

**ASPEN CHAMBER RESORT ASSOCIATION  
BOARD OF DIRECTORS  
PRESIDENT AND STAFF REPORTS  
July 27, 2010 – THE ASPEN SQUARE**

**Membership:** The Community Luncheon at the Sundeck is tentatively scheduled for Thursday, August 26, 2010. A new page on the website has been created under membership to promote new members who joined on or after January 1, 2010. Membership sent out third and final invoices for members who have not paid their dues as well as invoices for September renewals. Currently the budget is looking good after review of year-to-date numbers for member dues. Renewals remain strong through July and expect a big push in late August. The Member Service Committee will meet again on Wednesday, September 8<sup>th</sup>. Our focus for the next 60 days is obtaining and posting member's logos on website, updating membership information and uploading new web banners as well as getting started on the advertising sales for the 2011 ACRA Business Directory.

**Visitor Services:** There was an increase in visitor numbers from May to the start of the Food & Wine Classic in Aspen. Numbers for July are looking stronger for the first half of the month compared to June. The Pavilion alone is starting to see approximately 300 visitors per day.

The outdoor desk that we have set up at the Rio Grande office has been a success and we are in contact with more visitors. Many visitors are inquiring about campgrounds but still seeing several last minute visitors coming in looking for lodging.

**Sales and Marketing:** The marketing campaign is executing a fall push to the Denver /Front Range market highlighting late August and September events and lodging deals. We are in the process of developing a new and improved mobile site with increased functionality. The website is being upgraded with international translation on our welcome pages and updated content. We are implementing our summer visitor research project and have added a link to the survey on our homepage as well as distributing take-away cards to all hotels and visitor centers encouraging visitors to take the online survey. The market research will be completed in the fall and provides a critical tool for our marketing campaign next year. We developed a web page [www.aspenchamber.org/lodgingtax](http://www.aspenchamber.org/lodgingtax) as a resource for the lodging tax question in the upcoming election.

Joanna will represent Aspen at the Plan Your Meetings trade show in Denver this month. She is also working with the Wapiyapi Classic bike event held in September for their rooming requirements.

**Operations:** Joanna Eisler has resigned from her position as National Sales Manager at ACRA. She will remain in the position until a suitable candidate has been found and will assist with training the new Sales Manager. We thank Joanna for her contribution to ACRA and wish her well in her future endeavors. Stephanie Power Smith has rejoined the ACRA team as our Membership Assistant and new employee, Eliza Mauk, will be assisting Julia and her team as our Sales and Marketing Coordinator. An updated organizational chart of the ACRA staff is included in the board packet for your review.

**FACES of Aspen/Snowmass:** We are proud to announce that the Aspen STARS for July are with Frias Property Management: Lynn Armstrong is the Front Desk Manager and Samara Decker is a Front Desk Clerk. Dorothy traveled to three Colorado Welcome Centers in mid July bringing brochures, magazines, notepads, pens and information on the Perfect Summer Pass promotion. She visited Cortez, Fruita and Dinosaur and felt the trip was HUGE positive PR for Aspen. She will visit another three Welcome Centers the last week of July (Lamar, Trinidad and Alamosa), and the remaining four the first week in August (Red Rocks, Fort Collins, Julesburg and Burlington).

**Airport Ambassadors:** The Ambassadors were thrilled that the runway extension was approved and totally understand how this will positively affect travelers at ASE in warm weather months. The staff is so passionate about the airport and their outstanding Guest Service as well as taken responsibility for getting the correct facts about the extension out into the community.

**Special Events:** We hope you had an opportunity to attend the Aspen Arts Festival on July 17-18. The weekend was a great success and wraps up the ACRA's special events department's busy spring/summer season of event production. The 2010 Arts Festival was logistically the best it has ever been. We had 10 local artists participate this year which was an increase from 2 – 5 in previous years. Both artists and attendees commented on how happy they were to be in Aspen.

Save the Date:

FOOD & WINE Classic in Aspen  
June 17-19, 2011

ACRA/ASC Community Luncheon at the Sundeck  
Thursday, August 26, 2010