



OFFERING PRESENTATION

Presented by JNM Company Commercial Real Estate
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Proposed Continuum of Care Residential Community Project

- 50 Independent Living Residences
 - 20 Units Apartments
 - 30 Units Cottages
- 54 Assisted Living/Memory Care Unit
 - 30 Beds Assisted Living
 - 24 Beds Memory Care



Oakhurst Area Overview

- **Oakhurst** is a census-designated place (CDP) in Madera County, California, 14 miles south of the entrance to Yosemite National Park, in the foothills of the Sierra Nevada mountain range. Fresno, is less than 40 miles, with a metropolitan market of over 940,000 residents. At the 2010 census, the population of Oakhurst was 2,829. It is part of the Madera–Chowchilla metropolitan statistical area (MSA).

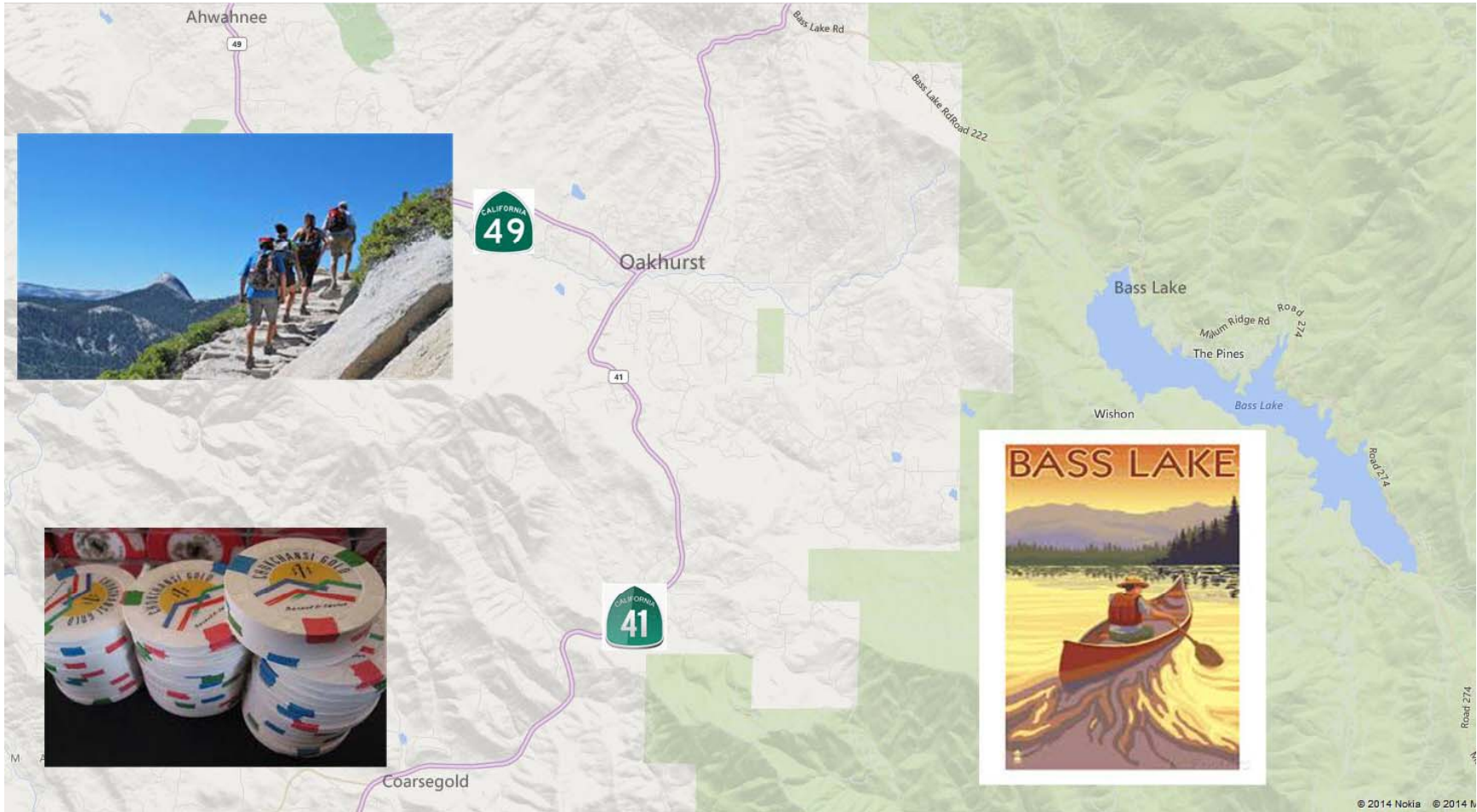


Marketing Opportunity

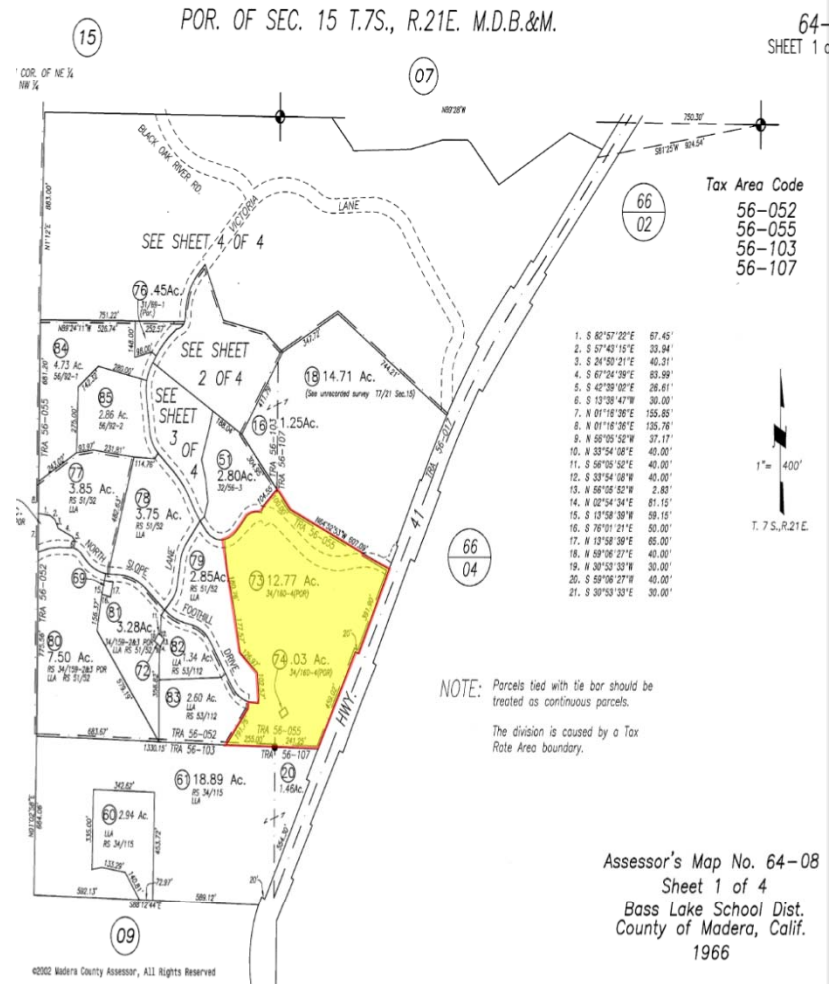
- Oakhurst is a desirable community just minutes away from Yosemite National Park, Bear Lake and Chukchansi Casino and Resort.



Oakhurst Attractions



Elderberry Heights Parcel Map:





ELDERBERRY HEIGHTS

Elderberry Heights
Senior Community
400 Independent Units
2-24 Bed Assisted Care
1-4000~~00~~ clubhouse

Property Description:

Location: Oakhurst, unincorporated township
Madera County, California
Oakhurst Population: 2,829
Madera County Population: 152,218
Project Name: Elderberry Heights
Land Area: 12.77 Acres
APN: 064-080-073

Nearby Amenities:
Elderberry House Restaurant & Chateau Resort
Shopping
Hotels
Scenic Highways 41 and 49

Status:
Water: Available
Sewer: Available



Demographics

	5 Miles	10 Miles
Neighborhood	Rural Resort Dwellers	Rural Resort Dwellers
Population	11,589	20,590
Median Age	51	50.6
HH Annual Income	\$53,052	\$52,545
College Educated	24%	23%
Unemployment	11%	11%
Household Size	2.4	2.4
Home Ownership	54%	54%
Retail Spending (per month)	\$1,624	\$1,625
Restaurant Spending (per month)	\$181	\$179

Source: ESRI Business Analyst

Market Evaluation

