

The background of the slide is a dark blue field filled with a complex network of glowing blue lines and dots. These lines and dots form a web-like structure that spans the entire frame, with some areas being more densely connected than others. The dots are small circles of varying sizes, and the lines are thin, creating a sense of depth and connectivity.

2025 Annual Meeting

Community Insights

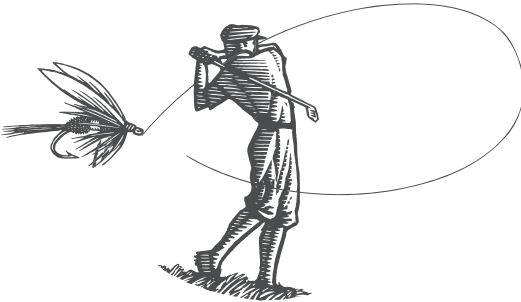
THANK YOU TO OUR SPONSORS



State of Insurance Keynote



Hospitality & Tourism Update



Welcome & Registration Table



Trailblazer Members



Annual Meeting Partners





2025 Annual Meeting

State of the Chamber
Kris Mattera

CTO DESTINATION BLUEPRINT GRANT



Technical Assistance grant

- Destination assessment (research, data, surveys)
- Community visioning and action planning workshop (November 12)
- 100 hours of consulting to advance priority projects

Goals

- Determine the future of tourism in Basalt and the midvalley region
- Create a tourism strategic plan based on a **shared community vision**



GET INVOLVED



Resident Sentiment Survey



Tourism Stakeholder Survey



YOU'RE INVITED: Community Open House
Shape the future of tourism in Basalt

Wednesday, November 12 | 5–7 p.m.
Basalt Regional Library

250 / 150 / 125

2026 = 250/150 + 125

- Sesquicentennial
- America 250 – July 4, 2026
- Colorado 150 – August 1, 2026
- Basalt 125 – August 23, 2026
- Learn more about 250/150 at historycolorado.org/colorado-150

Basalt has a unique opportunity to not only engage with state and national efforts, but also highlight its own milestone as it celebrates its 125th anniversary in 2026.



UPCOMING CHAMBER EVENTS



October 20 | "What's On Your Ballot?" with Count Me In Colorado and the Basalt Regional Library, noon-1 p.m.

November 6 | Employment Law Seminar presented by Dominion Payroll Colorado

November 12 | Destination Blueprint Community Open House, 5-7 p.m., Basalt Regional Library

November 13 | Destination Blueprint Key Stakeholders Workshop, invite only

November 19 | Combined Business After Hours with the Carbondale Chamber at Eagle Crest Nursery

November 28 | Season of Small begins, running through December 24

December 11 | Holiday Business After Hours with Alpine Bank - Willits

plus the 2026 Board of Directors election!

Board of Directors Application





2025 Annual Meeting

State of the Town
Doug Pattison



2025 Annual Meeting

Airport Modernization Project
Jon Peacock



Aspen/Pitkin County Airport (ASE)

Airport Modernization:

Program Update



Advertisement

Ad removed. [Details](#)

Advertisement

This Airport Was Just Named the Most Stressful in the U.S., According to a New Analysis

With 9% of flights canceled and average delays of 45 minutes, this airport scored worst for traveler stress.

By [Kristine Hansen](#) Published on September 29, 2025

[LEAVE A COMMENT](#)



Private planes at the Aspen/Pitkin County Airport.
Credit: Michael Edwards/Getty Images

Advertisement

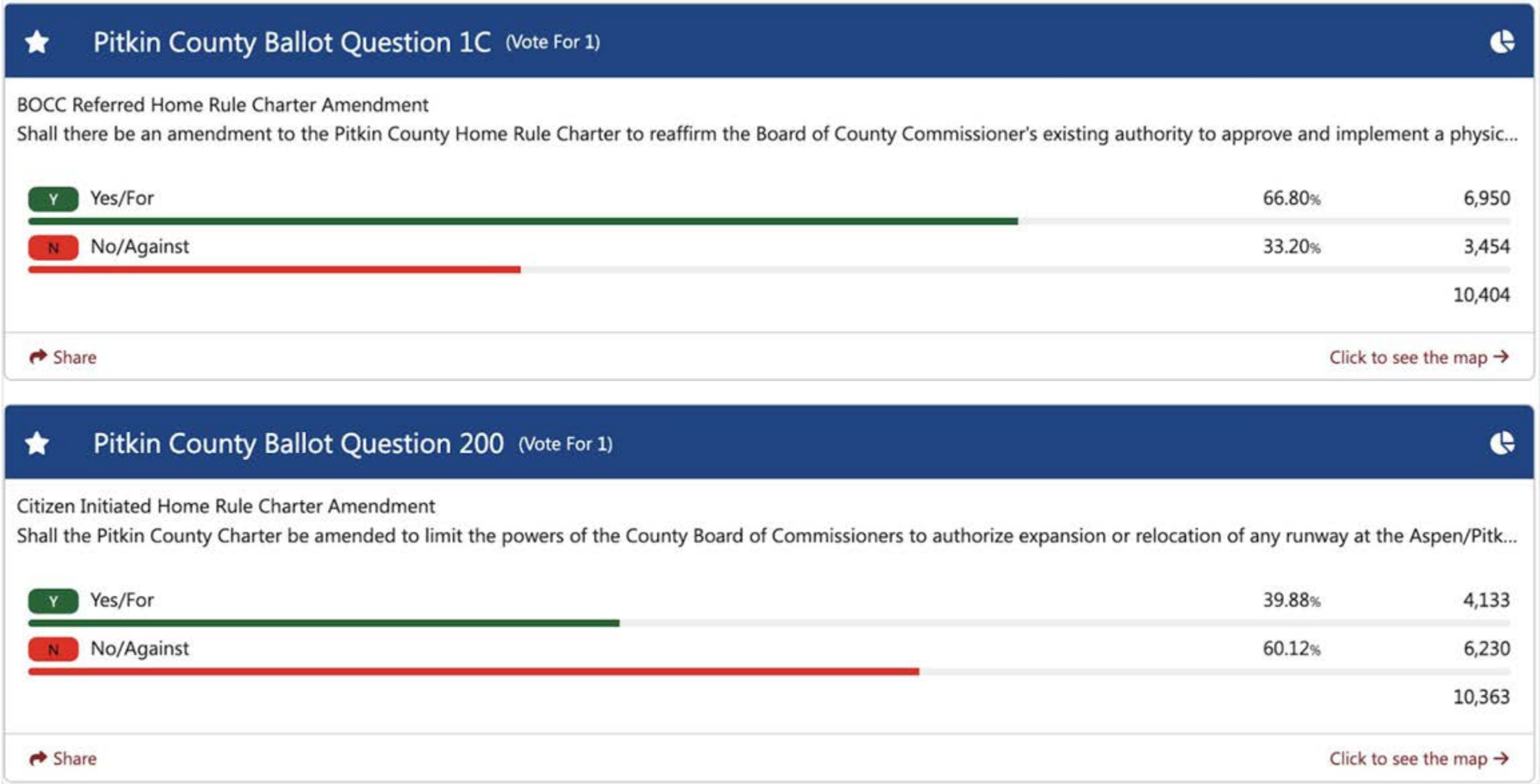
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Advertisement

