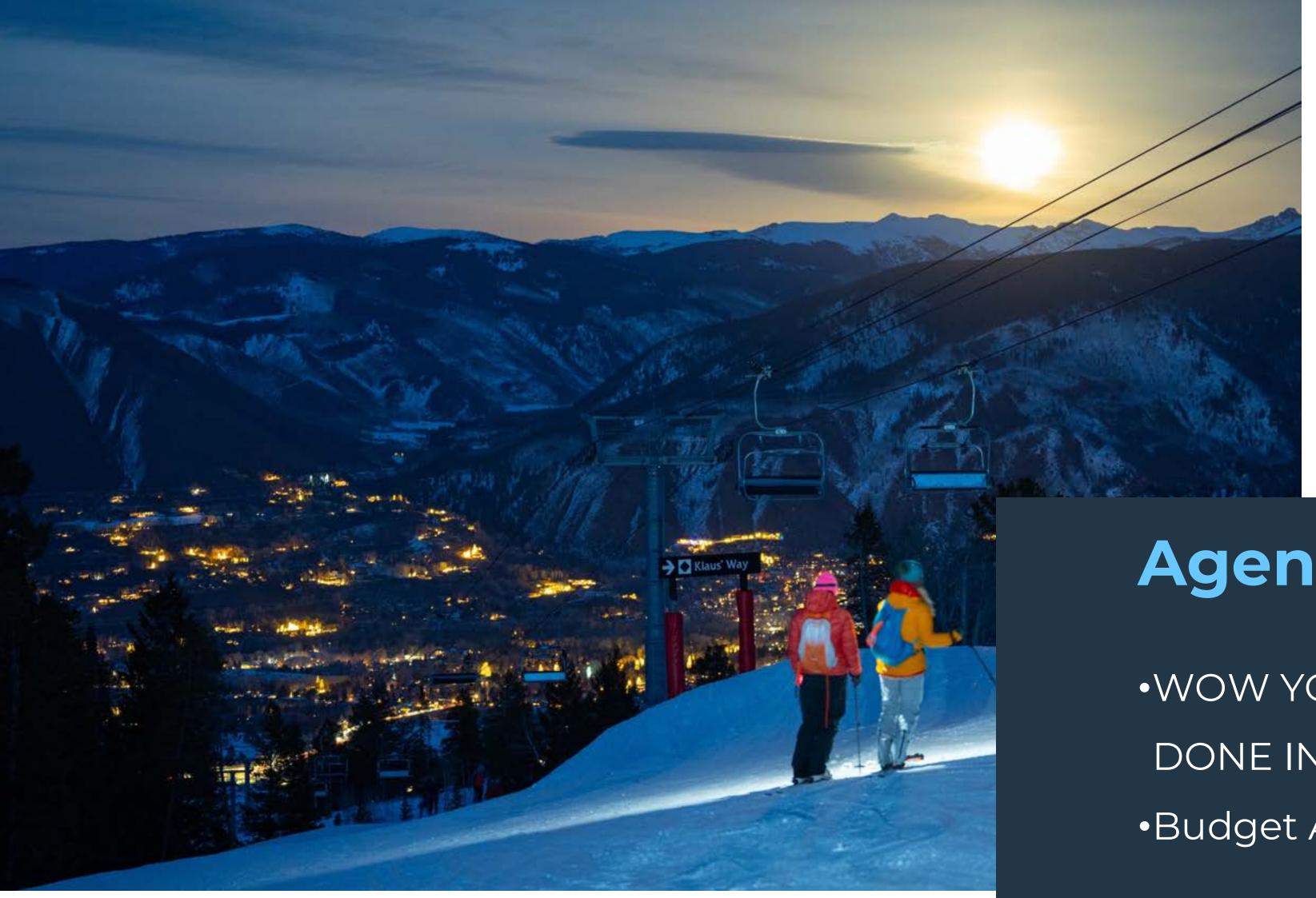


# **ASPEN** DEFYORDINARY





Aspen Chamber Resort Association

## Agenda

•WOW YOU With ALL THE WORK WE HAVE **DONE IN 2024** 

•Budget Approvals – Board of Directors only

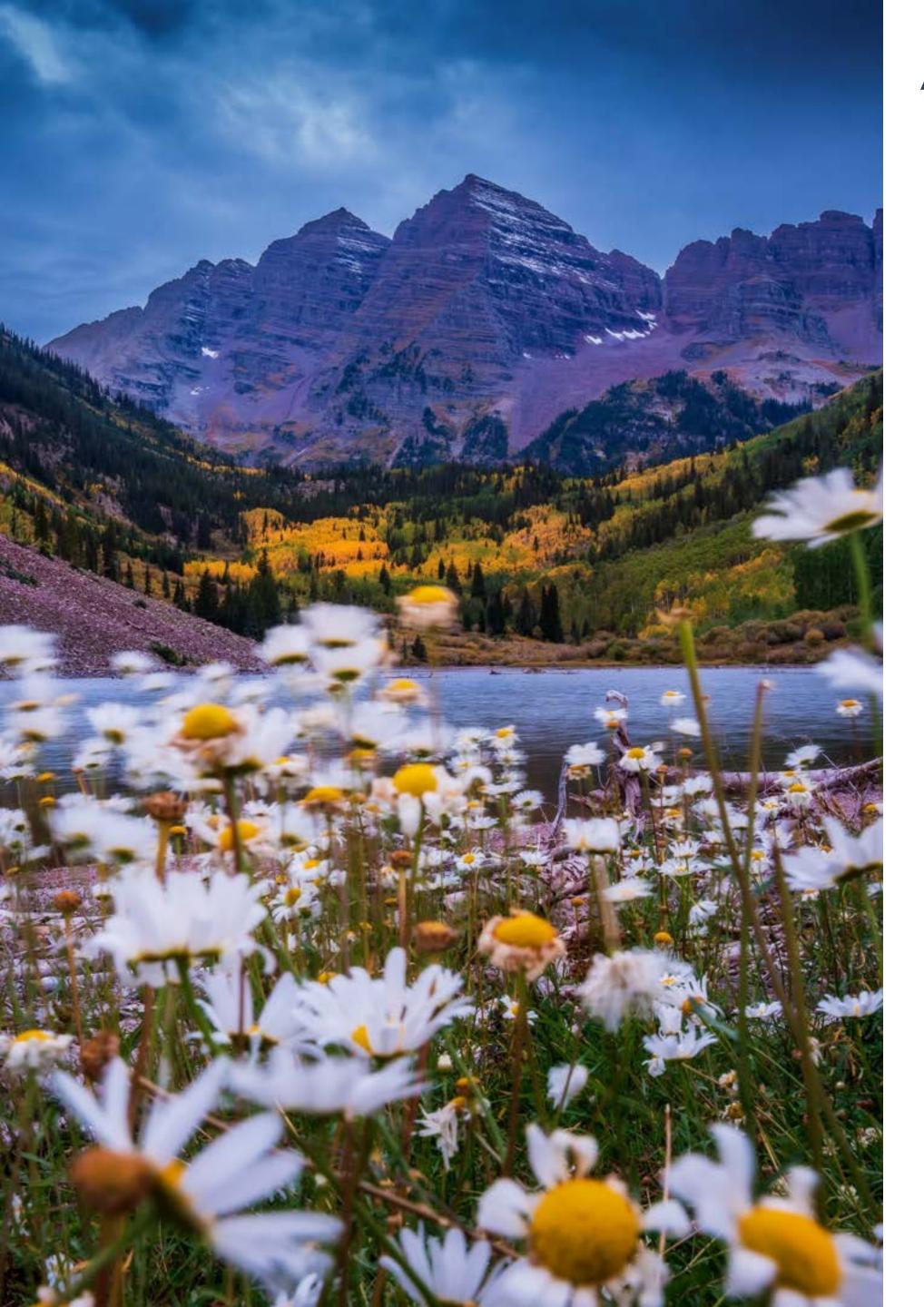






# Destination Management

- Marketing & Public Relations
- Group Sales
- Special Events
- Visitors Services



## **Aspen Destination Management Plan**

The bottom line: Protect quality of life, while preserving the very reason people enjoy coming here.





