

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS
PRESIDENT AND STAFF REPORTS
November 24, 2009 – ASPEN SQUARE**

Membership: This year instead of a job fair, membership will create a classified job page on the website. All Chamber businesses will be encouraged to submit job announcements similar to the help wanted section in the local newspapers. The workers' compensation safety group met November 10th at the Limelight and discussed the curriculum for the next membership seminar in February. The Annual ACRA Holiday Party benefiting Aspen Interfaith Association Holiday Baskets will be held Wednesday, December 9th at the Limelight Lodge, invitations have been sent. RFTA Zone Pass and Business Directory advertising information have been mailed out. The deadline for all members to have their listing updated for the 2009 Business Directory is Dec. 1st. We hope to have the Directory printed and ready to be distributed to members by February 2010.

Visitor Services: Year to date the in town Guest Service Program has had over 113,116 individual contacts (10 months of data). The year end total for 2008 was 144,650. Numbers will be down overall but still showing strong numbers and a reflection of having a strong and knowledgeable staff. The Guest Pavilion will resume regular hours of operation starting December 1st. The program will continue to operate 7 days a week. The Wheeler Opera House will continue to be open every day throughout the winter, except for government holidays. The Wheeler will be closed on Thanksgiving but the Pavilion and Rio Grande Visitor Programs will be open. On the morning of December 2nd the Guest Service Team will go over to Snowmass Village for a site visit to include the Rodeo Lot Visitor Center, Base Village, The Viceroy and the Snowmass Village Mall. The ACRA will also have a table with information on the upcoming winter season to give out to local hotel staff and concierges at the Taste of Winter on Thursday, December 3rd at the Inn at Aspen.

FACES of Aspen/Snowmass: We are considering a partnership with the Historical Society at the Wheeler in mid-December. They would feature their Aspen History 101 and the Chamber would provide a variety of Guest Service programs. Several lodges are interested in having a guest services presentation to their housekeeping staff in English and Spanish. A major aspect of the FACES Aspen/Snowmass program as it moves forward will be reaching out to the non-working people in our community, and get them actively involved in our mission and goal.

Airport Guest Services: At the airport we're experiencing camaraderie among the airline staff, county staff, rental car employees and the Ambassadors in regard to assisting travelers and creating a "WOW" guest service experience. There is a spirit in the airport where guest service stories are shared and attitudes are real positive for the coming season.

Sales and Marketing: City Council decided on Monday, November 16th to fund an additional \$500K for the marketing program for 2010 for a total budget of \$950K. The \$500K is made up of \$100K in grant money and \$400K in a loan; the terms still need to be agreed. We will be presenting the final budget for 2010 and seeking renewal of our 3 year agreement for the tourism promotion fund on Monday December 7th.

JoAnna just returned from a sales mission to New York. In addition to individual sales calls, Aspen Groups hosted a reception for accounts that currently bring business to Aspen. Participation agreements for 2010 have been sent out to the lodges.

Special Events: "Wintersköl 2010: Epic Steeps and Decades Deep" celebrates its 59th Anniversary January 14-17. A preliminary schedule of events has been posted on www.aspenchamber.org and will be up-dated as more event information is finalized. Once again the ACRA will be selling the annual Wintersköl button for \$1.00 each. Buttons will be on sale soon, please stop by the chamber to purchase or look for them at a variety of locations around town. Thank you to the Aspen Valley Hospital for presenting the button program for the 3rd year in a row! 50% of all proceeds will benefit AVH's helmet program. There are many ways to support Wintersköl and to participate in its activities. Details on all of our programs will be available soon, please visit www.aspenchamber.org for further information. We are also currently securing Wintersköl sponsors and would love your support. To highlight your business and become a sponsor, please contact Jennifer Albright Carney at jalbright@aspenchamber.org.

12 days of Aspen: The ACRA is presenting the 12 Days of Aspen, December 20-31, 2009. A complete schedule of events has been posted to www.aspenchamber.org/12days. Downtown Aspen will come alive with everything from free ice skating and carriage rides to concerts and carolers. We are in the process of finalizing our marketing piece / calendar. ACRA will distribute 5000 copies to all Aspen hotels, concierge and via email to our ACRA business members. Please join the ACRA – and the entire Aspen community – in celebrating the winter season and the holidays with the 12 Days of Aspen! For more information, please contact Caitlin Page events@aspenchamber.org.

Save the Date:

ACRA Annual Holiday Celebration
Wednesday, December 9, 2009
5:30 p.m. – 7:30 p.m.
Limelight Lodge



Wintersköl , January 14-17, 2010

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