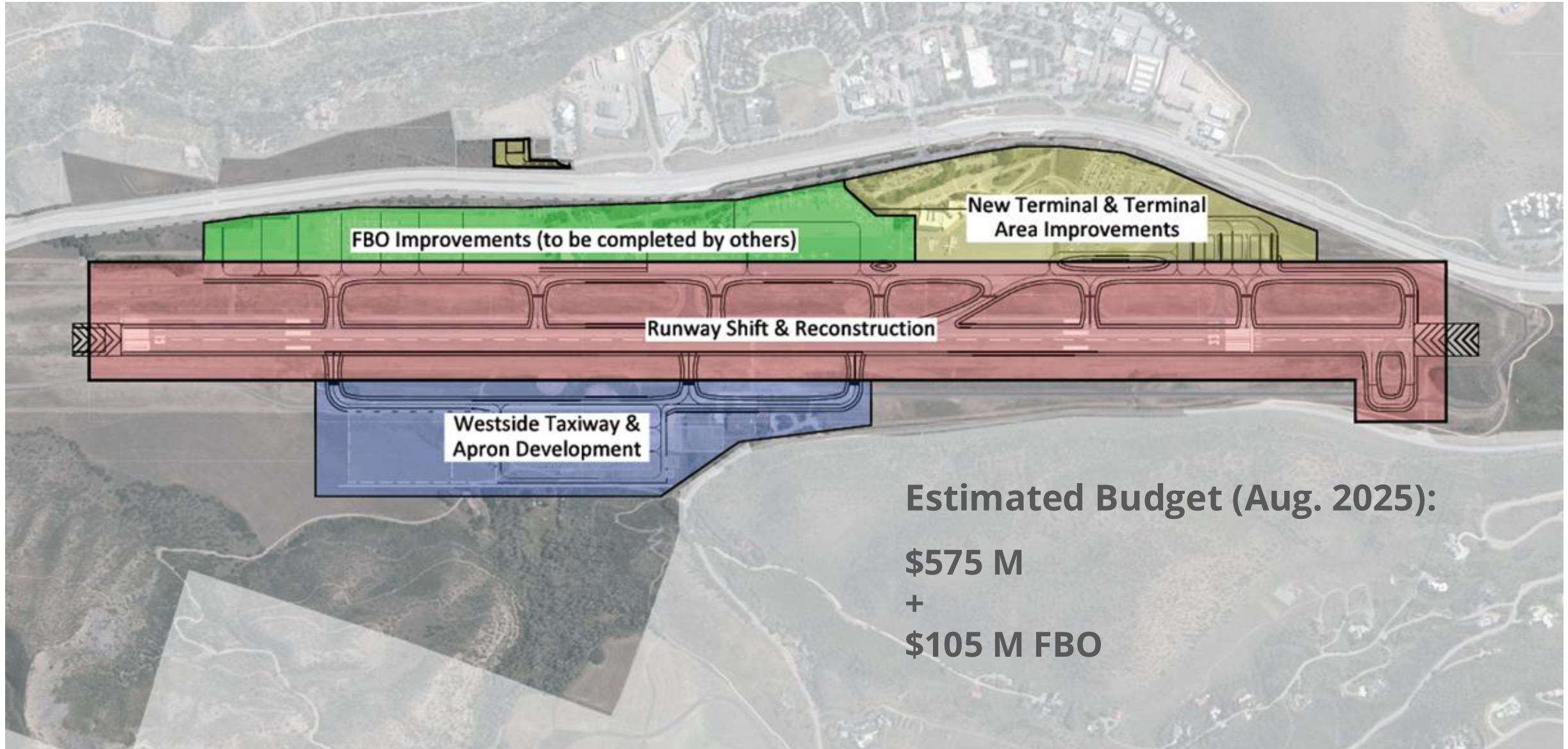
Let's face it: big cities tend to be more stressful—and that includes their airports. Crowds, lines, and congestion are the name of the game. But some airports are more stressful than others.

A new analysis of 384 U.S. airports found that the most stressful airport in the country isn't located in one of the three largest cities (New York City, Los Angeles, or Chicago), nor is it a major hub like Atlanta, Phoenix, Newark, or Houston. Topping the list at No. 1 is Aspen/Pitkin County Airport (ASE).

The Mandate



ASE Redevelopment: Program Components



What's Informing Airport Design & Connectivity Planning?



Safety in the Air
and on the Ground



Adaptable, Flexible,
Future-Proof



Environmental
Responsibility



Community – Reflect
Local Culture & Values



Economic
Vitality



Warm and
Welcoming



Design
Excellence



Efficiency – An Airport
That Works Well



Preserve High
Quality of Life



Convenient & Easy
Ground Transportation

ASE Vision and Values



Aspen/Pitkin County Airport (ASE)

