

Rich Chiappe
Owner, Windcliff Homes, LLC
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Estes Park, Colorado

March 26, 2025

Board of Directors % Mike Zumbaugh, Interim CEO
Estes Park Local Marketing District ("Visit Estes Park")
1692 Big Thompson Ave Suite 101
Estes Park, CO 80517

Dear Fellow Board Members,

I hereby resign my position as a member of the Local Marketing District Board of Directors, effective April 25, 2025.

Upon the recent completion of my intended 3+ years of service to the Board, I believe it is the right time for me to step aside so that I can pour additional focus into the businesses I own and manage.

Serving this community over the past three years has truly been an honor. I am proud to have been able to contribute my 35 years of marketing and small business ownership experience to help assist the marketing and promotion of tourism in Estes Park. Together, this board has had a meaningful and tangible impact in advancing the town's economic growth and tourism, and I am grateful to have been part of these successes.

I feel compelled to highlight that one of the greatest accomplishments during my tenure was our collective effort to secure the passage of Ballot Initiative 6E in November 2022. Thanks to the foresight of this board, the dedication and talent of the VEP staff, and the support of Estes Valley voters, 6E has created a permanent funding stream for workforce housing and childcare programs in Estes Park. Nearly \$5.7 million annually is now allocated to these critical community needs, with no additional tax burden placed on the residents of Estes Park. This achievement stands as a lasting testament to the vision, creativity, and hard work of the VEP staff, the leadership of this board, and our shared commitment to advancing Estes Park tourism in a way that aligns with the best interests of our community.

I would be remiss if I didn't take this opportunity to praise the outstanding staff at Visit Estes Park. The staff's energy, competence, and excellence in tourism marketing have been a driving force behind each and every one of the Marketing District's great achievements. Their professionalism, creativity, and unwavering passion have significantly shaped the success of our community's marketing efforts, and I am incredibly thankful for their hard work and dedication.

As I step away from my position, I am confident that the approved Operating Plan and the current dedicated and competent staff will continue to provide a strong foundation for the ongoing prosperity and benefit of Estes Park. I look forward to seeing continued responsible growth and ongoing success of this wonderful community's primary industry.

I am grateful for the opportunity to serve alongside you over the past three years. It has been a rewarding and fulfilling experience, and I remain deeply grateful to the board, staff, and everyone in the Estes Park community for their trust and collaboration. I will always cherish all we achieved together.

Sincerely,



Rich Chiappe