

**ASPEN CHAMBER RESORT ASSOCIATION  
BOARD OF DIRECTORS  
PRESIDENT AND STAFF REPORTS  
August 25, 2009 – ASPEN SQUARE**

**Visitor Services:** Hours of operation for the Guest Pavilion will return to 10:00 a.m. – 6:00 p.m. starting September 7<sup>th</sup>. This past June the Pavilion extended closing to 7:00 p.m., which proved to be beneficial for visitors and businesses. The Guest Pavilion staff have booked over 100 rooms since June 20<sup>th</sup>, in conjunction with the Stay, Play, Book here Promotion and the 50% Wednesday's promotion. Starting September 7<sup>th</sup> the Wheeler Box office will change their hours of operation from 9:00 a.m. – 5:00 p.m. to 11:00 a.m. – 7:00 p.m. It is yet to be determined if this will effect the hours the visitor desk is open. Erik will meet with the City to discuss options.

Year to date the visitor centers have had over 67,000 individual face to face contacts, which is ahead of 2008 numbers. Overall, the summer has been busy, Thursday thru Sunday has been the high traffic days and once again the last two weeks of July and first 10 days of August have been the busiest of the year.

**Membership:** The Community Luncheon at the Sundeck is on Thursday, August 27, 2009. Don't forget to purchase your tickets. We sent out final notices for members who have not paid their dues (May 1 renewals) and sent first invoices to the August renewal groups. Information regarding the new ski pass program was sent to all members. The super early ski pass deadline is Friday, September 18<sup>th</sup>. We will be at the gondola ticket office from September 15-18 giving out ski pass vouchers, accepting renewal payments and signing up new members. We will have a networking event on Thursday, September 17, from 5:30 p.m. – 7:30 p.m. at the Aspen Meadows. We are working on ribbon cuttings and networking events. October 1<sup>st</sup> at Two Old Hippies and November 12<sup>th</sup> at Jean Robert's Gym. The annual holiday party has been scheduled for Thursday, December 10, 2009 from 5:30 p.m. – 7:30 p.m. with the location to be determined. In addition, we have membership ads running on KSPN and KSNO as well as ads in the Aspen Daily News and the Aspen Times to encourage new members and remind people to renew. We will be re-launching the 6<sup>o</sup> An ACRA Leads Group in the coming weeks. We will begin selling ads in the 2010 Business Directory.

**Save the date:**

ACRA / Aspen Skiing Company  
2009 Community Luncheon at the Sundeck  
Thursday, August 27, 2009  
11:30 a.m. Registration and gondola rides begin  
12 noon Buffet Luncheon at the Sundeck

Business After Hours Networking Event  
Thursday, September 17, 2009  
5:30 p.m. – 7:30 p.m.  
Aspen Meadows

**Faces of Aspen/ Snowmass:** In July, the Airport Ambassadors connected by phone or in person with the astounding number of 17,538 people! Last July the number was 7,209 people. The increase reflects how the Ambassador job responsibilities have broadened (including time spent in the departure area, restaurant and outside the terminal), and also, challenging weather conditions at DIA during most summer afternoons which affected all their arriving and departing flights. There were many times when we compared July days to a winter "snow day".

We're pleased to announce that the Aspen STAR for July is Sonja Lutgring, Assistant Manager and Assistant Sommelier at Pacifica Restaurant. She's a five year employee at Pacifica.

**Special Events:** The 2010 Wintersköl Celebration will take place January 14 – 17, 2010 and marks its 59<sup>th</sup> anniversary. We will be hosting our first Wintersköl committee meeting in September. If you are interested in participating, please contact Jennifer Carney at 920-7143 or [jalbright@aspenchamber.org](mailto:jalbright@aspenchamber.org). The committee's first order of business will be to determine the direction for this year's slogan contest. The slogan contest will begin the end of September; please visit [www.aspenchamber.org](http://www.aspenchamber.org) at that time for contest details.

**Save the Date:**

FOOD & WINE Classic in Aspen: June 18-20, 2010

**Operations:** New employee, Emily Burke, has joined the visitor center guest service team. Our 2008 tax return for the ACRA was completed by Reese Henry & Company, Inc. Air ducts at the Rio Grande office will be cleaned in the next couple weeks.

**Destination Marketing:** We continue to market the lodging promotions (buy 3, get 4 and 50% off Wednesdays) with the summer pass. The promotions will continue through fall season. Successes to date include a PR value of \$515k, 2.15M impressions in the marketplace, email marketing reaching 153k consumers to date with an open rate of 18.6% for our newsletters and a click-thru rate of 2.95%. Summer Pass bookings through Stay Aspen Snowmass equal 49 packages of the Buy 3, Get 4 promotion and 45 packages of the 50% off Wednesdays for total revenue to date of \$93,392. The Summer Pass promotion has accounted for 10% of Stay Aspen Snowmass' total revenue this summer.

**Sales:** JoAnna participated in the inaugural Plan Your Meetings tradeshow in Denver in early August. Additionally, she took a sales mission to Denver which resulted in 8 appointments and industry events with The Knot and HSMAI.