Airport Modernization: *Timeline*

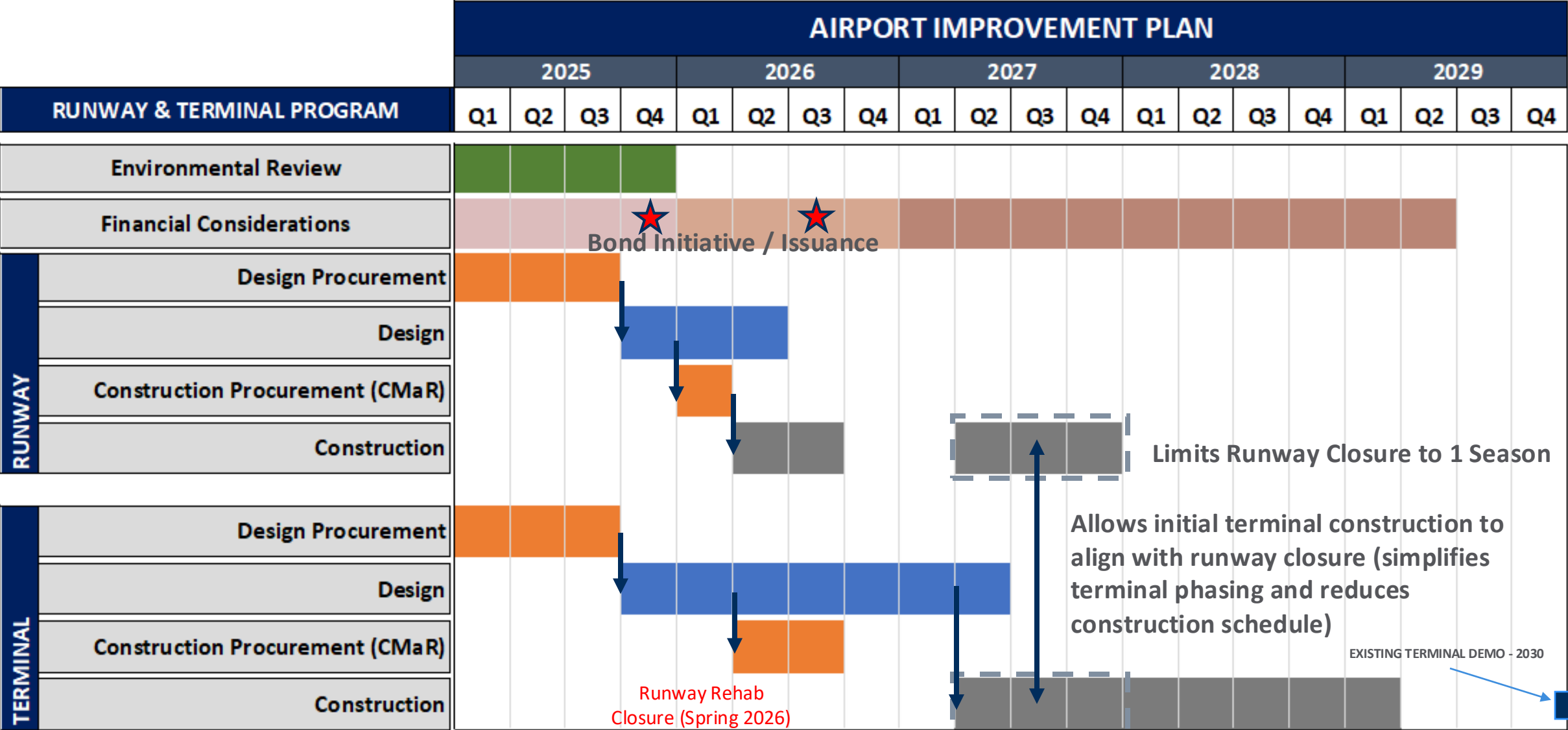
ASE Redevelopment Process (as of Aug. 2025)



ACTIVITY	STATUS
Airport Planning (Common Ground Recommendations, ALP, etc.)	☑
Airport Layout Plan (ALP) Update	☑
Environmental Approval	☑
Project Funding (FAA Grants, Bonds, PFC's, Airport Funds)	In-Process
Design Phase (Terminal and Runway)	Mid 2025 – Late 2026
Ballot Issue for Airport Bonds Without Imposing any New Tax	Nov. 4, 2025
Airport Construction Closure (One Construction Season)	Early/Mid to Late 2027
New Terminal Completion (Deconstruction of Existing Terminal)	2029
Construction/Commissioning/Operations	2026 - 2030

Target Program Timeline

Limiting the runway closure to one season will require two shifts of work. We will need to bring a resolution approving nighttime and weekend work.





Aspen/Pitkin County Airport (ASE)

Airport Modernization:

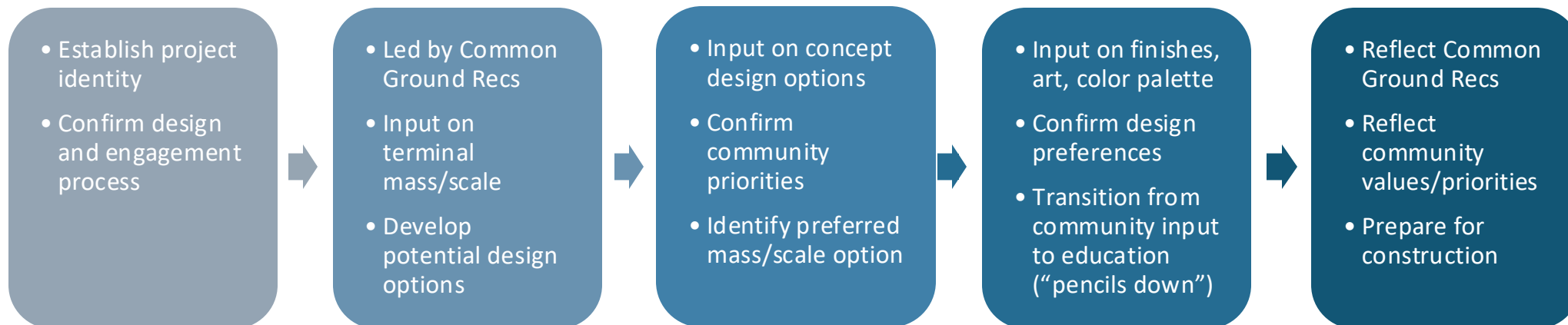
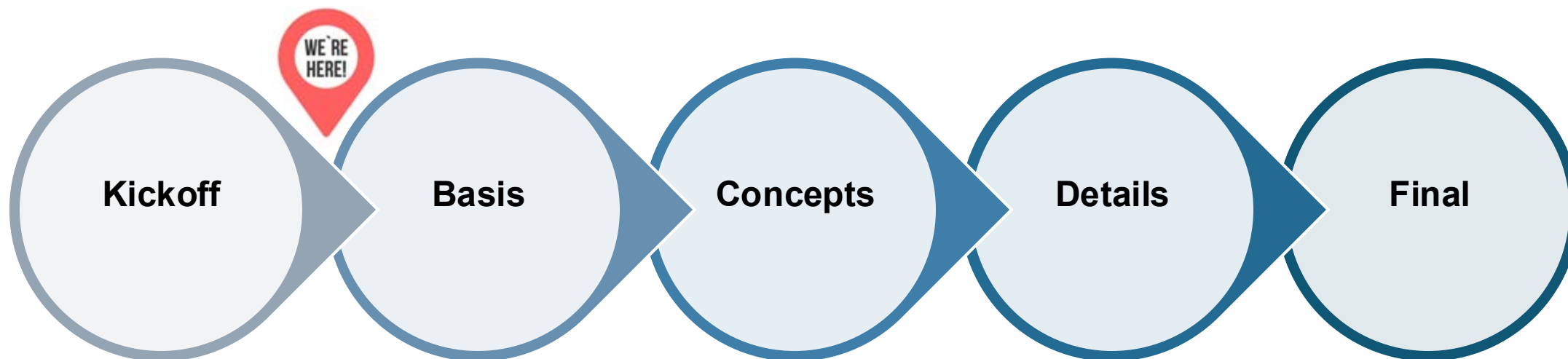
Public Engagement

