

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

**Special Events:** ACRA's special events department is pleased to have hosted ACRA's two annual winter events, the 12 Days of Aspen in December and the annual Wintersköl celebration in January. ACRA's activations for 12 Days this year included a new FREE Aspen Holiday Photo Booth on the Cooper Avenue Mall on December 27<sup>th</sup>, the annual give-away on Christmas Day featuring a mason jar hot chocolate mug complete with customized hot chocolate packet and extra-large candy cane sticks for the kids, as well as a new marketing brochure of the 12 Days of Aspen calendar distributed to local lodges. The 68<sup>th</sup> annual Wintersköl Celebration, "Aspen, Original by Design" honored the mission of the Bauhaus Centennial Celebration, commemorating the influence of the Bauhaus on Aspen. As part of Bauhaus 100: Aspen and Wintersköl, ACRA partnered with Anderson Ranch Arts Center on a new art installation, 6 Bauhaus inspired wooden sculptures presented by Destination Marketing which were featured in Wagner Park. For the second year, ACRA hosted the Wintersköl *Snowcoming* Bonfire in Wagner Park on Saturday night in partnership with the Aspen Fire Department featuring a performance by the United States Air Force Academy Drum and Bugle Corps, DJ Naka G, free food, and the grand finale Fireworks Extravaganza over Aspen Mountain. The 2019 Fireworks Extravaganza also incorporated elements of the Bauhaus influence by integrating two "100 Pattern Shells" as well as a unique shells with cross-section of the color spectrum. During the day on Saturday, ACRA continued to host the Canine Fashion Show and this year's WinterFest included a new Bow Wow Kids Cookie Decorating Zone (where kids decorated edible "dog bone" cookies) as well as sponsor sampling activations with Kevita and Moonlight Beverage Company in addition to local favorite FREE Aspen Kettle Corn samples. Special thanks to all the businesses and individuals that help make Wintersköl possible, ACRA appreciates the support of the community! Congratulations and thank you again to Lissa Ballinger and Mike Monroney for serving as this year's Wintersköl Royalty. The FOOD & WINE Classic in Aspen takes place June 14<sup>th</sup> - 16<sup>th</sup>, 2019. Passes are currently on sale through Stay Aspen Snowmass. Consumer and Restaurant Trade passes are \$1,600 and increase to \$1,700 after March 1<sup>st</sup>. For more information on this year's event, please visit <https://www.foodandwine.com/promo/events/aspen-classic/classic-main>. The event staff from FOOD & WINE is in Aspen the week of January 29<sup>th</sup> for our next set of planning meetings. Thank you to Brittany Zanin. After 3 years on the events team, Brittany is moving on to her next adventure! Brittany's last day with ACRA was January, 24<sup>th</sup>.

**Membership:** The Annual Helen K. Klanderud Wintersköl Awards Luncheon held on January 10<sup>th</sup> was a great success. We kicked off the Bauhaus 100 celebration, and honored Rick Balentine as the Molly Campbell Service Award Winner, Tom Yoder as the Defy Ordinary winner, Limelight Hotel Aspen as the 2018 Business of the Year, and WE-cycle as the 2018 Non Profit of the Year. Claire Sacco was promoted to Senior Membership Manager and Kathryn Dziedzic has joined the department as Senior Manager of Membership Sales. We have developed a communications plan to outline our strategic communications for the next year and have purchased a LISTSERV to create a platform for a member forum. Claire has been convening with our construction and architecture members to give feedback and help develop the Pitkin County building code amendments. The Public Affairs committee met last week to discuss the Lift One Corridor project and the election schedule. ACRA will be hosting 4 election shows on February 13<sup>th</sup> and February 20<sup>th</sup> to interview candidates.

**Visitor Centers:** After a busy December, we began helping Special Events with The Wintersköl activities. This included the sale of tickets for the Membership Department of the annual Wintersköl kickoff luncheon at the St. Regis. We all worked as a team to set up the banquet room and register guests. Our in-town visitor counts have been very steady through the month due to good snow conditions this year. We expect February to be the same. This week brings the X-Games to Buttermilk and we staff additional coverage on Friday and Saturday to handle the crowds that venture into town between events and concerts. We communicate with RFTA on shuttle bus schedules and conditions.

