

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS
PRESIDENT AND STAFF REPORTS
July 29, 2008 – ASPEN SQUARE**

Special Events: Thank you for all of your support of Aspen's Old Fashioned Fourth of July Celebration. This year's event was a tremendous success and we hope you had an opportunity to enjoy the weekend. As anticipated, the parade and fireworks were highly attended as this year's event fell on a Friday. For the results of the 2008 parade winners, please visit www.aspenchamber.org.

The 2008 Aspen Arts Festival takes place July 19-20, 2008 from 10 a.m.– 5 p.m. Approximately 175 artists will display their work in the beautiful open air gallery of Wagner Park.

Save the date: Wintersköl 2009: January 8-11, 2009
 Food & Wine Magazine Classic in Aspen: June 19-21, 2009

Aspen Groups: Aspen Groups is excited that a third property, The Gant, has received their ZGreen Certification. The resorts who participate in this program help to add validity to our marketing efforts positioning Aspen as a "Green Destination". Please thank & congratulate Donnie Lee the next time you see him.

Joanna will be traveling to Atlanta for a "State of the Industry" meeting with expert panel discussion. The event is hosted by Plan Your Meetings Magazine and will look explore how group travel will be affected by current economic changes.

Sales and Marketing: Occupancies in June were down in the last two weeks of the month with Food & Wine week being up a bit over last year. So far July and August look good. We are compiling a six month update for the Marketing Advisory Committee, working on Annual Report and beginning stages of Marketing Plan for 2008. Research for non-winter visitors is under way and we expect to have a full report by October. Lisa & Joanna will travel to Atlanta for media and sales calls. On the media front we will be promoting Delta's non-stop service for the upcoming ski season. On the sales front, we will meet with Atlanta- based Coca Cola, Porsche, Delta and CNN.

Visitor Services: The **Guest Pavilion** has hit full stride and is seeing 400+ visitors a day. A couple of trends that have emerged this summer; many of the day trippers are from Colorado, and the daily visitor is here for 1-2 hours compared to previous summers the day tripper spent 2-4 hours in Aspen.

The Wheeler Opera House has been a hub of activity with the Aspen Music School using the Wheeler Box office as their primary ticket office. To accommodate the Music Festival the ACRA Information Desk has changed hours of operation to 9 am-6 pm whenever possible. Past summers the Wheeler has opened at 10 am.

The Rio Grande location continues to see 200+ visitors a day. Hours of operation have been extended to 6 pm 3 days a week to accommodate visitors looking for rooms. Most day trippers arrive between 11 am-3 pm, and spend a couple of hours in Aspen. There is a second wave of visitors that start arriving around 4:30pm looking for accommodations.

Aspen/Pitkin County Airport Ambassadors have noticed that many more passengers are taking their luggage on board with them instead of checking it. The Ambassadors as well as our visitors continue to be challenged by the lack of brochures and magazines at our Welcome Center. We are working with the airport and Interspace Airport to address the challenges.

Membership: The Community Luncheon at the Sundeck is scheduled for Thursday, August 21, 2008 – please mark your calendars. Second invoices have been sent to the membership. We held a Business Health Reform Seminar on Wednesday, July 23rd. The next Workers' Comp Safety Committee meeting and seminar will be held at the Mountain Chalet on Tuesday, August 19th – you are all welcome to attend. The Member Service Committee will meet on September 18, 2008.

Faces of Aspen/Snowmass: We are pleased to announce the July STARS of the Month. The Aspen STAR is "Pom" (actual name - Sirinan Jampathet). Pom is from Thailand and works at Zele, Su Casa and Matsuhisa. The Snowmass STAR of the Month is Pam Mulleavey. Pam works with the TOSV; she's a Parks and Trails Foreman in the summer and an Equipment Operator in the winter.

Operations: It's been a challenging week for the ACRA staff. The main computer server crashed last Thursday, we were unable to access our files and email for five days. The website is still up and running. We've worked long hours with Mitchell and Company to assist get a temporary fix in place. We are now on a transitory server provided by Mitchell and Company and will discuss with the finance committee the options for repair and or replacement.

This and That: Debbie and Heather recently attended Institute for Organization Management (Institute), an intensive week-long nonprofit leadership training program held July 13–17, 2008, at Loyola Marymount University in Los Angeles, Calif. Graduates of Institute receive the IOM recognition, signifying completion of 96 hours of course instruction in association, chamber, and nonprofit management.

The Finance committee will meet beginning of next month to review financials and capital requests. The budget will be presented at the ACRA/ASC luncheon August 21, 2008 at the Sundeck. I hope you can attend.