

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS
PRESIDENT AND STAFF REPORTS
October 2016**

Special Events

The 12 Days of Aspen (Dec 20th-31st) event schedule has been updated and is available online at <http://www.aspenchamber.org/events/acra-annual-events/12-days-aspen>. 12 Days of Aspen calendars will be printed and distributed around town after Thanksgiving.

Wintersköl 2017 takes place January 12-15. In honor of the World Cup finals returning to Aspen in March, the Wintersköl Committee has selected "Our Cup Runneth Over" as this year's slogan. The slogan will appear on the 2017 button as well as all Wintersköl promotional materials. The ACRA is currently accepting nominations for the 2017 Wintersköl King & Queen. For nominating criteria and more information on the King & Queen contest, visit <http://www.aspenchamber.org/events/acra-annual-events/wintersk%C3%B6l/wintersk%C3%B6l-king-queen>. We are currently securing Wintersköl sponsorships and are offering many valuable benefits. For more sponsor information, please contact Jennifer Albright Carney at jalbright@aspenchamber.org. Submissions to the 2017 Wintersköl schedule are now being accepted, as the official event guide is in the process of being finalized. Please contact Brittany Zanin at bzanin@aspenchamber.org with schedule submissions and/or questions. The official event schedule will be available online in November.

Membership

Thank you Darnauer Group Communications for hosting Business after Hours on 9/27 at BB's Kitchen. The next Business after Hours will be hosted by Timberline Bank on November 17th, please remember to bring a gift to be donated to the Holiday Gift Basket Program. Members still have time to save on their 2016/2017 season ski passes, the next deadline is Friday, November 11th. Clare, Riley and Erik met with David Meyer and Skippy Mesirov to discuss adding an Entrepreneurial of the Year award to the annual business awards. The Member Service's Committee will coordinate the application and selection process for this new award. The C.C.L.C is starting to work on the applications and contract for the 2017 Saturday Market. Due to potential construction conflicts the market's layout may change slightly due to new construction on Hopkins Ave. There has also been some discussion about the makeup of the market, agriculture vs. artisans and local vs. non-local.

Visitor Center

September and October have seen record numbers of visitors this year. The fall foliage and mild temperatures have brought more guests to the area. We increased staffing to ensure good service for everyone. Only this week have our visitor counts begun to decrease. Some minor repairs have been made to the Guest Information Pavilion on Cooper Ave. and Galena to prepare for colder weather.

Airport Guest Services

Guest Services staff is taking advantage of our off season to complete our required FEMA training. Training includes three online courses designed to enable staff to become part of our airports operation/emergency response plan.

Although, the October flight schedule consists of only seven flights per day, most have remained full.

Destination Marketing/Sales

The Marketing Advisory Committee met on October 11th and the Aspen Lodging Association on October 13th to review and approve the destination marketing results and the budget for FY17. The marketing presentation to City Council will take place on Monday November 7th at 5:30pm and we encourage attendance at this meeting in support of ACRA's destination marketing efforts. Aspen was recognized as the #2 Best Small City in the U.S.A. with a score of 90.13 in the *Condé Nast Traveler Readers' Choice Awards* - the longest-running and most prestigious recognition of excellence in the travel industry commonly known as "the best of the best of

travel.” We recently hosted media and travel trade from Germany, UK and Japan through Colorado Tourism office as well as a group of 11 travel agents from Monterrey, Mexico to showcase Aspen in the fall season. The inaugural Aspen Photo Challenge was a success with nearly 8K views to the website’s photo galleries to date and broad reach on ACRA’s social media channels and those of participating photographers. Voting for the Crowd Favorite is still live – vote once a day until November 2nd when the winner will be announced – use this link to vote <http://www.aspenchamber.org/aspenphotochallenge> We are working with Aspen Ski Company to reach out to ACRA membership and collect deals for their Perfect Storm lodging and ski package. The sales team is working on the 2017 planning and partnership opportunities with our stakeholders. Sarah Reynolds Lasser is now a Certified Incentive Specialist after completing the certification program offered by Site (Society for Incentive Travel Executives). The sales team represented Aspen at the international tradeshow IMEX in Las Vegas with Destination Colorado including Snowmass Tourism, Aspen Skiing Company, and The Little Nell as well as the Connect Faith tradeshow in Orlando.

Operations

The Admin team has been working on the renewal of the Contract for Services with the City. Preliminary budgets have been completed for the admin team to review.

SAS is leaving the sublease space at the end of October and ACRA will be expanding into the open space in November. As a result of the expansion, Nicole has been meeting with Mitchell & Company, CommWest and other vendors to determine the IT needs and existing phone services.