ASE Terminal Design Process: Key Milestones

Programming, Concepts & Schematic Design

Design Development

Construction Docs

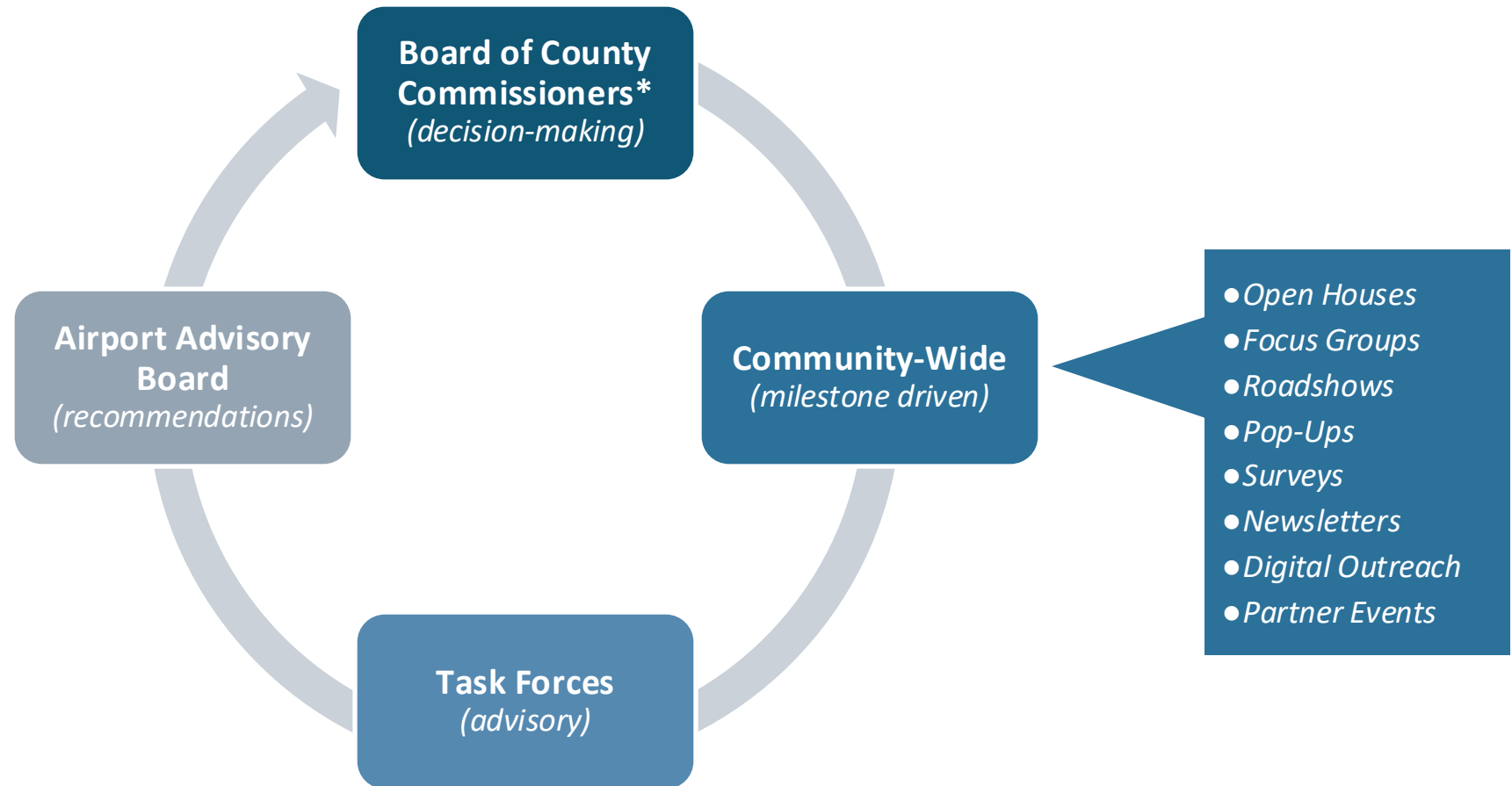


How well does this reflect CGRs?

This is how CGRs are being implemented

Upcoming Public Meetings: Oct. 15, Oct. 30, Dec. 4

Milestone-Driven Decision-Making Process



Engagement/Education Cycle Repeated at Key Milestones
**as needed at major decision points*



COMMUNITY OPEN HOUSES

Join us to learn about the Aspen/Pitkin County Airport modernization project and how the Common Ground Recommendations (CGRs) are guiding the design process.

 **Tuesday, October 15**

 **5-7 PM**

 **Aspen Fire Station**

420 East Hopkins Avenue, Aspen, CO 81611

 **Thursday, October 30**

 **5 - 7: PM**

 **The Hoffmann Hotel**

30 Kodiak Drive, Basalt, CO 81621



Ways to Get Involved

Frequent Flyer Updates, Request a Presentation and How to Learn More...



Get Involved at AspenAirport.com/Modernization

- View upcoming Task Force and Airport Advisory Board meetings
- Sign up for the ASE Newsletter
- Subscribe to Frequent Flyer Updates
- Request a presentation for your organization
- Contact the team: ASEinfo@AspenAirport.com



Thank You

Aspen/Pitkin County Airport (ASE) Modernization Program



2025 Annual Meeting

Tourism Industry Update
Jill Corbin

Sponsored by the Roaring Fork Club

Colorado Tourism Office Update

Presented by Jill Corbin, Deputy Director of
Destination Stewardship
10.9.25



COLORADO
TOURISM OFFICE



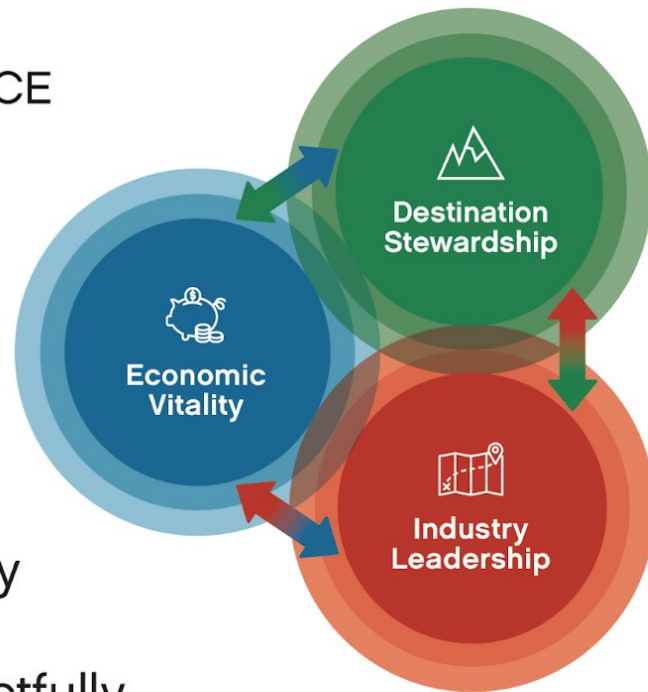
COLORADO
TOURISM OFFICE

CTO/OEDIT Mission

Empower all to thrive in
Colorado's economy.

