

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS
PRESIDENT AND STAFF REPORTS
February 2015**

Special Events

The FOOD & WINE Classic in Aspen takes place June 19 -21, 2015. Passes are currently on sale through Stay Aspen Snowmass. Consumer and Restaurant Trade passes are \$1,350 and increase to \$1,450 after March 15th. For more information on this year's event, please visit <http://www.foodandwine.com/classic>.

Volunteer registration for the FOOD & WINE Classic begins March 1st. All applications are accepted on-line. For more information and to register visit <http://www.aspenchamber.org/events/acra-annual-events/food-wine-classic-aspen/food-wine-volunteer-application>.

Membership

Wrapping up the 2014/2015 annual ski pass audit. This year 38 companies were audited; representing 10% of the ACRA membership that picked up ski passes for the 2014/2015 ski season. Membership is currently working on the 2015 business directory; the goal is to have the directory available by early April. Last week Warren Klug hosted an "Immigration Roundtable", providing an opportunity to hear on where reform stands and what can be expected from the new Congress along with discussion of ideas on how we can work together to encourage effective reform. Ali Noorani is the Executive Director of the National Immigration Forum in Washington DC. His regional representative, Michelle Warren, met with a half dozen members to talk about "next steps" and ideas on how locally we can assist in addressing immigration needs. The challenges have not gone away.

Erik has been invited to participate in ESF (Emergency Support Function) meetings and training. The ESF works directly with the Pitkin County Joint Information Center which serves as a focal point for coordination and the dissemination of information to the public concerning incident prevention, preparedness, response, recovery, and mitigation. Representative from the City of Aspen, Pitkin County, CMC, the Aspen School District, AVH, and the Aspen Skiing Company attended the meeting.

Erik has been appointed to the C.C.L.C. as an ex-officio member and attended his first meeting on 2/18/15. One of the top priorities in the next few months is to work with City staff on a construction mitigation and impact plan. A recent map of the downtown core shows up to 18 construction projects of varying degrees who have or will be applying for permits. Noise, business disruption, hours of construction and pacing are a few of the concerns that need to be addressed.

Visitor Centers

X-Games weekend was busy again, especially at the Guest Pavilion where they connected with over 1,000 visitors over the three days. Everyone has been enjoying the beautiful weather we have been having but looking forward to snow coming soon. Visitors have been happy and have noticed an increase with the President's Day Holiday. Also noticed a number of visitors coming to Aspen during the World Championships in Vail/Beaver Creek, taking a day off from the races to visit Aspen/Snowmass.

Airport Guest Services

We are SO happy with the creation of a new website for travelers and people/lodging properties who drop them off or pick them up: www.aspentraveltips.com – TIPS is short for Travel Information Planning Site. You can get the latest flight information, alerts diversions, busses, bag trucks and more. One place for all airport related information. You can also connect to this special site from the airport's website: www.aspenairport.com. Just click on the box that says Flight Cancelled or Diverted? But . . . don't hesitate to call us at the Information Desk.

We're always happy to help. We're delighted to welcome Gorsuch and their merchandise in the large glass display case by the Exit door in arrivals.

Destination Marketing/Sales

Aspen was nominated as "Best Arts Town" in Sunset Magazine – the result of destination marketing team applying for the award. Aspen is currently featured in Sunset on-line <http://www.sunset.com/travel/sunset-travel-awards> and will also be featured in the June 2015 issue of Sunset Magazine. We will also be promoted at Sunset's annual Celebration Weekend in Menlo Park Ca., (June 6 & 7) with attendance expected to be nearly 25K. Other recent PR exposure includes weather.com; outsideonline.com, andrewharper.com, Architectural Digest and others. Julia recently attended the Go West Summit in Colorado Springs meeting with travel buyers from around the world. Julia also travelled to Mexico with the Limelight Hotel meeting travel trade and media to promote Aspen. The Q1 Marketing Advisory Committee meeting will be held on March 12th from 9-11am. We will be presenting the committee with summer marketing plans. The Aspen-Snowmass vacation planner and Aspen rack brochure are both in production for distribution by end of March. Destination Marketing will be presenting a supplemental budget to City Council on March 30th for additional funds that were generated in 2014 over projected budget. The group sales team hosted the first FAM trip for 10 prospective clients February 2-5. The clients all have potential group business for Aspen. The team will begin in-market travel and trade shows in February with a sales mission to Atlanta. The group sales team is also working on destination road shows with our community partners to Texas April 19 - 24 and the Northeast September 27 - October 2.

Operations

Debbie will be out of the office next week due to a death in the family, please send good thoughts her way. Happy to report our newest member of the team Nicole Heronomous starts on 2/25 as the executive assistant. Please find attached to the board notes a memo regarding the construction impacts to Rio Grande for 2016. Debbie heads to DC in March for the final year of Destination Marketing class work. She should receive her formal designation - CDME (Certified Destination Management Executive) in July. That is if she gets the final term paper done!

Save the date

FOOD & WINE Classic in Aspen

June 19 – 21, 2015