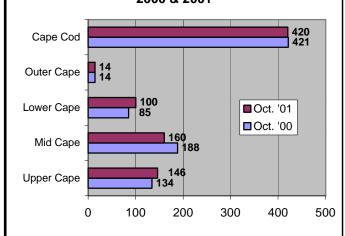
PRIMARY SPONSOR:



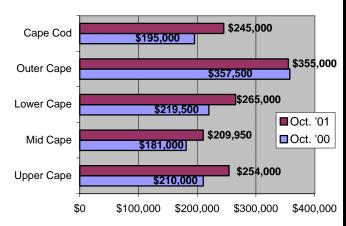


OTHER SPONSORS: CAPE COD COOPERATIVE BANK

### Number of Single-Family Home Sales, Cape Cod and Subregions, October 2000 & 2001



### Median Sale Price of Cape Cod and **Regional Single-Family Homes, October** 2000 & 2001



Legend for left column: "+" indicates \$000's "o" indicates \$10,000's "-" indicates 000's

### OTHER SECTORS - MONTHLY AND YEAR-TO-DATE SUMMARY (See pages 2 and 3 for subregion data)

	SECTOR			•			
	Real Estate	Oct-00	Oct-01	% Change	YTD10-00	YTD10-01	% Change
	# Single family (s.f.) homes sold, B&T	421	420	-0.2%	NA	3,903	
	Avg sale price of s.f. homes sold, B&T	\$250,368	\$282,237	12.7%	NA	\$263,953	
	Construction						
	# Residential permits issued	160	122	-23.8%	1512	1153	-23.7%
О	\$ Value of residential permits issued	3,783.4	2,755.6	-27.2%	29,376.1	26,439.0	-10.0%
	# Commercial permits issued	9	3	-66.7%	66	48	-27.3%
+	\$ Value of commercial permits issued	7,917.0	1,550.0	-80.4%	29,588.4	17,638.8	-40.4%
	Tourism						
+	Total State/Local room tax revenue	2,667.3	2,608.3	-2.2%	18,080.3	17,845.5	-1.3%
	(Reflects taxes paid for the month of September)						
	# visits to three CC visitor centers	31,846	22,099	-30.6%	262,555	251,588	-4.2%
	# visits to CC Nat'l Seashore Areas	414035	348531	-15.8%	4298206	4146985	-3.5%
	General						
	Avg daily e-bound traf vol both bridges	46,723	48,442	3.7%			
	Avg daily w-bound traf vol both bridges	47,985	48,453	1.0%			
	DET Total work force	107265	108989	1.6%	109298	110341	1.0%
	Unemployment Rate (%)	2.1	2.7	28.6%	3.6	3.7	2.8%

The Cape Cod Chamber of Commerce can provide demographic and economic data in tabular, graphic, and mapped (GIS) format for your business plan, marketing materials, or web site. Call Michael Pessolano (508) 862-0700, x529

See pages 4 through 6 for data sources and interpretive information.

Copyright 2001 Cape Cod Chamber of Commerce. All rights reserved. No part of this publication may be reproduced in any manner without written permission of th publisher.

Page 1 of 6

# Cape Cod Chamber of Commerce MONTHLY ECONOMIC UPDATE

OCTOBER, 2001

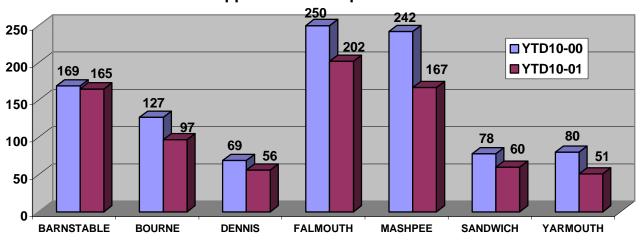




OTHER SPONSORS:

CAPE COD COOPERATIVE BANK

## New Residential Permits Issued Year-to-Date, October 2000 & 2001 in Upper and Mid Cape Towns



Legend for left column: "+" indicates \$000's "o" indicates \$10,000's "-" indicates 000's

