



Brewster Chamber of Commerce Sustainability Action Plan--Ecotourism

Background

Incorporated in 1803, the Town of Brewster is located on Cape Cod, in the state of Massachusetts. With 5,000 acres of protected lands and an active conservation trust¹, Brewster is a known seasonal tourist destination to families and individuals seeking outdoor enjoyment in an undisturbed and natural environment.

The Town, comprised of approximately 9,800 full-time residents², in conjunction with its elected Selectmen recognize the importance of the preservation of the natural environment to the Town's local economy and the overall quality of life within the community. However, at the present time, sustainability efforts have not been coordinated and have been led through local non-profit organizations, individuals and businesses for individualized purposes. There is a need for leadership in developing an all-encompassing and holistic sustainability plan which incorporates the current individual efforts within a singular sustainability program that is beneficial for the Town and all its stakeholders: business, residents and visitors. This need has been recognized by the Brewster Chamber of Commerce and is supported by the Chamber's mission: to support, strengthen and promote the economic feasibility, cultural richness, environmental sensitivity and social needs of Brewster. As a result, the Chamber has proactively commissioned the development of a Sustainability Action Plan. The Plan, which includes a timeline for adoption and implementation along with measurable goals and risks, is included in the pages that follow.

The Sustainability Action Plan will be shared with the Town of Brewster Selectmen as part of an initiative to develop a holistic sustainability initiative focused at branding Brewster as an ecotourist destination and incorporating all stakeholders. The Chamber has adopted the following definition of ecotourism taken from The International Ecotourism Society:

"responsible travel to natural areas that conserves the environment and improves the well-being of local people." The definition is consistent with the Chamber's mission and provides both the catalyst for implementing holistic sustainability strategies within the Town as well as clearly delineating ecotourist activities within Brewster to encourage and foster the branding of Brewster as an ecotourist destination.

¹ The Brewster Conservation Trust works to protect open space, water bodies and watersheds, wildlife habitat, and the natural characteristics of the Town of Brewster. The Trust acquires land by gift or purchase, helps landowners restrict development of their property, and partners with the Town of Brewster and other organizations to encourage sound conservation practices.

² The population of Brewster was 9,820 as of the 2010 census.

Principles of Ecotourism

Ecotourism is about *uniting conservation, communities, and sustainable travel*. This means that those who implement and participate in ecotourism activities should follow the following ecotourism principles:

- . Minimize impact
- . Build environmental and cultural awareness and respect
- . Provide positive experiences for both visitors and hosts
- . Provide direct financial benefits for conservation
- . Provide financial benefits and empowerment for local people
- . Raise sensitivity toward the local environmental and social climate

The Brewster Chamber of Commerce

The Brewster Chamber of Commerce is a private, non-profit, membership-driven organization comprised of approximately 190 business enterprises, civic organizations, educational institutions and individuals, most of whom are located or reside within the Town of Brewster. The Chamber of Commerce recognizes that maintaining the natural environment of Brewster along with supporting the development and incorporation of sustainability programs within its membership will promote tourist interest, and thereby directly impact the local economy, supporting the Chamber's mission. The Chamber also understands that sustainability activities cannot be conducted on an ad hoc or fragmented basis and achieve a desired goal; therefore, the Chamber believes that for the proposed Sustainability Action Plan to be effective it must have community-wide support and involvement.

Sustainability Defined

The Chamber defines sustainability as activities that promote the mission of the Chamber and also promote the environment. The Chamber has identified two environmental initiatives that meet its sustainability criteria and that it can implement through its constituents, residents and visitors: reduce, reuse, recycle (Triple "R") program of waste mitigation, and the promotion³ of walkways and bike paths to increase business foot traffic. The Chamber views both of these initiatives as supporting the Town's perception of an environmentally friendly tourist destination. Further, the Chamber views implementation of these initiatives as direct catalysts to increase environmentally focused tourist interest and reduce waste (Triple "R") and carbon emissions (sidewalk and bike path initiative). The Chamber views the implementation of policies, activities and infrastructure targeted at waste disposal and carbon emissions as positive for year-round residents and business owners; furthermore, the Chamber views these initiatives as year-round commitments. The Chamber believes that implementation alone is not sufficient to ensure that sustainability objectives are met long-term; as a result, proactive communications, community involvement and continuous feedback are significant inputs to the Chamber's Sustainability Action Plan.

