

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

Special Events

ACRA's special events department has wrapped up its events for this summer. It was a very successful season for all of our events - the FOOD & WINE Classic, the Old Fashioned Fourth of July, and the 13th Annual Aspen Arts Festival. The Arts Festival took place on July 25 & 26 with over 150 artists from across the country as well as several of our Aspen local artists. There are many more events on the calendar throughout the month of August, so we hope everyone continues to enjoy the rest of their summer!

We'd like to thank Kara Smart, this summer's special events coordinator. July 29th will be her last day. She has been a wonderful addition to the team and we appreciate all of her hard work over the past few months.

Membership

Seventy five percent of the membership has been invoiced, we anticipate once the season ski pass information is announced we will see increase in membership renewals. The "Super Early" ski pass deadline will be September 11th. As of July 22nd membership has signed up 35 new members compared to 27 at the same time last year. The Member Services Committee met on July 23rd, agenda focused on the Business of the Year awards, looking at updating the application and possibly adding a new category. CCLC has been brainstorming about future agenda items, two areas of interest continue to come up. First looking at cleaning up the newspaper stands throughout town, second public safety on the malls and sidewalks, specifically bicyclist and skateboarders riding on the malls and sidewalks. The 2015/2016 Business Directory has been mailed out to the membership, we apologize for the delay but some unexpected problems arose during production and printing.

Visitor Centers

We have seen a very busy summer so far at the in town Visitor Centers. Can't believe August is just around the corner, which means we will be getting ready for the USA Pro Challenge coming through Aspen again this year. This year it seems that more people are asking about camping in the area and have been having a hard time finding spaces, especially over the weekends. This summer the Wheeler Opera House has gotten permission from the Aspen Music Festival & School to offer tours at 12:30pm during the week, our Visitor Center staff really enjoy giving them so it is a nice to be able to offer them to our summer guests.

Airport Guest Services

This Winter season, in addition to Los Angeles and Dallas/Ft Worth, American will add Chicago to their daily flight schedule.

Extreme weather issues- wind and lightening- at DIA have caused flight delays and cancellations here. In order to bring the planes safely into Aspen, the flight patterns get adjusted. We follow the flights on

radar screens and see that pilots are flying way up into Wyoming and south into New Mexico to avoid the weather and land the planes here.

The Historical Society has a great photo of the first Airport terminal – which was a barn with a giant size Aspen leaf painted on the roof. That photo will be enlarged and placed on the wall next to our area, where we used to have the magazines and rack cards.

Destination Marketing/Sales

Recent press coverage includes The Chicago Tribune, Departures Magazine, Forbes Travel Guide, International Traveler (Australia) and many other outlets. The PR team is currently hosting media from the UK as well as many other national media. We have started a fall marketing campaign with a Buy

2, get 3 nights offer for hotels. This offer will be advertised in print and digital with the Denver Post. We will also promote various dining specials following results from the restaurant survey – these will be available on a landing page on the site. A wedding specific campaign is launching August 3rd. In anticipation of this campaign, we have developed more specific content on the website and separated the page from other social groups - we have already seen increase in requests for wedding information. The Aspen Sessions video series is continuing throughout the summer with upcoming videos featuring Aspen Music Festival and School, Ideas Festival and Summer Words. The group sales team will be representing Aspen at Luxury Meetings Summits in Michigan and Southern California. The team is also using a private content portal called SendSites to create custom webpages to reach prospects and as follow up from tradeshows. These webpages have received great feedback and allow for richer content to be shared with clients.

Staffing note: Eliza Voss has been promoted to Senior Marketing Manager and is handling all digital marketing as well as current duties. The Destination Marketing team is hiring an administrative assistant to support the sales and marketing team. Any interested and qualified candidates should contact Julia at jtheisen@aspenchamber.org

Operations

Operations continues to have a busy summer with administration, human resources and office management projects. We are reviewing our payroll and human resources service and looking into a new company that could provide better services and resources. Reviewing and updating job descriptions for the entire organization are underway and will be complete by the end of September. Our Membership Services Coordinator Stephanie Power Smith will be resigning from her position effective July 24th. She will continue to assist the Membership department through September with deadlines and training. We wish her all the best!

There will be an ad placed next week for the part time of Member Services Coordinator. We are looking to have the position filled by the end of August to early September.

Save the date

Super Early Deadline season ski passes

Friday September 11th, 2015

Community Blend

Thursday September 10th, Time TBA at the Sundeck on Aspen Mountain

Tickets will go on sale August 3rd