

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

Special Events: ACRA wrapped up its summer event season with the Aspen Arts Festival July 20 – 21. The 17th annual event was held in a new location this year, Paepcke Park. The new venue was primarily well received by participating artists as well as attendees. Should the festival return to the location, some adjustments will be made to further improve the flow and experience. Paepcke Park offered great visibility off of Main Street as well as provided a welcoming atmosphere where one could browse a wide variety of mediums created by national & local artists, dwell in the relaxing lounge area ACRA provided in the shade of the park's trees, and grab a delicious bite to eat & a refreshing drink from the food truck.

The 4th of July featured a new Laser Light Display in Wagner Park with DJ Naka G providing music before and after the light display. The laser display utilized 2 large inflatable globes which lasers projected images onto as well as 4 rear projection lasers casting beams over the crowd. The show was choreographed to accompanying music. Unfortunately, the 4th of July Drone light show was cancelled due to a computer software issue that grounded the fleet. The ACRA will continue to explore innovative alternative entertainment options for future 4th of July Celebrations. ACRA did receive feedback in regard to not hosting fireworks and intends to continue the conversation in regard to the possibility of hosting fireworks in the future.

Thank you for your support of ACRA's annual summer events (the FOOD & WINE Classic in Aspen, the Old Fashioned Fourth of July Celebration, and the Aspen Arts Festival)! Please visit <https://www.aspenchamber.org/events> for the many other events taking place throughout the summer.

Visitor Centers: The month of July has been very busy at all three visitor centers. Steady visitor counts are currently in the hundreds every day. We are manning an information desk outside the main office at our Mill Street location as well as our usual indoor desk which is proving to be quite successful. Parking, as usual, is the big issue we have to contend with during the summer season. Our public parking garage has been full every day by 11:00 a.m.

Airport Guest Services: After all the flight disruption and valley wide distress caused by the Lake Christine wildfire last July our 2019 summer has been wonderfully normal. Flights have been arriving mostly full and on schedule with many Music School students, Aspen Institute Forum attendees and participants along with vacationers. Our staff has enjoyed providing guest with information about our theater, music and dining options, hiking trails and conditions, scenic drives and other summer activities along with flight information and transportation assistance, etc. We continue to work closely with the airlines to keep passengers informed as to the status of their lost/delayed baggage when needed. With limited airport parking we are encouraging travelers to find alternative means of transportation when possible. Also, we are referring people with interest, questions or concerns about the airport runway/terminal expansion process to visit the ASE VISION website for updates and to schedule an airport tour.

Membership: We are thrilled to announce that Lindsey Fay will be joining us as the new Membership Coordinator, with a start date of August 12th. Lindsey comes to us from the St. Regis Aspen and has prior experience working with non-profits, special events, and communications. Her enthusiasm and unique skillset will complement Kathryn's within the department to take sales, benefits, and programming to the next level. Please save the date for the annual *Afternoon Blend*, set to take place on Wednesday September 4th from 3:00 – 5:00 p.m. at the Aspen Mountain Sundeck. The membership department is working to increase social media presence with the @Aspen_Chamber Instagram profile. If you aren't already following, please do so! Send Kathryn a photo and content to be featured to highlight your business and role as an ACRA Board Member.

Destination Marketing: ACRA has been approved for Destination's International DMAP (Destination Marketing Accreditation Program). The accreditation decision indicates that ACRA has satisfied the rigorous standards set forth by the professional destination marketing community, a press release will go out today, following the board meeting to announce this exciting achievement. Only 4 other Colorado DMO's have this distinction (Visit Colorado Springs, Visit Denver, Visit Estes Park and City of Montrose Office of Business and Tourism.) We have developed a new way for social media users to geographically tag their nature photos in an effort to preserve Aspen's iconic and pristine natural beauty. The Tag Responsibly initiative encourages users to use an alternative, generic location tag while still promoting Aspen as a destination: "Tag Responsibly, Take the Aspen Pledge". Both Jessica Hite and Bridget Crosby attended the Denver Digital Summit at the tail end of June and gained great insights both for social media and website development. The aspenchamber.org redesign is on track to launch mid-September. The PR team continues to host journalists, both internationally and nationally based, to showcase summer. Eliza will be on maternity leave until mid-October. Liz partnered with The Gant to exhibit at Destination West and Plan Your Meetings in Denver. Jack shadowed Liz at the Plan Your Meetings tradeshow to experience the appointment-based show. Planning is underway for the August wedding FAM and September meetings FAM. Sarah is planning itineraries for CTO tour operator FAMs this fall. The team is refreshing online listings, sendsites and proposal assets.

Operations: Administration has remained busy assisting all departments. John has helped with special events, membership, and the visitors center. Adirondack chairs were purchased to make the Old Powerplant Building more inviting to visitors, which have been a hit so far. Debbie has been meeting with groups all over the valley. The airport vision process continues to meet, and progress is being made. The group is understanding the needs for a new terminal and runway. Mitch from the City of Aspen Parking Department has been working with Debbie to find creative ways to ensure there is parking for all. She has also been in touch with a local Uber drive and is going to incorporate transit options into conversations with the Public Affairs Committee. Additionally, Debbie has been communicating with the City of Aspen regarding the new office spaces, and how ACRA fits in to plans. All three budgets are exceeding goals and a finance meeting will take place in August for Q2 numbers. It's been a busy month, but we are looking forward to new ideas and accomplishments.

Save the Date:

Afternoon Blend, September 4, 2019

Tourism Outlook, November 19, 2019