³ The Town has a bikeways committee (volunteers) that oversees that Cape Cod Rail Trail in Brewster and also promotes other places to ride, including on the public roads. The Conservation Trust is working on walkways and has a brochure that describes these, as does the Town of Brewster for the Punkhorn Parklands. Additionally, the natural History Museum has walkways it maintains.

2013 Sustainability Plan Action Items

Triple “R”

The Brewster Chamber will implement Reduce, Reuse and Recycle as the action items to its Sustainability Action Plan. Reduce, Reuse, Recycle or Triple “R” is a project aimed at reducing Brewster’s consumption of resources and landfill bound waste through a creative educational and awareness-raising dedicated⁴ year-long communication campaign. The campaign will focus on residents and businesses alike, and will promote a less wasteful and more sustainable community. The project will launch in the summer of 2013 and will routinely introduce and promote new ideas on an annual basis to enhance the efficiency and sustainability of the community; new Triple “R” projects will be launched annually. In 2013, the Chamber plans to introduce the “One Less Bottle” project, which is modeled after a successful program in Jackson Hole, Wyoming, as its initial Triple “R” project. The program will address the benefit of using reusable bottles and will target educating local students and their families, as well as, seasonal visitors.

The Chamber will provide bumper stickers⁵ to residents and tourist stating, “I am taking the Brewster Challenge: Reduce, Reuse, Recycle”. The bumper stickers, along with communication specific to the One Less Bottle campaign and the overall Triple “R” program will be made available to the community and tourists in the summer of 2013. Further, the Chamber will establish a dedicated “sustainability” section of its website that will be updated and monitored with news and information on the Brewster Triple “R” challenge. The Chamber views the bumper sticker campaign as a direct branding campaign that will support tourist interest in the Town and increase the momentum of the multi-year Triple “R” project.

The Chamber will initiate a community education campaign in the fall of 2013, initially targeted at raising awareness among school age children of the current year Triple “R” project. In conjunction with the school focused educational campaign and in partnership with the Town, The Chamber will sponsor meetings and communications focused on the benefit of reuse and the cost of waste disposal; plastics pollution to our environment; and the importance of personal action.

Sidewalk and bike path project

The Chamber recognizes the importance of infrastructure in promoting an environmentally friendly tourist destination. As an organization and not a governing entity, the Chamber views partnering with the local government as essential for the creation, maintenance and refinement of infrastructure. Therefore, the Chamber, as stated above, will be seeking partnership with the Town of Brewster, where the partnership will include all current and future Plan actions and activities⁶.

⁴ The Chamber anticipates that it will dedicate communications annually to the Triple “R” project that is designated for the calendar year. For 2013, communications will be specific to the reusable beverage container and plastic bottle generated waste.

⁵ Bumper stickers will be procured locally and will be developed in a sustainable manner that complies with the provisions of the Chamber’s Triple “R” project, these provisions are in development. Additionally, the bumper sticker will be procured as a static-cling or magnet rather than an adhesive item.

⁶ The Chamber views its involvement in local sustainability activities as seminal in nature and is interested in developing a partnership with the Town government where the Town will eventually take the lead in sustainability planning and the Chamber will work to represent its constituents as a part of a Town led Sustainability Action Plan.