- ❖ As the “Baby Boomers” ascend upon the market for Senior Care, the recent downturn in the economy has created a significant supply shortage for the 10,000 seniors that are retiring daily.
- ❖ Due to low interest rates, seniors savings are in a precarious financial situation.
- ❖ Affordability in a safe environment with the ability to secure services within a Continuum of Care Community becomes exceedingly important.
- ❖ The township of Oakhurst, although a very desirable place to live, offers an affordable option for this emerging market.
- ❖ Elderberry Heights is a “Boutique” community offering a wide range of choices in living styles all within a safe, “gated” community.

Overall Demand

- On a national level, the frenzy to prepare for the retirement of baby boomers in the 90's left many markets over saturated and underutilized during the early and mid 1990's.
- As it turns out, many were not retiring at the age predicted from past experience.
- During the last decade, national statistics show an increase among 60+ aged households from a modest 7% to 12%, equaling a 70% increase.
- Statistics indicate that the baby boomers continue to work beyond age 60 to 65 but into their early 70's.
- Most experts agree that we are now experiencing the full impact of the 1990's assisted living boom.

More Sophisticated Retirees

- The needs of the baby boomers are far different from their predecessors. The candidate for assisted living today demands the ability to have more choices of accommodation, freedom to choose the levels of care, variety of activities, better, more healthy meals, etc.
- This generation is looking for a continuum care community that offers exciting state of the art living options, such as “smart homes”, green technologies and quality of life amenities.

Competitive Analysis:

➤ The primary senior independent living resource in the Oakhurst area are age restricted (55+ years old) mobile home parks.

➤ Oak Terrace II Senior Apartments is a 37 unit low-income property for 62+ years old.

➤ Oakhurst Board & Care for the Elderly, a home that is licensed for 6 beds for assisted-living.



Oakhurst Attractions and Activities

