

TOP 10 REASONS TO JOIN

Media Rewards

Save hundreds on the cost of radio, newspaper, magazine and web advertising through our media partners.

Special Events

Tap into the spending power of hundreds of thousands of visitors (and locals) attracted by our annual events.

Networking and Leads

Meet professionals from more than 720 local member businesses—make new contacts, share leads, increase sales.

HR Support

Cut administrative costs through discounted payroll and credit card processing and take advantage of our employee training seminars.

Increase Exposure

Take advantage of advertising, public relations and marketing opportunities through co-op ads, Facebook, ACRA Blog, national partnerships and national circulation of promotional publications.

Recreational Benefits

Keep your employees healthy and happy with a variety of wellness incentives at local gyms, spas, and recreation centers.

Web Presence

With more than 30,000 unique visitors a month, our website is the perfect tool to drive business to your site and through your door.

Visitor Services

Increase your bottom line by targeting more than 280,000 visitors who request information every year at ACRA's visitor centers, through our website and by mail.

Insurance Savings

Significant discounts on Workers' Compensation and Health Insurance premiums through Pinnacol Assurance and The Roaring Fork Valley Community Health Plan.

Discounted Ski Pass

Need we say more ...





2011 ACRA HIGHLIGHTS

Presented by Warren Klug
Chairman of the ACRA Board

ACRA BOARD OF DIRECTORS

Warren Klug – Chairman
Aspen Square Condominium Hotel

Stan Clauson – Chair Emeritus
Stan Clauson Associates, Inc

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Bill Tomcich – Ex Officio
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City of Aspen Representative

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John Maloy – Ex Officio
Aspen School District

Derek Johnson
City of Aspen Town Council

Torre
City of Aspen Town Council

Kenny Smith
Meridian Jewelers

CHAMBER HIGHLIGHTS

DESTINATION MARKETING

- In 2010, ACRA collaborated with the City of Aspen, the Aspen Lodging Association and community business leaders to pass Referendum 2A – a 1% increase in the lodging tax.
- In the November 2010 election, Referendum 2A passed by a margin of 62%.
- In 2011, the additional lodging tax will generate an estimated \$1.3 million dedicated to marketing and promoting Aspen as a premier year-round resort.
- ACRA will present a new creative campaign for the summer at the Food & Wine luncheon on June 16th.

CHAMBER HIGHLIGHTS

BUSINESS ADVOCACY

- Election Forums / Business Surveys
- Hospital Advisory Committee
- Airport Master Planning Committee
- Blue Sky Forum – Forest Service development
- Community Health Plan
- AACP

CHAMBER HIGHLIGHTS

NETWORKING AND SPECIAL EVENTS

- Inaugural Aspen Business Expo
- Monthly evening networking events
- Wintersköl, FOOD & WINE Classic in Aspen, 4th of July and Aspen Arts Festival
- USA Pro Cycling Challenge – heading up the Marketing & PR Committee





2011

**BUSINESS
ADVOCACY**

SURVEY RESULTS

Presented by Debbie Braun
President & CEO of ACRA

SURVEY BACKGROUND

- In January 2007, ACRA formed a Public Affairs committee designed to educate and advocate for community issues that most affect the working success and viability of Aspen's local businesses.
- Over the past few years ACRA has created channels enabling members to become more informed and voice their opinions on issues facing our community.
- Annually a survey is conducted to help ACRA better understand the opinions and positions of its members on community issues.