### OTHER SECTORS - MONTHLY AND YEAR-TO-DATE SUMMARY

	SECTOR	Upper Cape				Mid Cape				
	Real Estate	Oct-00	Oct-01	YTD10-00	YTD10-01	Oct-00	Oct-01	YTD10-00	YTD10-01	
	# Single family (s.f.) homes sold, B&T	134	146	NA	1,353	188	160	NA	1,718	
	Avg sale price of s.f. homes sold, B&T	\$267,783	\$289,517	NA	\$268,012	\$225,905	\$253,018	NA	\$237,310	
	Construction									
	# Residential permits issued	69	48	697	526	36	39	318	272	
o	\$ Value of residential permits issued	1,393.3	893.1	11,756.0	11,097.4	1,069.6	1,023.4	7,361.6	7,602.7	
	# Commercial permits issued	2	0	23	17	6	2	26	18	
+	\$ Value of commercial permits issued	6,390.0	0.0	15,447.1	8,493.0	1,495.2	1,400.0	9,041.3	6,218.3	
	Tourism									
+	Total State/Local room tax revenue	492.4	487.2	3,557.5	3,287.1	1,007.1	1,089.1	7,331.2	7,374.2	
	(Reflects taxes paid for the month of September)									
	# visits to three CC visitor centers	24,158	18,177	225,402	177,919	7,688	3,922	37,153	73,669	
	# visits to CC Nat'l Seashore Areas	NA	NA	NA	NA	NA	NA	NA	NA	
	General									
	Avg daily e-bound traffic vol both bridges	46,723	48,442	NA	NA	NA	NA	NA	NA	
	Avg daily w-bound traffic vol both bridges	47,985	48,453	NA	NA	NA	NA	NA	NA	
	DET Total work force	40,142	41,207	40,600	41,679	41,418	41,701	42,209	42,167	
	Unemployment Rate (%)	2	2.7	2.9	3.15	2	2.7	3.3	3.5	

The Cape Cod Chamber of Commerce can provide demographic and economic data in tabular, graphic, and mapped (GIS) format for your business plan, marketing materials, or web site.

Call Michael Pessolano (508) 862-0700, x529

See pages 4 through 6 for data sources and interpretive information.

Copyright 2001 Cape Cod Chamber of Commerce. All rights reserved. No part of this publication may be reproduced in any manner without written permission of

reproduced in any manner without written permission of the publisher.

Page 2 of 6

# Cape Cod Chamber of Commerce MONTHLY ECONOMIC UPDATE

OCTOBER, 2001



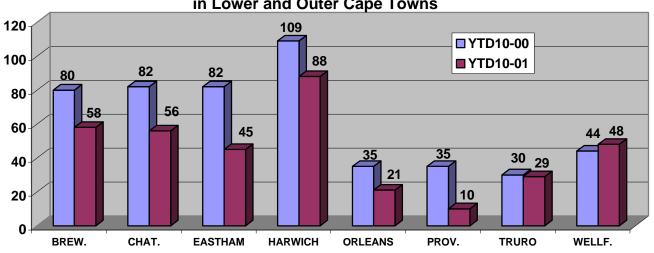
CAPE COD BANK & TRUS



OTHER SPONSORS:

CAPE COD COOPERATIVE BANK

New Residential Permits Issued Year-to-Date, October 2000 & 2001 in Lower and Outer Cape Towns



Legend for left column: "+" indicates \$000's "o" indicates \$10,000's "-" indicates 000's

#### OTHER SECTORS - MONTHLY AND YEAR-TO-DATE SUMMARY

SECTOR	Lower Cape			Outer Cape				
Real Estate	Oct-00	Oct-01	YTD10-00	YTD10-01	Oct-00	Oct-01	YTD10-00	YTD10-01
# Single family (s.f.) homes sold, B&T	85	100	NA	736	14	14	NA	96
Avg sale price of s.f. homes sold, B&T	\$261,071	\$307,673	NA	\$304,423	\$347,214	\$358,561	NA	\$373,281
Construction								
# Residential permits issued	37	26	388	268	18	9	109	87
o \$ Value of residential permits issued	948.0	616.1	8,001.0	5,879.0	372.0	223.0	2,253.6	1,860.0
# Commercial permits issued	1	1	14	8	0	0	3	5
+ \$ Value of commercial permits issued	32.0	150.0	4,902.0	1,302.5	0.0	0.0	198.0	1,625.0
Tourism								
+ Total State/Local room tax revenue	752.6	649.0	4,476.9	4,464.7	415.1	383.1	2,714.6	2,719.6
(Reflects taxes paid for the month of September)								
# visits to three CC visitor centers								
# visits to CC Nat'l Seashore Areas	125,538	77,496	1,094,550	1,190,859	103,189	98,703	1,409,272	1,263,854
General								
Avg daily e-bound traffic vol both bridges								
Avg daily w-bound traffic vol both bridges								
DET Total work force	19,286	19,474	19,668	19,725	6,419	6,607	6,821	6,770
Unemployment Rate (%)	1.8	2.3	3.1	3.23	4.8	4.3	10.9	9.96

