

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS
PRESIDENT AND STAFF REPORTS
April 2018**

Special Events

The 36th annual FOOD & WINE Classic is quickly approaching. The event staff from New York is in Aspen April 17th- 20th for our next set of planning meetings. Once again the 5K Charity Run, presented by Acqua Panna, benefitting Wholesome Wave, returns as part of the 2018 event line-up. The run is open to everyone and will take place Friday, June 15th at Rio Grande Park starting at 7 a.m. Registration is now live, visit <https://runsignup.com/Race/CO/Aspen/FW5K> to register. For more information and a full schedule of FOOD & WINE events, visit <http://www.foodandwine.com/promo/events/aspen-classic/classic-main>.

The Old-Fashioned Fourth of July will be celebrated on Wednesday, July 4th. ACRA continues its partnership with the City of Aspen for the production of the parade. New this year, ACRA will be accepting parade applications on-line, visit <https://www.aspenchamber.org/events/acra-annual-events/old-fashioned-4th-july/parade-entry-for> more information and to register. 4th of July schedule of events will be posted soon.

Membership

The Community Breakfast “Eggs and Issues” was held April 11th, at the Doerr–Hosier over 190 members attended. This year the presentations focused on a broader overview of Pitkin County, the airport, the real estate market both residential and commercial and a detailed presentation on the Aspen Skiing Company including 2018/2019 Chamber ski pass pricing and the IKON Pass. Thank you, Jon Peacock, John Kinney, Andrew Ernemann and Christian Knapp, for participating in this year’s breakfast. The 2018/2019 Business Directory and Membership Brochure have been sent to the printer and should be available by the end of the month. April membership renewals are strong and income for membership is right on with projections. This past month, staff mailed out over 250 invoices with the renewal letter, so far the response has met expectations.

Visitor Center

With the closing of the Winter season, our attention turns toward organizing and preparing for summer. New brochures will be published soon and every few days the local businesses are delivering their information. Cultural organizations are beginning to distribute also. We always receive The Music Festival early and Theatre Aspen and Aspen Institute, Ideas Fest, ballet, Jazz are coming. Meanwhile, several meetings are being organized including meetings with The Forest Service and various non-profits to share updates and exchange ideas.

Airport Guest Services

The Disabled American Veterans ski week was a success due in part to cooperative weather and our Airport operations, United Airlines and other stakeholders coordinated efforts and organization in providing DAV passengers a smooth travel experience. As of April 9th, flights dropped to 8 per day and will continue to provide direct service to Salt Lake City, Dallas/Fort Worth and Denver thru the spring/early summer. Our staffing needs have reduced to 2 shifts per day during this time.

Destination Marketing

We are currently reviewing four submissions received from our RFP for creative services with finalists presenting to MAC on May 30th. Our spring, summer, fall brochure will be in market by end of April and will be distributed across the state and around town. Our spring media campaign is now live highlighting the Secret Season with a Spring Travel Event through May 31st to encourage spring and early summer bookings. The campaign can be found in the April issue of 5280 as well as across our digital and social media campaigns. We are also working on our “How To” campaign which will be deployed this summer providing useful tips for

visitors on how to enjoy Aspen safely and responsibly. Eliza Voss attend the DMA West conference to learn new best practices and trends in the industry. Aspen was featured in Inspirato magazine, NY Times, Esquire.com, On the Snow and other media outlets. The group sales team is working on updating the meeting planner toolkit on our website with additional resources for clients. The team will be working on a lead generation program through Meetings Today for a 50 hour project to prospect for new business. Sarah attended the quarterly Destination Colorado board meeting and membership luncheon.

Operations

Nicole Heronemus has given her resignation of her position as the Executive Administrative Assistant. Her last day will be Friday April 27th. The new Executive Administrative Assistant will be introduced at Tuesday's Board meeting.

Save the Date

FOOD & WINE Classic in Aspen

June 15th – 17th, 2018