

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS
PRESIDENT AND STAFF REPORTS
October 14, 2008 – ASPEN SQUARE**

Special Events: Show your creativity and enter the annual Wintersköl Slogan Contest. Entries are due Friday, Oct. 17th at 5 p.m. This year entrants are asked to reach for the stars and make Wintersköl 2009 an astronomical event! 2009 has been designated the "International Year of Astronomy" by the United Nations General Assembly. IYA2009 is intended to be a global celebration of astronomy. Wintersköl is a celebration of Aspen; Aspen is a magnificent part of the Universe. For more information on the slogan contest visit www.aspenchamber.org. For more information on the International Year of Astronomy 2009 visit: www.astronomy2009.org.

Highlight your business and join the ACRA in making Wintersköl 2009 a spectacular celebration. We are currently seeking Wintersköl sponsors. Please contact Jennifer Albright Carney at 920-7143 or jalbright@aspenchamber.org for detailed sponsorship information.

Aspen Groups: Aspen Groups is working to create dynamic web pages for both meeting planners and the wedding industry. Creating this sales tool will mean a planner friendly on-line Request for Proposal and a more stream line way of communicating with our hotel and venue partners in 2009.

Sales and Marketing: The destination marketing department is busily preparing for City Council. The Board of Directors will see the council presentation this morning with the City Council work session scheduled for November 11 at 5 p.m. We are in a review year with the council and will present the results from our marketing efforts to date in 2008 and our plans for 2009. Also, as of October 10th, Lisa Johnson, the Vice President of Sales and Marketing announced her resignation.

Visitor Services: There are still a large number of day trippers stopping by all the visitor centers. The past two Saturdays, Guest Pavilion had over 500 individual contacts. Filmfest, Sterling Cup Hockey Tournament, Hockey Mountain High and a number of weddings all contributed to the high number of visitors the past two weekends .

Last week the ACRA hosted a number of political forums showcasing the County Commissioner Candidates and both sides of local referendum questions. Debbie and Erik hosted six shows in three days, running 30 minutes each. Grassroots did an excellent job getting the shows on the air shortly after taping.

The Z.G. Master Plan Group is currently presenting the conceptual plan to the P&Z. The P&Z has requested a site visit to get a better understanding of the size and scope of the entire project. Please contact Erik Klanderud eklanderud@aspenchamber.org, if you are interested in attending, no date has been set yet.

Membership: We are currently working on the Fall Job Fair (Nov. 14 from 10am – 3pm) at the Hotel Jerome. You should have received information to participate in the mail. The ACRA Annual Holiday Celebration is scheduled for Wednesday, Dec. 10th at Bumps. This year the holiday party will again benefit the Aspen Interfaith Association Holiday Baskets. To date we have 74 new members for the 2008-2009 membership year with six months remaining in the year. (We had a total of 121 new members last year.) The next ski pass deadline is Friday, Nov. 14th. We are also updating the information on the website. We have a Dec. 1st deadline for members to update their info for the 2009 Business Directory which should be completed and ready for distribution in February 2009. Our focus for the next 60 days is selling advertising in the business directory, selling banners, updating all website and membership information.

Operations: A help wanted ad to fill our Director of Sales and Marketing position will be published in the classified section of both newspapers. We hope to have some strong candidates apply. One of our airport guest service employees will be moving to a part-time Ambassador position.