CTO Vision

We empower the tourism industry
by inspiring the world to explore
Colorado responsibly and respectfully.



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TOURISM OFFICE



COLORADO TOURISM

2024 at a Glance



8.6 Billion
Impressions With a PR Ad Value of
\$27.8 Million

\$10.4 Billion

Travel Earnings Statewide

\$28.5 Billion
in traveler spending



\$1.9 Billion
in state & local taxes

287,703,167

Social Media
Impressions*

*Includes Instagram, Facebook, Pinterest,
Threads, YouTube and TikTok

840,000

Visitors at 10
Colorado
Welcome Centers

Campaign ROI
Highest CTO
has achieved
& **Top 10%** of
ROI in US.



188,210
Jobs

CTO Benefited the Industry
\$448,875
Through Paid and Social
Co-op Programs

Leadership Journey
Class of 2024
22 Graduated

745,000

International Visitors
Recovered 121%
over 2021

Grants



\$2.6+ Million
in 27 Counties

Over \$3.2 Million

Awarded to Support
129 Events in 23 Counties

Hosted
**24 Workshops &
3,225 Mentor Hours**
Across 23 Counties

350,000
Visitor's Guide
Ordered

7.1 Million
Visitors to Colorado.com
New site launch in 2024



COLORADO
TOURISM OFFICE

Domestic Marketing - Omnichannel Approach



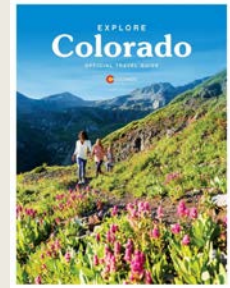
Partner
Programs

Social &
Influencer



Website &
Paid Search

Publications

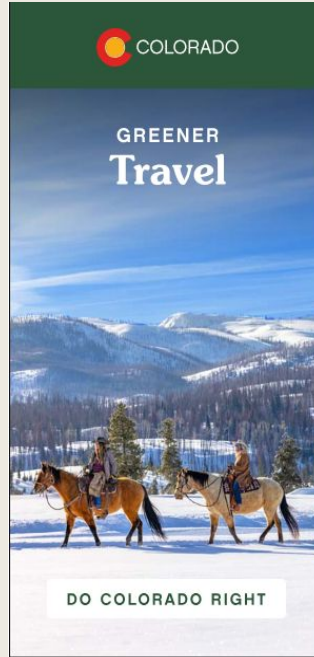


Campaigns

PR



Shine a Little Brighter Winter Campaign



Colorado.com

SMARI Winter FY24 Results

- Directly influenced \$1.92B in economic impact
- Average ROI is around \$300. CTO delivered \$978 – highest ROI ever reported in U.S.
- Creative ranked in Top 10% of ads

Winter Ad Impact	2015-16	2016-17	2017-18	2018-19	2019-20	2021-22	2022-23	2023-24	2024-25
Influenced trips	519,082	695,491	850,229	820,948	887,419	822,675	743,238	741,341	986,742
Visitor spending	\$1,785	\$2,127	\$1,985	\$1,938	\$1,948	\$2,117	\$1,915	\$1,943	\$1,947
Economic impact	\$927 million	\$1.48 billion	\$1.69 billion	\$1.59 billion	\$1.73 billion	\$1.74 billion	\$1.42 billion	\$1.44 billion	\$1.92 billion
Media spending	\$2,072,200	\$2,047,750	\$2,273,335	\$2,026,165	\$2,092,038	\$1,797,392	\$1,477,600	\$1,483,792	\$1,963,500
ROI	\$447	\$722	\$742	\$785	\$826	\$969	\$963	\$971	\$978

Do Colorado Right

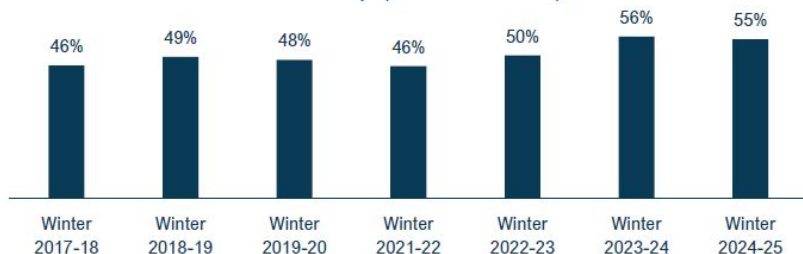
- Campaign to inspire visitors and residents to protect Colorado's cultural and natural resources.
- Engaging videos that explain the benefit to exploring Colorado respectfully and responsibly
- [DoColoradoRight.com](https://DocoloradoRight.com)
- [Check out these videos to use on your website](#)



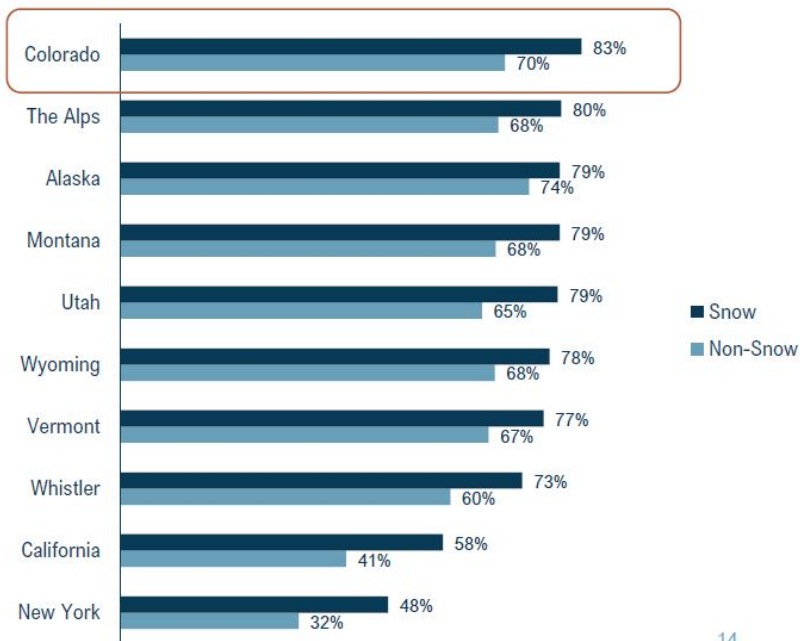
Sustainability

- Colorado rates highest among its competitors as a state that protects and preserves their natural resources well or very well among both snow and non-snow travelers.
- 55% of snow travelers feel sustainability efforts were important in choosing this trip to Colorado, nearly the same rate as last year.

