

HOT SPRINGS CONNECTION

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MEMO

Date: February 15, 2021

To: Diesel Post, City of Salida, Director of Parks and Recreation

From: Vicky Nash, Hot Springs Connection, Inc.

RE: **Letter of Support for Salida Hot Springs Aquatics Center Expansion**

As one of the founding board members of the Hot Springs Business & Trade Association, and also the creator of the Hot Springs Connection industry conference and the Hot Springs of America website, as well as, the manager of the Colorado Historic Hot Springs Loop marketing collaboration, I am thrilled to see the vision of expanding the Salida Hot Springs Aquatics Center.

One of our goals is to encourage the development of new hot springs spa projects throughout the United States. The conceptional renderings and video for the new Salida Hot Springs pools are very impressive and would be a wonderful addition to the Chaffee County tourism market.

In these rapidly changing times, offering personalized health and wellness experiences are more important than ever before. The practice of balneology has been used for centuries as a healing therapy and to enhance overall wellbeing. There is a tremendous opportunity to build upon this concept in Colorado.

I strongly encourage you to become actively involved with the Hot Springs Business & Trade Association and also to attend the next Hot Springs Connection event in May 2021. They are both invaluable resources and provide wonderful networking opportunities. DHM Design is one of our preferred partners at the event.

We fully support the City of Salida's vision for this project and feel it would be very successful.

Vicky Nash, founder and CEO
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