



The Aspen Chamber Resort Association is a non-profit organization dedicated to supporting the business community, attracting visitors and enhancing the visitor experience. An accomplished board of directors guides the organization, with efforts carried out by a dedicated staff. ACRA also has member-driven committees that help guide the Chamber's goals and efforts.

Our membership of **750 organizations** represents 75 percent of the local workforce, with members coming from throughout the Roaring Fork Valley and beyond.



OUR MISSION

Since its creation in the 1960s, ACRA has worked to create and support an environment for Aspen to thrive. **Our mission** is to attract visitors to the resort, foster a dynamic Aspen experience and provide valuable member benefits to support a sustainable local economy. We strive to embody Aspen's Defy Ordinary mentality by providing programs and incentives that help our members prosper. A unique blend of a traditional business chamber and visitors' bureau, ACRA is comprised of approximately 750 local businesses. ACRA is led by a strong, diverse board of directors and a dedicated staff. We are the unifying voice for Aspen businesses and organizations.



JOINING THE ASPEN CHAMBER IS A SMART INVESTMENT.

By joining one of the strongest business chambers in the mountain west, you gain a team of talented people devoted to your organization's success, and a family of fellow members creating synergies for a strong and healthy local business climate. ACRA works to enhance the strength of our member organizations through member events, benefit programs, educational workshops and marketing opportunities. The Chamber also compiles valuable visitor research that helps businesses plan and budget.

Your membership fees are tax deductible and your annual investment is easily returned through many discount programs. Rate schedules are available at www.AspenChamber.org/membership or at the ACRA office—590 N. Mill Street, Aspen, Colorado.

To start or renew your ACRA membership, contact:
info@aspenchamber.org or call 970.925.1940

Your ACRA team

 facebook.com/AspenCommunity

 twitter.com/aspenco

 instagram.com/aspenco

JOIN TODAY

ACRA *Member/* BENEFITS




ASPEN
CHAMBER
RESORT ASSOCIATION
WWW.ASPENCHAMBER.ORG

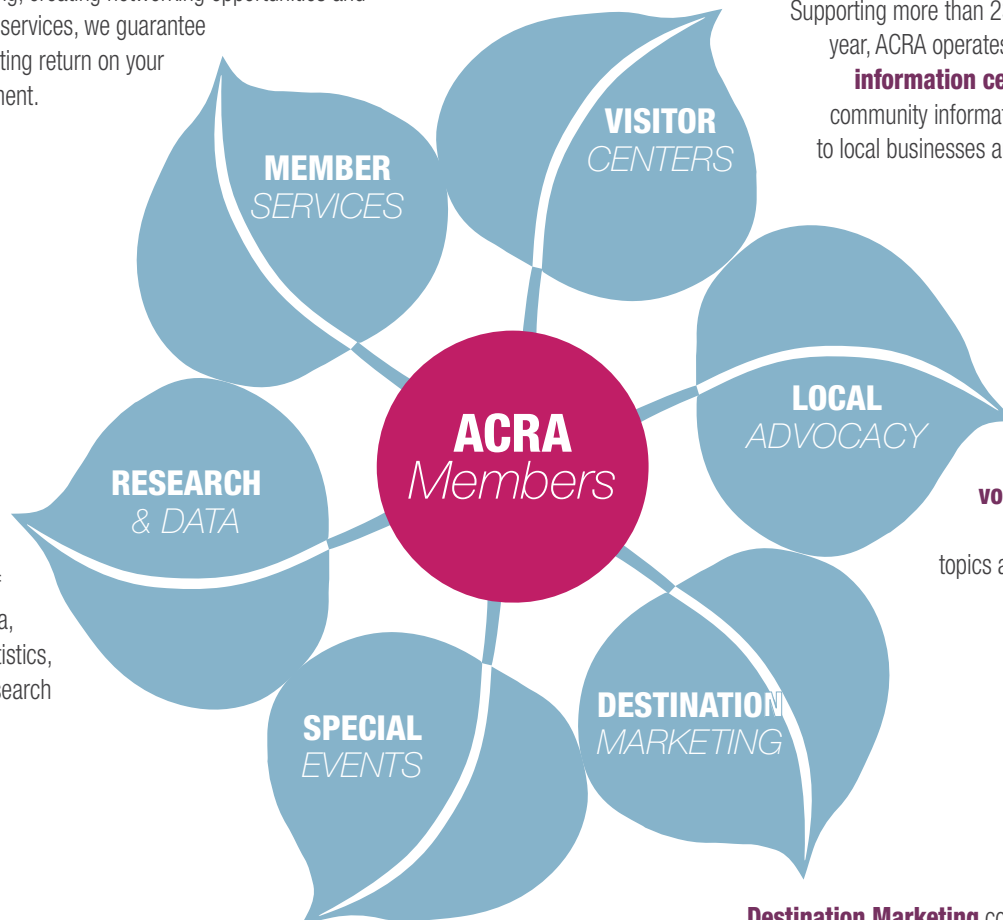
With a variety of resources and tools to support your business,
ACRA membership is one of the best business
INVESTMENTS YOU CAN MAKE.

