

Prince Hall Campus Overview & Concept

Prince Hall Masonic Foundation, Inc.

March 2007

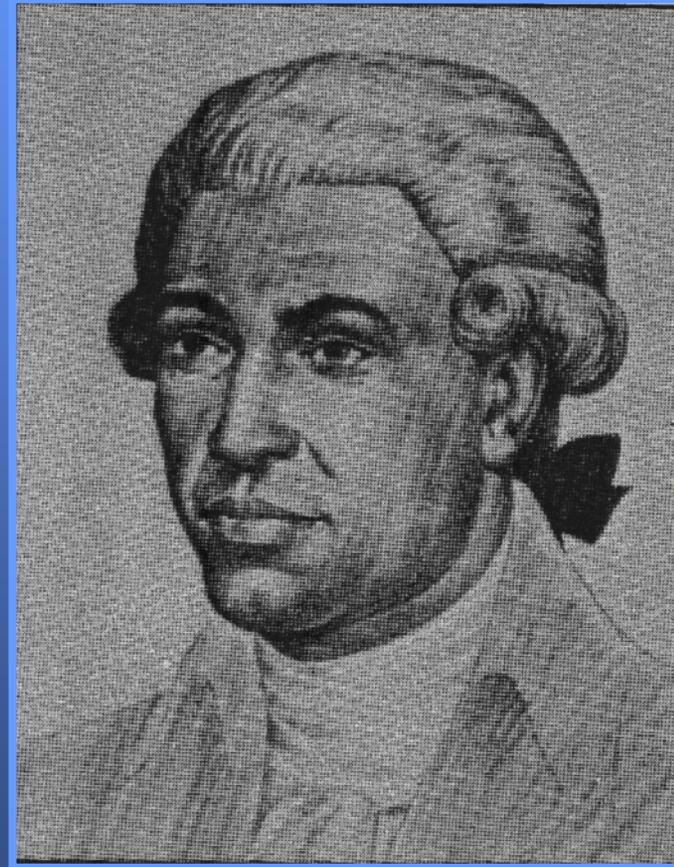


Most Worshipful Prince Hall
Grand Lodge Free and Accepted
Masons / Prince Hall Masonic
Foundation

“To Serve”

Key Facts

- **Prince Hall Masons founded 1784**
 - One of the oldest African American Organizations in the country
- **Milwaukee Grand Lodge in 1925**
- **Foundation in 1984**



Prince Hall Campus Project Goals

- **Develop a viable state-of-the-art, model skilled nursing facility serving Milwaukee's central city**
- **Develop senior housing to help seniors maintain their pride, dignity and independence**
- **Develop safe, affordable and appropriate housing & services for other populations**

Project

- **July 25, 2006 - Introduced to the project**
- **September 2006 - Entered into agreement with Extendicare Health Services, Inc. to receive property**
- **Due diligence initiated**
- **March 2, 2007 conveyance completed**

Extendicare's Commitment

- Give back to the community
- Donate Plymouth Manor to a 501(c)3
- Continue to provide Skilled Nursing Care
- Include 50 beds
- Value of more than \$2 million

Extendicare's Donation

- Model not working
- Capital Improvements required



Sponsor Strengths

- **Grand Lodge/Foundation**
 - Mission “to serve”
 - 1000 area members
 - Established 1925/1984
 - Owned & Operated Commercial Property @ 6th & Walnut for 27 yrs
 - Unqualified Annual Audits
 - HUD 202 Project in 2006
 - \$640,000 in Scholarships & Assistance

What will we do differently?

