

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

Special Events

Thank you for your support of the 2018 FOOD & WINE Classic in Aspen, we hope everyone had an opportunity to enjoy the event!

The Old Fashioned Fourth of July takes place on Wednesday, July 4th. ACRA is currently accepting parade registration forms, participation is free but registration is required, visit <https://www.aspenchamber.org/events/acra-annual-events/old-fashioned-4th-july/parade-entry> to register. New this year, ACRA has joined the Aspen Volunteer Fire Department on the production of the Aspen Volunteer Fire Department Block Party, a community concert and fundraiser for the Aspen Volunteer Fire Department and Mountain Rescue from 6-9 p.m. And for the grand finale of the evening, ACRA is pleased to announce the 4th of July Drone Light Show, an aerial drone performance. Join ACRA in Wagner Park at 9:15 p.m. to watch the drones light up the sky choreographed to Patriotic music. For a complete schedule of 4th of July events visit www.aspenchamber.org.

ACRA's final event of the summer season, the 16th Annual Aspen Arts Festival takes place July 21st – 22nd. ACRA is partnering with Howard Alan Events to feature 150 artists, in a range of mediums, from across the county including several of the valley's own local artists. This year's event will take place in Rio Grande Park.

Membership:

The 2018 FOOD & WINE luncheon was a tremendous success. 300 community leaders and business owners attended this year's luncheon at the Hotel Jerome. This year Leslie Sbrocco made her first appearance at the ACRA Membership Luncheon as our guest presenter. Leslie speaks to thousands around the country in person and through national television appearances. She has penned two books with her first -- Wine for Women -- winning the Georges Duboeuf Best Wine Book of the year award. As host of PBS's show, Check Please! Leslie has also taken home three Emmy awards for her work and the coveted James Beard award. The Aspen Saturday Market kicked off June 16th, once again the chamber will have a booth available to the membership and must contact Erik if interested. Once again tied into the Saturday Market this year will be the Shop Aspen campaign created and managed by Claire Sacco and Brittany Zanin. The campaign will include a Chamber specific map of the core, a series of ads promoting local businesses and profiles of local business owners. The 2018 Community Guide/Business Directory has been mailed to all 750 members along with the 2018 Membership Benefits Brochure. The membership team is working with the Aspen Times, Aspen Daily News and Red Wheel Media to provide enhanced advertising benefits. Thank you to Laura Smith and the Aspen Music School and Festival for offering the membership two free tickets to any Wednesday night concert, please contact Erik Klanderud for details.

Visitor Center:

We are welcoming the summer season! With the increase in the number of visitors, we have scheduled additional staff. Our Junior Ambassador Program also has begun. This staff consists of local high school students who are familiar with hiking, biking and other recreational activities in this area. This will also be a great experience for them to learn all the cultural events that Aspen offers. They are a valued asset during the summer season. We have three areas where they will be stationed. One is at the Visitor Center Pavilion at Galena and Cooper streets. One station will be located at the Rio Grande Parking garage to assist visitors entering and exiting the parking area. And last, an ambassador will be assigned to the ACRA headquarters at the Powerhouse building to maintain the outdoor public area and answer guest's questions. Our desk inside the Wheeler Opera House is now open seven days a week with summer hours extended to 9AM to 5PM. This

becomes a high volume area during the busy ticket sales season with The Aspen Music Festival and other events.

Airport Guest Services

Our summer season flight schedule increased in early June, with 18 to 20 daily flights arriving full of guest attending various summer events, outdoor activities and exploring the surrounding area. Due to the increase in visitors, we have adjusted our staffing to four shifts per day and are open from 8am until the last flight arrives and all passengers are assisted. So far, airport parking has been adequate and taxi service and other transportation options available in a timely manner. For the summer, United Airlines is providing nonstop service to LAX, ORD, SFO, IAH and DEN. Delta is providing nonstop service to SLC and LAX. American Airlines is offering nonstop service to DFW, ORD and LAX.

Destination Marketing

The marketing advisory committee met on May 30th and scored presentations from four creative agencies in response to the destination marketing RFP for creative and media planning services. After gathering feedback from the committee and internal staff review, the contract was awarded to the current agency of record, BCF. We look forward to continuing our successful relationship with the agency and evolving the Defy Ordinary Brand. We launched the “How To Aspen” campaign at the Food & Wine luncheon. The campaign highlights responsible tourism in our destination and includes a video series, website content and the Aspen pledge found on our website <https://www.aspenchamber.org/pledge>. More videos and content are being planned for summer. The PR team is hosting media from Germany in collaboration with Snowmass Tourism. Aspen was recently featured in the Wall Street Journal, Forbes Travel Guide, Westword, Texas Monthly, LA Times, CBS Denver and other outlets. The Sales team represented Aspen at IPW Denver, Engage in Banff, Smart Meetings West and at the Destinations Colorado quarterly meeting.

Operations

Summer seems to have started down here at the ACRA office. Inside, there is now a world map on the wall for visitors to pin where they’ve come from. We have added some additional seating outside including the vintage ski lift bench that we are hoping to turn into a selfie spot. There is another picnic table on order. With the new lawn games and seating, we are hoping to make our area inviting to all.

Save the Date

Old Fashioned 4th of July

July 4th

Aspen Arts Festival

July 21st-22nd