

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

Special Events

The 2015 FOOD & WINE Classic in Aspen was a great success, thank you for your support. And what a beautiful weekend we had, hopefully everyone had an opportunity to enjoy it!

The Old Fashioned Fourth of July takes place on Saturday, July 4th. The annual parade begins at 11 a.m. New this year, the ACRA will be hosting "Aspen Salutes America – A Video Tour Across the USA". Bring a blanket and join us in Wagner Park before the fireworks for this unique presentation celebrating America. The Video presentation will begin at 9 p.m. followed by the Fireworks Extravaganza over Aspen Mountain at approximately 9:20 p.m. The City of Aspen is currently accepting parade registration forms, participation is free but registration is required visit www.aspen4th.com for more information. For a complete schedule of 4th of July events visit www.aspenchamber.org. (Please note, due to the fact the 4th falls on a Saturday this year, the Saturday Market has been moved to Friday, July 3rd.)

Membership

The 2015 FOOD & WINE luncheon was a tremendous success, 290 community leaders and business owners attended this year's luncheon at the Hotel Jerome. The spring has been very active with new businesses opening. 6 months into the year we have 31 new members compared to 24 at the same time last year. The new members are of a combination of retail, and smaller service related companies. The Membership Department is working with Mike Kosdrosky from the housing office on a survey that will target business owners, as well as promoting community meetings presented by the housing office. The CCLC at the June 17th meeting brainstormed about future agenda items. One issue that has come up is public safety on the sidewalks and pedestrian malls, specifically bicyclist, skateboarders, and dogs off leashes, which at times can create a challenging obstacle course.

Visitor Centers

What a busy start to the summer this year! In addition to the three in town locations we also had an information table inside the Grand Tasting Tent over the Food & Wine Classic in Aspen where we had 333 people stop by for information. Summer hours have started and as a reminder the hours at the Pavilion are 10 a.m. – 7 p.m. seven days a week, at the Wheeler they are 9 a.m. – 5 p.m. seven days a week and the Rio Grande office is open Monday – Friday from 8:30 a.m. – 5 p.m. New this year are vehicle restrictions to the Maroon Bells in place between 8 a.m. – 5 p.m., also the Forest Service information desk has relocated to Aspen Highlands. The Silver Queen Gondola has started daily service from 10 a.m. – 4 p.m. until Labor Day. Again we are excited to welcome our Junior Ambassadors with 2 students from Basalt High School and 1 from Aspen High School to assist visitors in town with information. We have purchased a bike for them to ride around town and down the Rio Grande trail to assist with information and directions.

Airport Guest Services

Everyone in the terminal enjoyed the quiet season while lots of repairs and upgrades were made to the facility. After Food & Wine weekend, we had a new sign in LARGE LETTERS on the doors near the porter stand saying "FOOD PROCESSORS ARE NOT ALLOWED IN CARRY-ON BAGS. THEY MUST BE IN YOUR CHECKED BAGS." Traditionally, we have quite a collection of cork screw and knife devices to send to passengers.

We're happy to have our own Pager at the Guest Service Desk which broadcasts throughout the terminal and at the porter stand.

Destination Marketing/Sales

The entrance at the Rio Grande office got a facelift last week to Defy Ordinary for our summer visitors. The marketing team has rolled out a new arts video which has been distributed to our non-profit organizations and is also available on the website. In addition, we have launched a new video series "Aspen Sessions" featuring local talent with a focus on arts, culture and culinary. The first four videos were shot by Vital Films with four more planned this summer. The Pro Challenge campaign is running with Denver Post and on ad networks. Aspen has been featured in outlets including Country & Town Magazine (UK), Forbes Travel Guide, Huffington Post, 303 Magazine, 5280 Magazine and others. The PR team hosted a media group from Australia over Food & Wine and will host UK media and many US journalists over the summer. The group sales team represented Aspen at Luxury Meetings summits in New Jersey, New York, San Francisco and San Jose. The religious group market is a new focus for 2015 and Aspen was represented at the annual Christian Meetings and Conventions Association conference in early May. The group sales team is preparing for two fairs this summer and early fall, one focused on wedding planners and the second focused on corporate, association and third party planners. The new [meetings](#) and [weddings](#) brochures are available on our website and hard copies will be utilized during travel and tradeshow.

DM staffing update – Toni Case is no longer with ACRA, her duties will be handled by Eliza Voss at this time.

Operations

We would like to welcome our new summer research intern, Katharine Kinney to the ACRA team. She will be performing advocacy research for a communications plan, strategic planning research, assisting marketing with phone calls and research as well as helping with events such as the Fourth of July and Arts Festival.

We have welcomed back our Junior Ambassador program with two returning students and one new student. They will be at the Rio Grande office assisting the guest services as well as running errands to our other locations.

Debbie's office is complete and is now available for the staff to use for meetings. There is a posted calendar to reserve the room for such purposes.

WE-Cycle is offering free passes for ACRA board members and staff from May through Nov 1st. They are also offering discount season passes for your employees as well. Please find the attached brochures for more information on how to sign up and get your passes.

Save the date

13th Annual Arts Festival

July 25th – 26th, 2015