- **Build new efficient skilled nursing & rehabilitation facility**
- **Identify and implement a new model and new culture for the facility**
- **Add other living options on campus**
- **Add retail/commercial space**
- **Diversify revenue stream**
- **Other**

Project Commitments

- **Community Engagement**

- **Stakeholders**

- **Community Groups/Churches**
- **Professional Organizations**
- **Providers**
- **Governmental Agencies/Elected Officials**
- **Others**

- **Minority Participation**

- **Professional Services**
- **Construction Services**

- **Academic Institutions**

- **Best Practices**
- **Training Partnerships**

Partners

- **Extendicare**
- **Three Pillars Senior Living Community**
 - **Masonic Lodge Dousman**
- **Design Charrette**
 - **UWM School of Architecture & Urban Design-Community Design Solutions**
 - **United Way of Greater Milwaukee**
 - **Helen Bader Foundation**
 - **Faye McBeath Foundation**
 - **Greater Milwaukee Foundation**

Concept Description

- **Planned community living arrangement**
- **Campus-like atmosphere**
- **Skilled Nursing & Rehabilitation**
- **Community-Based Residential**
- **Assisted Living**
- **Independent Living**

Design “Charrette” Concepts

Participating Firms:

Plunkett Raysich
Architects

Engberg Anderson
Design Partnership

Prince Hall Masonic Foundation
March 2007

Our Solution



Green Design



Green features

- Green roofs
- Underground parking
- Roof water harvesting
- Photo voltaic panels
- Outdoor garden plots
- Direct access to public transportation
- Use of landscaping for sun shading
- Operable windows for natural ventilation
- Daylighting with clerestories and skylights

Nurturing Informal Support



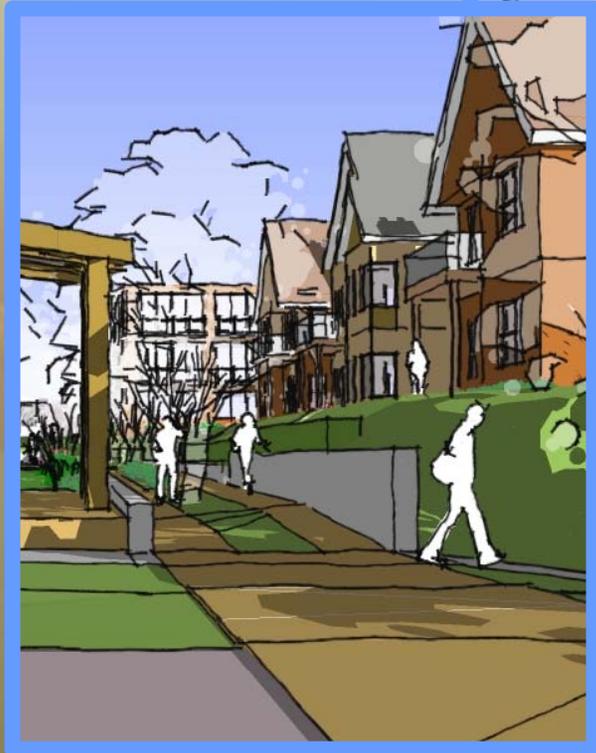
- Residents are close to their families and friends.
- Homes have views of the streets and park.
- Homes have easy access to and from the streets.
- On site services offer interaction and job opportunities.
- Units are able to accommodate children.



Security



Open site – private yards



Defensible space

Our Solution



Courtyard View
Milwaukee Bungalows



View from Balcony
Grandma's House, Café and Wellness Building

Our Solution



6th and Galena
Grocery Building



6th and Walnut
Café Building

Our Solution



Grandma's House



Grocery Store

619

walnut

community of caring

*weaving
the fabric
of life*



overall view



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walnut

community of caring

*weaving
the fabric
of life*

links to the larger community | way of life



goal 2

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community of caring

*weaving
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links to the larger community | way of life



