

WILLIAM HURLEY ASSOCIATES LLC

# Re-imagining the Senior Experience

Memphis-based senior community concept focused on wellness-centered independent living, connection, creativity, mobility, and dignity.



Informational discussion material only. Not an offer to sell securities or solicitation of investment.

# The Problem

Many independent seniors need more than basic apartments, but less than institutional care.

- Standard senior apartments often solve shelter but not isolation, mobility, creativity, or purpose.
- Assisted living, skilled nursing, and memory care are not the Version 1 product.
- The gap: attainable senior housing plus programming, wellness, community, and dignity.

# The Concept

A wellness-centered senior rental community with a real community hub.

- Adults 62.5+ who can live independently or with light non-medical support.
- Community hub, wellness programming, creative spaces, gardens, walking paths, and intergenerational partnerships.
- Orleans Street canonical rendering: two apartment buildings, no tiny homes.
- Cottage-style homes may be evaluated for another site.

# Canonical Rendering



Two apartment buildings shown for concept discussion only; final site plan, unit mix, and program remain subject to feasibility, financing, and approvals.

# Construction Strategy

The economic thesis depends on disciplined delivery, not expensive senior-housing defaults.

- Value-engineered alternative construction methods, including modular/prefab.
- Targeting sub-\$40K per door as a pressure-test assumption, not a guarantee.
- Phase 1 capital requirement target: sub-\$1M, subject to site control, design, civil, pricing, financing, and approvals.
- Stevon Hammond, Lead Developer / General Contractor, brings 20+ years commercial construction experience.

# Financial Mechanics to Pressure-Test

The model needs blended affordability, not one magical funding source.

- Mission resident income profile: approx. \$25K-\$30K/year.
- 30% affordability benchmark implies approx. \$625-\$750/month supported rent.
- Working model: approx. \$800/month mission-resident rent and approx. \$1,350/month market-rate rent.
- Potential cross-subsidy plus grants, sponsorships, public/private funding, and proposed nonprofit/foundation support.

# Community Hub + Partnerships

The moat is the operating model around the housing.

- University and student engagement, social-work student engagement, and health-science programming.
- Physical therapy / mobility support, mental wellness, nutrition education, and walking/movement programming.
- Creative and cultural programming, oral history, reading programs, gardens, and plant workshops.
- Partnership conversations are exploratory; programming is not a guaranteed operating commitment yet.

# Capital + Grant Strategy

Disciplined blended-capital path.

- For-profit LLC for development, ownership, financing, operations, and asset management.
- Proposed future foundation/nonprofit arm for grants, resident enrichment, sponsorships, and social-impact reporting.
- 501(c)(3) options: direct Form 1023 filing and/or interim fiscal sponsorship through an existing 501(c)(3).
- Private capital, debt, affordable-housing/tax-credit, city/local, federal/grant, and sponsorship lanes to review.

# Founder Edge

Healthcare insight plus construction-aware execution.

- Shirley Brown Hammond, Founder & CEO: 30+ years healthcare experience, including geriatric psychiatric and long-term care experience.
- RN, psychiatric nurse practitioner, and Ed.D. in leadership.
- Stevon Hammond, Lead Developer / General Contractor: 20+ years commercial construction experience.
- The team is seeking advisor/investor feedback before a formal capital raise.

# Current Ask

Pressure-test before hardening the plan.

- Phase 1 feasibility and site capacity.
- Capital stack, rent/income assumptions, mixed-income structure, and investor fit.
- Grant/public-funding fit and 501(c)(3)/fiscal sponsorship path.
- Alternative construction strategy and development timeline.

## IMPORTANT NOTICE

# Informational Discussion Material Only

This deck is for informational and discussion purposes only. It does not constitute an offer to sell securities, a solicitation of investment, legal advice, financial advice, medical advice, healthcare advice, or a commitment to develop any specific site. Project details, site assumptions, unit counts, rents, funding structure, construction costs, nonprofit/foundation strategy, and timelines are preliminary and subject to diligence, feasibility review, legal review, financing, and approvals. Generated/concept renderings should not be represented as documentary photography, evidence of site control, final architectural plans, or completed improvements.