

**ASPEN CHAMBER RESORT ASSOCIATION
BOARD OF DIRECTORS
PRESIDENT AND STAFF REPORTS
May 2017**

Special Events

The FOOD & WINE Classic is quickly approaching and additional opportunities to participate are still available! Lace up your running shoes and hit the pavement with your favorite chefs. Registration is currently open for the FOOD & WINE Classic in Aspen 5K Charity Run, presented by Acqua Panna, benefitting Wholesome Wave. The Run is open to everyone and will take place Friday, June 16th at Rio Grande Park starting at 7 a.m.

Registration is available on-line now through Wednesday, June 14th for \$30, visit

<https://foodandwine.webconnex.com/5k17> . On June 15th register outside the Wheeler Opera House and on race day, register in person at Rio Grande Park, fee increases to \$40.

For the first time ever, FOOD & WINE is hosting a festive send-off brunch, on Sunday morning. This new addition to the Classic line up will feature delicious dishes from celebrity chefs including award winning pastry chef and author Johnny Luzzini, Alvin Cailin of eggslut, the LA cult favorite, and more. Alongside all the sparkling wine and bubbly cocktails you could ever want! Join FOOD & WINE at the historic Hotel Jerome on Sunday, June 18th, 2017 at 11 a.m. for this farewell feast. Tickets are available for purchase through Stay Aspen Snowmass for \$125 per person (FOOD & WINE Pass is required in addition to the ticket for admittance into the party.) To purchase

visit https://sales.stayaspensnowmass.com/forms/fw_registration.php?_ga=2.174312226.1223764499.1495654281-1856542788.1483477253.

Join the 2017 volunteer team. The FOOD & WINE Classic is still accepting volunteer applications. A great opportunity for community members, friends, family, and employees to experience Aspen's epic culinary event. For more information and to register to volunteer, visit <https://www.aspenchamber.org/events/acra-annual-events/food-wine-classic-aspen/food-wine-volunteer-application>.

New this year, registration for The Classic will take place at the Wheeler Opera House box office located at 320 East Hyman Ave. Registration/pass pick-up hours are Thursday, June 15th 11 a.m. – 6 p.m., Friday, June 16th 8 a.m. – 6 p.m., and Saturday June 17th 8 a.m. – 2 p.m.

The Old-Fashioned Fourth of July schedule of events is available at www.aspenchamber.org. The City of Aspen is accepting parade applications and Grand Marshal nominations, visit <http://www.aspen4th.com/> for more information.

Membership

Erik attended the CCLC meeting on May 17th, the commission will no longer be reviewing mall leases for outside dining, and Community Development will take over the permit and approval process. Mitch Osur is working with the commission on a mission statement and to define roles and responsibilities. Over the past four weeks over 275 invoices have been sent out which represents 37% of the membership. Renewals and revenue are in line with projections, however there has been a slowdown on new members signing up. The 2017 Business Directory has been mailed out to the membership and is available at the area visitor centers.

Visitor Center

May has been pleasant with steady visitor numbers. We are seeing a good number of travelers from Europe. A new trend in European and Canadian guests is the popularity of renting RVs and crossing the country this way instead of staying in hotels. May is always the time to gather new summer information and attend concierge briefings.

Airport Guest Services

United Airlines has continued to provide service to Denver (4 to 6 flights per day) through the month of May. We have used this quiet time to spring clean, organize and update our Guest Services information.

New this summer, Delta will offer nonstop service to and from Salt Lake City and Los Angeles, starting June 10th. American Airlines will start service to Los Angeles, Chicago and Dallas/ Fort Worth on June 2nd, with United Airlines kicking in gear June 8th with service to Houston, San Francisco, Chicago and Los Angeles.

Destination Marketing

Aspen has recently been featured in publications including National Geographic (included in 20 best mountain biking towns), New York Times (included in 10 summer music festivals), Denver Post, Elevation Outdoors, Family Traveler (UK) and many other outlets. Top Chef is filming an episode in Aspen this summer around the FOOD & WINE Classic. We are hosting media from the U.S., UK, Germany and Mexico this summer and fall. We hosted 2 groups of travel trade from Japan this month via the Colorado Tourism Office. We are currently implementing improvements to the website including content refresh, new design elements, and updated virtual tour. The 2nd annual Aspen Photo Challenge will take place May 27th through June 11th to highlight the spring season in Aspen and showcase local photography talent. The event will wrap up with an awards ceremony at the Wheeler Opera House from 5-7pm on June 11th. All are invited to attend this free event. The sales team is working on details for the Destination Marketing Association West annual conference being hosted in Aspen July 31st – August 2nd. The team is also working with our local partners on the wedding and meetings familiarization trip itineraries.

Operations

The admin team has been diligently gathering quotes for the office relocation needs and services. The projected move date is October 2nd.

Nicole is using the quiet off season to study for her aPHR certification exam scheduled for July 29th.

Debbie has been working with the ACRA team on the Shop Aspen campaign which will take place in July, and is enjoying some vacation time before the Summer season begins.

Save the date

FOOD & WINE Membership Luncheon

June 15th, 11:30 a.m. – 1:30 p.m.

\$60 for members, \$90 for non-members

RSVP 925-1940

FOOD & WINE Classic in Aspen

June 16th-18th, 2017

FOOD & WINE Classic in Aspen 5k Charity Run

June 16th – race starts at 7am

Aspen Arts Festival

July 22nd-23rd