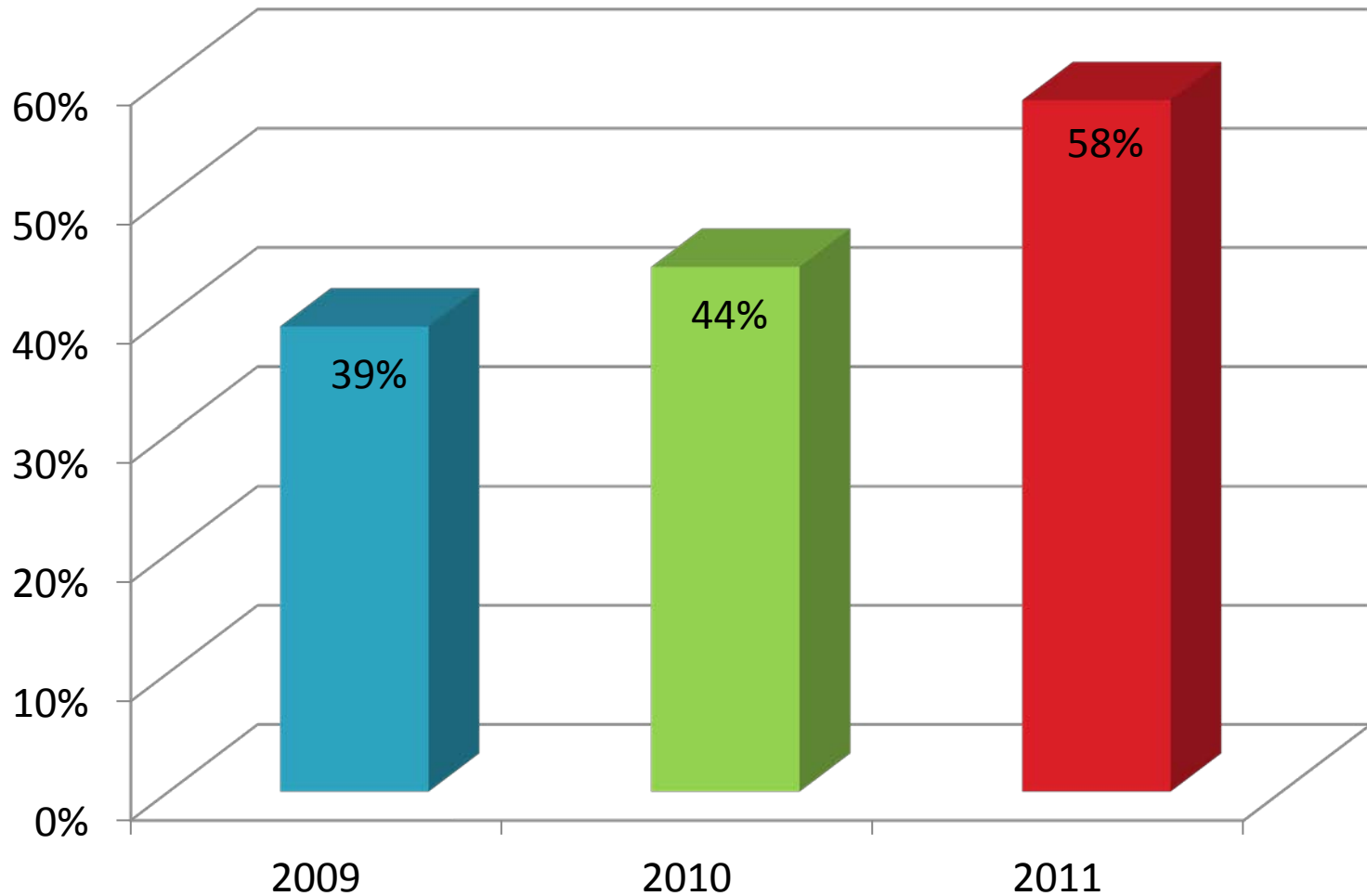
SURVEY INFORMATION

- On March 31, 2011, an electronic invitation was sent to 923 ACRA members.
- A total of 146 completed surveys were returned – a 16% response rate.
- The sample reflects a representative distribution of businesses across categories of Chamber membership, including lodges, real estate, non-profit organizations, retailers and restaurants.