Sustainability efforts were important in choosing Colorado for this trip (Snow Travelers)



States that protect and preserve their natural resources well or very well



Destination Stewardship in Colorado

- **Focus CTO's work** and support for communities to ensure the benefits of the visitor economy are balanced between communities, our environment and visitors
- **Empower communities** to be proactive in protecting and amplifying the long-term value of their destination's cultural and natural assets
- **Lessen negative impacts** on our lands and people and seek a regenerative approach
- More **partnerships** and stronger **alignment**
- Working collectively and **transforming the tourism industry mindset**



Destination Stewardship Priorities

STRATEGIC PRIORITIES

Elevate Responsible
Travel & Sustainability

Champion Resilient
Destinations

Advance Inclusiveness
& Collaboration

FOCUS AREAS

Awareness &
Education

Visitor Experiences

Strategic
Partnerships

Industry Support

24+ CTO programs aligned with Destination Stewardship

Destination Stewardship Strategic Planning Initiative



Plan Outputs

- Coalition
- Organization
- Understanding
- Practical Strategies
- Commitments
- Indicators

Success

- Preserve Colorado's natural, cultural, and social assets
- Maximize benefits and minimize impacts for Coloradans
- Deliver remarkable visitor experiences
- Long-term sustainability of the tourism industry

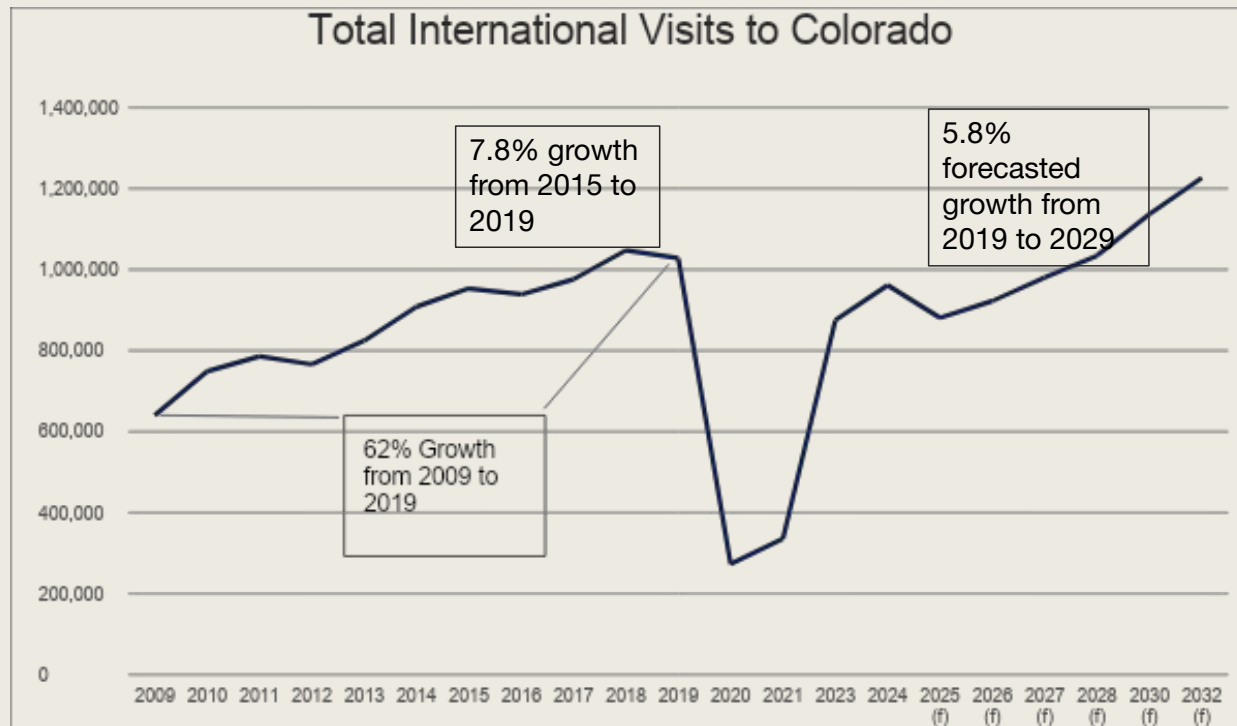
Importance of International Tourism

- International Tourists are Colorado's highest value traveler
- Recovery can be aided by the spending power of international tourists, with fewer tourists in destinations spending 3 – 5x more per person, per visit
- International tourists are year-round, mid-week visitors, filling spending gaps for hotels and restaurants



International Tourism Recovery

- 8% decline expected in 2025
- With geopolitical changes, recovery from pandemic now expected in 2028



Colorado International Tourism 2024

International visitor arrivals by origin market								
	2024 Visitors	vs. 2019	vs. 2023	2024 Spend	vs. 2019	vs. 2023	2024 Ave Spend	vs. 2023
Total	961,364	-6%	10%	\$1,410,873,346	-14%	11%	\$1,468	1%
Overseas	518,290	-19%	9%	\$1,143,947,659	-16%	11%	\$2,207	2%
Canada	183,240	10%	4%	\$148,055,680	25%	7%	\$808	3%
Mexico	259,833	16%	17%	\$118,870,007	-30%	17%	\$457	0%
United Kingdom	66,373	-18%	6%	\$143,500,068	-27%	3%	\$2,162	-3%
Germany	46,019	10%	9%	\$98,238,559	5%	4%	\$2,135	-4%
Australia	38,943	-34%	2%	\$107,811,127	-31%	12%	\$2,768	9%
France	36,344	-20%	2%	\$69,023,314	0%	3%	\$1,899	2%
Italy	20,361	1%	9%	\$43,751,187	29%	9%	\$2,149	0%
India	20,297	67%	31%	\$36,185,163	64%	32%	\$1,783	1%
Brazil	19,280	-32%	12%	\$48,266,143	-32%	10%	\$2,503	-2%
Spain	15,169	-4%	3%	\$25,735,827	11%	5%	\$1,697	2%

- Preliminary 2024 Numbers



AMERICA 250 | COLORADO 150

THE VIEW FROM HERE

You're part of something big.