The Chamber's constituents have identified the need for more sidewalks and bike trails to promote resident and tourist traffic along the main route through the Town, Route 6A. The Chamber believes that this will reduce the carbon footprint which at minimum quadruples during tourist season; promote business activity, as tourists that walk or bike are more apt to stop into businesses along their path than those who are driving; and increase general tourist interest – indirectly increase business – as Brewster increases the availability of environmentally friendly activities. The Chamber views the improvement and addition of sidewalks and bike paths as beneficial for the residents of Brewster by way of promoting a healthy lifestyle and directly increasing accessibility to exercise.

In order for local businesses to facilitate the use of bike paths, bike racks will be required of businesses located on the bike path. The Chamber will determine the appropriate vendor from whom the businesses can purchase the racks needed. The racks will meet the buy local criteria and will meet the sustainability criteria set forth in the Chamber's Triple "R" program.

Sustainability Pillars

The Brewster Chamber of Commerce views the scope of its sustainability initiatives to include the following areas: business environment, quality of life experience for residents and visitors, maintenance and enhancement of the environment, and community development. The Sustainability Action Plan below references these pillars as encompassing the scope of current Plan, acknowledging that increased Chamber membership, time, new technologies and increased environmental awareness along with other items will be absorbed into successive iterations of the Plan as part of a long-term continuous feedback channel which the Chamber views as necessary to ensure the viability and relevance of sustainability efforts. The Chamber recognizes that the scope of its influence is specific to its membership; however, the Chamber, as noted above, is pursuing a partnership with the Town of Brewster to increase a holistic implementation of the proposed Sustainability Action Plan.

Business environment

The business environment of Brewster is the equivalent of the "Marketplace" pillar, as it would relate to a private company or business entity's sustainability plan. The concept is specific to the availability of resources, including sustainability infrastructure: waste collection, disposal and recycling and sidewalks and bike paths, as well as other items necessary to attract and retain businesses to the Town.

Quality of life for residents and visitors

The quality of life component of the Chamber's plan is the equivalent to the "Workplace" pillar, as it would relate to a private company or business entity's sustainability plan. As in the case of business environment, this pillar is defined as including an environmentally friendly infrastructure and the environmentally sensitive disposal of waste products, among other processes or resource-aimed activities.

Maintenance and enhancement of ecosystem and environment

Maintenance as defined in the scope of this plan is the equivalent of the "Environment" pillar for a private company or business entity's sustainability plan. The Chamber addresses maintenance from the standpoint of ensuring that the natural environment of

Brewster is maintained, if not bettered through the implementation of a sustainability plan that addresses waste disposal and infrastructure implementation (ex. sidewalks and bike paths) designed to reduce automotive carbon emissions.

Community Development

Community development is the equivalent of the “Society” pillar in a private company or business sustainability plan. Community development refers to the involvement and ease of implementation of the sustainable activities by the community at large as well as the inclusion of the community in the implementation of sustainability and the continuous improvement feedback of an implemented sustainability plan.

Brewster Chamber of Commerce Sustainability Vision

The Brewster Chamber of Commerce is committed to developing and implementing sustainability programs that meet the needs of the present without compromising the welfare of future generations. To this end, the Chamber is committed to directly assisting members in developing and implementing business practices that promote sustainability and to partnering with other community agencies and the Town of Brewster leadership to create a holistic sustainability program inclusive of continuous feedback and improvement.

The organization’s sustainability vision is to be THE ecotourist destination on Cape Cod for families and individuals looking for outdoor activity in a clean, healthy and environmentally friendly beach community.

Sustainability Action Plan Grid

The Chamber has included its Sustainability Action Plan Grid on the following pages. The Grid provides:

- Listing of proposed 2013 activities, as discussed above, along with the sustainability impact of the activity, the potential risk associated with non-implementation or poor implementation of the activity, responsible agent for implementation, responsible agent for oversight and the qualitative/quantitative measure of success for the activity.
- Goals and/or expectations for each of the identified sustainability pillars: business environment, quality of life experience for residents and visitors, maintenance and enhancement of the environment, and community development, where goals are identified and measurable for a twenty-four month period.