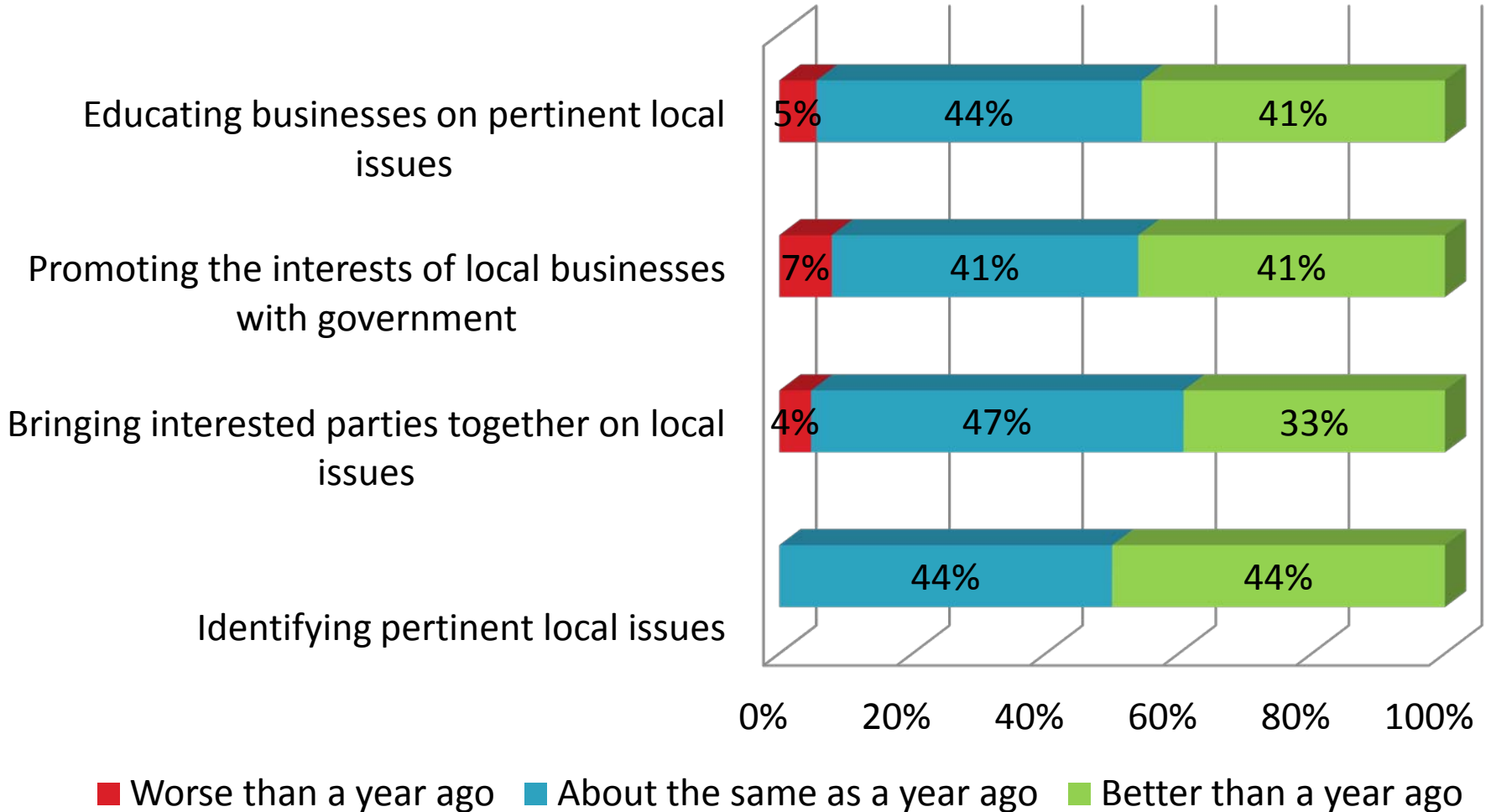
RESPONDENT PROFILE

- The majority (72%) of questionnaires were returned by members who identify themselves as “owners” or “general managers” of their businesses.
- Sixty-two percent represent businesses operating in Aspen for 10 or more years; 10% represent new businesses operating in Aspen for fewer than 2 years, and 28% have been in business for between 2 and 10 years.
- Fifty-one percent of responding businesses have ten or fewer employees, 12% have 50 or more, and 29% have 11-49 employees.

