

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS
PRESIDENT AND STAFF REPORTS
September 29, 2009 – ASPEN SQUARE**

Membership: The Membership Department was at the Gondola Ticket Office the September 14 -18 to take renewals, sign up new members and hand out ski pass vouchers. The one stop shopping made it easier for the ACRA membership to pickup vouchers and ski passes all in one place. Overall, the feedback from the membership was positive and many of the businesses commented on the great value of the premier ski pass this year. Currently, for the month of September we have added approximately 62 new members compared to 53 in 2008 (83 new members for the year). The Aspen Meadows Business After Hours Event held Thursday September 17, was well attended. The ACRA Leads Group had a strong showing and reached to all the attendees, thank you JoAnna. Jean Robert's Gym has signed a partnership with the chamber offering a \$75.00 monthly rate at JR's Gym, formally the Aspen Athletic Club to all ACRA members. The Chamber and Jean Robert will be hosting a business after hour's event November 19, to promote and showcase their facility.

Visitor Services: The Guest Service program has continued to show strong numbers with visitor contacts over last summer. The Guest Pavilion continues to capture most of the contacts with 38,165 from June – August in 2009 compared with 31,963 contacts for the same period in 2008. September is looking strong especially on the weekends. Hours at the pavilion have reduced to 10:00 a.m. – 6:00 p.m. and we will reduce the coverage to one staff member starting the week of September 28th.

The Wheeler Opera House visitor center this summer was open from 9:00 a.m. – 5:00 p.m. The hours were changed to help with the Aspen Music Festival and their schedule. Visitor contacts were strong with 9,192 in 2009 from June - August compared to 8,499 contacts in 2008. Visitor contacts in September have dropped off but should see more activity with Aspen Film Fest from September 30 – October 4 and then the John Denver tribute week from October 7 –12. Hours changed on September 8th at the Wheeler Opera House to their winter schedule from 11:00 a.m. – 6:00 p.m. Hours were changed to accommodate their programming. The visitor center staff was busy giving tours of the opera house, something they all very much enjoy doing.

The Rio Grande program also saw strong numbers from June – August in 2009 with 12,583 contacts compared to 10,858 in 2008 during the same time. There seemed to be more campers this summer, possibly due to the economy and people looking to save money but still go on vacation. During the week of September 14 – 18, they were busy helping visitors and also assisting the membership department with the "Super Early Discount" on ski passes, filling out vouchers, taking membership renewals and also signing up new members. Many guests calling in to ask about the fall colors and it looks like the peak was this past weekend, September 25 - 27.

Faces of Aspen/ Snowmass: We proudly announce the STARS for September. In Aspen, Lisa Marquis who is a Lifeguard and Aerobics Instructor at the Rec Center and in Snowmass, Gloria Arellano, Property and Housekeeping Manager for Mighty Mouse Management. Congratulations to the Aspen Rec Center as they are the first Aspen business to have two employees as STAR of the Month.

I have attended a 3 ½ day Quality Service workshop/seminar at the Disney Institute. Disney is recognized nationally and internationally as the leader in Guest Service at their resorts. I will coordinate some of what I learned into the updated and energized FACES program.

Special Events: Wintersköl 2010 celebrates its 59th anniversary January 14 – 17. This year's slogan contest begins September 28th and all entries are due Friday, October 16th by 5:00 p.m. The winning slogan will appear on official Wintersköl merchandise, in print, and in broadcast promotional materials. Please visit www.aspenchamber.org for more information.

Intern: The Special Events department is accepting applications for the Wintersköl intern. Start date November 3 – end of January, 20 hours/wk, small stipend. Resumes should be sent to jhardman@aspenchamber.org.

Save the Date:

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

Operations: Our 20 year old heating system has died and needs replacement. Climate Control provided us an estimate which will be presented to the finance committee for approval. We have two new part-time employees who have started with us. Di Young Karau will be assisting the marketing department and Jeanne McGovern is our communications coordinator working with the media and public relations.

Sales and Marketing: The election campaign for the Local Marketing District is underway. The first mailing has been sent out to all registered voters within the district and two additional mailings are planned prior to the ballots being sent out Oct. 12. The vote must be returned by Nov. 3. We are currently working on the marketing plan and budget(s) for 2010 to be presented to the ALA on Oct 7, the ACRA board on Oct 27 and Aspen City Council in November (date to be confirmed). We are also working on the 2010 Official State Vacation Guide and the 2010 Aspen/Snowmass Vacation Planner. An RFP has been posted for the vacation planner which is due back on Oct 2. We are looking for significant cost reduction on the vacation planner by using a model of advertising revenue covering the cost of producing the piece. We continue with our email marketing campaign – a monthly e-newsletter is being sent to our consumer database highlighting upcoming events in Aspen.

JoAnna just returned from Atlanta where she completed sales calls and attended a trade show hosted by Plan Your Meetings Magazine. Additionally, JoAnna recently participated in the Destination Colorado Customer Appreciation Golf Tournament where she played with planners from Kinsley in Denver.