amphitheater

goal 2

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goal 2

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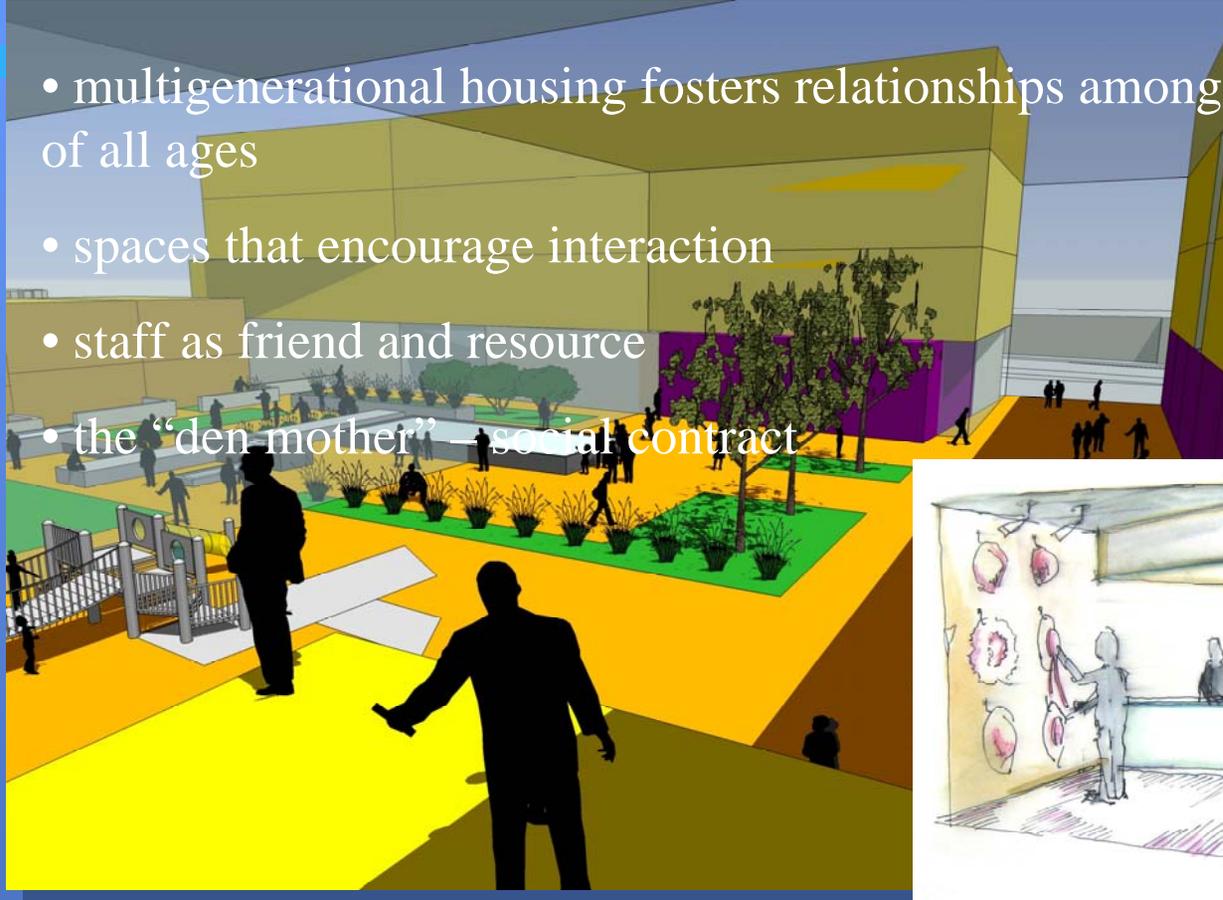
community of caring

*weaving
the fabric
of life*

informal social support |

architecture encourages behavior

- multigenerational housing fosters relationships among people of all ages
- spaces that encourage interaction
- staff as friend and resource
- the “den-mother” — social contract



goal 3

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walnut

community of caring

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architecture encourages behavior



