

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

Special Events

ACRA recently launched a new on-line volunteer registration system for the FOOD & WINE Classic in Aspen, we are currently accepting volunteer applications for this year's event. For more information and to register, please visit <https://www.aspenchamber.org/events/acra-annual-events/food-wine-classic-aspen/food-wine-volunteer-application>. We are pleased to announce Jenny Luu as the 2018 FOOD & WINE Classic in Aspen Volunteer Manager, Jenny has been with the volunteer management program since 2016 and assisted ACRA's special events department with the 12 Days of Aspen and Wintersköl this winter season.

Reminder, the 2018 FOOD & WINE Classic in Aspen is scheduled for June 15th -17th, 2018. For more information on this year's event, please visit <http://www.foodandwine.com/promo/events/aspen-classic/classic-main>. Aspen's Old Fashioned Fourth of July will be celebrated on Wednesday, July 4th. We are in the process of updating the 4th of July schedule of events. The 2018 schedule and parade registration information will be available on our website at the end of April.

Membership

Working on the final edits of the 2018 Business Directory and Membership Brochure, both will be available by early May. The 2018 Spring Breakfast "Eggs and Issues" will be held Wednesday April 11th 7:45 a.m. – 9:30 a.m. at the Doerr-Hosier. This year's presenters: Jon Peacock Pitkin County Manager, John Kinney Director Pitkin County Airport, Christian Knapp Director of Marketing at the Aspen Skiing Company and Andrew Ernemann Broker Associate at Aspen Snowmass Sotheby's International Realty. March 6th the ACRA hosted a meeting on the Hopkins Avenue Bike and Pedestrian Project, over 70 ACRA members and business leaders attended. Mitch Osur and Steve Rice presented the modified plan followed by Q&A and a feedback session. March 14th the City of Aspen pulled the plan and as reported by the Aspen Daily News, "City of Aspen officials said they got the message loud and clear from downtown business owners and have taken a controversial plan off the table that would cut 15 parking spaces while turning three blocks of Hopkins Avenue into a one-way with dedicated bike lanes." The ACRA will continue to work with the membership and the City of Aspen on keeping business owners informed and engaged in future proposals. Membership is heading into the heaviest invoice cycle of the year, over 65% of the membership has an April renewal date.

Visitor Center

The visitor centers in town have seen steady numbers of guests during March. This is largely due to Spring Break and as a result many large families are visiting. Local hotels are doing well. There will be a slight lull at the end of the month but pick up again in early April with the arrival of the Disabled Veterans.

Airport Guest Services

March has been a busy month with flights arriving mostly full with families on Spring Break ready to ski. All three airlines have extended their winter season flight schedule of long hauls from 4/2 thru 4/8.

Susan attended the 2018 Airport Customer Experience Symposium in Dallas, TX. Participants included senior airport management and administrators, customer service professionals, ambassador/volunteer managers, communication and public affairs managers, marketing managers, etc. The Symposium presentations were engaging and informative addressing a variety of topics including but not limited to: generating enthusiasm from the entire airport community to provide consistent and outstanding customer experience; unique offerings and approaches to "Wow" passengers and guest; ambassador/volunteer technology initiatives used to enhance the customer experience; world class standards on a shoestring budget; making an emotional connection with airport customers; ways to make the customer experience an integral part of airports service

development. Susan will be connecting with her staff and airport management to share the information and practices learned.

Destination Marketing

Bridget Crosby has joined ACRA's Destination Marketing team as our part-time marketing coordinator. Bridget's previous experience includes an internship with our PR agency, Promo Communications, and the Hotel Jerome. The PR team has completed a successful pitching trip to New York and has also participated in media events in Denver with the Colorado Tourism Office. The marketing advisory committee met on Tuesday March 20th to review spring initiatives. We have sent out an RFP for our Creative Services and have 4 participating agencies, including our current agency, BCF. Submissions are due mid-April and finalists will present to the MAC on May 30th. We hosted BCF the first week of March and conducted interviews with several locals to inform our Aspen Field Guide, a new editorial style of the vacation planner. Our spring advertising campaign has now launched encouraging booking a vacation before May 30th to generate early bookings. Our previous Aspen Inspiration Guide was poly bagged with the March 2018 edition of 5280 and distributed to 10K of their highest HHI subscribers. We have launched our partnership with Kind Traveler and as part of the launch there is a package to win an Aspen Summer Adventure package, featuring a 3-night stay at the Molly Gibson Lodge, Blazing Adventures passes for 2 adults and a half day experience for 2 adults with Aspen Outfitting. The group sales team is engaging the unique non-hotel venues in Aspen for promotion as meeting and event locations. Aspen Chamber partnered with The Gant and Limelight Hotels to represent the community at the Meetings Industry Council in Denver. The team is working on the planning and content for the 2019 Downtown Colorado Inc. conference in Aspen in April.

Operations

Debbie convened with the executives from Glenwood Springs, Carbondale, and the Basalt Chambers to discuss regional issues and ways we can align with the down valley communities. The tax return for 2017 is complete and the financial review is underway with Reese Henry. Debbie and Nicole met with Peter Siple from First Western Trust for the quarterly review of the 401(k) plan.

Save the Date

FOOD & WINE Classic in Aspen

June 15th – 17th, 2018

Eggs and Issues Community Breakfast

Wednesday April 11th, 2018

8:00a.m. – 9:30a.m.

Tickets: members \$35/ non-members \$50

RSVP to 925-1940