ACRA represents **750 members**;
a workforce of **9,500 strong**.



Member Services is dedicated to serving you and your business. By providing extensive marketing and advertising support, offering valuable programming, creating networking opportunities and utilizing cost-saving services, we guarantee an impactful and lasting return on your membership investment.

Supporting more than 230,000 visitors a year, ACRA operates four year-round **information centers**, providing community information and referrals to local businesses and organizations.



Research and Data

ACRA members have access to a wide array of research and market data, including community statistics, demographics, visitor research and member profiles.

ACRA represents the **voice of the business** community on local topics and issues that impact our membership.

ACRA's **Special Events** team produces five signature events that draw local, regional and destination visitors to Aspen, driving people directly to your business.

Destination Marketing continually works to promote Aspen as a premier, year-round destination for the economic benefit of the entire community.

MEMBER BENEFITS

✓ Discounted Season Ski Passes

Great savings on Aspen Snowmass Premier, Double Flex and Flex season passes.

✓ ACRA Business Directory Listing

Your business is listed in this useful tool for visitors and locals (*multiple category listings available*). Print and online versions.

✓ Year-Round ACRA Support

ACRA's talented membership, marketing and visitor service professionals are devoted to your organization's success. Let us know how we can support your business.

✓ Advertising

Take advantage of advertising specials and offers for new and existing ACRA members at The Aspen Times, Aspen Daily News and Red Wheel Media.

✓ ACRA E-Newsletters

Members receive the "ACRA at Work" monthly e-newsletter, featuring Aspen Chamber updates, events and business tips. Throughout the year, members will also receive the "Business Radar" e-newsletter, highlighting public affairs information relevant to membership.

✓ Advocacy with Local and Regional Governments

ACRA provides a voice on behalf of the business community, presenting a collective position on issues that directly affect your business.

✓ Retail Reports and Executive Summaries

ACRA members receive valuable market research from exclusive monthly reports and surveys that help manage your business.



✓ Member Pricing for Aspen Music Festival and School Performances

ACRA members receive exclusive discounts on tickets to the Aspen Music Festival summer concert series.

✓ Member Awards and Recognition

Each year select ACRA members are recognized for both their entrepreneurial achievement and contribution to the greater community through "Business of the Year," "Non-Profit of the Year," "Defy Ordinary," and "Molly Campbell Service" awards.

✓ FREE Wellness Advising to all Chamber Businesses

Health Links is a signature program of the Center for Health, Work & Environment at the Colorado School of Public Health. Health Links collaborates with employers to build a culture of health and safety in the workplace. Participating in Health Links demonstrates your commitment toward building a culture of health and safety. Stand out among your competitors and enhance your organization's ability to improve recruitment, retention and engagement of your employees.

✓ Continuing Education and Training

ACRA provides in-depth seminars focusing on the fundamentals of business, marketing, management, customer service and human resources. ACRA also produces forums on relevant community issues that impact local business.

Benefits are subject to change.



MARKETING & *Networking*

ACRA members enjoy exclusive tools to generate business, network with fellow members, and engage staff.

- Information Centers and Referrals
- Website Linking and Enhanced Visibility
- ACRA Business & Community Resource Guide
- ACRA E-Newsletters
- Quarterly Luncheons
- Special Events
- ACRA Website and Community Calendar
- Election and Community Forums
- Networking Events
- Mailing Labels
- Committees and Task Forces
- Seminars
- Advocacy on behalf of the Business Community
- Market Research and Demographics

✓ Discounted RFTA Zone Passes

Members enjoy discounted Zone passes, tax relief for employers and employees—up to \$65 per employee per month.

