

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS
PRESIDENT AND STAFF REPORTS
June 28, 2011 – THE ASPEN SQUARE**

Visitor Services: The Guest Pavilion and Wheeler Opera House started their summer hours on Monday, June 13th, the Pavilion is open from 10 a.m. – 7 p.m. with double coverage from 11 a.m. – 6 p.m. and the Wheeler from 9 a.m. – 5 p.m., and both programs are open seven days a week. The Rio Grande office continues to be open Monday – Friday from 8:30 a.m. – 5 p.m. with double coverage. We are very fortunate to have returning staff from last year and had a former staff member return.

Visitor numbers for the month of May at the Wheeler Opera House were 297 visitors in 2010 and 346 in 2011. The Guest Pavilion saw 1941 visitors in 2010 and 2066 in 2011 and the Rio Grande office met with 744 visitors in 2010 and 735 in 2011. We saw an increase at the Guest Pavilion and Wheeler Opera House from last year so hopefully this is a sign of a busy summer!

Membership: The hospitality training held May 7 was attended by 125 frontline workers from the community. Ann Norton and Dorothy Frommer presented a dynamic and entertaining program, very positive feedback from the attendees. The first month of the membership drive has been very successful, membership has hit budget numbers and there is a consistent increase in new members. The 29th annual Food and Wine Membership Luncheon was attended by 280 community members, compared to last year's 230 attendees. If you have any feedback please pass on to Erik at eklanderud@aspenchamber.org.

Operations: George Stranahan was honored and presented this year's Molly Campbell Service Award at the Food and Wine Luncheon on Thursday, June 16th. Michelle has officially started maternity leave and will return mid-September. Holly Pagan (hpagan@aspenchamber.org) has been hired and will cover the first portion of her leave and former ACRA employee, Heather Compton, will cover the second half.

FACES of ASPEN: We hosted over 120 employees, including Managers and Front Line Staff, for our Hospitality Training Day. All four sessions were well attended and we look forward to having another training option before the winter season starts. Three of the sessions were focused on Guest Service and one session featured Julia Theisen who shared results of her new marketing strategy and also highlights of what's planned for summer and fall. Check out the headline of our "Ask Me, I Live Here" button ad in the Aspen Times and Aspen Daily News Summer Guides.

Airport Guest Service: From January through May we saw an increase in visitor connections from 46,340 in 2010 to 50,375 this year. Dorothy continues to work with the lodges to "Get their guests to the airport on time". This is a year round challenge as guests are missing their flights and unfortunately this becomes the last memory of their vacation. Just a reminder: regardless of your status with the airline, you need to be through the TSA screening area 30 minutes before your flight departure time.

Special Events: Thank you for your support of the 29th annual FOOD & WINE Classic in Aspen. The weekend was a tremendous success and we hope you had an opportunity to enjoy the event!

The Old Fashioned Fourth of July celebration will take place on Monday, July 4th. The annual parade takes place at 12 p.m. Participation is free but registration is required (parade registrations are due by 5 p.m. on Wednesday, June 29th.) The ACRA will once again host the Dancing in the Streets community street dance/concert with live music from 8 – 10 p.m. at the clock tower in Wager Park. It's free and open to everyone. Fireworks are scheduled for 9:15 p.m. (weather permitting.)

For a full schedule of Fourth of July events and to register to participate in the parade, please visit www.aspenchamber.org

Aspen Arts Festival will return for its 9th year, July 23 & 24 in Wagner Park. There will be approximately 170 artists participating from all over the country with a broad spectrum of mediums including sculpture, photography, glass, paintings, ceramics, jewelry, mixed media and more! This event is free and open to the public. We are now accepting applications for the local artist section. If you know any local Aspen artists that are interested in participating, please have them contact Julie Hardman, jhardman@aspenchamber.org.

Destination Marketing Update: The 2nd annual Outside in Aspen event was held June 10-12th. This year's event saw significant growth from last year - with new sponsors including Outside Television, Birkenstock, Oakley, Celestron and Daggar Kayaks, as well as increased individual participants and the venue also expanded from Gondola Plaza down Hunter Street which was closed for the event. There were several free events and demonstrations that locals could participate in and were well attended. A full event report is being produced. For the USA Pro Cycling Challenge, we are working on a :30 broadcast spot for Aspen that will be shown on Versus during the week of the race as well as updating the website with race day information and logistics. The new brand creative was presented at the F&W luncheon, which was well received by the 250+ guests. We also created a locals campaign that celebrates the unique people of Aspen. Recent PR exposure includes a segment on the Today show during F&W, 5280 magazine, departures.com, sunset.com, about.com, gadling.com, the huffington post and many other outlets nationwide.

Sarah hosted 5 meeting planners the first weekend of June for a FAM. The group had a wonderful time and was very impressed with the hotels and meeting space options. Group leads continue to come in for short-term bookings (2 months) to long term bookings (2 years) and run the gamut from weddings to corporate to incentive to family reunions. Business is pacing strong compared to last year. Sarah is travelling to Denver at the end of June for a Plan Your Meetings tradeshow and sales calls in Boulder.