**Airport Guest Services:** Our staff attended the winter kick-off meeting with our community non-profits to hear about their winter offerings. Several of our staff participated in a CPR and AED refresher course offered by Airport Operations. Due to the recent TSA regulations that prohibit unattended vehicles in front of the airport (curbside) and requiring all unattended vehicles be towed, our staff has been working closely with airport security to get the word out and connect passengers with their shuttle, limo or taxi drivers. We are staffing a podium located at the arrivals entrance/exit doors with a laptop displaying arrivals/departures of these vehicles to help facilitate this process. We are also making PA announcements to alert drivers to return to their unattended vehicles and avoid towing. Our winter season flight schedule started December 18<sup>th</sup> with up to 42 full commercial flights per day. We are strongly advising passengers to arrive two hours prior to their scheduled departure time to allow sufficient time to navigate long lines to check bags and pass through security. We have helped numerous distressed American Airlines passengers who have experienced unusually long delays for deplanement and baggage retrieval, in many cases up to 2 hours. TSA staffing has not yet been affected by the federal government shutdown. The ASE Vision Launch Event scheduled for Feb. 6<sup>th</sup> has been cancelled due to the government shutdown.

**Destination Marketing:** The destination marketing department is pleased to announce a promotion to Bridget Crosby who has been promoted to Marketing Manager. Bridget is now managing all social media accounts, as well as the ACRA blog, in house. Sarah Reynolds Lasser has been promoted to Senior Director of Business Development and Liz Cluley has been promoted to Senior Sales Manager. Jack Orsi has joined the team as sales coordinator. The sales team is preparing for the first meeting planner familiarization trip as well as planning travel and tradeshow with partner opportunities for the year. ACRA will spearhead an arts & culture economic impact study to measure the impact these organizations have on Aspen's local economy. In partnership with the arts & cultural organizations, ACRA has offered to create a co-op marketing opportunity for the group that meets quarterly. We will contribute \$10,000 towards 4 print advertisements in Denver Based 5280, and if each organization chooses to participate the cost to that organization will be \$1,000. The department collaborated with Special Events to conduct research at Wintersköl and looks forward to analyzing the results to inform next year's event. We have partnered with Arrivalist for the entirety of 2019 to gather insights on our consumer visitation behavior via pixels placed on our website as well as paid media, the proprietary methodology is able to measure actual arrivals into the destination based on those exposed to our media. Our very own ACRA "bot" will be implemented on the website in early February to increase newsletter signups & Field Guide requests, depending on the success this technology can be utilized in other ways throughout the site. The PR Team has hosted Brandon Pearlman of Town & Country, Joe Diaz from AFAR, and Jen Murphy from Sunset Magazine. They are currently on a pitching trip in New York City. Promo Communications has pitched the Bauhaus Celebration in Aspen to numerous outlets and current coverage includes Chicago Tribune, Fathom, 5280, American Airlines Celebrated Living, Vanity Fair on Art.

**Operations:** After a very busy holiday season and year end, things are settling back down at the Chamber offices. There have been a few staff changes, with the departure of Amy Roldan, Erik Klanderud, and Brittany Zanin. We wish them all the best in their future endeavors. We also want to welcome aboard Kathryn Dzedzic as Senior Manager of Membership Sales and Jack Orsi as Sales Coordinator. We are very excited about them joining our team and are confident that they are going to do great things with the Chamber. The ACRA sent out a Request for Proposal for Banking Services to our local member banks in November, and after quite a bit of discussion, have come up with a plan to deepen our relationships and spread our business throughout all of these members. We have awarded Alpine Bank the Destination Marketing operating accounts and are still finalizing our strategy to spread the remainder of the funds. The Chamber has consolidated its three storage facilities from Columbine Storage into one unit at the Basalt Mini Storage. This will be more cost effective and convenient moving forward. Around the office, we have mounted sound absorption panels to try and best manage the sound that carries through the open floorplan. In all, 2019 is off to a great start and looking like it will be a wonderful year.