## **Enhance The Aspen Experience**



**Preserve Small Town Character** 





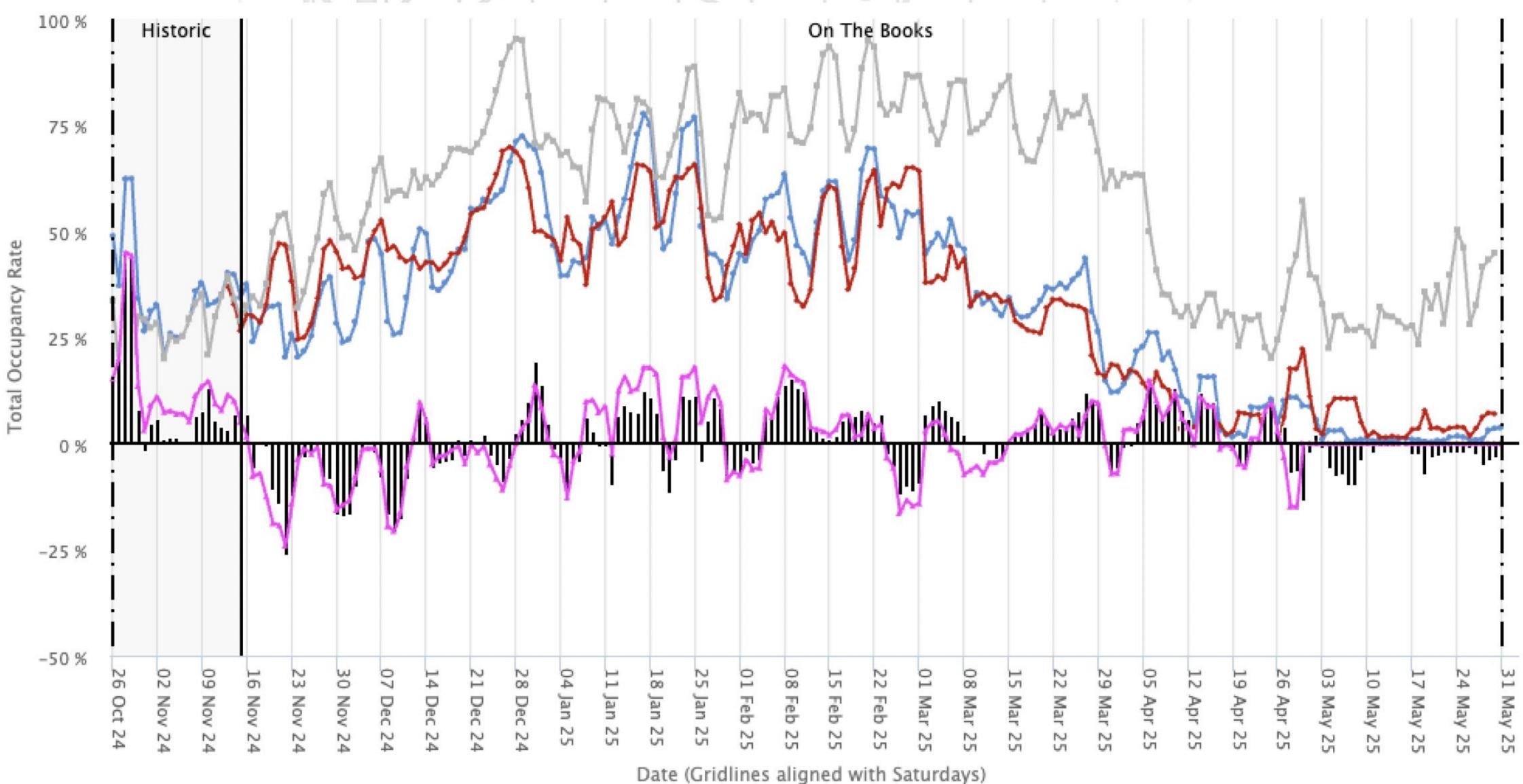
## Occupancy & ADR for 2024

- •
- Su
- - 2024 Budget

- Winter Season (Nov '23 April '24)
- Occupancy -6.9% YOY to 60.3%
- ADR -1.7% YOY to \$947
  - Room Nights Available (RNA) +13.6% YOY
  - Room Nights Booked (RNB) +5.8% YOY
- Summer Season (May- Oct)
  - Occupancy +4.2% YOY to 61.3%
  - ADR +1.4% YOY to \$654
    - RNA +6.3% YOY
    - RNB +10.7% YOY

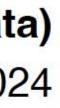
ΙΝΝΤΟΡΙΑ

# DestiMetrics



- Data as of Nov 15 (2024/25) 17 properties - Data as of Nov 15 (2023/24) 17 properties - Historic Actual (2023/24)

## Aspen Total Occupancy (Most Recent Data) Daily Occupancy Report as of Nov 15, 2024



# Marketing & Public Relations





12:00

## Get The Inside Scoop on Aspen, Colorado

Ready for an authentic Aspen experience? Get the inside scoop from locals and discover hidden gems, top tips, and more!

APERIENCE Maren

Sponsored By Aspen Chamber

## **Marketing Initiatives**

- Over \$800,000 spent in advertising
  - Native, High Impact Display, Social content campaigns, sponsored e-newsletters, year-round paid search
  - Summer Campaigns delivered over 17M impressions & 200K+ clicks referring visitors to the website
  - Rack brochures, monthly e-newsletters
  - New Visa data informs media planning
  - Cooperative Sales Blitzes with Snowmass Tourism & Aspen Skiing Company to fill lag periods for upcoming winter







Align PR Efforts with the Aspen Destination **Management Plan** (ADMP).

Increase affinity and positive sentiment towards ACRA locally.

Promote ACRA's 3 positive work to align community values and tourism.

Position ACRA as **4** a sustainable tourism thought leader in the industry.

# Public Relations





## **PR Year in Review**

• Collaborated with local partners on hosted media visits

• Hosted one local media dinner in Nov. 2024 as a winter season preview, in collaboration with Snowmass Tourism and Aspen One.

Distributed engaging press releases and timely creative pitches

• Attended a variety of in-person events and meetings

• Met with local PR partners and ACRA's agency partners to collaborate throughout the year.

• Delivered weekly and monthly reports highlighting notable Aspen news and monthly PR efforts. (Missed any? You can check those out here!)

Looking Ahead:

• We're looking forward to additional collaboration in 2025 with our local PR partners on hosted media visits. • We'll kick off planning for 2025 soon to build upon this year's momentum.





#### **ASPEN TIMES**



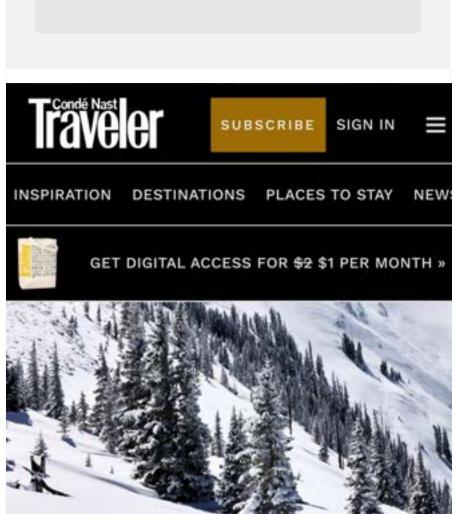
A touch of winter is seen in the form of fresh snowfall among the yellow aspen trees on Aspen Mountain on Tuesday, Oct. 3, 2023.

