

FOR IMMEDIATE RELEASE

## **Places to Age Takes Significant Strides Toward Its Goal of Establishing Assisted Living and Memory Care in Chaffee County**

Partnership with Industry Experts Secured, MoU with City of Salida Signed, Annexation and Zoning Approved

Chaffee County, Colorado, August 26, 2024 — Places to Age, a 501(c)(3) non-profit organization, is making progress in its mission to bring much-needed Assisted Living and Memory Care services to Chaffee County. In recent months, the organization has achieved three crucial milestones that mark progress toward this goal:

### **1. Partnership with Industry Experts:**

Earlier this summer, Places to Age was awarded a \$75,000 grant from [Next50](#), a foundation dedicated to creating a world that values aging. On August 19, 2024, the Places to Age Board of Directors approved the allocation of a portion of these funds to partner with [WellAge Senior Living](#), industry experts with extensive experience in senior living community design and management in rural areas of Colorado. WellAge Senior Living will assist Places to Age in the crucial planning phase, including development and operational proformas and the required capital stack.

### **2. Memorandum of Understanding with the City of Salida:**

On August 6, 2024, the Salida City Council approved Resolution 2024-46, authorizing a [Memorandum of Understanding](#) between the City of Salida and Places to Age. This agreement outlines the roles and responsibilities of both parties in developing senior housing in the community. Mayor Dan Shore commented, “It is amazing what can be accomplished when there is cooperation.” Places to Age is grateful for the support from both the City Staff and the City Council in this endeavor.

### **3. Annexation and Zoning Approval:**

On August 20, 2024, at the Salida City Council Regular Meeting:

- Ordinance 2024-13 - Annexing SQF, LLC Meadowlark Drive - **APPROVED**
- Resolution 2024-51 - Making findings of Fact, Determination, and Conclusions SQF, LLC - **APPROVED**
- Ordinance 2024-14 - SQ LLC Meadowlark Drive R-3 Zoning – **APPROVED**
- Resolution 2024-52 - Annexation Agreement as Amended - **APPROVED**

We are happy to announce the annexation and zoning of 43+ acres of Salida Quality Farms, LLC.

10-acres of this land is generously being donated to Places to Age by the Treat Family (Salida Quality Farms, LLC). These approvals by the City of Salida represent a

major victory in advancing Places to Age's future project. Places to Age appreciates the strong community support we received during the SQF, LLC annexation and zoning process.

### Quotes from our Leadership

“While we are proud of these hard-won achievements, we recognize that this is just the beginning of a long journey. Continued community support is essential as we work to bring these vital services to Chaffee County” said Marilyn Bouldin, Director of Community Involvement at Places to Age

“We are committed to achieving our goal with community partners. This is an important project for Chaffee County’s aging population that requires many organizations to work toward this important community goal” added Cheryl Brown-Kovacic, Director of Partnerships at Places to Age

“Even interim steps take significant time and effort. We are proud that we have been able to make this progress, but we understand that real progress will occur once there is full funding in place for this big project. We are committed to this important work and will continue to ask for the community for their support” stated Wendell Pryor, Director of the Capital Campaign at Places to Age

### **Next Steps:**

The Places to Age project has reached three significant milestones, marking major progress in our mission. While our long journey continues, this success fuels our momentum as we move into the next phase. Over the next 12 months, the Places to Age Board of Directors will be concentrating on the larger project plans, design, and then launching a capital campaign. We invite the community to support these efforts by making a tax-deductible contribution. Your generosity will help bring these endeavors to life. [CLICK HERE](#) or go to [www.placestoage.org/donate](http://www.placestoage.org/donate).

### ***About Places to Age***

Places to Age ([placestoage.org](http://placestoage.org)) is a 501(c)(3) non-profit organization, initially supported by the Chaffee County Community Foundation, is dedicated to establishing Assisted Living and Memory Care facilities in Chaffee County. With 27% of the county's population aged 65 and older—over 5,400 individuals—the need for appropriate housing and services for seniors is critical. Projections indicate that by 2050, this number will exceed 8,000. Places to Age aims to fill this gap, ensuring that older adults can remain in the community they love, surrounded by friends and family.

### ***About Next50 Foundation***

[Next50 Foundation](http://next50foundation.org) ([next50foundation.org](http://next50foundation.org)) is a private, national foundation based in Denver, Colorado, focused on creating a world that values aging. Since 2016, Next50 has invested in innovative and equitable ideas that build capacity and change systems to create economic opportunities for older adults and the organizations that serve them. Their priority areas include ending ageism, supporting aging in place, and advancing digital equity.

**About WellAge Senior Living & Vivage Consulting Services**

**WellAge Senior Living** (wellage.com), supported by **Vivage Consulting Services** (vivage.com/consulting-services), offers a range of senior living options, including independent living, assisted living, and memory care across Colorado. Backed by Vivage Senior Living's expertise, AgeWell Senior Living helps senior living organizations achieve and maintain regulatory compliance and operational excellence.

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