EFFECTIVENESS OF ACRA'S BUSINESS ADVOCACY ROLE

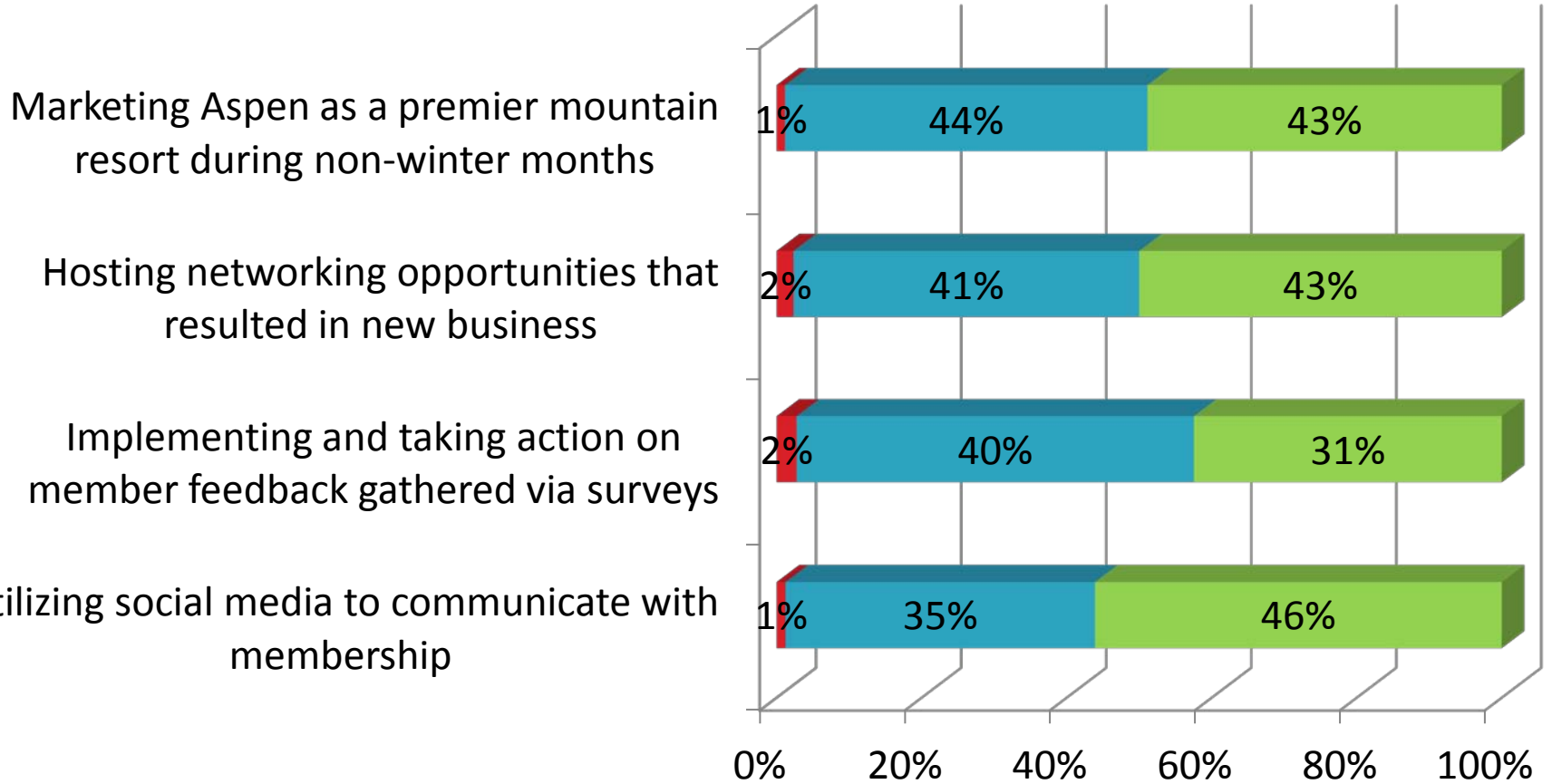


ACRA'S PERFORMANCE THIS YEAR



ACRA'S PERFORMANCE THIS YEAR

CONTINUED FROM PREVIOUS SLIDE



■ Worse than a year ago ■ About the same as a year ago ■ Better than a year ago

ACRA'S PERFORMANCE THIS YEAR

Hosting networking opportunities that resulted in new potential business

“Business Expo was great!”

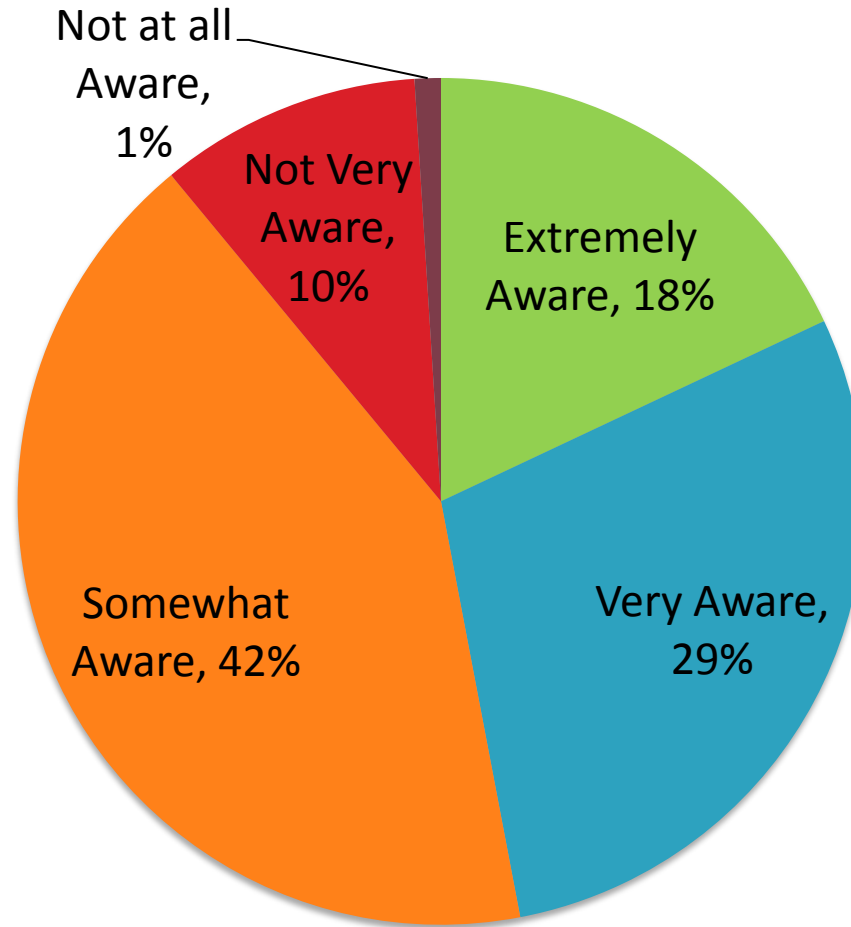
Marketing Aspen as a premier mountain resort destination during the non-winter months

“Bravo. Lodging tax works, special events work.”

