

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS
PRESIDENT AND STAFF REPORTS
APRIL 2019**

Special Events: The 37th annual FOOD & WINE Classic is quickly approaching. The event staff from New York was here April 16-18th for our final set of production team planning meetings before the event. Once again, the FOOD & WINE Celebrity Chef 5K Charity Run returns as part of the 2019 Classic weekend. The run is open to everyone and will take place Friday, June 14th at Rio Grande Park starting at 7 a.m. Join us at the race before you head to your first seminar, register now at <https://runsignup.com/Race/CO/Aspen/FW5K>. FOOD & WINE Volunteer registration began in April and the response has been tremendous. As of now, all committees are complete except for the Green Team. The volunteer program is also accepting a waitlist. To volunteer visit <https://www.aspenchamber.org/events/acra-annual-events/food-wine-classic-aspen/food-wine-volunteer-application>. For more information, a full schedule of FOOD & WINE events, and to purchase passes visit <https://www.foodandwine.com/promo/events/aspen-classic/classic-main>.

Aspen celebrates the Old-Fashioned Fourth of July on Thursday, July 4th. The drone show has been scheduled to take place as part of this year's celebration. ACRA continues its partnership with the City of Aspen for the production of the parade. ACRA is currently accepting parade applications on-line, to register visit <https://www.aspenchamber.org/events/acra-annual-events/old-fashioned-4th-july/parade-entry>. The schedule of events will be available in May.

Membership: The Membership Department had a busy month of programming and community outreach. The ACRA Community Breakfast was a great success with 170 attendees and presentations from the City, the County, and the ACRA board. Claire attended the Aspen Ascent, a symposium discussing uphill recreation potential in the Aspen area, and both Kathryn and Claire attended Downtown Colorado, Inc. (DCI), a conference discussing downtown vitality across Colorado. At DCI, both attended the Aspen Challenge to brainstorm new ideas for better communication between the city and local businesses. Claire concluded work with the Pitkin County Building Code working group and will attend the BOCC meeting on May 21st to hear the presentations and recommendations from the board. This group will continue to communicate through the ACRA listserv.

Kathryn has brought on 10 new members since March. We are researching a leads group to begin fall 2019 that will provide member-to-member referrals and networking, and a 12@12 program, which will connect members with City officials. The Business and Community Resource Guide will be out in early May.

If you're interested in joining the ACRA listserv, please email Claire at csacco@aspenchamber.org. We are currently running groups for the downtown core, transportation, and architecture & construction.

Visitor Centers: We take advantage of this quiet season to organize our summer 2019 information. This year we are staying in close communication with the Forest Service to receive updates on trail conditions and avalanche warnings. We are receiving numerous calls about the conditions at Conundrum, the 4 Pass Loop and of course, the Maroon Bells area. Right now, we are told to tell visitors to not expect any openings until the situation can be evaluated when more snow melts. People with wedding reservations or other events will be notified by the Forest Service to be prepared to make different arrangements.

Airport Guest Services: Fortunately, the weather cooperated and was beautiful for the Disabled Veterans Winter Sports Clinic held 3/30-4/6 at the Snowmass Village Westin Resort. All flights arrived and departed close to schedule. United Airlines, TSA and airport staff worked closely together to make the participants travel experience as smooth and efficient as possible. Our staff had the opportunity to greet and assist participants as needed. In early April the flight schedule dropped to 8 flights per day, so we have reduced our staffing to 2 shifts per day. Our staff enjoyed a well-deserved "End of Season" Dinner Party at Home Team BBQ.

Operations: John has remained busy this month making sure the staff is well equipped with the latest and greatest in technology. Staff members with ACRA provided cell phones and tablets received new iPhones and iPads with service through Verizon Wireless, transitioning from AT&T for enhanced reliability and cost savings. Following the technology upgrade program, new Mac computers were purchased for admin, special events, and visitor center departments. The RFP for banking services is being successfully implemented, with online services and a remote check scanner installed in John's office. There has been communication with Comcast about upgrading our office phones with newer features that will allow employees to remain connected remotely. We are very excited about all of these changes, as they are streamlining operations and providing cost savings to ACRA.

Destination Marketing: Eliza attended her second core course for Destinations International's Certification in Destination Management. We currently have 56 of the 91 requirements submitted towards our Destination marketing accreditation program. The arts & culture nonprofit group met on Thursday April 24th to review summer programming and marketing initiatives. The Spring/summer/fall brochure will be delivered on 5/1 and distributed to Welcome Centers across the state, as well as available in Red Wheel Media racks throughout town, and fulfilled through the website on a request basis. Email newsletters sign ups continue to grow with the addition of the chatbot to the website with a 425% increase. The website redesign is well underway with a potential launch date of early July. The marketing department is hiring a part time summer outreach coordinator who will manage the "sleeping giants" of social media including Google's DMO partnership, Trip Advisor pages and more. The PR team hosted a spring PR Pitch in Denver/Boulder in conjunction with our arts & cultural orgs on the 24th & 25th. The Fly Aspen Snowmass group met on the 24th, and the agenda from that meeting is included here.

Sarah partnered with Aspen Skiing Company to attend the Global Meetings and Incentive Exchange hosted buyer program. She also partnered with The Little Nell, Limelight Hotels, and Aspen Skiing Company for a NYC sales mission focused on corporate and incentive clients. The team has been providing extensive destination services and support to two large spring groups – Downtown Colorado Inc. and Earth's Call. TravelAge West will return for their second year for the Future Leaders in Travel Retreat and came for a planning site visit to see new venues. We are running successful wedding Facebook ads focused on top feeder markets. There has been collaboration with the marketing team to create monthly targeted wedding Facebook ads, as well as working on a @weddingsaspen Instagram takeover with Rocky Mountain Bride. Liz is confirming attendees for an in-market New York social networking event for next month with both the Hotel Jerome and St. Regis Aspen.

Save the Date:

FOOD & WINE Classic in Aspen - June 13-16, 2019

Old Fashioned Fourth of July Celebration - July 4, 2019

New Chamber Members:

Oxygen Now

Counseling Aspen

Climate Control Company

Aspen Flooring

In8sync

Distinctive Dentistry

Land + Shelter

Caitlin Dunn Jewelry

Global Value Advisors

Aspen Junction Services