Household Configurations



*weaving services into
the community*

goal 3

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walnut

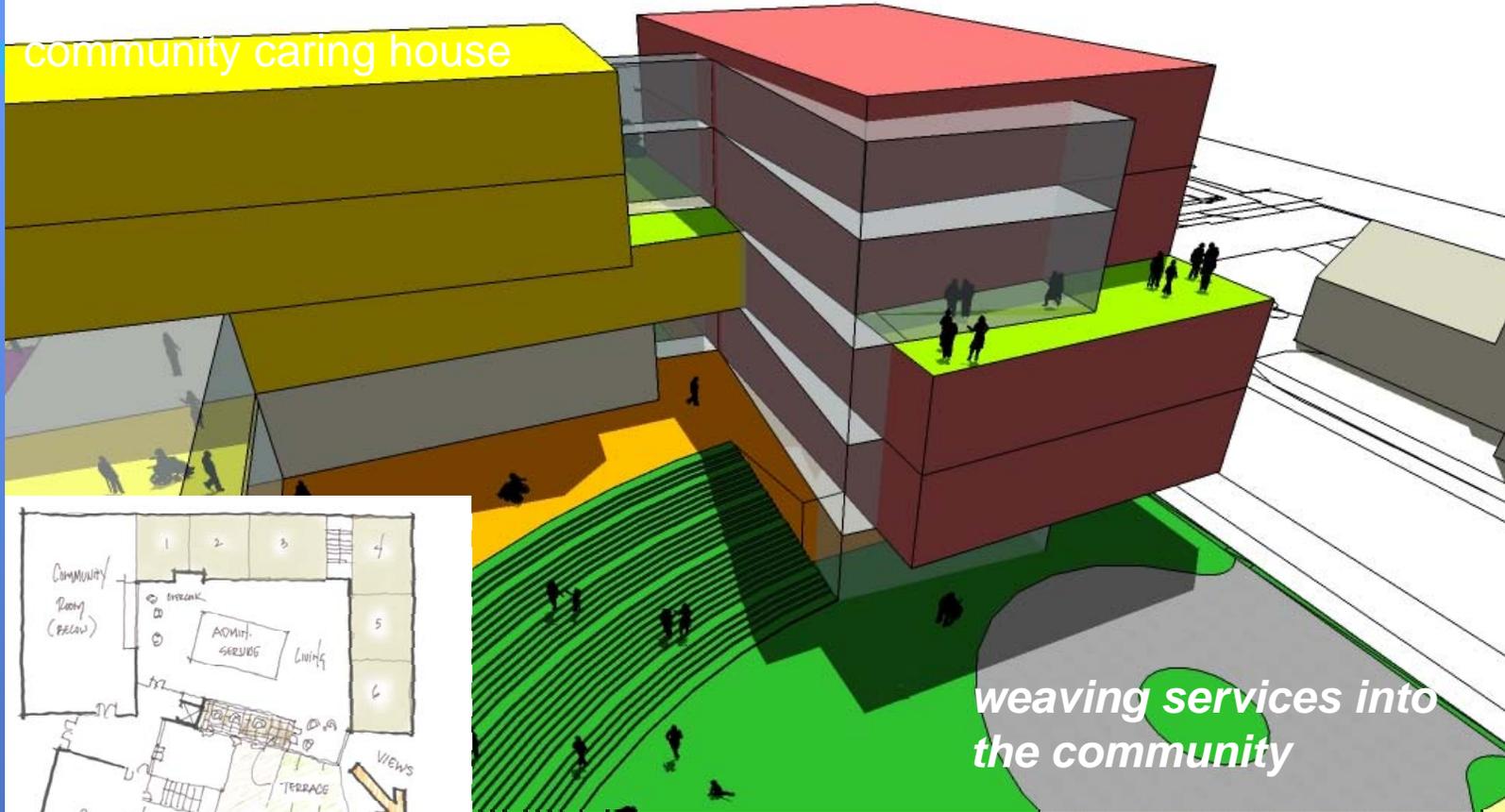
community of caring

*weaving
the fabric
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informal social support |

architecture encourages behavior

community caring house



*weaving services into
the community*

goal 3

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Design Partnership, Inc.