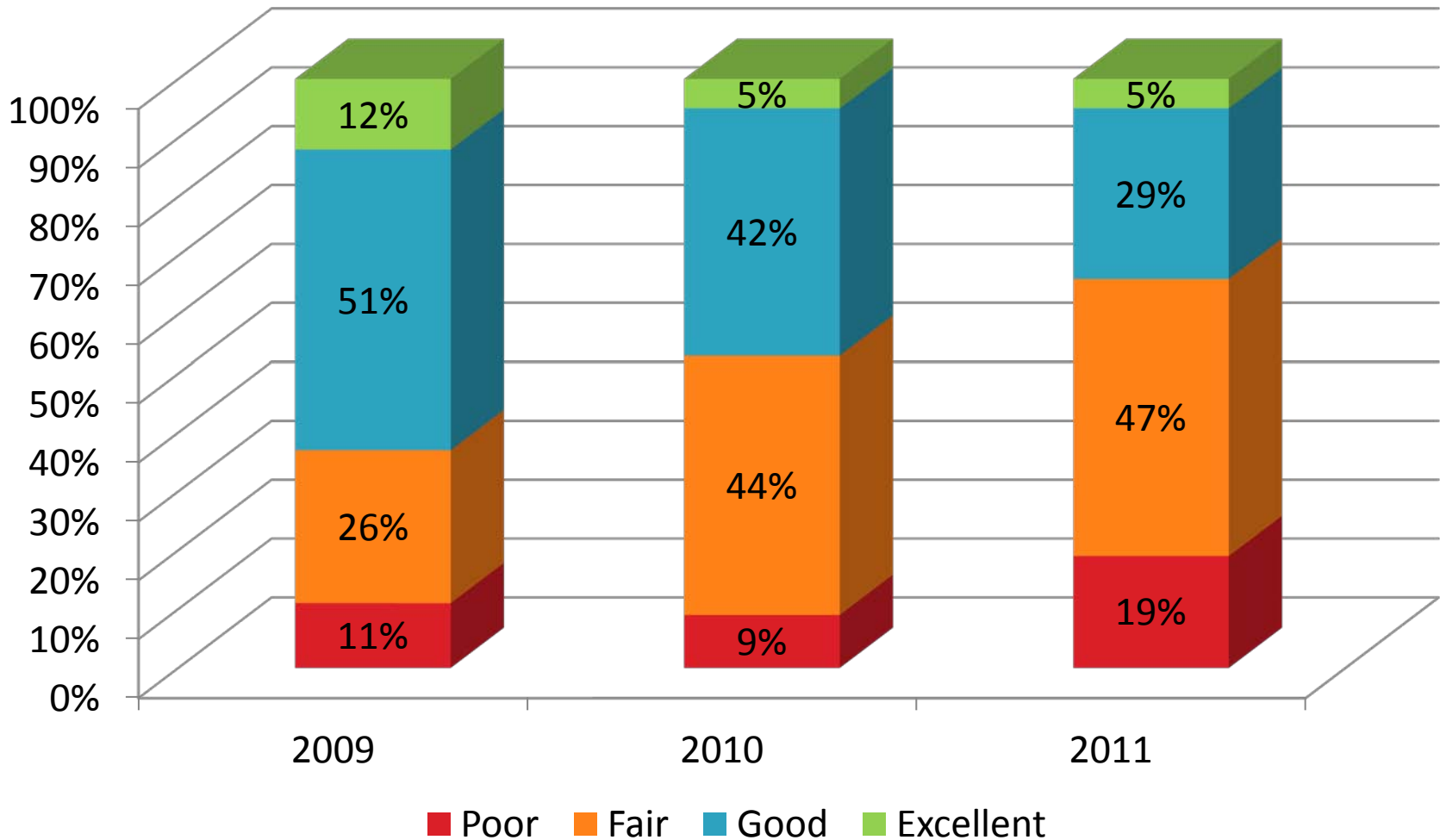
Utilizing social media platforms as resourceful ways to communicate with the membership

“Unfortunately, we have only been members of the Chamber for less than a year, but we have been extremely satisfied with the ACRA! We will continue to be a part of the chamber for many years to come!”