2013 Sustainability Action Plan Activities

	ACTIVITY	SUSTAINABILITY IMPACT	SUSTAINABILITY RISK	IMPLEMENTATION/ OVERSIGHT AGENT	MEASURES OF SUCCESS
1.	Triple "R" Campaign - Environmental impact of procuring plastic bottled beverages - direct campaign for use of reusable beverage containers.	Reduction of bottled water purchases in schools - currently only water is sold in school vending machines; reduced bottled water purchases in homes of local school age children. Overall sustainability benefit: reduction in plastic waste.	Plastic water bottles are a significant contributor to the local landfill and are also a litter issue. Reduction of plastic water bottle waste would significantly reduce waste generation and unsightly litter. Risk to the environment from poor or non-implementation of the activity: continued waste accumulation, landfill utilization and litter.	Community-wide implementation. Agent for school - Principals of Eddy Elementary and Stony Brook School. Oversight for implementation and evaluation -Town of Brewster and the Chamber of Commerce.	Reduction in water bottle purchases at school as measurable through vending machine revenue. (Compare 2013 revenue to 2012, and monitor annual sequential revenue). Reduction of water bottle related waste in Town public areas and at local recycling center. (Compare monthly, year-over-year with 2012 as baseline).
2.	Triple "R" Campaign - Environmental impact of procuring plastic bottled beverages - direct campaign for use of reusable beverage containers.	Reduction of bottled water purchases - Not quantifiable with any accuracy as tourists can make purchases anywhere and this cannot be tracked. Overall sustainability benefit: reduction in plastic waste.	Plastic water bottles are a significant contributor to the local landfill and are also a litter issue. Reduction of plastic water bottle waste would significantly reduce waste generation and unsightly litter. Risk to the environment from poor or non-implementation of activity: continued waste accumulation and landfill utilization and litter.	Community-wide implementation. As distribution of the reusable bottle to visitors will be limited to tourist welcome packages, agent for implementation will be real estate offices and other leasing entities who distribute welcome packages to vacation renters. Oversight for implementation will be the Chamber of Commerce.	Seasonal reduction in water bottle related waste in Town public areas and at local recycling center. (Compare monthly, year-over-year with 2012 as baseline).

	ACTIVITY	SUSTAINABILITY IMPACT	SUSTAINABILITY RISK	IMPLEMENTATION/ OVERSIGHT AGENT	MEASURES OF SUCCESS
3.	Sidewalk and Bike Path Project	Promotion of sidewalks and bike paths along major business routes currently trafficked by automobile will allow for residents and tourists to use human power to travel from point to point in Brewster, reducing the need for automobile or fossil fuel powered vehicle use. The sustainability benefit will be reduced carbon emissions; reduction of carbon footprint.	Lack of timely availability will continue fossil fuel based transportation use, resulting in continued contribution to carbon footprint. Further, lack of availability will be counter to the desired tourist marketing plan for Brewster as an environmentally conscious Town—the community’s other sustainability efforts may appear to be greenwashing—resulting in a reputational risk.	Implementation and Oversight for the infrastructure project will be retained by the Town of Brewster.	Successful implementation of the project will result in less seasonal automobile-related traffic congestion and increased foot traffic to local businesses. Both traffic congestion and foot traffic are measurable with foot traffic hopefully resulting in higher seasonal revenue. Traffic congestion reduction and the related carbon footprint can be imputed through traffic flow. (Compare monthly, year-over-year with 2012 as baseline).