#### **GREEN DESTINATIONS TOP 100 STORY**

### **CONDE NAST TRAVELER**







Murray Hall

#### At Its Soul, Aspen Is Still a **Throwback Mountain** Town...If You Know Where to Look

If you think this Colorado ski spot has become all about Cristal and Moncler, think again

DESTINATIONS

BY JEN MURPHY October 10, 2024

#### **COLORADO MEETINGS + EVENTS MAGAZINE**



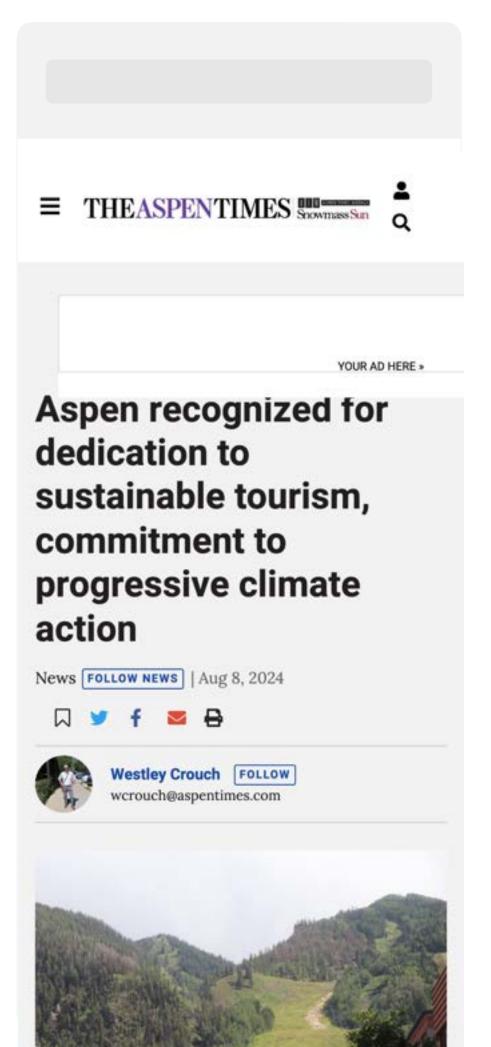
**GROUPS AND MEETINGS NEWS; MOUNTAIN IDEAL MENTION** 

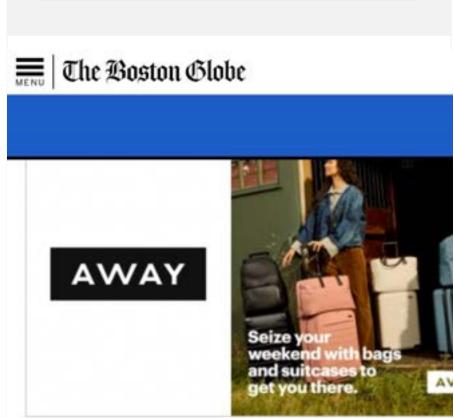


PR HIGHLIGHT ACRA COVERAGE

**NOVEMBER 2024** 

#### **ASPEN TIMES**





TRAVEL TRENDSPOTTING

#### Responses to overtourism big and small are permanently changing the experience of travel

By Jon Marcus Globe Correspondent, Updated July 11, 2024, 8:00 a.m.



Aspen, Colo., is taking measures to curb overtourism, including a "Tag Responsibly" campaign that asks people not to share



**MOUNTAIN IDEAL CERTIFICATION STORY** 

#### **BOSTON GLOBE**



#### **ASPEN PUBLIC RADIO**

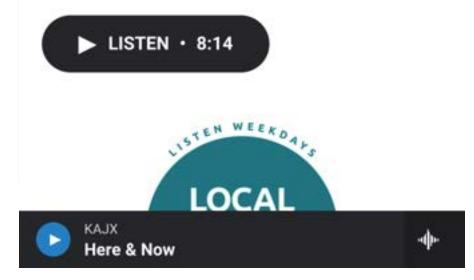


#### Local Newscasts

Aspen Public Radio broadcasts live local and regional news throughout the daily broadcast of Morning Edition, exploring topics and issues which affect the lives and interests of those who live, work, and play here in the Roaring Fork Valley. Below you can find a compilation of each morning's newscasts presented as a single file, which is generally posted daily by 10 a.m. You can also subscribe to the "Aspen Public Radio Newscast" as a podcast on Apple Podcasts, Spotify, or Stitcher.

### Wednesday, August 7

Aspen Public Radio | By Aspen Public Radio Staff Published August 7, 2024 at 11:17 AM MDT



**MOUNTAIN IDEAL CERTIFICATION STORY** 







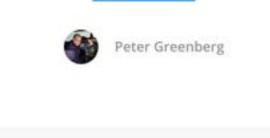
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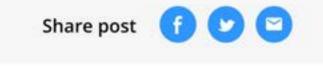
#### **GLOBAL TRAVELER**



4 Eye on Travel

> Eye on Travel — Aspen, Colorado - July 6, 2024





▶ 0:00 / 0:00

This week's broadcast of Eye on Travel is from the Aspen Food and Wine Classic, and the St. Regis hotel in Aspen, Colorado. Peter (pictured with "Kitty," the hotel's inhouse mascot) has all the travel updates - from Boeing

HOSTED PETER GREENBERG DURING FOOD & WINE CLASSIC IN ASPEN.



#### **Discover Colorado's Culinary Treasures: 4 Ingredients Worth Traveling For**

Explore Colorado's iconic flavors on the ultimate tasting tour.

VISIT COLORADO • JULY 10, 2024

HIGHLIGHTED FARM TO TABLE DINING AND INCLUDED CACHE CACHE.



#### **ISLANDS MAGAZINE**

Gastro Obscura

#### LIVABILITY



Home > Experiences & Adventures > Hush-Hush

Hideaways: 11 Quiet Luxury Destinations

#### Hush-Hush Hideaways: 11 Quiet Luxury Destinations

Beat the crowds and enjoy the understated opulence of these vacation getaways.

By Michele Herrmann on August 13, 2024



Forget the flashy hotspots. Instead of places to see and be seen by others, jetsetters are opting for "quiet luxury" by heading to high-end destinations with a low-key vibe and understated elegance.

HIGHLIGHTS MAROON BELLS, WILD FIG, STRANAHAN'S, ASPEN MEADOWS, THE LITTLE NELL, THE MOLLIE ASPEN, AND MORE.

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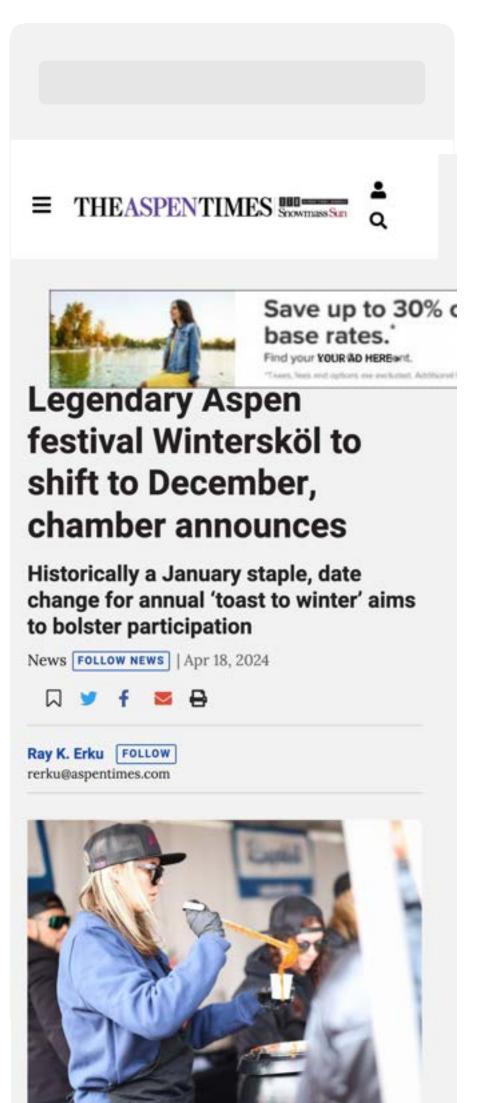
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PARTNERS



**NOVEMBER 2024** 

#### **ASPEN TIMES**



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**INTERVIEW WITH JULIE HARDMAN** 





#### THINGS TO DO

#### Legendary Aspen festival Wintersköl to shift to December, chamber announces

Historically a January staple, date change for annual 'toast to winter' aims to bolster participation



**INTERVIEW WITH JULIE HARDMAN** 

#### **DENVER POST**

THE DENVER POST **L** ~ Q

#### **ASPEN PUBLIC RADIO**



#### Local Newscasts

Aspen Public Radio broadcasts live local and regional news throughout the daily broadcast of Morning Edition, exploring topics and issues which affect the lives and interests of those who live, work, and play here in the Roaring Fork Valley. Below you can find a compilation of each morning's newscasts presented as a single file, which is generally posted daily by 10 a.m. You can also subscribe to the "Aspen Public Radio Newscast" as a podcast on Apple Podcasts, Spotify, or Stitcher.

