

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS
PRESIDENT AND STAFF REPORTS
June 30, 2009 – ASPEN SQUARE**

Visitor Services: The Guest Pavilion will be open 10 a.m. – 7 p.m. for the next two months, in addition to the extended hours of operation S.A.S. will provide one reservationists three days a week, to help facilitate last minute bookings. The entire guest service team has met with the Forest Service, and have taken tours of area properties to better familiarize themselves with the lodging options in the resort. Two additional magazine racks and one brochure rack have been added to the Pavilion in order to organize and clean up the presentation of material.

The Wheeler will be open 9 a.m. – 5 p.m. instead of 10 a.m. – 6 p.m. The Wheeler Guest Service Staff works closely with the Aspen Music Festival ticket office, and opening one hour earlier will relieve some of the visitor traffic that is inquiring about music festival programming.

The Rio Grande office will be open 8:30 a.m. - 5 p.m. The Marketing Department has briefed the entire front line staff on the Summer Pass Promotion and new signs promoting the "Stay, Play, and Book Now" theme are in place. Visitor numbers at all three locations have jumped significantly this past week, right now Wednesday thru Saturday are the busiest days.

Membership: The Food & Wine Luncheon was a huge success. We presented the Third annual Molly Campbell Service Award to Helen Klanderud. As well as presented plaques to outgoing board members; Rick Jones, Paddy Allen, Jenna Weathered, Cari Britton Kuhlman, John Rigney and Patsy Malone. The Member Services Committee met on June 11th and discussed the possibility of a member ski day during the winter season. Second invoices were sent out for all members who have not paid their dues and first invoices were sent to the July renewal groups. Heather will be working full time through July 9th and will continue as part-time (20 hours per week) after that time. We are currently looking for a Membership Manager. Sarah Niblack is helping in the Membership Department on a part time basis until July 9th.

Operations: We have done some restructuring in our membership and marketing departments. Our Director of Member Services, Heather Compton, will be switching to a Member Services Coordinator position as a part-time employee starting July 10th. We are currently running an ad in the Aspen Times in search of a new Member Services Manager. The top candidates have been chosen and have interviews scheduled next week. One other employee has joined the Chamber team, Shannon Euell, as our new Marketing Coordinator in sales department as a seasonal full-time employee. Shannon is our former special events intern. Stephanie Power Smith formerly filled this position.

Faces of Aspen/ Snowmass: The Airport Ambassador program continues to grow as we have become the "go to" people at the terminal. We are ready to assist in a variety of A-Z situations for passengers, people waiting to greet them and terminal employees. The Ambassadors have been with the program since its beginning and truly love the responsibilities as each day is a whole new set of challenges. From January 1st thru June 20th, we have connected, by phone or in person, with over 37,000 people.

The community has truly endorsed the tokens and the STARS of the Month programs. We'll again have STARS for June thru September and an end of season STAR. We're replacing the token "banner ad" with a new, exciting format in a few weeks. I've given guest service "cheerleading" pep talks to employees at the Institute, the Meadows, Aspen Orthopaedics and am working with the Hotel Jerome to set a date for their employees. Now more than ever, we want every visitor to go home with GREAT guest stories to share.

Aspen Groups: JoAnna attended the MPI/PCMA Annual Golf Tournament. She has served on the sponsorship for the committee for the event for the past two years, as was asked to chair the committee for the 2010 event. JoAnna's summer travel and sales calls will focus on in-state organizations.

Special Events: Thank you for your support of the 27th 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 Saturday, 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 Thursday, July 2nd.) The ACRA will once again host Dancing in the Streets community street dance/concert featuring the band "Broadband" 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.)

In addition, please join the ACRA for live music on the mall on FRIDAY, July 3rd from 7-9:30 p.m. featuring the band "Take the Wheel." And during the day, be certain to enjoy the Saturday Market which will actually be taking place on Friday from 9 a.m. – 3 p.m. on Hopkins Ave. and Hunter St. for the 4th of July weekend.

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 7th year, July 18 & 19 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! In addition, Saturday, July 18th at 7:00 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 & culture weekend in Aspen!

Destination Marketing: We continue to build on the Aspen summer pass promotion, encouraging further participation from the community. Our current summer lodging promotions have resulted in 26 packages booked to date, for a total revenue of \$34,000. The local marketing district is making excellent progress – we are presenting to City Council on Tuesday June 30th and have the required petitions in hand (50% + of the commercial value within the district) for City Council's approval to move forward.

This and that: Debbie attended a 2-day strategic planning summit in Crested Butte this month for the Colorado Association of Destination Management Organizations. It was a great opportunity to share information with our other in-state destinations. I also attended the Intermountain Chamber Executive meeting in Vail last week. Our competitors are keeping a close eye on our progress with the local marketing district and have plans to form districts in their own communities. Finally from July 11-17, I will be attending my 4th and final year at the Institute of Organizational Management at Loyola Marymount College in Los Angeles and receive my professional designation (IOM). I appreciate the support of the board for my continuing education in the field.