Sustainability Action Plan Integration

By the very nature of the Chamber’s purpose, the organization seeks to integrate its membership into all its activities, including planning and implementation. In order to foster the success of the sustainability framework proposed, all four pillars: Business Environment, Quality of life of residents and visitors, Maintenance and enhancement of the environment and Community development have to be simultaneous participants to foster the benefits of synergy and the implementation of a continuous improvement feedback cycle. The Chamber views the integration of the overlapping populations contained in each pillar to be integral to the long-term viability and success of the Sustainability Acton Plan as a living and dynamic set of longitudinal activities. With proper implementation and buy-in support, the Chamber believes that the proposed plan will increase business activity, build stronger community relationships and provide for a healthier environment for current and futures residents and visitors. All these attributes will further the attainment of the Chamber’s sustainability vision: to be THE ecotourist destination on Cape Cod for families and individuals looking for outdoor activity in a clean, healthy and environmentally friendly beach community.

The chart below details the expectations specific to the defined sustainability pillars and sets the framework for how each pillar is integrated into the 2013 Sustainability Action Plan. Additionally, initial targets are provided to quantify success within each pillars scope of influence.

2013 Sustainability Pillar Goals/Expectations

	PILLAR	GOALS/EXPECTATIONS	2014 TARGET	2015 TARGET	MEASURES OF SUCCESS
1.	Business environment	<p>Triple “R” campaign is community-wide. Expectations are for local businesses to support the program by promoting the awareness of the benefit of reusable beverage containers. Additional Triple “R” expectation is for local businesses to reduce consumption and sale of water in plastic bottles and to make available Triple “R” literature/website url⁷.</p> <p>With respect to the sidewalk and bike path program, local businesses are expected to promote use of infrastructure enhancement by providing bike racks to promote bicycle use.</p>	<p>50% reduction in the use/sale or distribution of plastic bottled beverages from the businesses self-reported 2013 baseline.</p> <p>Active distribution and promotion of literature specific to the Triple “R” project to all customers. Self-reported cumulative total.</p> <p>Businesses located on bike paths to procure, order, set aside capital or install bike racks. All relevant businesses to show proof of compliance⁸.</p>	<p>Reduce the use/sale or distribution of plastic bottled beverages by 50% of the 2014 baseline.</p> <p>All businesses located on bike paths to have bike racks available. All businesses that will be bike path accessible with implementation of plan to have an installation plan available for review.</p> <p>Expect 2015 results to be long-term baseline consumption rate for the water bottle and sidewalk/bike path projects. Foresee nominal reductions going forward⁹.</p>	<p>Reduction in plastic bottle utilization as quantifiable from the difference in 2013 to 2014 plastic bottle volume at recycling station; and then from 2014 to 2015 volumes of the same. Success will be measured based on monthly year-over year comparisons; as objective is to decrease year-round disposal levels.</p> <p>Reduction in automobile use from 2013 to 2014 and then from 2014 to 2015 as measured by automobile-related traffic congestion, bike permit receipts¹⁰ and increased pedestrian activity¹¹ on sidewalks. Calculation of reduction will be used to impute carbon footprint specific to automobiles for 2013, 2014 and 2015.</p>

⁷ As noted above, the Chamber will provide literature on the environmental risks of plastic utilization and the benefits related to the use of reusable containers. The Chamber will maintain a section in its website for information on the Triple “R” program where the website will be monitored and updated daily.

⁸ Businesses that will have bike path access with implementation of the bike path initiative are required to develop a timeline for installation of bike rack where installation/availability is not to exceed six months of bike path availability.

⁹ The Chamber plans to have new sustainability initiatives implemented annually and fully expects initiatives to promote reduction in pollutants and waste at a significantly higher level during the first few years of a plan’s implementation, with nominal reductions to follow, as a specific initiative becomes part of the way of life in Brewster.

¹⁰ The Town and Chamber are evaluating the use of annual bike permits as a means of tracking bike use in the Town. Permits would be distributed with a nominal charge and would be provided through bike rental agencies, bike retailers and the Town.

¹¹ Increased annual business foot traffic for 2014 from 2013 and 2015 from 2014 along bike paths and sidewalks will be an additional measure of success. Questionnaires to businesses as part of the continuous improvement process to the sustainability initiative will provide qualitative and quantitative assessments of the benefit of the sidewalk/bike path project.