Corporate Structure/Management

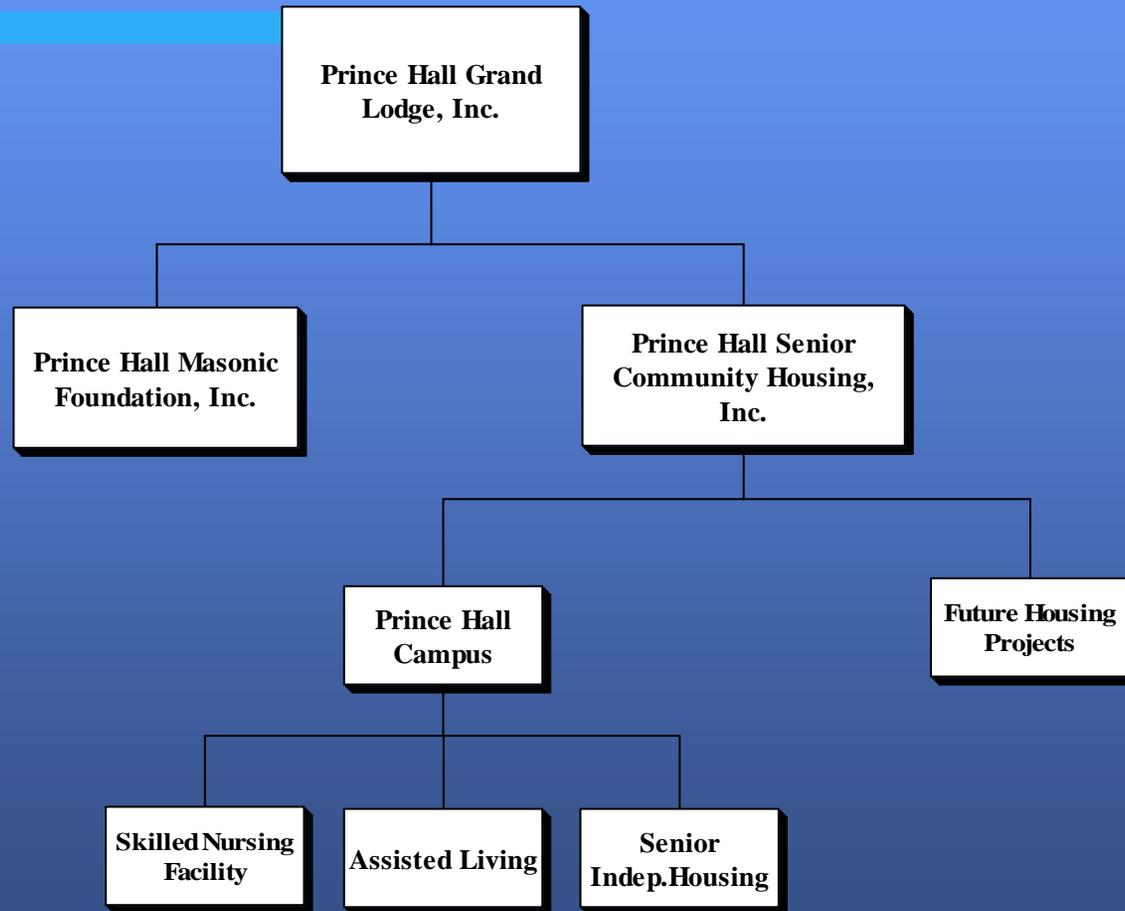
- **Three Pillars Senior Living Community Model**
 - Separate Boards to govern the facilities
 - Accountable to the Foundation
- **Strategic engagement of Management Companies**
- **“Best Practices” to attract, train and retain quality staff**

