

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS
PRESIDENT AND STAFF REPORTS
November 25, 2008 – ASPEN SQUARE**

Special Events: The 2009 Wintersköl slogan is "Powder Days & Stellar Nights," submitted by Susan Melton. This year's slogan was inspired by the fact that the United Nations General Assembly designated 2009 as the "International Year of Astronomy." In honor of IYA 2009, we are pleased to announce that astronomy expert David Aguilar will be joining this year's celebration. David is the *Director of Public Affairs and Science Information at the Harvard-Smithsonian Center for Astrophysics*. David will be incorporating a unique educational component to this year's schedule of events. One of IYA 2009's cornerstone projects is "The Galileoscope" which celebrates of the 400th anniversary of Galileo's 1st use of the telescope; David's activities will include an interactive telescope observation experience (weather permitting) utilizing a series of telescopes that range from a rudimentary Galilean scope, allowing one to observe as Galileo did 400 years ago, to a professional scope of today; an astronomy lecture; and an art exhibit of original space art.

There are many ways to support Wintersköl and to participate in its activities including:

- Enter in the annual parade (no float necessary just be the "star" that you are walk and have fun!)
- Create an incentive for the button program
- Compete in Soupsköl
- Enter a dog in the canine fashion show
- Buy a Wintersköl button
- Become a sponsor (categories include "Friends of Wintersköl" Community Sponsor, Banking Community Parade/WinterFest sponsor, Lodging Community Soupsköl sponsor, and Presenting sponsor of the Fireworks Extravaganza)

For more information on the many ways to become involved with Wintersköl, please contact Julie Hardman at jhardman@aspenchamber.org

To highlight your business and become a sponsor, please contact Jennifer Albright Carney at jalbright@aspenchamber.org.

For a complete schedule for Wintersköl events, please visit www.aspenchamber.org

Congratulations to Shannon Euell! Shannon has joined the Special Events department as the 2009 Wintersköl intern. Shannon will be working part time now through the event, we are very excited to have her join the ACRA team.

Aspen Groups: Aspen Groups sponsored a table at the Green Meeting 2008, hosted by the International Special Events Society in Denver. JoAnna presented 2008 in Review and the 2009 Marketing Plan to Aspen Groups hotels sales team at the Fall Meeting earlier this month. Also, we have had our third meeting of Directors of Sales in the Aspen Snowmass area. This will now be held monthly at various locations.

Visitor Services: Year to date the Guest Service Program has had over 162,000 individual contacts (10 months of data), up from the 2007 year end total of 144,650. The Guest Pavilion will resume regular hours of operation starting December 1. The Guest Pavilion was closed for two days in mid October due to construction on the mall; visitors were redirected to the Wheeler and Rio Grande Offices.

The Wheeler Opera House will continue to operate 7 days a week 8hrs a day throughout the winter, except for government holidays. The Wheeler Staff has been doing an excellent job promoting the Wheeler Opera House by providing tours to resort visitors. The Wheeler will be closed on Thanksgiving, the Pavilion and Rio Grande Visitor Programs will be open.

The entire Guest Services Program has been doing an excellent job reaching out to community organizations/businesses. The first week of December the Guest Service Team will meet with ACES Staff for a presentation on their winter programming. The Forest Service would also like to meet with all ACRA frontline staff for a brainstorming session on how to maximize resources.

Membership: The Job Fair was held Nov. 14th and was a big success. (18 businesses represented and over 300 people attended). The Workers' Comp. Safety Committee met on Nov. 18th and also had a very well attended Seminar (Preventing Slips, Trips, and Falls – 45 attendees). The Member Services Committee will meet on Tuesday, Dec. 9th to judge the Business of the Year entrees. The Annual ACRA Holiday Party benefiting Aspen Interfaith Association Holiday Baskets will be held Wednesday, December 10th at Bump's at Buttermilk. In addition, we have mailed out applications for the Business of the Year 2008 awards (to be presented at the Wintersköl luncheon on Thursday, Jan. 8th), business directory advertising information, and RFTA Zone Pass pricing. The deadline for all members to have their listing updated for the 2009 Business Directory is Dec. 1st.

Operations: We are keeping a close eye on all our chamber expenses and working to find efficiency where possible. This year instead of a staff holiday party we are going to adopt a family through the holiday basket program and each of us will make a small contribution.

Faces of Aspen/ Snowmass: We're on target for a mid December delivery of the English/Spanish version of the How to Aspen Snowmass booklet. With exciting new features in the booklet we're looking forward to getting them to employees before Christmas and scheduling guest service seminars that will be presented in both languages.

Airport Ambassadors: With fewer travelers than usual these past few weeks, we've be able to connect with everyone who's arriving and many who are departing. We're thrilled to have Aspen Sojourner magazine in our display racks again – a wonderful compliment to the Real Estate magazines. Ambassadors will begin the Winter schedule on Monday, November 24th. Needless to say, an amazing number of locals have applied for an Ambassador position for the Winter season. Last, but MOST important, thank you to the County Commissioners and Airport Directors for their continued support of this important program.

Sales and Marketing: Over the last month we have received approval from Aspen City Council and the Aspen Lodging Association for the 2009 marketing plan. We are finishing up our first round of interviews for the director of sales and marketing position and will have someone in place by the New Year.

This and That: The Aspen Art Museum has withdrawn from the ZG Master Plan in order to accelerate their project. There appears to be some question regarding the on-going ZG Master Plan meetings for the near future. We are eager and ready to be continuing participants in the discussion, depending on the intentions of the City to carry the master planning activity forward. There are two remaining public hearings on the Lift One Master plan – December 1st and December 8th. Please go to the city website and familiarize yourselves with the process and update. Here is a copy of the link.

<http://www.aspenpitkin.com/depts/41/liftoneMP.cfm>