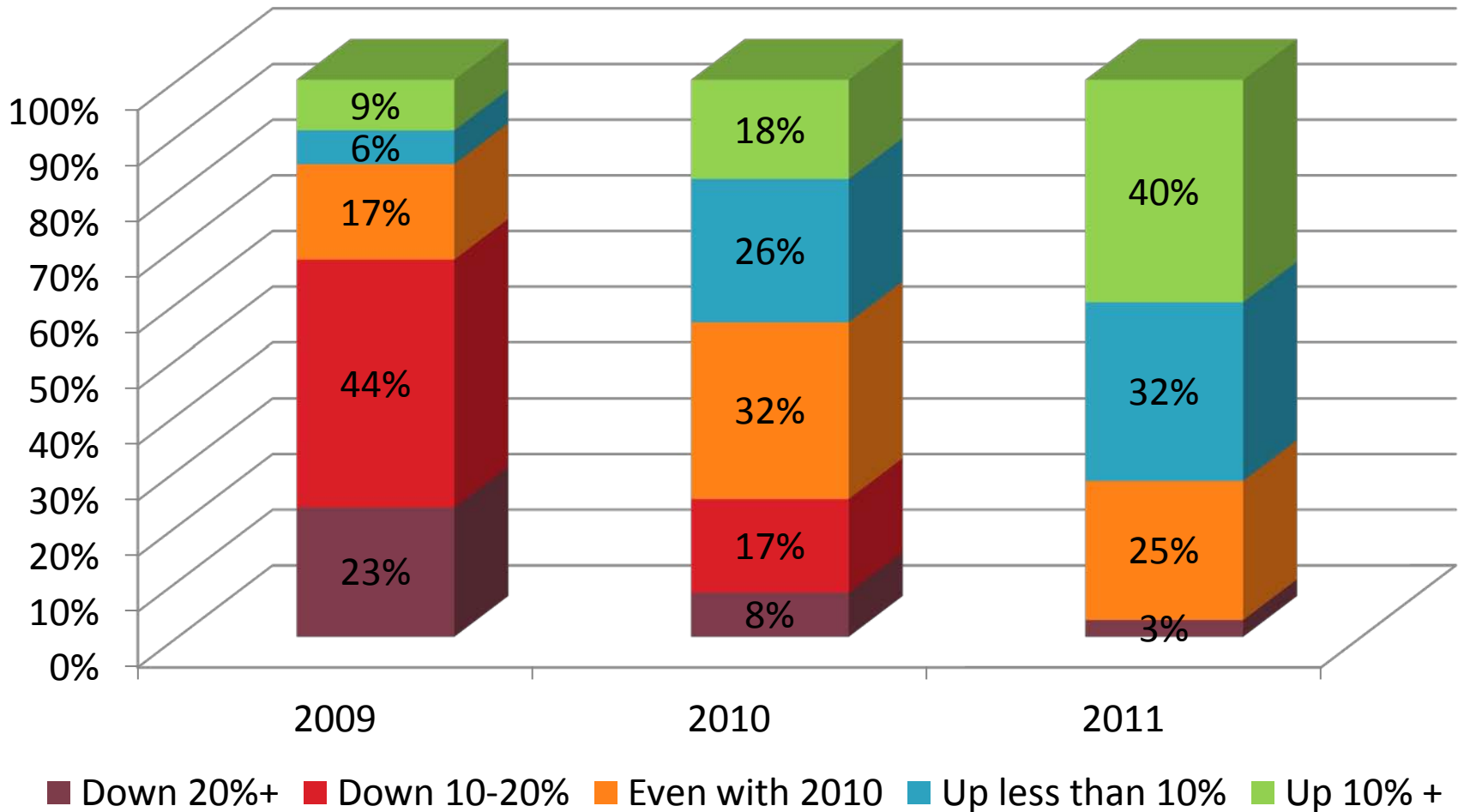
MEMBER AWARENESS OF ACRA'S INITIATIVES



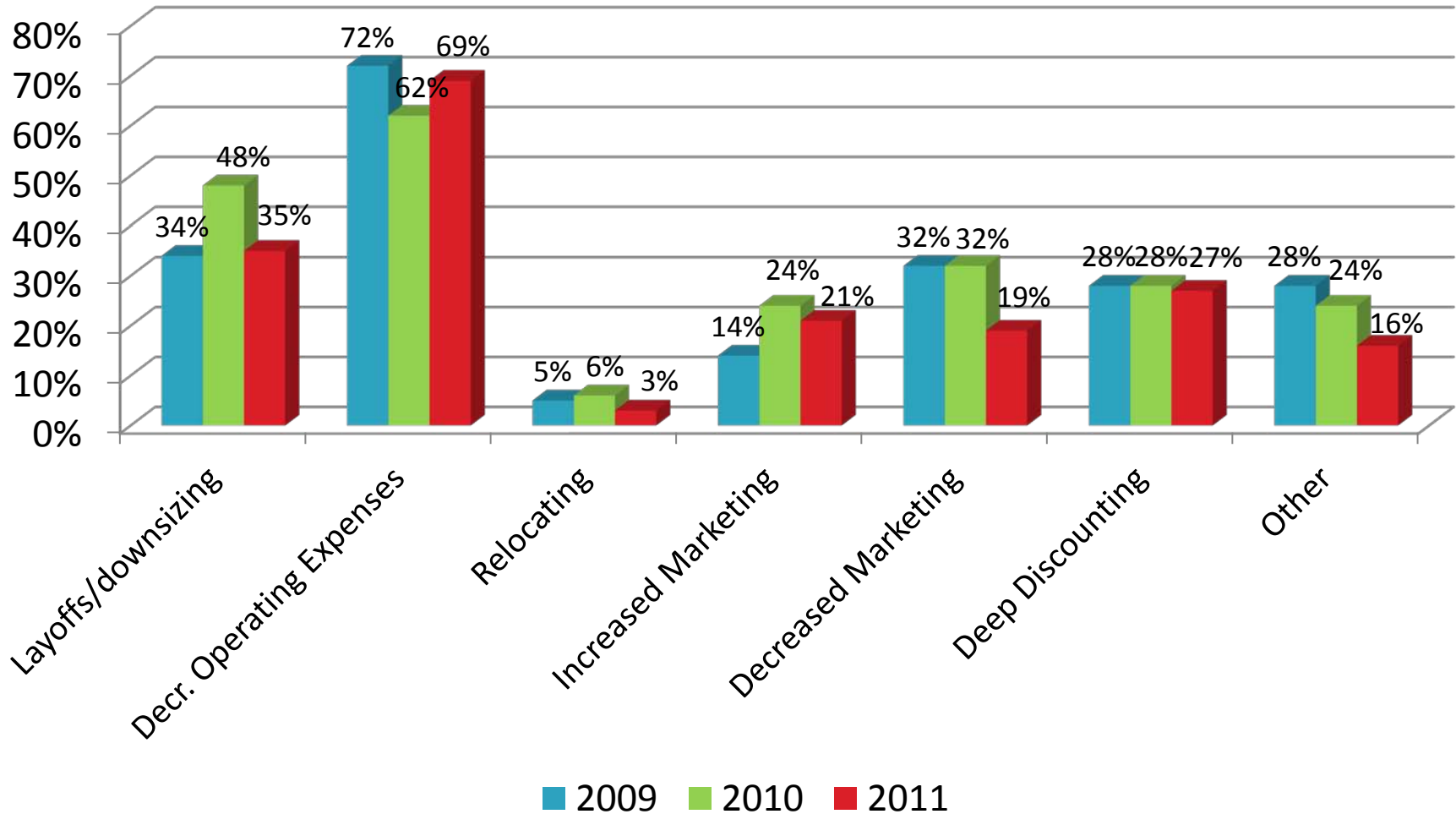
MEMBER'S FINANCIAL PERFORMANCE LAST 12 MONTHS



PROJECTED BUSINESS PERFORMANCE



CONSEQUENCES OF ECONOMIC DOWNTURN



RECENT UPSWING IN BUSINESS

69% of members have noticed an upward swing in business

"Seeing people start to spend again, looking for bargains, however