	PILLAR	GOALS/EXPECTATIONS	2014 TARGET	2015 TARGET	MEASURES OF SUCCESS
2.	Quality of life experience for residents and visitors	<p>Triple “R” campaign is community-wide. Triple “R” campaign expectation is a reduction of plastic bottle consumption as quantifiable from the quantity of plastic bottle waste.</p> <p>Sidewalk and bike path program is expected to generate reduction in automobile use and increase in foot and foot related traffic.</p>	<p>50% to 75% reduction in the purchase of plastic bottled beverages. Results are to be self-reported and are to be reported as survey responses to annual sustainability continuous feedback process.</p> <p>50% result in seasonal automobile use. Results are to be self-reported and are to be reported as survey responses as part of the annual sustainability continuous feedback process.</p>	<p>Additional 50% reduction in the purchase of plastic bottled beverages from 2014 end level. Results are to be self-reported and are to be reported as survey responses as part of the annual sustainability continuous feedback process.</p> <p>Additional 10% to 50% result in seasonal automobile use. Results are to be self-reported and are to be reported as survey responses as part of the annual sustainability continuous feedback process.</p> <p>Expect 2015 results to be long-term baseline consumption rate for the water bottle and sidewalk/bike path projects. Foresee nominal reductions going forward¹².</p>	<p>Reduction in water bottle related waste in Town public areas and at local recycling center and the resulting reduction in recycling waste and bi-products.</p> <p>Increase in local resident purchase of bike permits from 2013 to 2014 and then to 2015.</p> <p>Reduction in automobile use in lieu of walking and/or bike riding as provided in self-reported survey answers.</p>

¹² The Chamber plans to have new sustainability initiatives implemented annually and fully expects initiatives to promote reduction in pollutants and waste at a significantly higher level during the first few years of a plan’s implementation, with nominal reductions to follow, as an initiative becomes part of the way of life in Brewster.

	PILLAR	GOALS/EXPECTATIONS	2014 TARGET	2015 TARGET	MEASURES OF SUCCESS
3.	Maintenance and enhancement of the environment	<p>Reduction in the disposal of plastic bottles will result in the reduction plastic bottle disposal in the local landfill and a reduction in the amount of pollutants emitted specific to plastic bottle recycling.</p> <p>Promotion of sidewalks and bike paths along major business routes currently trafficked by automobile will allow for residents and tourists to use human power to travel from point to point in Brewster, reducing the need for automobile or fossil fuel powered vehicle use. The sustainability benefit will be reduced carbon emissions and the reduction of the Town's carbon footprint.</p>	<p>In 2013 the Chamber will begin to survey visitors, residents and businesses with respect to sentiment and success of the Chamber's sustainability plan. Responses to these questions will form a baseline for measuring progress; survey parameters will be devised to provide quantitative assessment of qualitative experience.</p> <p>2014 goals will be to increase the perception of the environmentally conscious attributes of Brewster by 50% from the 2013 responses.</p>	2015 goals will be to increase the perception of the environmentally conscious attributes of Brewster by 25% from the 2014 set baseline ¹³ .	<p>Successful implementation of the project will result in decreased plastic bottle collection and disposal, corresponding to a reduction in recycling based pollutants as imputed by volume for each year 2013, 2014 and 2015 - includes the assumption that declines are registered year-over-year for each month.</p> <p>Success of the sidewalk/bike path program will be in less seasonal automobile-related traffic congestion and increased foot traffic to local businesses. Both traffic congestion and foot traffic are measurable with foot traffic hopefully resulting in higher seasonal revenue and auto traffic measured by average time to destination or traffic meter. Carbon footprint is imputed based on traffic measure and success measurable as a year-over-year reduction in car utilization.</p>

¹³ The Chamber plans to have new sustainability initiatives implemented annually and fully expects initiatives to promote reduction in pollutants and waste at a significantly higher level during the first few years of a plan's implementation, with nominal reductions to follow, as an initiative becomes part of the way of life in Brewster.

