

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

**Special Events**

In celebration of Wintersköl™'s 65th Anniversary, the Wintersköl committee has selected the 2016 slogan "Aged to Perfection" submitted by Beth Hensel. The slogan will appear on the 2016 button as well as all Wintersköl promotional materials. The ACRA is currently accepting nominations for the 2016 Wintersköl King & Queen. Submit your nominations on [www.facebook.com/AspenChamber](http://www.facebook.com/AspenChamber). The 2016 schedule of events is still in the process of being finalized and will be available online in November. We are currently securing Wintersköl sponsorships and are offering many valuable benefits. For more sponsor information, please contact Jennifer Albright Carney at [jalbright@aspenchamber.org](mailto:jalbright@aspenchamber.org).

The 7th annual 12 Days of Aspen will take place December 20-31, 2015. If you have a holiday event that takes place during these dates, please contact Kara Smart at [events@aspenchamber.org](mailto:events@aspenchamber.org) by Friday, October 30th. The 12 Days schedule of events will also be available at [www.aspenchamber.org](http://www.aspenchamber.org) in November.

The Special Events department is pleased to announce the return of Kara Smart as ACRA's part-time special events coordinator. Kara previously served as events coordinator for this year's summer events, we are very happy to have her back. Our full-time special events manager will be joining the team mid-November.

**Membership**

Thursday, October 8th, the ACRA filmed the first of two election shows which will air on Grassroots. The first show titled, ACRA Presents: "Shortcutz", with Ward Hauenstein, Mark Hunt, and Debbie Braun focused on 2A. The second show taped on October 16th titled, ACRA Presents: "Short Cutz - 2A, 3A, and 5A" with Michael F Nakagawa, Zach Grissom, Michelle Gelroth, Ruben Sadowsky, Kimberly Knol, Tana Rinaldi, Louie Carder and Debbie Braun. Both shows are currently airing on Grassroots or can be viewed online at [Grassrootstv.org](http://Grassrootstv.org). Members still have time to save on their 2015/2016 season ski passes; the next deadline is Friday, November 13th. Year-to-date there are 802 active members, compared to 797 at the same time last year. New member count is 85 compared to 80 at the same time last year.

**Visitor Centers**

What a wonderful fall we have been having! The weather has definitely brought many visitors to the Aspen area to view the fall colors at the end of September and into October. Numbers have been strong and the weather has helped increase them over last year. Weekends this October continue to be busy with hockey tournaments coming to town. The bus has stopped running to Maroon Bells but you can still drive your own vehicle until they close the road for the winter season. Independence pass is still open and they usually try to keep it open until November 7th depending on weather. As a reminder, the Wheeler desk is closed due to the remodel of the box office and lobby area and should reopen the middle of December. The Guest Pavilion has reduced hours and will be open from 11am – 5pm, 7 days a week and the Rio Grande office continues to be open Monday – Friday from 8:30am – 5pm.

**Airport Guest Services**

We're so enjoying greeting locals returning from their travels all around the world! The winter flight schedule will have more flights than ever before with both United and American increasing their flights. A presentation of 4 suggested improvements for our terminal will be shown at the Limelight this Thursday 6:30 -8:00 p.m. If you aren't able to attend, you can access the information online.

### **Destination Marketing/Sales**

The marketing advisory committee met last week and reviewed the marketing results and budget that was presented. We also presented to the Aspen Lodging Association last week. The City Council meeting for destination marketing review is scheduled for Tuesday, November 17th at 5:00 p.m. and board members are encouraged to attend in support of ACRA's efforts. Our leisure and arts advertising campaigns have concluded for the season with excellent results. ACRA collaborated with Aspen Skiing Company and The Little Nell on a media and sales mission to London around the Art Frieze event, with a year round message about the arts in Aspen. We are collaborating with Aspen Skiing Company and Snowmass Tourism on the Perfect Storm promotion. Recent PR exposure includes Huffington Post, USA Today online, Outside online, BuzzFeed and others. ACRA partnered with The Little Nell, Hotel Jerome, and Limelight Hotel to represent Aspen during a destination sales mission to New York City targeting corporate, incentive and wedding planners. The group also hosted a client event at the Cos Bar in NYC. Aspen was represented at Luxury Meetings Summit in Toronto and Milwaukee. The team has hosted several site visits this fall for future 2016 groups in Aspen.

### **Operations**

Instead of the usual "ACRA at Work" newsletter the operations team sent out "The Short Sheet – A Guide to Our Local Election" which included facts and information about the election questions the ACRA Board of Directors voted to take a position on.

Board election announcements were in the paper the week of October 20<sup>th</sup> and notices have been sent to current seat holders that their seats are up for election.

The budget process is currently underway with a finance committee meeting scheduled for the first week of November.