



The Olathe Messenger

Kelley Collins Owner/Publisher

PO Box 1203 Olathe, Colorado 81425 970-323-6825 or 970-209-0910 kelley@olathemessenger.com

Selling Memorandum

The Olathe Messenger is a weekly newspaper serving the rural farming community of Olathe, Colorado. It is published every Wednesday and is the official legal publication for the Town. Approximately 1,000 copies (12-pages long-tab) are printed each week and are distributed in paper boxes located throughout town, on countertops at local businesses, via mailed subscriptions, as well as hand deliveries. Each copy is sold for fifty cents.

Olathe, a town of 1,600 people, had been without a local media source for over twenty years, and has warmly embraced the newspaper. Many of the advertisers have been with the paper since its inception three years ago. In addition to print advertising, businesses also have the option of digital advertising on the newspaper's website, which offers the current issue at no cost to readers, as well as a stock of archive issues. *The Olathe Messenger* has been successful largely because it provides a balanced mix of local news stories with up-to-date school activities, in a positive and professional medium.

The Olathe Messenger is a sole proprietorship, owned and published by life-long Olathe resident, Kelley Collins. Her reason for selling the business is because she is getting married in August, 2010 and will be moving to Paonia, Colorado where she has plans to open a grief retreat. A no-compete clause is included in the terms of the sale.

The business consistently grosses \$40,000 each year. Expenses and overhead are minimal. The business is offered for sale at the price of \$38,000 and may be bought outright. Seller financing is available with approved credit. Terms of the sale are \$8,000 down payment; five-year financing at 7.75%; 60 monthly payments \$503.93; \$5,000 balloon at the end of the five-year period. Complete financial records are available upon request. All electronic and hard copy files pertaining to the

newspaper are included in the sale as well as the website and blog. A complete list of items included in the sale is available to prospective buyers.

The Olathe Messenger offers the opportunity to make a profitable living in a quiet, rural farming community. But more than that, it will provide the new owners with the chance to serve the people and be proactive and prominent leaders in the community as the owners/publishers of the local newspaper. Olathe, Colorado is a wonderful place to live, work and raise a family in, making this an excellent career and personal opportunity for a couple or individual.

The Olathe Messenger is a newspaper that is read from front to back page. In a society which bombards individuals with information from all corners of the world, it is refreshing to sit down with a cup of coffee and read about friends, family, neighbors, acquaintances; people you actually know and care about. It is this which makes the newspaper so popular and it is also this which will ensure the business' longevity. The first newspaper of the town, *The Criterion*, had over a ninety year run.

This is an excellent enterprise for self-motivated persons seeking a stimulating and gratifying career. The rewards are magnificent and the challenges are exhilarating. Being the owner/publisher of the local paper provides those with an entrepreneurial spirit the opportunity to grow and flourish both personally and financially. The revenue is as high as the effort one is willing to put into it. On a personal level, the diversity of the local newspaper business is thrilling. Boredom and ho-humness never have a chance to set in given the variety and wide spectrum the job entails. People from all walks of life are met on a daily basis and no two days are exactly the same.

The present owner/publisher wears many hats and single-handedly runs the business herself with just a bit of outside help. There is a graphic designer on staff to build ads. This person does not wish to stay on with the new owners. People from the community also help to fill pages at little or no cost and contribute stories, pictures, and historical articles to the paper on a regular basis. They are aware of the pending sale and are willing to continue contributing to the newspaper.

The Town itself has been the seat of increased growth in recent years. Being strategically located between the towns of Montrose and Delta, businesses are eager to pull in Olathe customers. The Highway 50 corridor and scenic Highway 348 run through Town. Savvy business owners are keen to tap into this niche market with their advertising. Olathe's biggest claim to fame is the annual Olathe Sweet Corn Festival. It is the largest one-day event on the Western Slope and attracts a crowd of 20,000 sweet corn lover's each year. Olathe is also home to two fine wineries and a cheese factory. The Olathe Area Chamber of Commerce is actively working to promote business. Agriculture remains the crux of the economy.

Depending on one's personal views and desires, *The Olathe Messenger*, provides the option of several different directions for growth; one of those being an agricultural-based paper for the Uncompahgre Valley, of which Olathe is the hub. Another avenue to consider for expansion is to cater more to the Hispanic population, of which approximately 50 percent of the Town is. Given the newspaper's strong base from which to build, the potential for growth is unlimited. To discuss the possibility of owning this lucrative business, call Kelley today at 970-209-0910.