Am250CO150.org



SIGNATURE INITIATIVES

1. Colorado Heritage for All (FULLY FUNDED)
2. A Portrait of Colorado at 150, Oral History Project (\$150,000)
3. Educational Film Series (\$160,000) - OEDIT FILM
4. Community Grants/Aligned Giving (\$5.5M secured)
5. 1876 Online Exhibition and Educational Materials, History Colorado (\$50,000)
6. New Scholarship and Publications, History Colorado (\$120,000)
7. Marquee Exhibition on American History, History Colorado (\$400,000, \$120,000 secured)
8. Print-on-Demand Exhibition based on Marquee exhibition (\$124,000)
9. Historic Marker Program, History Colorado (\$300,000 pending)
10. **Passport Colorado, Colorado Tourism Office (\$250,000)**
11. Summit 2026: Fourteener Climb, OREC (\$250,000)
12. **Colorado Drone Shows (\$1M)**

Pauline Villa Senior dances in Lafayette's Labor Day Parade in 2002, credit: Judy DeHass, *Rocky Mountain News* via Denver Public Library, RMN-042-2199; Fourth of July Parade in Georgetown in 2005, credit: Maria J. Avila, *Rocky Mountain News* via Denver Public Library, RMN-025-1269; Members of the Aurora, Colorado, Mile High Young Marines stand atop a float with an American flag in 2007, credit: Andy Piper, *Rocky Mountain News* via Denver Public Library, RMN-038-5582.





AMERICA
250



COLORADO PASSPORT

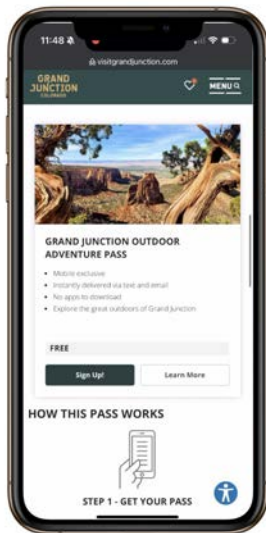
Colorado Passport will take Coloradans on a journey to discover the breathtaking landscapes, rich history, and hidden gems of our Centennial State. This passport program is designed to encourage Colorado's families & children to experience and appreciate the places that make Colorado such a special place to call home.

Tailored for Colorado residents, the Colorado Passport isn't just about collecting check-ins in the passport, it's about discovering the stories of the many people who have called this place home and who continue to make Colorado such a special place.

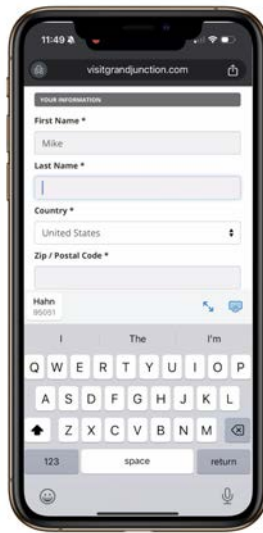


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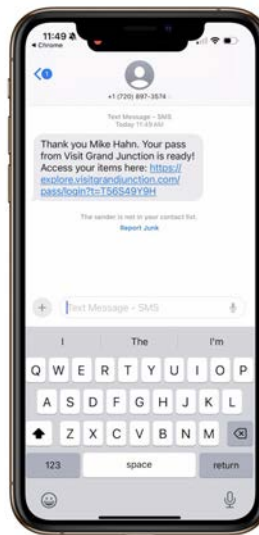
HOW TO USE IT



Sign up / acquire a passport through the colorado.com landing page, or via QR code (if/where relevant)



Fill out the required information (name, email, phone number) to complete the checkout process.



After the pass purchase is confirmed, you will receive an automatic text and email, linking back to the pass.



Start using your pass. Once you click 'view', you can begin checking into locations, using discounts, and exploring all the great deals your pass offers.



AMERICA
250

COLORADO DRONE OVERVIEW

- Colorado Fireworks for a new era, delivering an awe-inspiring sky presentation uniting communities. Each programmed show be approximately 14 minutes, 10 minutes of fixed Am250-Co150 content, 2 minutes of regional content and 2 minutes for up to 4 sponsors.
- Estimating 100+ drone shows targeting each region, marketed in every county, scheduled to reach millions of Colorado residents and visitors.
- Kick-off show was held Saturday, September 27th, during the CU Buffaloes halftime show



AMERICA
250

CO-BRANDING

The Opportunity:

Co-brand existing community events etc. to the 250-150 commemoration in 2026

Incorporating the 250-150 brand logos while incorporating new ideas

Empower Communities: What is your twist, idea or "secret sauce" to celebrate Colorado in 2026?

Take existing community events & co-brand

- Cultural Festivals & Events
- Parades
- Cultural Events
- Music/Concerts
- Culinary
- Fairs/Rodeos
- Museums / Fine Arts
- History/Heritage Events
- Dance/Theater Events
- Winter Holiday Celebrations
- Lectures/Classes
- Children's Events
- Other



Connect with Us

- **Care for Colorado Coalition**
 - Quarterly meetings
 - Network of 220+
 - Open to those committed to protecting CO's communities and public lands
- **Inclusivity in Travel Coalition**
 - Quarterly meetings
 - All are welcome
 - Mission is to ensure a welcoming experience for all travelers



COLORADO
TOURISM OFFICE

GovCon Update

- Please Join Us
 - October 22-24, 2025
 - Hotel Polaris in Colorado Springs, Colorado
- Registration is now open!
 - Visit the [GovCon website to register](#)

GOVERNOR'S CONFERENCE
COLORADO TOURISM OFFICE

Home Agenda Accommodations Sponsors Speakers More Info ▾

2025 Colorado Governor's Tourism Conference

October 22-24, 2025 | Colorado Springs | Hotel Polaris

Register Now

[Already registered?](#)