### Friday, April 19

Aspen Public Radio | By Aspen Public Radio Staff Published April 19, 2024 at 12:17 PM MDT



#### **INTERVIEW WITH JULIE HARDMAN**



PR HIGHLIGHTS ACRA COVERAGE



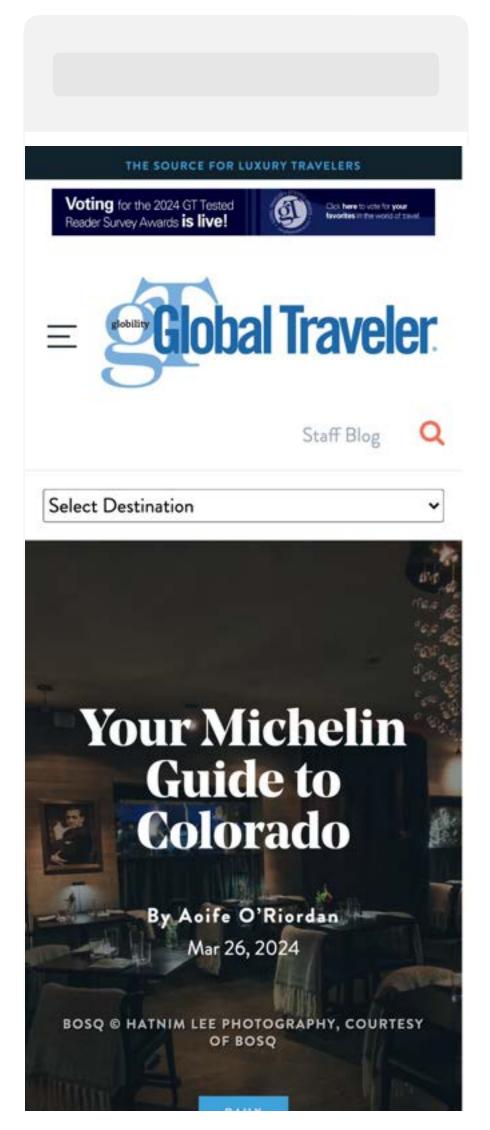
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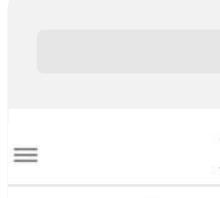
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### **GLOBAL TRAVELER**



#### **BOSQ INCLUDED IN ROUND-UP**





DESTINATIONS > UNITED STATES

#### The Pretty Colorado **City Bird Lovers Will** Want To Flock To This Summer

By Leslie Veliz May 22, 2024 9:15 am EST



Aspen, Colorado is a picture-perfect town with some of the absolute best skiing in the U.S. What visitors might not realize is that this winter wonderland is also known for being a premier birding and birdwatching destination. According to a 2015 article from the Aspen Sojourner, 240 species of birds can be found in the Roaring Fork Valley, home to Aspen,

#### **ISLANDS MAGAZINE**

### Islands

#### **HIGHLIGHTED ACES**

#### **DENVER POST**

THE DENVER POST L~Q ≡

THINGS TO DO · News

#### The ultimate guide to Colorado's 2024 summer festivals

Enjoy music, food, beer and art during the warmer months



Telluride Bluegrass "festivarians" race to get a close spot to the stage during the annual "running of the tarps" on the first day of the 50th Telluride Bluegrass Festival in Town Park in Telluride, Colo., Thursday, June 15, 2023. (William Woody, Special to The Denver Post)

By SARAH KUTA | Special to The Denver Post PUBLISHED: May 21, 2024 at 6:00 a.m. | UPDATED: May 28, 2024 at 9:00 a.m.

#### SHARING SUMMER NEWS



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ARTNERS



#### **NOVEMBER 2024**

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#### **ASPEN DAILY NEWS**



#### Uphill Breakfast Club

Feb 22, 2024



#### INTERVIEW WITH ELIZA VOSS

PAGE 16



#### **ASPEN TIMES**



YOUR AD HERE >

#### International Women's Day Uphill Social takes place at Buttermilk on Friday

News Follow NEWS | Mar 6, 2024



Sarah Girgis FOLLOW sgirgis@aspentimes.com

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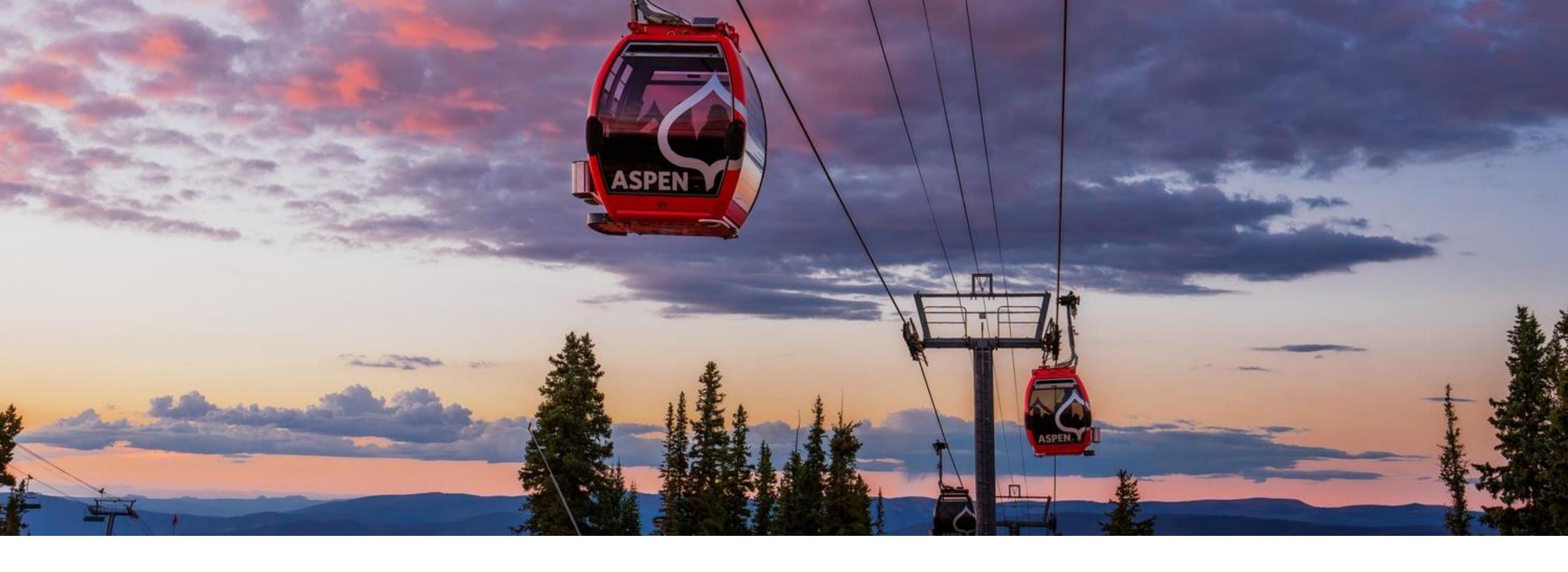


INTERVIEW WITH ELIZA VOSS





PR HIGHLIGHTS – ACRA COVERAGE



## **Address Visitor Pressure**



## **360 Degree Feedback**

#### DEFY ORDINARY DASHBOARD

#### **SEPTEMBER 2024**

ACRA's 4 Visitor Information Centers saw a 17% increase in traffic in August 2024 as compared to August 2023. Staff assisted 12,604 individuals this year.

