

**ASPEN CHAMBER RESORT ASSOCIATION  
BOARD OF DIRECTORS  
PRESIDENT AND STAFF REPORTS  
April 2017**

**Special Events**

The special events department is pleased to welcome Olivia Davis as ACRA's events coordinator. Olivia will be assisting with ACRA's summer events, we are excited to have her join us as part of the team!

The 35<sup>th</sup> annual FOOD & WINE Classic is quickly approaching. The event staff will be here from New York April 24<sup>th</sup>-26<sup>th</sup> for our next set of planning meetings. The 5K Charity Run, presented by Acqua Panna, benefitting Wholesome Wave, returns as part of this year's event. The run is open to everyone and will take place Friday, June 16<sup>th</sup> at Rio Grande Park starting at 7 a.m. Registration is now live, visit

<https://foodandwine.webconnex.com/5k17> to register. For more information and a full schedule of FOOD & WINE events, visit <http://www.foodandwine.com/classic>.

The Old-Fashioned Fourth of July will be celebrated on Tuesday, July 4<sup>th</sup>. The 2017 schedule of events will be available at [www.aspenchamber.org](http://www.aspenchamber.org). Once again, the City of Aspen will be accepting parade applications as well as nominations for 2017's parade Grand Marshal, visit <http://www.aspen4th.com/> for more information. The Aspen Arts Festival takes place July 22<sup>nd</sup> – 23<sup>rd</sup>. ACRA is currently accepting applications for our local Aspen artist section. Interested local artists should contact Olivia Davis at [odavis@aspenchamber.org](mailto:odavis@aspenchamber.org), for more information.

We are working in coordination with the City of Aspen on a 'Shop Aspen' campaign to help drive business to local brick and mortar stores in the core during peak summer season. This campaign will run starting June 17<sup>th</sup> and run through the middle of October, which is the entirety of the Saturday Market. Shop Aspen will have three different initiatives: A Shop Aspen Map that will be handed out at the Saturday Market and act as a guide for shopping at ACRA member businesses in the core; a consistent advertising initiative to accompany Shop Aspen events; Three Shop Aspen Happy Hours to be held on the Saturdays of Aspen's three large art events. There will be more information to come as we move forward with the campaign.

**Membership**

The membership department produced four events within the first three weeks of April. The Community Breakfast was held April 6<sup>th</sup>, at the Doerr-Hosier where over 160 members attended. April 11<sup>th</sup> Garfield and Hecht P.C. presented an Employment Law Seminar at the Aspen Square, approximately 30 members attended. On April 12<sup>th</sup> Debbie interviewed the six City Council candidates on Grassroots, and on April 19<sup>th</sup> the Chamber hosted a Candidate Forum for Mayor and Council Candidates at the Gant. The 2017/2018 Business Directory has arrived and will be mailed out to the membership this week. April membership renewals are strong and income for membership is right on with projections. This past month, staff mailed out over 400 invoices with the renewal letter, so far the response has met expectations.

**Visitor Center**

As the winter season draws to a close the number of visitors declines. However, we have plenty of requests for spring and summer information. Hiking and camping information is the most frequently asked. This time of year is difficult as both are still very limited. Down on the valley floor, conditions are relatively dry but at higher elevations conditions can be dangerous so caution is always advised. This is also our busy time doing re-organizing and recycling to prepare for the arrival of summer maps, brochures, etc. We also spend time contacting all the restaurants and hotels to find closing and re-opening dates for the shoulder season.

**Airport Guest Services**

We officially entered the shoulder season April 4<sup>th</sup> with flights dropping down to 4 per day, to and from Denver. Due to detailed planning and coordination by airport staff, United Airlines, Elks and other volunteers

and beautiful weather, participants of Disabled Veteran's Ski Week experienced smooth air travel and transportation to and from the resort.

### **Destination Marketing**

The spring advertising campaign launched April 3<sup>rd</sup> promoting the Secret Season with a buy 2 get 3 offer. The spring, summer, fall rack brochure is in market around the state as well as in Aspen. We are currently conducting website updates including redesigning the blog with a launch of June 1<sup>st</sup>. The 2nd Annual Photo challenge will take place this spring running from May 27<sup>th</sup> to June 10<sup>th</sup> with the awards ceremony on Sunday June 11<sup>th</sup>. We are excited to partner with [www.mensvows.com](http://www.mensvows.com), a website dedicated to men who marry to bring a new event to town, Aspen Summer Holiday. The event will take place August 24<sup>th</sup>-26<sup>th</sup> and details can be found at [www.aspensummerholiday.com](http://www.aspensummerholiday.com). 250 people have already signed up for the event to date. We are working with Top Chef for two broadcasts during the FOOD & WINE Classic in Aspen. The PR team has completed pitch trips to London, New York and California and are preparing for spring and summer media visits. We have hosted two groups of travel trade from Japan this month in partnership with Colorado Tourism office. The group sales team partnered with Aspen Skiing Company, The Little Nell, and Limelight Hotel for a sales mission to Chicago. They organized office sales calls, exhibited at the Plan Your Meetings tradeshow and hosted a floral design class as a client reception for Chicago based clients. The team also exhibited at Smart Meetings Denver and attended the quarterly Destination Colorado member meeting. Several wedding planner clients were in Aspen this month and the sales team was able to connect again in person during their visits. The wedding FAM invitation has been extended to prospect wedding planners for the August 28<sup>th</sup>-31<sup>st</sup> FAM trip.

### **Operations**

The operations team is working with Charles Cunniff Architects and Sandy's Office Supply and other vendors to start the process of designing the new ACRA office location at 590 N. Mill St. Lease negotiations are still underway for the new space.

Debbie has been involved with the membership team in regards to the upcoming election.

Nicole attended the Human Resource Executive Health & Benefits Leadership Conference in Las Vegas this month.

The ACRA's wellness program that was implemented last year had a successful first year however the online platform that was being used through Pinnacol has been dropped so Nicole is working on finding a new platform or other ways to continue the program.

### **Save the date**

FOOD & WINE Classic in Aspen  
June 16th-18th, 2017

5k Charity Run  
June 16th – race starts at 7am

Aspen Arts Festival  
July 22nd-23rd