

**ASPEN CHAMBER RESORT ASSOCIATION  
BOARD OF DIRECTORS  
PRESIDENT AND STAFF REPORTS  
May 25, 2010 – THE ASPEN SQUARE**

**Membership:** The Business Directory arrived on April 27<sup>th</sup>. The directory and vacation planner were mailed out to the membership as part of the 2010 Membership Campaign. So far the renewal rate is at 99%, straight across the board all sectors are renewing their 2010 -2011 ACRA Memberships. Please remember if you renew by June 1<sup>st</sup>, you receive 5% off your annual dues. The Pinnacol Safety Seminar on medical marijuana was well attended, some of the attendees would like a follow-up seminar to address specific questions regarding writing and implementing a policy. The response from ACRA businesses to the Saturday Market Booths has been excellent, there are only 3 spots remaining out of the 36 available. If you have questions or are interested in the Saturday Market please contact Erik Klanderud at the ACRA, 925-7149 or at [eklanderud@aspenchamber.org](mailto:eklanderud@aspenchamber.org).

**Visitor Services:** The Guest Pavilion will extend their hours of operation starting June 1<sup>st</sup> from 10:00 a.m. – 6:00 p.m. Starting on Friday, June 11<sup>th</sup> we will increase staff to 2 people and then extend hours until 7:00 p.m. starting on Wednesday, June 16<sup>th</sup>. The Wheeler will start summer hours from 9:00 a.m. – 5:00 p.m. to accommodate the Music Festival Ticket Office on Tuesday, June 1<sup>st</sup>. The Rio Grande office will be open 8:30 a.m. – 5:00 p.m.. New director's chairs with the Aspen Chamber logo have been ordered for the Pavilion and will be in place before Food & Wine. Visitor Center numbers for April were off from 2009.

2009: Wheeler - 377, Pavilion – 3387, Rio Grande – 647  
2010: Wheeler - 340, Pavilion – 2038, Rio Grande – 439

**Save the Date:**

Food and Wine Luncheon  
June 17<sup>th</sup>, Hotel Jerome  
Tickets go on sale May 21.

**Special Events:** The 2010 FOOD & WINE Classic in Aspen is scheduled for June 18-20, 2010. Tickets for this year's event are still available. Consumer passes, which allow access to all Grand Tastings **and registration to seminars**, are \$1,185 (purchase with your American Express card and receive a \$35 discount) and a limited number of single day passes that allow access to the Grand Tastings **only** for either Friday or Saturday are available for \$295. Stay Aspen Snowmass is also featuring a "Sip, Savor & Save" FOOD & WINE pass package. Please contact Stay Aspen Snowmass to purchase tickets and for more package information. For more information on the 2010 Classic and a complete schedule of events, please visit [www.foodandwine.com/classic](http://www.foodandwine.com/classic).

The Old Fashioned Fourth of July celebration will take place on Sunday, July 4<sup>th</sup>. Please visit [www.aspenchamber.org](http://www.aspenchamber.org) for a schedule of events and to register to participate in the parade.

The special events department is pleased to announce its new event coordinator Winston Rice. Winston will be working on the FOOD & WINE Classic, 4<sup>th</sup> of July, and the Aspen Arts Festival. Winston also works as the event coordinator for Aspen Gay Ski Week and has her own business working as a business consultant for several clients in town.

**Save the Date**

Aspen Arts Festival, July 17 & 18, in Wagner Park.

**Sales and Marketing:** The summer advertising campaign is in full swing with placements in Chicago, Los Angeles, Denver and Texas. An insert in the NY Times highlighting the Perfect Summer Pass along with the Summer Events Calendar will be distributed on Sunday, May 30<sup>th</sup> in 10 top markets including Los Angeles, Chicago, Dallas, Houston/ San Antonio, Kansas City/Wichita, Phoenix/Tucson and Denver. The online advertising campaign promoting Aspen summer events and the Perfect Summer Package will begin at the end of May. The Perfect Summer Pass will be a printed card with 15k distribution for Aspen/Snowmass lodging guests staying 2+ nights. The Perfect Summer Pass includes over 75 offers that will be valid June 1 – Sept 30. The Aspen International Rack Brochure will be in market by the end of the month, distribution is 10k.

Joanna just returned from a sales trip to Atlanta, Charlotte and Raleigh. In June, JoAnna will travel with Destination Colorado to their annual Dallas tradeshow. Additionally, JoAnna has served on the golf committee for the annual Meeting Professionals International client event and will represent Aspen at the event in Denver.

**Operations:** Debbie, Warren and Michelle attended a board orientation with the newest members joining the ACRA Board, Jenna Weatherred (Aspen Times), Heather Kemp (Sashae Floral Arts and Gifts) and Senih Geray (St Regis Aspen). All new board members received their ACRA board books and look forward to their first board meeting.

**Airport Ambassador Program:** The combination of an increase in staffing and more responsibilities resulted in a sizable increase in the number of people we connected with either in person or over the phone. In 2009, the connections from January thru April totaled 28,546 people and during the same four months this year, the connections rose to 42,896 people. The Ambassadors, airline, TSA and county employees have literally become one group focused on working together to solve problems, create new ways to reach out to our visitors and locals, and share outstanding Guest Service stories.

**FACES of Aspen/Snowmass:** This program has grown dramatically since its inception 3 ½ years ago. Part of the current focus is to continue to raise awareness of the Guest Service program among employees and residents as to why it's so important to our community, and get their involvement in the effort. Our goal is to have many more local people wearing the "Ask Me . . . I Live Here" button when the summer season starts. How can you and your business help with this?

Also, we're developing ways to incorporate our past STAR employees into the program, and recharge the advertising campaign.