#### In August 2024, Aspen's lodging properties reported the following:

- Occupancy grew 5% YOY to 70.3%
- Average Daily Rate increased 6% to \$769
- Room Nights Available increased 4.8% YOY
- Room Nights Booked increased 10% YOY





DEF

VISITOR CENTER

COUNTS

0

Aspen website top performing blogs and pages for July 2024 Pages: Blogs:

- Maroon Bells Reservations (66,906 views) Discover the Maroon Bells (13,216 views)
- Events (10,682 views)
- . Homepage (7,308 views) . Fall Arts & Culture Roundup (6,672 views)
- 1 Fall Arts & Culture Roundup (6,672 views)
- Favorite Fall Hikes (5,969 views)
   5 Reasons to Visit in Autumn (4,652 views)
   5 Reasons to Visit in Summer (4,224 views)
- 5. Everything you need to know about Indy Pass (3,715

August load factor was 80.1% vs. 73.9% in 2023.

August Completion was 100% this year, the first month since September 2023 that there were no canceled commercial flights at ASE



ASE Fall Schedules include 15 daily flights on three airlines plus one scheduled public charter. MAY 2025 CLOSURE DATES ANNOUNCED: May 5-June 1, 2025

KEY TAKEAWAYS

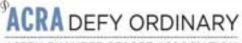
 Aspen's lodging properties saw a strong finish to the summer, with Demand rising 10.0% Year-over-Year in August and Occupancy increasing compared to the same month in both 2022 and 2023.



"The early winter season is seeing some rate pushback, but lodgers have become increasingly adept at hanaging this balancing act over the past 18 months, and rate adjustment that worked for summer has now rted to deliver a solid payoff in terms of winter booking volume " "While strength on Wall Street is typically good for consumer spending, that hasn't really materialized over

the past 24 months, and long-term price sensitivity remains an issue and should be expected to persist into 2025.

Source: De



ASPEN CHAMBER RESORT ASSOCIATION

This dashboard is meant to assist with your planning & moving through the community. Please reach out with suggestions.



## TOGETHER WE CAN KEEP THE SIGHTS WORTH SEEING.

#### EXPLORE RESPONSIBLY





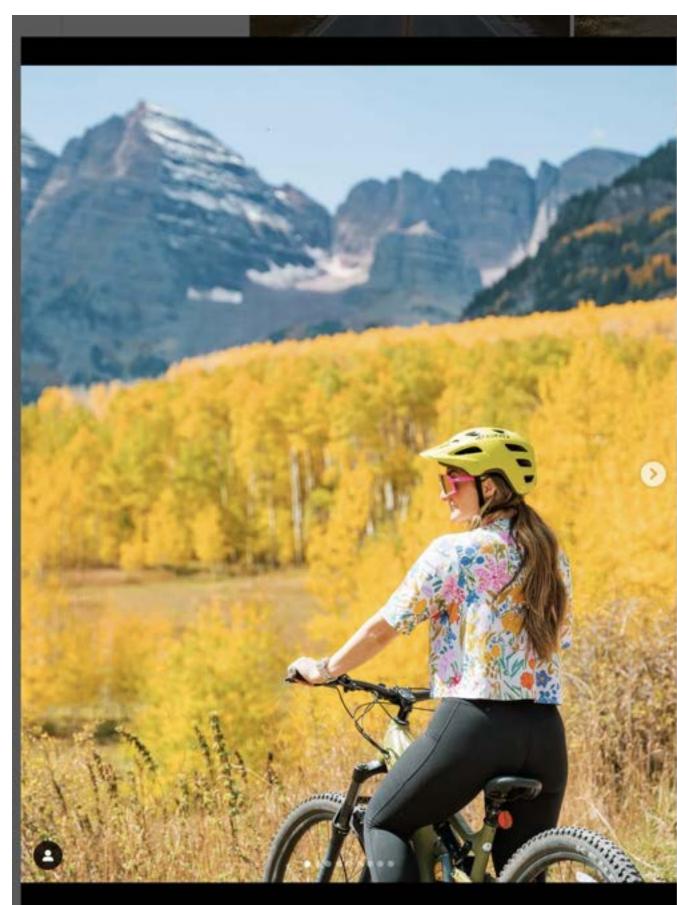
## **Enhance Visitor Education**

• TwoSix Digital Local Campaigns • We Cycle Take Over • Aspen Pledge at ASE • RFTA Ads in English & Spanish Aspen Public Radio Ads



## **Social Media Initiatives**

- •



## Influencer Strategy – Responsible Tourism Short form video Edge Outdoors

myrandainthemountains 🥥 · Follow Aspen, Colorado



myrandainthemountains 🔮 How to bike to the Maroon Bells in @aspenco (ad) 🚕

#### @tamarasusaphoto

This is a beautiful route and a great way to see Maroon Bells if you don't have a permit or reservation. It does get very busy though. We rode from town, so it was 22 miles round trip, and 1,600 feet of elevation gain. I'm not going to lie, the elevation gain felt more significant than I expected, but heading back was basically all downhill until we got closer to town 🚴

Maroon Creek Road is typically closed for the winter from mid-November to Memorial Day weekend, so plan accordingly.

Let's chat about how to keep you and others safe:

- Wear a helmet
- Be aware of cars and RTFA shuttles
- Ride in a single file line and stay to the far right of the road
- Wear brightly colored clothing so you're more visible to cars
- · Do not stop in the middle of the road

 If you're passing someone yell "on your left" and/or ring your bell so they are alerted to your presence

 Prepare for all types of weather (rain, hail, snow, and sun). Bring plenty of layers, sunscreen, water, and snacks. This will likely take you 2-3 hours.

- You will NOT have cell service so please bring a Garmin InReach if you have one
- · Keep an eye out for wildlife and give them space

 Stay at a controlled speed, especially on the way back down the road

· Know the signs of altitude sickness, especially if you're coming from sea level.

QV

Liked by tamarasusaphoto and others October 17

Add a comment...



