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To Whom It May Concern:

My name is Julie Causseaux and this is my official application to join the board for the town of Grand Lake. I have been visiting Grand Lake, Colorado since 2014. In September of 2020 I became a resident and homeowner here. While I may not currently be a long-time member of this community, I will be.

I work as a sales, marketing and business consultant for medium to large corporations. My expertise is in data analytics, customer journey optimization, and sales and marketing strategies. In short, I help companies take the resources they have and make the most out of them.

The philosophy for that success is the same approach I would bring to this position on the board. Using all the resources we have - whether that be human, monetary, geographic or economic - and utilizing them to create both long term and sustainable prosperity. I hope to help better this town in every aspect of its existence by supporting the foundations that its infrastructure is built on – the people that call this home.

Grand Lake is full of hardworking families and individuals who fell in love with everything it has to offer. They do all they can to make a living and make this town what it is. Giving back to them in a way that facilitates their own endeavors to support this town is where I see the biggest opportunity to make the biggest impact. Largest opportunity of all is workforce housing and the proper management and monetization of income from short term rentals.

Secondly, we can't ignore the fact that this town runs on tourism and the business that they bring. Let's make sure we're positioned appropriately so we attract year-round traffic from those who will appreciate and respect this town and its heritage as much as we do.

In the hopes that this all aligns with your own conditions for a new member, I look forward to being an asset to the town board and making a positive impact on this community.

-Julie Causseaux