



PO BOX 65, SALIDA, CO 81201

## **Executive Summary and Strategic Plan of Best of Salida, LLC**

Best of Salida, LLC (BOS) was founded in 2009 by co-Chief Executive Officers, Leah Underwood and Rebecca Adelman. Ms. Underwood is a longtime resident of Salida. She holds a bachelor's degree in Environmental Studies. Ms. Adelman is a part-time resident of Salida. She is a trial lawyer and principal of The Law and Mediation Offices of Rebecca Adelman, PLC in Memphis, Tennessee. She is also the founder of the Chaffee County Montessori School in Salida.

The stated mission of BOS is:

- To encourage and support the community to reach it's optimum condition or "best"
- To recognize the achievement of excellence in the Salida community
- To see and enjoy the "best" of each other and the Salida community

BOS will bridge the gap between the dedicated local and the first time visitor by recognizing and providing a forum for that which Salida citizens feel is best about their community. In its first year, 2009, BOS will present a Reader's Choice Poll. The community will nominate the "Best of Salida" for various categories. The top 3 nominees in each category will be recognized in a special edition of Best of Salida 2009. Voting will continue through October 15, 2009.

It is anticipated that the Best of Salida 2009 Reader's Choice Winners will be published on or before November 30, 2009. The winner in each category will receive a recognition certificate that can be displayed. The Reader's Choice Poll will be published in local papers, as well as in visitor/tourist publications eventually at a small cost to the public.

An interactive website has been designed that can be used by the community and visitors to connect with local businesses and professionals and other Salida resources. Please visit [www.bestofsalida.com](http://www.bestofsalida.com).

The strategic plan for BOS includes an annual Reader's Choice Poll and "Best of Publication; development and expansion of the BOS website to include forums and local news. BOS will offer marketing and advertising opportunities on the website and in the annual publication.

BOS is privately funded but the strategic plans include increasing outside revenues through advertising and other promotions. BOS is not affiliated with any other local media including the Mountain Mail, or local and regional radio stations.

BOS will also be extending itself to the business community in an effort to form partnerships with local business and other media to promote the Salida community. BOS mission includes to support local events through sponsorship and marketing and to make community charitable work a priority to be part of strengthening the Salida community.

Please contact Leah Underwood at 719.221.5249 or Rebecca Adelman at 901.412.8060 for more information.