## **Regenerative Tourism Efforts**

- MountainIDEAL Certification
- Colorado Green Business Network (CGBN) of Aspen Top 100 Stories

- Maroon Bells Reservation System & Comprehensive **Recreation Management Plan**
- - New sustainability award THRIVE Award at January's Wintersköl

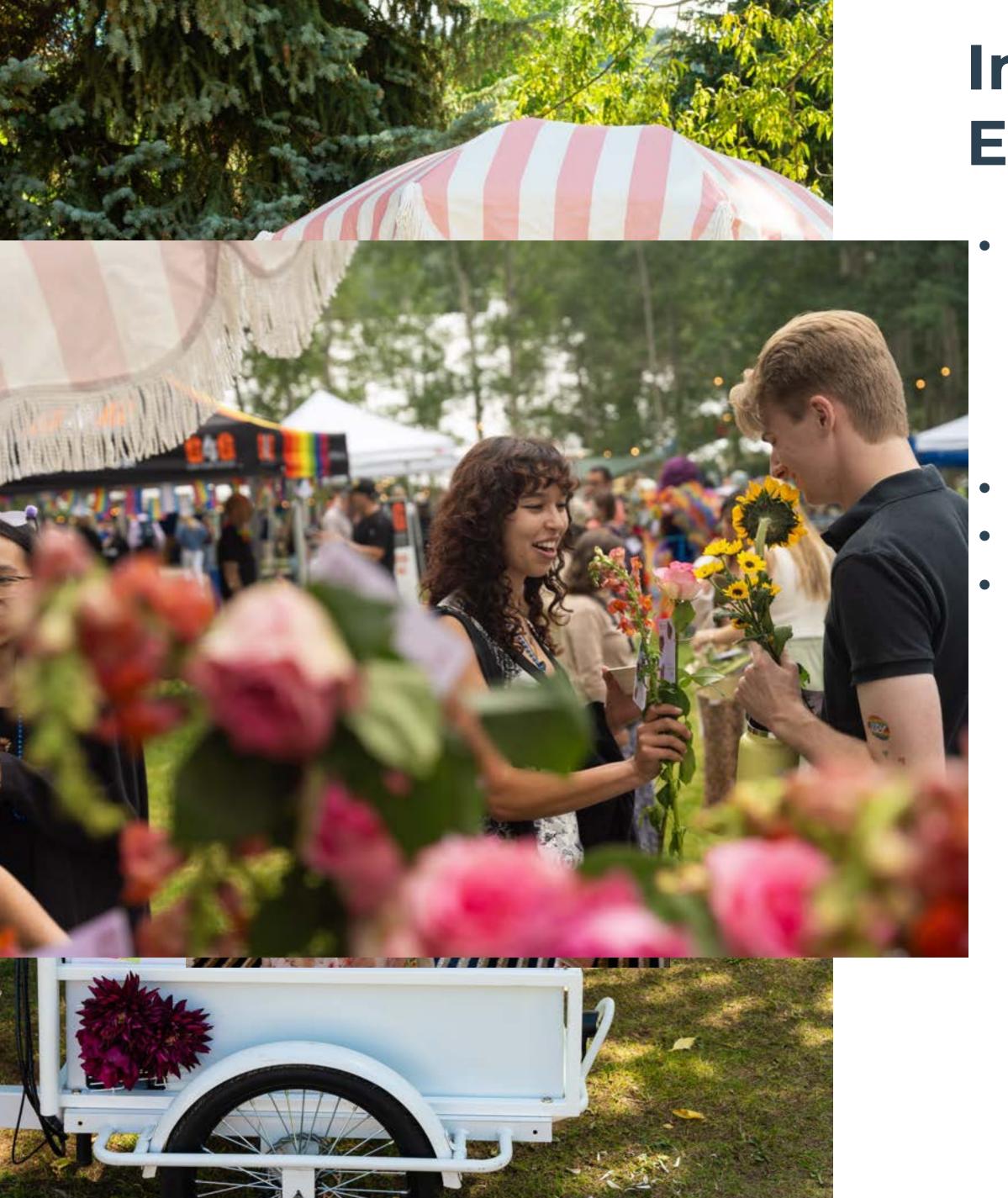
- Roaring Fork Outdoor Volunteers (RFOV) Voluntourism **Opportunities with Roaring Fork Valley Destination** Alliance (RFVDA)
- "Doo" Colorado Right







## **Enhance the Aspen Experience**



## **Improve the Visitor & Resident Experience**

- Petal it Forward
- o 24 bouquets
- o 5 activations
- o 1500 stems

Weekly Newspaper Dashboard Fly Aspen Snowmass (FAS) UserWay Accessibility and translation widget on aspenchamber.org



## **Diversify Visitor Markets**

- Colorado Historic Opera Houses Circuit
- International Promotions Committee
  - Photoshoot to create diverse representation in assets

Local Collaborations Edge Outdoors DEIA Audit of Aspen & Snowmass Businesses with the Colorado Tourism Office (CTO) Roaring Fork & Farm Map International PR with Snowmass Tourism

Statewide Collaborations

Michelin Marketing Program

CTO Destination Stewardship Strategic Plan



## Website User & Conversion Study

- 69% of users visited Aspen, most stayed in commercial lodging
- 16K trips generated
- \_
- Aspen's website performed above average in generating trips and economic impact.
- The website influenced additional activities and attractions
- Praised for its organization, detail and comprehensiveness

- Year-long research conducted by Future Partners (formerly Destination Analysts) in 2023
- Co-op conducted on behalf of the DMA West Education & Research Foundation (now One West Tourism Alliance)

- \$19.8 million economic impact
- \$59.98 in economic impact per unique visitor







## **Events & Partnerships**

- Legacy Special Events
  - Gay Ski Week
  - X Games
  - World Cup

  - Ruggerfest

• AMFS Community Pride Event

 Stewardship Sponsorships • Trash Crush with Pristine Riders • Aspen Cycling Club • Roaring Fork Mountain Bike Association (RFMBA)



## **Preserve Small Town Character**



## **Building Community**

- G
- Buttermilk Uphill Breakfasts
- Petal it Forward Activations
- ACES Potbelly Perspectives
- Wintersköl Moved to December
- Wintersköl Workforce Appreciation & Launch
- Local Media Winter Dinner

"I am so impressed with ACRA and it's Petal it Forward Campaign which reminds us all of our wonderful local community by honoring its local citizens who encompass the values and passion Aspen. Those selected then each are asked to choose another person that exemplifies those characteristics that help keep our beloved Aspen the town we love." Julie Lampton

Guest Service Appreciation Month



# Professional Development

CHAMBER OF COMMERCE

### • Queenstown, NZ Sister Cities Exchange

• Eliza Voss & DMO's: Outerbanks, NC, Discover Durham, NC, Jackson Hole, WY Lake Tahoe & San Luis Obisbo

• Debbie Braun & One Tourism Alliance: Park City, Snowmass Village, Sun Valley, Big Sky, Jackson Hole, Bend, Tahoe, ACRA

 Debbie Braun attended TravelAbility as a Panel Speaker, & Adventure Travel World Summit



# Special Events





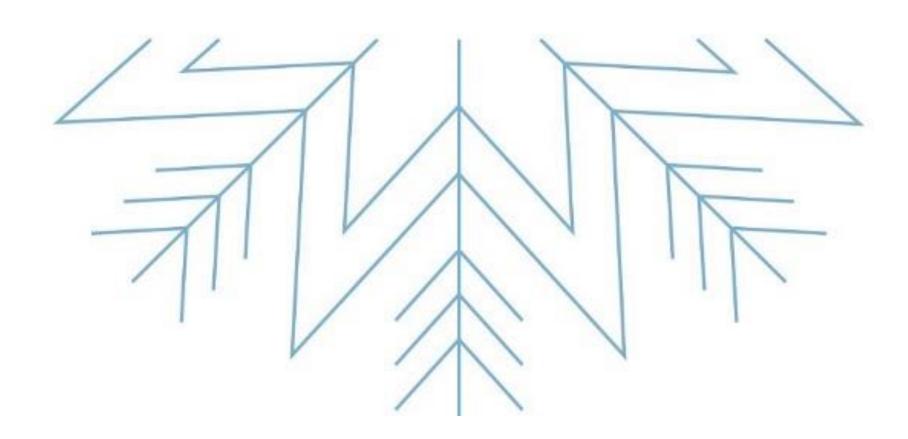


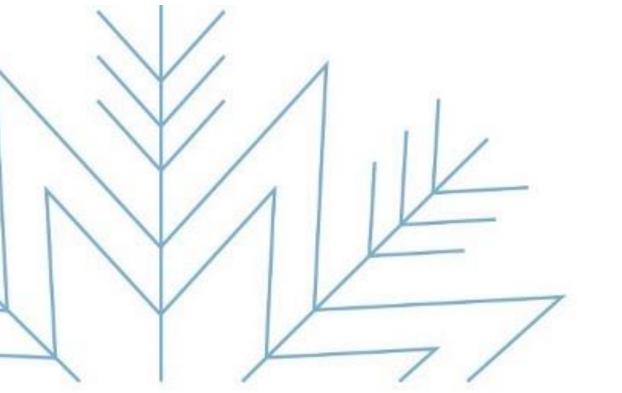
## **Event Resources & Tool Kit**



- Event Promotion & Marketing Resources
  - Networking Opportunities
- Vendor & Supplier Connections
- Permit & Licensing Assistance
  - **Regulatory Updates**
  - Collaboration Opportunities
  - Event Planning Support
- Venue Recommendations

