

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

**Special Events:** ACRA's two winter event activations, the 12 Days of Aspen (December 20-31) and Wintersköl (January 10-13), are just around the corner! We are currently accepting event listings from local businesses to feature on the 12 Days of Aspen and Wintersköl posters, as well as on the ACRA special events page. If you're interested in featuring an event taking place during either, or both, of our winter activations, please contact [bzanin@aspenchamber.org](mailto:bzanin@aspenchamber.org). In addition, we have officially launched the 68<sup>th</sup> annual Wintersköl Slogan Contest! In Wintersköl's 68<sup>th</sup> year, ACRA would like to honor the mission of the Bauhaus Centennial Celebration which is focused on commemorating the influence of the Bauhaus on Aspen and reveal the many ways that it has impacted the city, and continues to influence and inspire artists, designers, architects, landscape architects and thinkers in the Roaring Fork Valley. Entrants are asked to submit slogans that embrace the 100<sup>th</sup> Anniversary of Bauhaus and its tradition of "Work becomes party, party becomes play, and play becomes work." For more information on the Wintersköl Slogan contest, or the 12 Days of Aspen, please visit the ACRA annual events page.

**Membership:** The 2018 Afternoon Blend on September 6<sup>th</sup> at the Sundeck was attended by over 250 members and community leaders. Thank you to the Aspen Skiing Company for co-hosting this annual event and thank you ACRA members for attending. The ACRA membership team worked at the Aspen Mountain ticket office September 12<sup>th</sup> thru September 14<sup>th</sup>, processing memberships and ski pass vouchers. Still calculating new members and retention of current members. Moving forward the membership department will be working on an Election Forum focusing on the ballot questions, still waiting to see if any pro or con statements will be filed. There is a chance of partnering with AYPAs an Aspen NexGen on the Election Forum they are planning the week of October 22<sup>nd</sup>. The next deadline for discounted chamber passes will be November 16<sup>th</sup>, the membership team will continue to pursue prospects for membership and continue to reach out to current members who have not rejoined. The chamber will be hosting a symposium for Outdoor Guides on October 2<sup>nd</sup>, 2 p.m. – 6:00 p.m. at the Limelight. The format will include breakout sessions and a keynote address by David Brown from America Outdoors. ACRA members can attend for free and non-members \$25, to rsvp please email [csacco@aspenchamber.org](mailto:csacco@aspenchamber.org).

**Visitor Centers:**

The three Visitor Centers are seeing healthy numbers of guests from August through September. As always, the fall foliage brings many visitors and many phone calls. Each Visitor Center sees different types of people with different interests. Our desk in the Wheeler Opera House often receives questions about what shows and events are happening there. We have to keep up to date on this information, especially during the summer season. We are always busy during the upcoming Film Festival next week as film goers usually need additional information on restaurants and outdoor activities during down time. The Pavilion at Cooper and Galena streets has high volume, especially on weekends this time of year. We try to stay in touch with the Forest Service and RFTA on conditions at the Maroon Bells and Highlands. Visitors are curious about unexpected traffic and detours but for the most part are happy to be here and we try to make their time here enjoyable.

**Airport Guest Services:** Flight loads have remained full through September with guest arriving for weddings, leaf viewing and various company seminars/retreats. As anticipated, the Castle Creek bridge construction has caused significant delays to and from the airport. We and hotel staff have encouraged passengers to allow extra travel time for departing flights. With fewer flights arriving in October and November our staffing schedule will cut back to 2 shifts per day. Airport conducted their triennial mass casualty and emergency response drill on September 14<sup>th</sup>.

**Destination Marketing:** The marketing department assisted the Aspen Skiing Company with their promotion of the Post-Labor Day Flash Sale, pushing the message via newsletter, website and social media platforms. The team produced a successful photoshoot for the 2019 Defy Ordinary Campaign 9/8-9/11. We look forward to sharing a teaser video of behind the scene footage at our Tourism Outlook on Tuesday, November 13<sup>th</sup>. The PR Team hosted media from the UK as well as hosted an Arts & Artisans FAM trip. Sarah and Eliza presented to the Two Roads Hospitality Leisure Council Advisory Board hosted by The Gant. Aspen Chamber participated in the inaugural TravelAge West Future Leaders in Travel Retreat. The meeting and incentive planner FAM was a success with 6 planners and 1 content editor from Smart Meetings. The sales team represented Aspen at the Destination Colorado Customer Event. Aspen Chamber extended an invitation to the lodging community to join the CTO's International Markets presentation.

**Operations:** The open enrollment window is open until September 25<sup>th</sup>. We added a new health plan and our dental provider is changing from Aetna to MetLife effective October 1<sup>st</sup>. In all, there are some great coverage options for our team. John assisted the Membership department at the ticket office processing membership dues before the ski pass deadline. The City of Aspen is currently working on installing baseboard heating in the ACRA office. We are very excited and grateful for this project. We are preparing for our workshop with Candra Canning on October 2-3<sup>rd</sup>.

**Save the Date:**

October 2<sup>nd</sup>

Outdoor Guide Symposium

November 13<sup>th</sup>

Tourism Outlook Forum