

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS
PRESIDENT AND STAFF REPORTS
May 26, 2009 – ASPEN SQUARE**

Special Events: The 2009 FOOD & WINE Classic in Aspen is scheduled for June 19-21, 2009. Tickets for this year's event are still available. Consumer passes, which allow access to all Grand Tastings *and registration to seminars*, are \$1,185 (purchase with your American Express card and receive a \$35 discount) and a limited number of single day passes that allow access to the Grand Tastings *only* for either Friday or Saturday are available for \$250. Stay Aspen Snowmass has also partnered with several lodges to offer FOOD & WINE Classic lodging packages. Please contact Stay Aspen Snowmass to purchase tickets and for more lodging package information. For more information on the 2009 Classic and a complete schedule of events, please visit <http://www.foodandwine.com/promo/classic>.

The Old Fashioned Fourth of July celebration will take place on Saturday, July 4th. Please visit www.aspenchamber.org for a schedule of events and to register to participate in the parade.

The special events department is pleased to announce its new intern, Karen Meyer. Karen will be working on the FOOD & WINE Classic, 4th of July, and the Aspen Arts Festival. For the past five years, Karen has been working for Carlson Marketing Group as an event planner and has great experience and knowledge to help with our Chamber summer events.

Aspen Arts Festival will return for its 7th year, July 18 & 19 in Wagner Park. There will be approximately 150 artists participating from all over the country with a broad spectrum of mediums including sculpture, photography, glass, paintings, ceramics, jewelry, mixed media and more! In addition, Saturday, July 18th at 7 p.m. - The Aspen Music Festival will have a Jumbotron in Wagner Park broadcasting a live performance, from the Wheeler Opera House, of Puccini's *La Boheme*. This event is free and open to the public. Spread the word and join us for this unique arts and culture weekend in Aspen!

Visitor Services: The Guest Pavilion will extend hours of operation starting June 15th. In the past, the Pavilion has been open 10 a.m. – 6 p.m., the goal this summer is to be open 10 a.m. - 7 p.m.. The Wheeler will adjust hours of operation from 10 a.m. – 6 p.m. to 9 a.m. – 5 p.m. to accommodate the Music Festival Ticket Office. The Rio Grande office will be open 8:30 – 5 p.m.. The Marketing Department has briefed the front line staff on the Summer Pass Promotion and new signs will be in place by the end of the week promoting the "Stay, Play, Book Now" theme.

For the first time in seven years the three in-town visitor center locations will have the exact same staff as this pass winter and last summer. The ability to retain all the staff cuts down on training and advertising cost for seasonal help.

This past week there has been a noticeable increase in foot traffic at all the visitor center locations. The Wheeler /Pavilion staff have been visiting core business promoting the Dine, Shop, Park Free Promotion. The response from the business community has been positive; so far over 500 tokens have been handed out to locals and visitors.

Membership: All of the May invoices went out with our new membership materials. Please take a look through all the materials and the brochure for benefits and advertising opportunities. The Workers' Compensation Safety Committee group met on Tuesday, May 19th and also held a *Lifting* seminar and a *Contractors 101* seminar. We are currently working on a networking event for Thursday, June 25th at the Aspen Alps invites will be sent. We are also finalizing the details for the Food and Wine luncheon, Thursday, June 18th at the Hotel Jerome. Make sure to purchase your tickets early because we anticipate that it will sell out. Heather met with the Better Business Bureau's Advisory Board on Thursday, May 7th. The role of the Advisory Board is to review new BBB member businesses and confirm that there are no known complaints against them. Member Services Committee Meeting is scheduled for Thursday, June 11th at the Aspen Square.

Faces of Aspen/ Snowmass: Our Winter STAR of the Season, Scott Morris who manages the FedEx office in Aspen, will be recognized by FedEx with their "Purple Promise Award". This award is given to employees who "make every customer visit to a FedEx location an outstanding guest service experience". Scott's supervisor told me that the award is usually given to employees in large cities so she is thrilled to honor Scott and Aspen. For the Summer Season, we'll have a STAR for June through September and a STAR of the Season. Please feel free to nominate one of your employees for these prestigious awards.

A new charter group is being organized to take the FACES program to its next level of programs and community involvement. A successful presentation to the Aspen Rotary club in April created opportunities to speak at several businesses.

With smaller numbers of passengers arriving and departing this last month, Ambassadors at the airport are connecting with just about everyone. We continue to receive positive comments and thank you's from visitors and locals alike. We've also started a collection of "airport cartoons" and when passengers are pacing the terminal waiting for their departing flights, we share the cartoons with them; and locals stop by to see if we've added any new ones!

Destination Marketing: The Summer Pass promotion and the 50% off Wednesday's promotion both launched on May 25th. We have had good participation from the community and continue to add more offers on to the promotions which are web-based and will continue throughout the summer. Visit <http://www.aspenchamber.org/summerpass/> to see the offers. Marketing of these promotions includes print and online advertising, an insert into the New York Times Sunday edition to 150k households and email marketing campaigns. We are also creating a mobile campaign where users can receive this information via text message from a mobile website. On June 5-7th, DM is hosting the managers and employees from the 10 Colorado Welcome Centers across the state for a FAM trip.

Aspen Groups: JoAnna attended the Successful Meeting's University in Denver and met with 26 meeting planners from all over the nation. Five planners returned to Aspen for a post-FAM and JoAnna hosted them for three days at the St. Regis with lodging tours and activities. JoAnna also attended the Destination Colorado tradeshow in Dallas and Houston, as well as a professional development day with the Houston Chapter of Meeting Professionals International.

Operations: In early June the new board members will be attending a board orientation with Debbie and new ACRA board chairman, Warren Klug. They will receive a new ACRA board book with all of the updated board information. Signature cards are being prepared at all bank locations where the ACRA has accounts and will require signatures from the new officers. A new committee is being formed and scheduled to meet regarding the ACRA Employee Handbook. We are working with Alpine Bank to process check payments electronically which will make our check deposits more convenient and efficient. This new system should be up and running in a few days.