# WINTERSKÖL<sup>TM</sup>

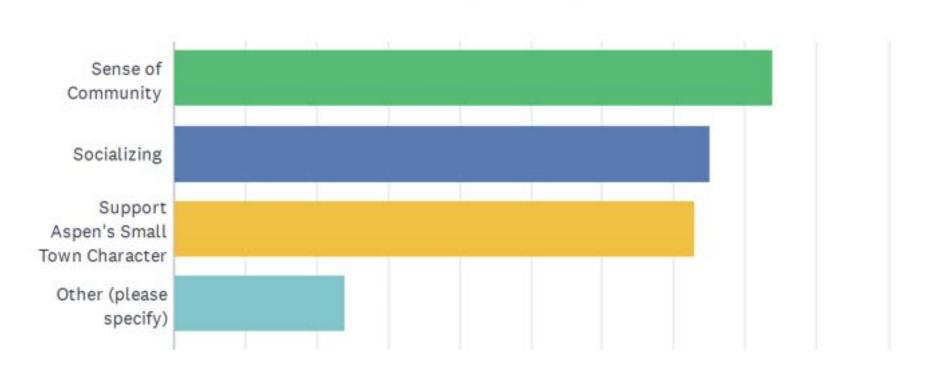




# Wintersköl Survey Results

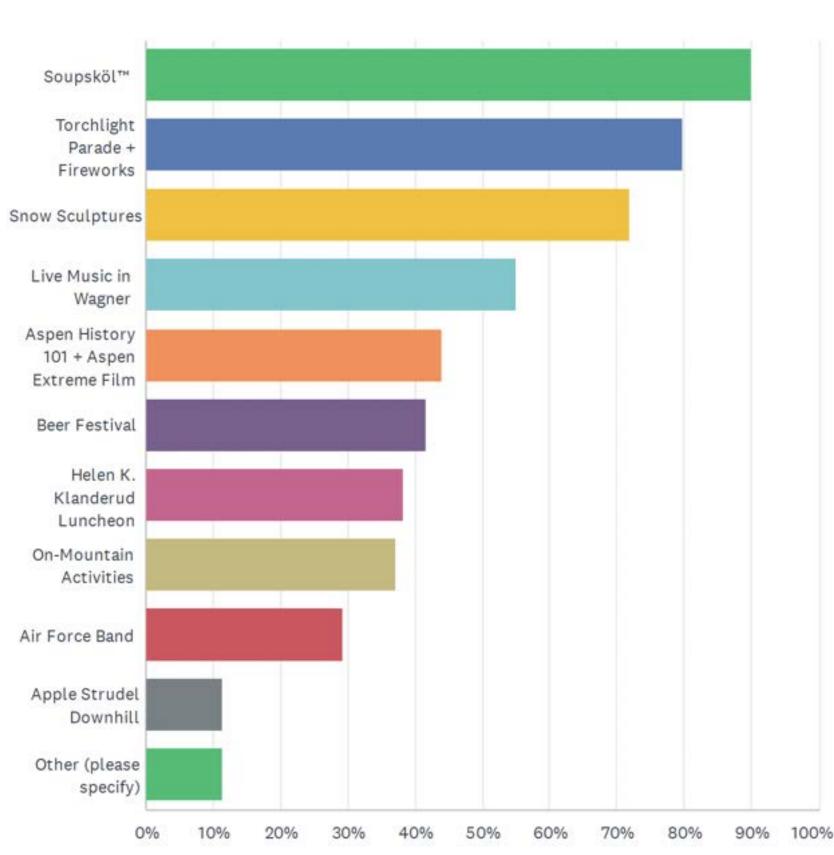
ANSWER CHOICES	RESPONSES
Pitkin County Resident	67.39%
Employee	30.43%
Resident in the Greater Roaring Fork Valley	27.17%
Business Owner	18.48%
Part-Time Resident	7.61%
Visitor	0.00%
Total Respondents: 92	

#### Q3 Select all the reasons you attended/will attend a Wintersköl



Answered: 92 Skipped: 0

#### Q4 Select all the Wintersköl events you've attended/will attend



Answered: 89 Skipped: 3

62

28

25

17

7

0



## Wintersköl 2.0

Increased participation with Stakeholders & Community Partners
Collaborating with Warren Miller 75
Icebreaker Bash

Incorporating the holiday spirit





## **FOOD & WINE CLASSIC IN ASPEN**

• 41 years of the FOOD & WINE Classic in Aspen

F&W Classic in Charleston

# FOOD&WINE ----- A S P E N

# Group Sales





# **Group Sales**

 Wedding Fam o August 26 – 29, 2024 o 10 destination planners (CA, CO, FL, IL, NY, TN, TX)

• Personalized Site Visits

 Sponsorships • Conference Direct Incentive Research Foundation Leadership Insights Forum • Financial & Insurance Conference Professionals Association - Insurance & Financial Services Forum



# **Travel & Tradeshow**

- U.S. Travel's IPW with Colorado Tourism Office LA
- Chicago Sales Mission with Snowmass Tourism, Viceroy Snowmass, Viewline, St. Regis, The Little Nell, Aspen Skiing Company, MOLLIE Aspen, The Gant, Aspen Meadows
- Northstar Destination West Snowmass Village
- IMEX with Destination Colorado Las Vegas
- Smart Meetings Incentive Phoenix

• Meetings Industry Council with Hotel Jerome, Aspen Meadows, St. Regis - Denver



# lamontco



cvent





- Feathr

# Advertising

Cvent Elevated destination listing Geo-targeting Google Display Ads

LamontCo Quarterly e-newsletter spotlight

 Destination Colorado Meetings 2 sponsored e-blasts

• Retargeting ads

 TwoSix Digital Campaign o Q2 2024 = 85 sessions, 74% engagement rate Q3 2024 = 109 sessions, 79% engagement rate Q4 2024 = 90 sessions, 76% engagement rate o 35 new followers on LinkedIn in the past 90 days

DEFY ORDEN ADPOSITION ADDRESS TO ADDRESS

Aspen Chamber Resort Association

1,268 followers Promoted

Unique spaces, vibrant culture, and local expertise. See why Aspen is the perfect place for your next meeting or event!



Top 10 Reasons to Meet in Aspen aspenchamber.org



Unique spaces, vibrant culture, and local your next meeting or event!