we are seeing less rate resistance and more advance booking."

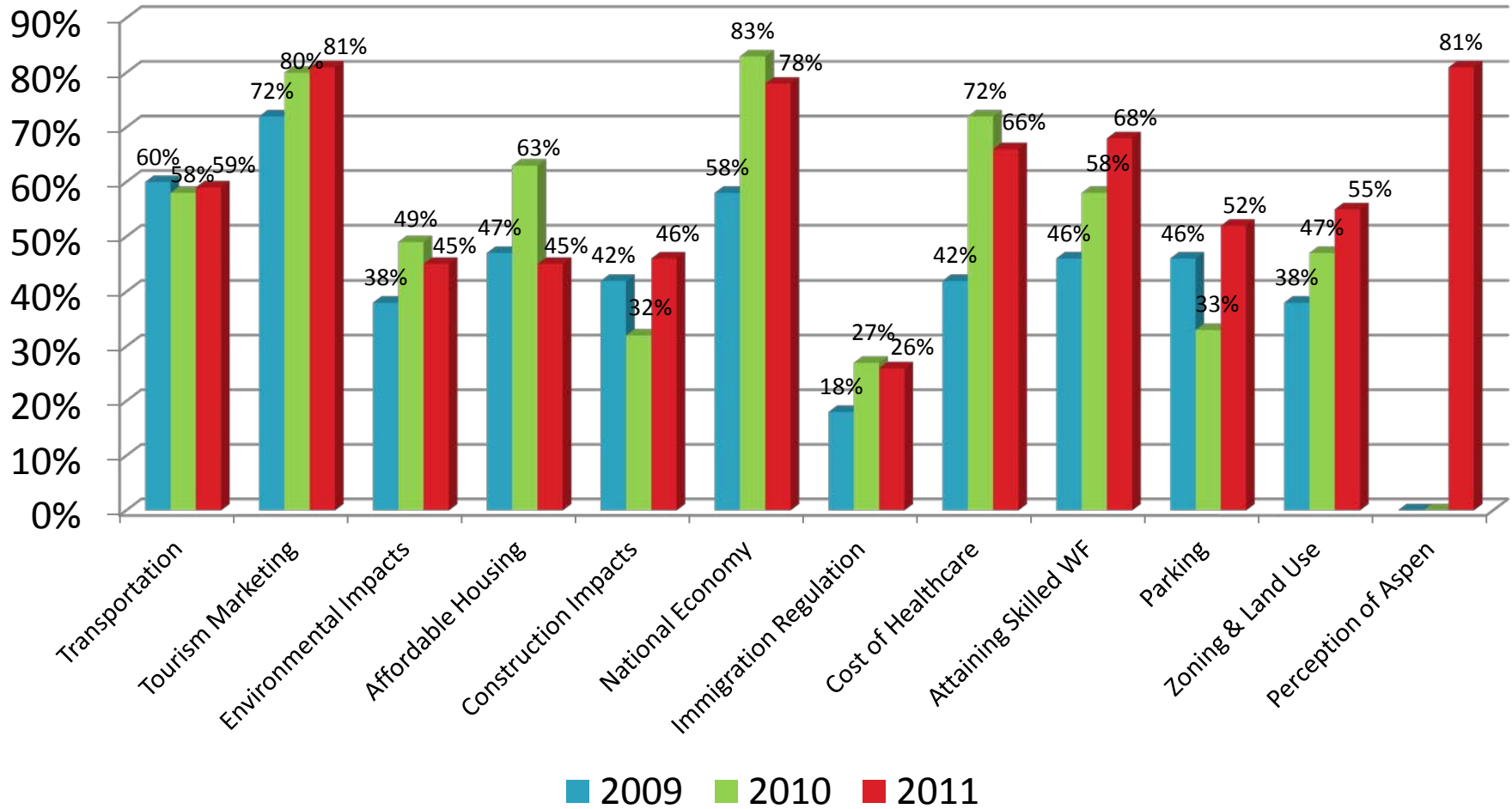
"We have a REALLY strong upcoming summer!"

"We have a backlog of work and have hired 8 people in the last five months."

"Slow progress as clients gain confidence"

" There is more potential business on the horizon than 6 months ago but nothing that is tangible or billable."