14 Days 11 Hours 12 Minutes 11 Seconds

THANK YOU

jill.corbin@state.co.us



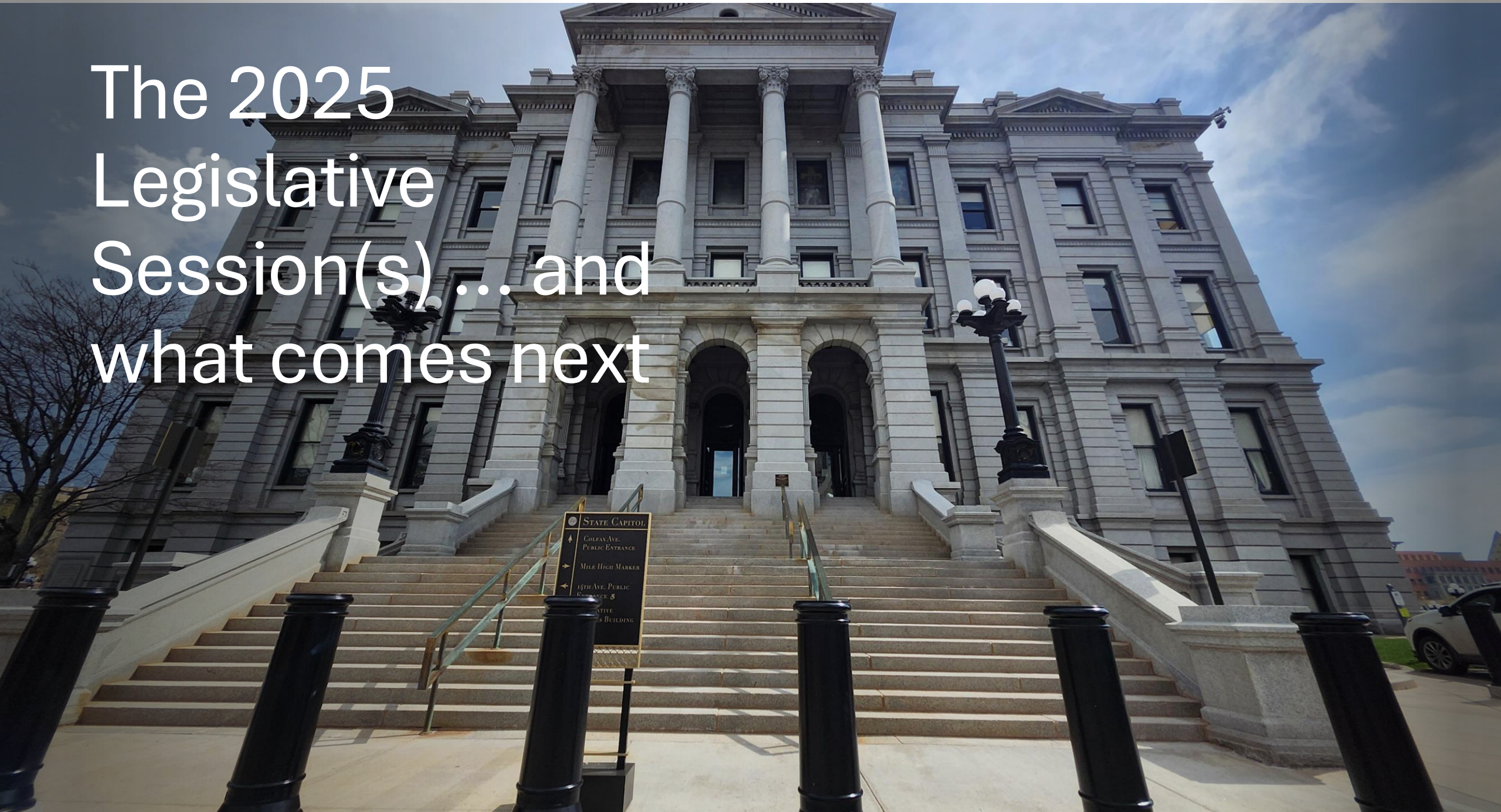
COLORADO
TOURISM OFFICE



2025 Annual Meeting

Legislative Briefing
Ed Sealover

The 2025 Legislative Session(s)... and what comes next



How we got here

- Primary voters rejected candidates on both extremes
- Republicans ended House supermajority
- 23/12 in Senate
- 43/22 in House
- 1 governor who is an independent thinker



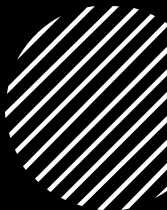
2025 Regular Session: Big Ideas



- Overhaul the Labor Peace Act
- Hospital price caps and 340B limitations
- Groundbreaking AI regulations and protections
- Regs on price gouging and “extreme temperature” protections
- Regulatory reform efforts
- Construction-defects reform
- Nuclear energy is clean energy



2025 Regular Session: The results



Polis vetoed the Labor Peace Act, plus several tech bills



Legislators nixed hospital price caps ... and extreme-temp protections ... and AI whistleblower protections



Tamped down bill on price gouging



Solidified 340B processes for rural hospitals



Regulatory reform in the form of division audits

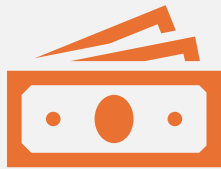


Lukewarm reception to construction-defects reform

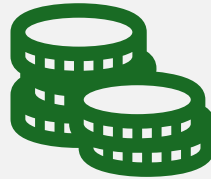


Nuclear energy is clean energy

2025 Session Part Deux: The cleanup



COLORADO FACED \$783M
BUDGET SHORTFALL



LEGISLATIVE LEADERS DIDN'T
WANT DEEP DIVE ON BUDGET
CUTS



POLIS STILL WANTED TO REWRITE
AI REGULATION

What happened in Special Session

- Polis required to give legislators a heads-up on budget cuts
- Five tax breaks rolled back, including regional insurance office deductions, vendor fee, LLCs pass-through
- State selling \$200M in tax credits for health care, insurers
- Legislators kicked the can down the road again on AI regulation





What comes next

- AI regulation – Six more months of discussion
- More attempts at tax-break rollbacks — software sales
- Killed bills will return — extreme temperatures, deceptive trade practices
- More attempts at regulatory reform
- Education reform from Polis' executive order

Workforce Development

- 7 Regional Talent Development Summits
- Regional Action Teams crafting final plans
- Discussions of how to make government agencies work better together in this area



What we need from you

1

Stay involved with
the Regional Action
Teams

2

Let us know what is
most important to
you in terms of
workforce

3

Keep me informed
of legislative needs

How do you keep up?

Ed Sealover, VP of Strategic Initiatives and Editor

- The Sum & Substance: <https://tsscolorado.com>
- Email: esealover@cochamber.com
- Phone: 719-659-7907



**COLORADO CHAMBER
OF COMMERCE**

For business. For Colorado. For tomorrow.



2025 Annual Meeting

State of Insurance Keynote
Insurance Commissioner Michael Conway

Sponsored by Martin Insurance Group



2025 Annual Meeting

"Navigating Change" Business Panel

Moderator: Jon Stavney

Beth Hoff Blackmer

Breeze Richardson

Katie DiGiacomo