✓ Saturday Market Booth

ACRA businesses have the opportunity to sell or promote their goods at the Saturday Market. The market runs 18 consecutive Saturdays from mid-June through October. Dates are available on a first-come, first-served basis. Members have the opportunity to reserve one Saturday per season, per business, unless additional dates open up.

✓ Discounted Athletic Club Memberships

- Jean-Robert's Gym
- The Art of Fitness
- The Fix

✓ Colorado Small Business Development Center (SBDC)

The Northwest Small Business Development Center is dedicated to developing new and existing entrepreneurs, resulting in an established future of work for Pitkin County. The Northwest SBDC helps businesses start, grow, and prosper by providing free, 1:1 consulting, expert-led workshops, and access to secure financing. Connect with the Northwest SBDC to take advantage of the wealth of resources available to companies in every phase and stage of the business lifecycle. Contact information: northwestsbdc@vailcentre.org, 970-680-3525

Learn more about membership benefits at
www.AspenChamber.org/Membership



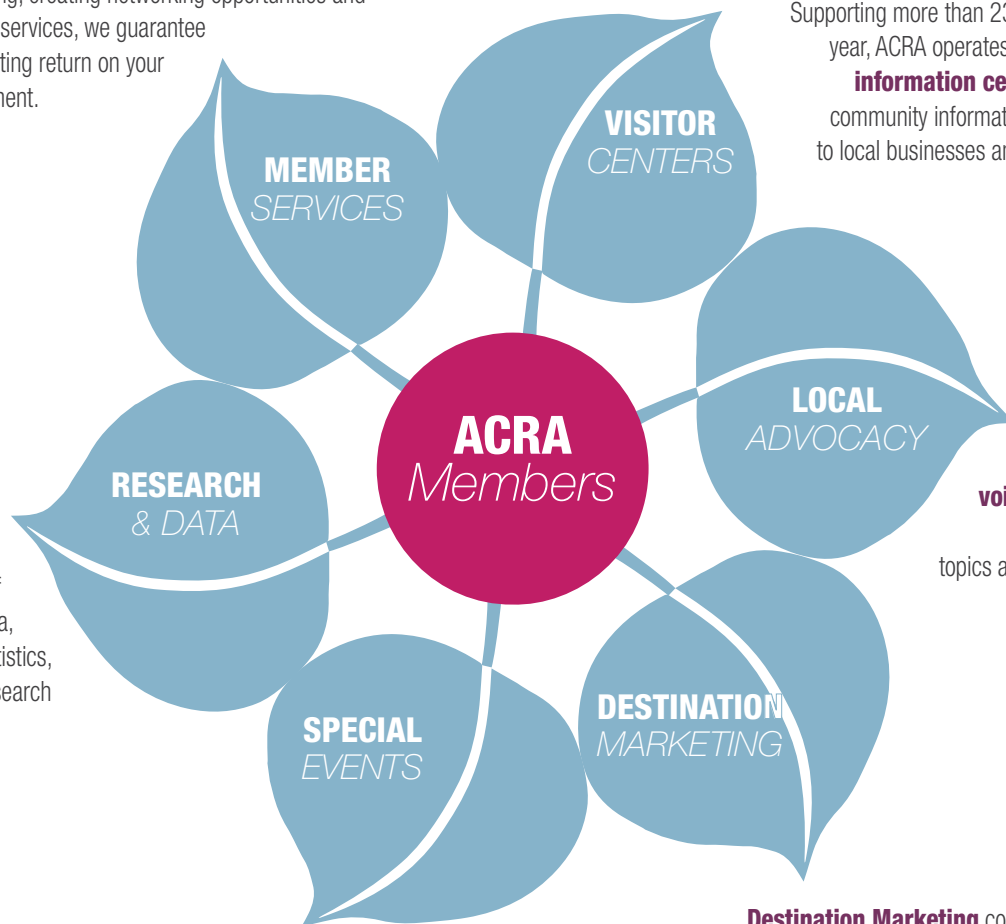
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