The Cape Cod Chamber of Commerce can provide demographic and economic data in tabular, graphic, and mapped (GIS) format for your business plan, marketing materials, or web site.

Call Michael Pessolano (508) 862-0700, x529

See pages 4 through 6 for data sources and interpretive information.

Copyright 2001 Cape Cod Chamber of Commerce. All rights reserved. No part of this publication may be reproduced in any manner without written permission of the publisher.

Page 3 of 6



## CAPE COD CHAMBER OF COMMERCE ECONOMIC UPDATE NOTES ON DATA CATEGORIES, SOURCES, INTERPRETING NUMBERS 12-04-01

#### **REGIONS**

Upper Cape - Bourne, Falmouth, Mashpee, Sandwich
Mid Cape - Barnstable, Dennis, Yarmouth
Lower Cape - Brewster, Chatham, Eastham, Harwich, Orleans
Outer Cape - Provincetown, Truro, Wellfleet
Barnstable County - All 15 Cape Cod Towns

### **SECTORS**

### Retail & Other Credit Spending

Sales charged to a single major credit card. Identity of card company is suppressed but data from same company is used each month.

Data source: Compiled by CC Chamber of Commerce

How to interpret the quarterly credit spending numbers:

**Total transactions – All Credit Charges**: Represents all credit card transactions in every category available, including the six categories detailed in this section.

**Avg. transaction amt. – All Credit charges**: Represents the average expenditure of all credit card transactions available, including those in the six categories detailed in this section.

**Total \$ Volume – All Credit Card Charges**: Represents the total amount of money charged to this card in the reporting period, including the six categories detailed in this section.

For each of the six categories – restaurants, lodging, fuel products, department stores, big ticket items\*\*, and supermarkets, the **avg. transaction amount** line is the gross dollar volume for the reporting period divided by the number of transactions for the respective category, rounded to the nearest dollar. The **total transactions** line is the gross number of transactions for the reporting period for each respective category. Fuel products reflects those charges made to Capebased companies only. Major chain facilities or individual fuel sellers with off-Cape headquarters are not represented in the numbers reported here.

<sup>\*\*</sup>Big ticket items include aggregated sales of: major appliances, china/crystal/silver, floor coverings, home furnishings & accessories, home improvement, jewelry, furniture, consumer electronics.

### **Real Estate**

# Single-family (s.f.) homes sold, B&T – Totals derived from culling entries in Banker & Tradesman each week, compiled by region. Entries only include confirmed single-family home sales sold between \$50,000 and \$1 million, excluding low sales prices under \$100,000 between apparent family members, based on last names of seller(s) and buyer(s).

Data source: Banker & Tradesman

**Avg sale price of s.f. homes sold, B&T** – Calculated average of sale prices of homes in above category, collected by town and compiled and averaged by region.

Data source: Banker & Tradesman

### Construction

# Residential permits issued – Actual number of new residential permits issued, collected by town and compiled by region.

Data source: CCB&T Commercial Lending Dept. from town data \$ Value of residential permits issued — Estimated value (according to permit applicant's estimate) of new home construction under permits from above category, collected by town and compiled by region.

Data source: CCB&T Commercial Lending Dept. from town data # Commercial permits issued – Actual number of new commercial construction permits issued, collected by town and compiled by region.

Data source: CCB&T Commercial Lending Dept. from town data \$ Value of commercial permits issued – Estimated value (according to permit applicant's estimate) of new commercial construction under permits from above category, collected by town and compiled by region.