Learn more

Top 10 Reasons to Meet in Aspen aspenchamber.org



ACRA

Aspen Chamber Resort Association 1,268 followers

Promoted

Looking for a honeymoon that's as adventurous as your love? Discover Aspen's wild and romantic side for newlyweds. Mit D



Learn more

Start Your Marriage With An Adventure in Aspen aspenchamber.org

DEFY ORDINUS ASPENCIAMEER.ONS

1,270 followers Promoted

Looking for a honeymoon that's as adventurous as your love? Discover Aspen's wild and romantic side for newlyweds. M + O



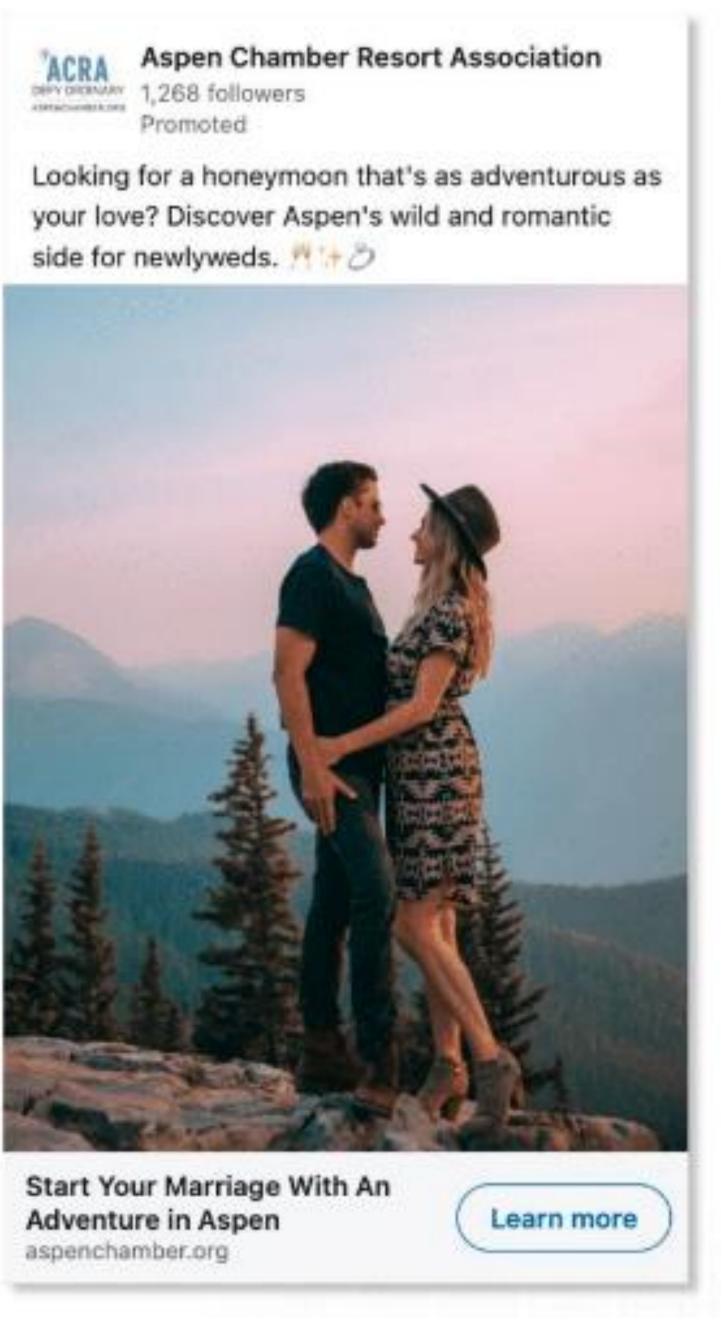
Start Your Marriage With An Adventure in Aspen aspenchamber.org

## Aspen Chamber Resort Association

Learn more



Promoted







- Leads

# Lead Generation

o 235 ytd 2024 vs 229 ytd 2023

 Booking Incentives o \$2,025 master account credit • Site Visit airfare credit

o Strategic Database Research o 100-hour telemarketing campaign

 Enewsletter signups Meeting eNews 42% open rate • Wedding eNews 71% open rate

# Visitor Services







# **Visitor Services**

- Gondola Plaza Satellite Summer/Fall 2024
- Mill St. Main Office Cooper Mall Pavilion
- Wheeler Opera House
- Aspen/Pitkin County Airport
- **Visitor Interactions** •2024 YTD 94,761 up from 87,545 year-end 2023
- Staffing:
  - •2 new hires
- 2 Lead Destination Specialists •1 Director of Guest Services

## **Four Visitor Center Locations:**

•20 Destination Specialists



# **Enhancing the Visitor Experience**

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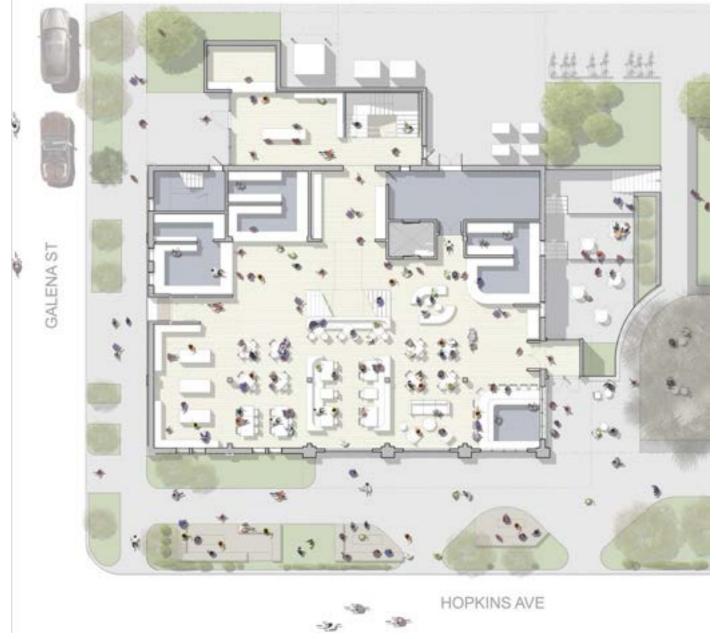
Pavilion Refresh

- Cooper Mall and Airport Visitor Centers
- Trainings and Professional Development Opportunities :
- Winter/summer kickoff event
- Cultivating Connection Webinar
  - Aspen Learning Lab
  - Weekly Events Calendar

Supporting several Destination Marketing initiatives

- o Aspen Essential Kits
  - Aspen Pledge
- ASE Guest Service snack delivery







Phase 2:: New Welcome Center Redeveloped Armory • Visitor Center Addition – CCY Architects Renderings • Welcoming to All Connection of Community & Visitors Centralized Location • Infrastructure & Technology Up-grades

CCY Architects- Proposed Visitor Center Addition Renderings 10.08.24 Aspen City Council Meeting

# Visitor Services @ The Armory

Phase 1:

 Temporary Move to Armory Spring 2025 Partnering with BVK



## Looking Ahead



- Resident Sentiment Study
- Redesign aspenchamber.org
- Refresh Defy Ordinary Creative •
- RFP for Creative Agency •
- Colorado Green Business Network of Aspen
- Sponsorship Request Matrix
- Continued evolution of data reporting
- Budget 2025

# **2025 Initiatives**

## **Destination Marketing Budget**

INCOME BUDGET DRAFT	2024	2025
Tax Revenues	\$4,545,750	\$4,479,750
<b>Group Participation Fee</b>	\$20,500	\$20,000
Grants/Contract for Services	\$101,400	\$111,540
Events Sponsorship	\$20,000	\$10,000
COOP Funds	\$35,000	\$51,000
Interest Income	\$138,000	\$100,000
TOTAL	\$4,860,650	\$4,772,290

BUDGET EXPENSES DRAFT	2024	2025
Payroll/Operating Expense	\$1.66M	\$1.71M
Marketing & Event Services	\$2.71M	\$2.63M
Partnerships	\$329K	\$314K
Research	\$150K	\$110K
Total	\$4.8M	\$4.7M



INCOME BUDGET DRAFT	2024	2025
Membership Dues	\$783,000	\$855 <i>,</i> 000
HR Management Fee	\$80,000	\$80,000
Grants & Contract for Services	\$332,624	\$371,000
Member Sponsorship	\$55,000	\$55,000
<b>Registration Fees</b>	\$31,000	\$38,000
Marketing Services	\$27,000	\$35,000
Advertising	\$46,000	\$45,000
Interest Income	\$67,000	\$40,000
TOTAL	\$1,421,624	\$1,519,000

## **Chamber Budget**

BUDGET EXPENSES DRAFT	2024	2025
Payroll/Operating Expense	\$1.0M	\$1.1M
Member Programming	\$412,129	\$404,498
Total	\$1,421,624	\$1,519,000