Prince Hall Campus Governance & Management

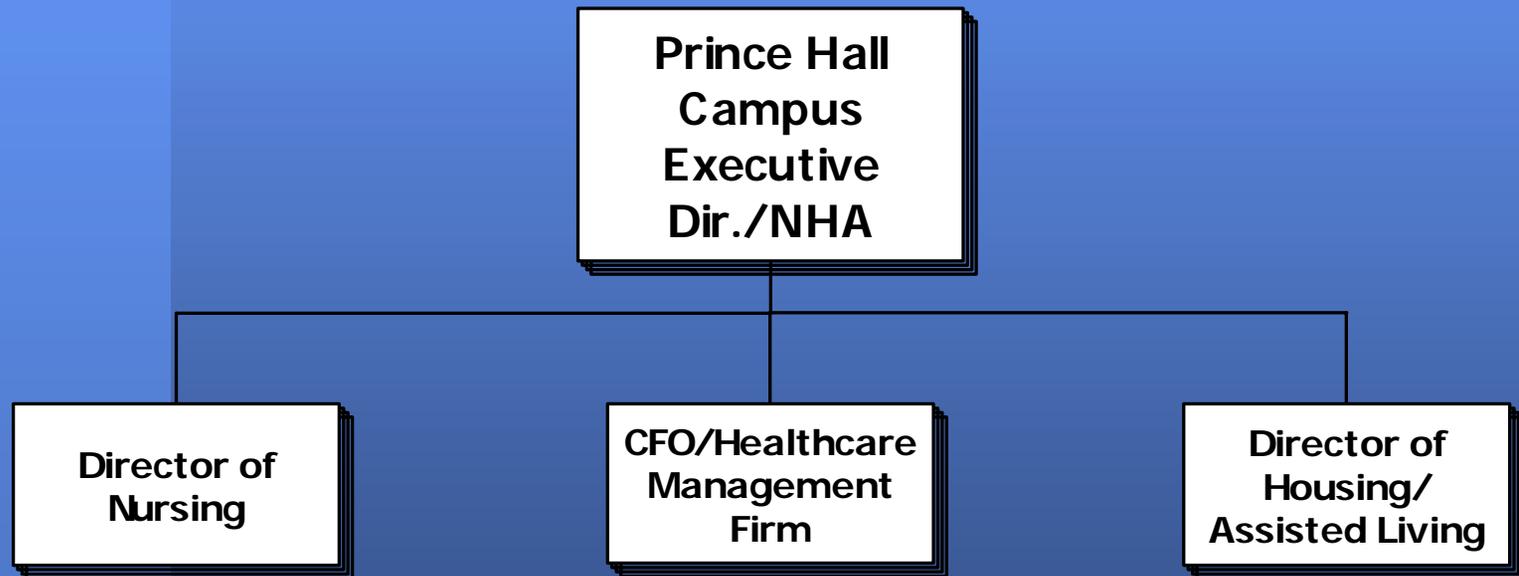
Prince Hall Grand Lodge, Inc. 501(c)8

- Prince Hall Masonic Foundation 501(c)3
- Prince Hall Senior Community Housing, Inc. 501(c)3
 - Prince Hall Campus (Skilled Nursing Facility, Residential Facilities, Retail)
- Prince Hall Campus Executive Director
 - Director of Nursing
 - Residence Director/Assisted Living
 - CFO/Healthcare Management Firm
 - Financial/Billing
 - Regulatory

Corporate Structure



Management Structure



Financial Support

- **State Bank of Chilton**
- **ABC Mortgage**
- **WHEFA**
- **Grants**
- **Others**

WHEFA

- **Wisconsin Health & Educational Facilities Authority**
- **Front end analysis and advice on financing alternatives**
- **Sale revenue bonds**
- **Interest on bonds exempt from federal income tax – lowers cost for the borrowing institution**

Prince Hall Masonic Foundation

March 2007

Development Team

- **Prince Hall Masonic Foundation/ Most Worshipful Prince Hall Grand Lodge**
 - James E. Davis, Grand Master
- **ELL Development Corporation**
 - Morrie L. Tharps, CPA, MBA
Principal
- **Cameron Management & Consulting**
 - Georgia M. Cameron, MBA, RN

Development Team Continued

- **Hall Legal**
 - Attorneys James Hall & Greg Burce
- **Architectural Firm**
- **Construction Company**
- **Others**

Schedule

- **Complete Planning & Project Design**
- **Finalize Financing Package**
- **Demolition**
- **Construction**
- **Skilled Nursing Facility open & operating by August 2008**
- **Other buildings open by March 2009**