	PILLAR	GOALS/EXPECTATIONS	2014 TARGET	2015 TARGET	MEASURES OF SUCCESS
4.	Community development	<p>The community is comprised of residents and business owners located in the Town of Brewster. The community is both a benefactor of the positive outcome related to the proposed Sustainability Action Plan and an integral part to the success of the Plan.</p> <p>The community is expected to carry out the actions necessary for the activities - as listed- to be successful (as measured by attainment of stated goals).</p> <p>Additionally, the community is expected to participate in the continuous feedback process of the Sustainability Action Plan – the will require participation in surveys, Town meetings and proactive communications with the Sustainability Committee¹⁴.</p>	The Chamber is expecting a 10% minimum participation rate from the community, where participation is limited to community members 16 and older.	The Chamber is expecting a 25% minimum participation rate from the community, where participation is limited to community members 16 and older.	<p>Successful community development would entail annual sequential improvement n overall sustainability involvement (as stated in the 2014 and 2015 goals) specific to Chamber/ Town sponsored activities or solicitation for involvement.</p> <p>An additional measure of success would be increased community interest and direct partnership in the leadership of the sustainability initiatives.¹⁵</p>

Action Timeline

The Brewster Chamber of Commerce after securing feedback from its members on the development and implementation of a formal Sustainability Action Plan at its Novemebr 2012 meeting and obtaining both member and Chamber Board approval to develop a draft plan, is currently pending formal adoption of the drafted Sustainability Action Plan, as set forth above. The next steps in the process following approval will be to obtain adoption of the Plan by the Town of Brewter at the Town Selectmen meeting scheduled for March 2013.

When the Plan has secured necessary approvals, the Chamber is committed to creating a Sustainability Action Plan Committee to oversee implementation, community engagement and continuous improvement of the Plan. The Committee is to initially be comprised of Brewster

¹⁴ As part of the Sustainability Action Plan, following adoption by the Chamber constituency and the Town of Brewster, the Chamber is suggesting the creation of a joint Town/Chamber Sustainability Committee to oversee continuous feedback, solicit community feedback and requested improvements, gather and maintain data and determine future activities among other oversight and implementation objectives.

¹⁵ The Chamber would like to have direct community participation on the committee, see footnote above.

Chamber members and Town officials with the intention of adding additional members taken from the Brewster resident community by no later than January 2014.

Given the seasonal nature of the Brewster economy, 2013 will be purposefully a limited implementation year, as noted in the number of proposed activities for 2013 – three, and will focus primarily on educating residents, business owners and other stakeholders on the benefits of formal sustainability implementation. Subsequent years are expected to incorporate a greater number of sustainability oriented activities and to generate more robust data as data gathering, imputations and relevance are increasingly better understood by Oversight Committees, as well as, within the overall stakeholder population.

Ecotourist Activities

In conjunction with the formal adoption of visible and holistic sustainability planning and implementation, the Chamber proposes to support and increase awareness of activities that can be defined as ecotourist:

- . Promoting culture, wildlife and natural scenery as the primary attractions
- . Visiting natural destinations while not damaging the environment
- . Conserving the biological diversity of the surrounding ecosystem
- . Respecting and protecting of the local culture and customs
- . Sharing of any economic or social benefits with the local community
- . Not causing unnecessary waste in the forms of excessive or luxury use of resource such as electricity or water

At present the Chamber has identified a few members that already have ecotourist activities in place, these include bed and breakfast inns, restaurants, and the most significant contributor, the Cape Cod Museum of Natural History. The Chamber proposes to engage in increasing visitor awareness through promoting existing ecotourist activities and assisting its membership in the adoption of new activities while also promoting sustainability initiatives among its constituency to foster the underlying principles of ecotourism within the Town of Brewster as a whole.

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