

DESERT REEF LLC

1194 COUNTY RD. 110 #332, FLORENCE, CO 81226 | 847.207.4700 | CHRIS@DESERTREEFHOTSPRING.COM

To Whom it may concern,

I am writing to formally inform you of my interest to re-join the Fremont County Tourism Board starting in January 2022. In addition to Fremont County being my home I also run a hospitality based business (Desert Reef) which includes both hot springs and now accommodations in Florence. At Desert Reef we are keenly focused on increasing tourism to the area and highlighting other complementary businesses which will help keep our guests engaged in the area.

With my major in college focused on Experiential Education I spent my early career working in outdoor hospitality leading 2 & 4 week backpacking trips in the US and abroad. From there I made a career switch to international trade working in the US and abroad, but eventually made it back to my roots of working with businesses I really believed in and started Ventricle.com. Our team focused on growing new divisions of companies that were struggling to grow beyond their mature stage. Projects included concepting, launching, and nationally marketing a residential treatment center, multiple software launches in the for-profit education world, and marketing programs for the wilderness therapy industry.

I am very excited about the new energy and economies that are starting to grow in the county I love and would love to help support that growth.

Sincerely,

Chris McLaughlin