



ACRA DEFY ORDINARY

DESTINATION MANAGEMENT | SPECIAL EVENTS | VISITOR SERVICES | MEMBER SERVICES

- **Business Tax Deduction:** ACRA is a 501©6 nonprofit—dues are a tax-deductible *business* expense.
- **Discounted 2020/2021 Season Ski Passes:** Members receive approximately \$570/discount for employees working 20+/week and spouses. Great strategy to find/retain employees!
- **SEO Development and Marketing:** NEW website launched in 2020— driven membership listings curated accordingly to meet your marketing needs and enhance your business visibility on mobile devices. Aspen Chamber is top ranking website under a google search and receives over 120,000 monthly views.
- **Social Media:** Tag and cross-refer curated content, events and updates on over 150,000 followers on FB; 15,000 followers on Twitter; 100,000 followers on Instagram @AspenCO; 1,500 followers @Aspen_Chamber
- **Health & Wellness:** FREE wellness advising to chamber members through Health Links CO. Build a culture of health and safety in the workplace— to stand out among your competitors and help retain employees!
 - Pure Barre & Cyclebar—discounted memberships
 - Aspen Elevated Health—discounted acupuncture, massages, and alternative health services
 - Lead with Love Culture—discounted Culture Shift Trainings
- **Events:** Event blog, <https://www.aspenchamber.org/blog/week-aspen-february-11-18> – Wintersköl, F+W, Aspen Music Festival, 4th of July, Aspen Arts Festival and 12 Days of Aspen.
 - Sponsor quarterly membership events: Wintersköl Luncheon, Business Outlook Forum, Food & Wine Luncheon and our Afternoon Blend.
 - \$2,500—\$500: Business logo and brand on ACRA’s print, digital, social media and newsletter marketing
- **7908 Shop Aspen:** Advertise your downtown business as one of our “7908 reason to come to town” with our *Shop Local Campaign*. <https://www.aspenchamber.org/7908reasons>
 - Increase your revenue by advertising in our shop local campaign! Participate in early December events when your business if fully staffed but, snow and tourists can be questionable
- **Business Directory:** <https://www.aspenchamber.org/business-directory>
 - Your business will automatically be listed in our digital and print directory. Use key words to help get your business recognized.
- **2020 Annual Report:** <https://app.box.com/s/9gic35p9esddaz9o23ra3qxgzxglj0e>
- **Leads Groups Launching:** Network and build your business reputation in the community through our leads group to give/receive referrals.
- **Advocacy on behalf of your business:** ACRA has leading industry training, knowledge and educational seminars to support your business. The chamber is your liaison between local and regional governments to represent your business needs to the city and state and keep you connected on legislative changes that can affect your business.
- **Access our Market Research:** Retail Reports, Executive Summaries, Demographics, Election Forums, Networking Events, Committees, Seminars and Programming