ISSUES AFFECTING LONG TERM SUCCESS OF ASPEN BUSINESSES



ISSUES AFFECTING LONG TERM SUCCESS OF ASPEN BUSINESSES

TRANSPORTATION

- *“Air accessibility is vital to the resort. Local mass transit is a positive for visitors”*
- *“Need to implement Entrance to Aspen”*
- *“Need to keep increasing flights.”*

NATIONAL ECONOMY

- *“Aspen clearly has been affected by the national economy. We need to be aware of those fluctuations that potentially affect our tourism and our businesses.”*

ZONING AND LAND PLANNING USE

- *“Aspen needs reasonable zoning and land-use planning. Not that everything goes, but to protect what is important and highly valued, but allow necessary changes to move into the 21st century. More often than not, saying “no” to significant resort development is going backward”*

PERCEPTION OF ASPEN

ACRA membership is concerned with the ways in which people outside of the roundabout perceive Aspen.

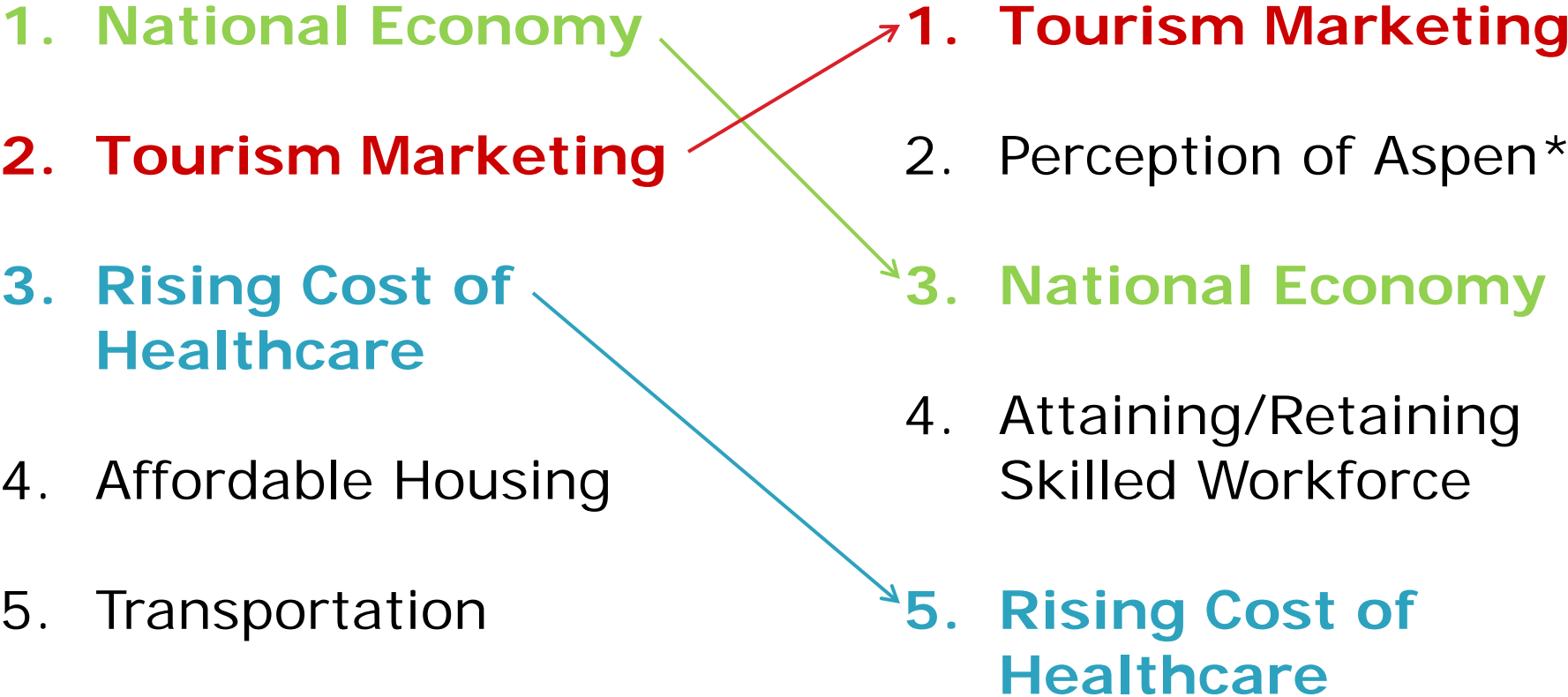


“We need to reinforce the perception that Aspen is rich in resources and experiences. There is something for everyone here.”

“Perception of Aspen greatly impacts tourism and the desirability of our resort town.”

“Can’t control the press; one Charlie Sheen will wipe out an entire year’s PR efforts.”

TOP FIVE ISSUES: 2010 VS. 2011



*New option in 2011, not offered in 2010 survey

LOCAL, STATE, FEDERAL ISSUES

LOCAL

- *"Focus on the Aspen Area Community Plan"*

STATE

- *"Daylight Savings Time"*

FEDERAL

- *"I would prefer that ACRA focus on local issues. For example, I am not in favor of ACRA withdrawing from the U.S. Chamber."*
- *"None not your ballywick"*
- *"No! Focus locally!"*

GET FOUND

ACRA MEMBERSHIP BENEFITS