Data source: CCB&T Commercial Lending Dept. from town data

#### **Tourism**

Total state/local room tax revenue — Actual room tax collected by Mass Dept. of Revenue, collected by town and compiled by region each month. Numbers represent the combined state and local portions, totaling 9.7% of total rents. Unless specifically noted otherwise, the room tax data reported in the Economic Update are for the previous month's collections, so that the September Economic Update carries the room taxes collected for August. Users of this data should use caution in drawing conclusions from month-to-month due to variations in tax payment filings and entry of returns to data base. More reliable figures would be at the quarterly level, followed by the year-to-date totals each month.

Data source: Mass. Dept. of Revenue

# Visits to three CC Chamber visitor centers – Actual, aggregated recorded visits to the following visitor facilities: CC Chamber Route 25 Visitor Center (Upper Cape region), CC Chamber Route 6/132 Visitor Center and CC Chamber Cape Cod Mall Visitor Booth (Mid Cape region). Please note that the Cape Cod Mall Visitor Booth was discontinued in mid-November, 2001.

Data source: Cape Cod Chamber of Commerce

# Visits to CC Nat'l Seashore Areas – Compiled numbers representing aggregate visits to National Seashore beach areas spanning two regions of the Cape. Lower Cape Seashore beaches include Coast Guard Beach and Nauset Light Beach in Eastham while Outer Cape Seashore beaches/areas include Race Point Beach and Herring Cove Beach in Provincetown, Head of the Meadow Beach in Truro, and the Marconi Area in Wellfleet. Users should take notice that the total visits for Barnstable County will be greater than the sum of the two regions due to inclusion of other types of visits, including camping, oversand permits and miscellaneous visit types.

Data source: Cape Cod National Seashore

### General

**Avg. daily e-bound traffic vol both bridges** – Average daily Cape-bound traffic counts from both canal bridges collected by MassHighway.

Data source: MassHighway Department

**Avg. daily w-bound traffic vol both bridges** – Average daily off-Cape-bound traffic counts from both canal bridges collected by MassHighway.

Data source: MassHighway Department

**DET Total work force** – The total estimated number of individuals in the work force, collected by town and aggregated by region. Estimates are derived from data provided by employers covered by the Mass unemployment laws and do not include self-employed individuals.

Data source: Mass Dept. of Employment & Training

**Unemployment Rate (%)** – The percentage of the estimated workforce that is unemployed and looking for work, collected by town and aggregated by region.

Data source: Mass Dept. of Employment & Training



### **Geographic Information System Services**

307 Main Street, Suite 2, P.O. Box 790, Hyannis, MA 02601

Michael J. Pessolano GIS Analyst/Data Specialist gis@capecodchamber.org (508) 862-0700, Ext. 529

12-04-01

### SPONSORSHIP OPPORTUNITIES CAPE COD CHAMBER MONTHLY AND QUARTERLY ECONOMIC UPDATE

We are looking for additional sponsors of this widely read data product. If your organization would like to have strategic, <u>monthly</u> name exposure to over 1,000 businesses, nonprofit organizations and individuals, please consider the following available opportunities:

<u>Level B Sponsorship (1 more still available)</u> – Sponsor's name would appear upper right hand corner of all Economic Update issues, 8 one-page issues for the months that do not end a quarter year, plus 8 separate pages each quarter (40 total pages annually), plus a highlighted hyperlink to your web site on each monthly cover letter. Cost: \$6,000 per year. (Level A and one level B sponsorship have been sold for this year.)

<u>Partner Levels C & D (2 each level)</u> – Partner's name would appear as an identified partner level sponsor with a highlighted hyperlink to partner's web site on the cover letter for each monthly issue. Cost: Level C - \$2,000 per year; Level D - \$1,000.

Please see below for an approximate visual representation of how all sponsors and partners would be identified in each monthly cover letter for the Economic Update:

The Chamber gratefully acknowledges the financial support for this Economic Update from:

LEVEL A SPONSOR
LEVEL B SPONSOR
LEVEL B SPONSOR

Level C Partner

Level D Partner

Level D Partner

Level D Partner

Please visit their websites

Please let me know about your interest in helping us to produce the Monthly Economic Update. I can be reached at 508 862-0700, x529.

Sincerely, Michael J. Pessolano