

One Senior Place

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where in the nation. But I couldn't find a thing. The more I looked the more enthused I got about my concept."

The local market for One Senior Place appears to be a bonanza. Brevard County has one of the highest percentages of seniors in the nation. According to statistics, 53 percent of Brevard residents are over age 52.

"At sometime in their life most people are going to have a need for the services we offer," said Kramer, who owns a senior-care business. "What we want to do is make them aware of One Senior Place and its capabilities. Because when that day comes we want them to think that there is, by far, one logical place to start shopping and it's not going to cost them anything."

The Alliance for Aging says 10,000 Americans are expected to turn 65 years old each day in the year 2012. This means a huge population of young people (potential caregivers and business professionals) will need to learn how to maneuver through elder health care, legal and financial information.

"The seniors of today deserve so much more," said Kara Anderson, director of marketing and business development for One Senior Place, "and the seniors of tomorrow are going to demand so much more. One Senior Place offers both groups a facility to come to and be informed and educated about the senior market. It is going to provide options to consumers."

In the future, the word "consumer" will increasingly mean "older consumer."

She says the consumer experience will take "top priority" at One Senior Place, in providing access to information and resources.

"Our professional elder-care managers will provide personnel counseling, advice, and referrals to our visitors at no charge. We're creating an environment that allows people to get comfortable in the resource library, or use the Internet, find basic counseling, or attend a presentation in the auditorium. This multi-

function facility will serve the public in a totally new way and include a full schedule of activities, events and seminars."

One Senior Place will house businesses such as home-care agencies, physical therapists and other therapists too, medical-equipment suppliers, professional elder-care managers, community and nonprofit organizations, elder-law attorneys, senior financial planners, travel agents and more.

A certified elder-care manager will be on site seven days a week, Kramer said. One Senior Place is contracting with a care-management company out of Orlando to fill that need. He is beginning to fill slots in others areas as well.

"We are currently recruiting businesses that provide senior care, senior services and senior products," Kramer said.

"For example, we would like to even have a Realtor who specializes in relocating seniors. And we would love to have a bank branch in the facility. Another need is a geriatric psychiatric practice. Memory care is a big issue today. At this point, we're just beginning to talk to businesses and explain to them why it's going to be potentially a huge benefit to be a resident business at One Senior Place."

Businesses at One Senior Place, he added, will benefit in number of ways. "The retail-level exposure will give companies a way to market directly to consumers, or be in the path of that retail demand and qualified foot traffic. Secondly, there will be frictionless cross-referrals from business to business."

The 18,000-square-foot facility is under construction at 8085 Spyglass Hill Road. It is scheduled to open in the summer of 2005. The design-build project is being handled by Building Management Systems in Melbourne. Kramer said One Senior Place will incorporate the best features of an executive office building, a senior resource library and a themed "elder-services only" shopping mall.

Located in one of Brevard's fastest-growing residential and business areas, One Senior Place is close to I-95 and in the heart of the growing Viera medical district.

It's just minutes from Wuesthoff Hospital, the proposed Health First Hospital and Health Park, several skilled nursing and assisted-living facilities, and dozens of doctors from a number of medical practices and physician groups.

Viera is surrounded by a large and rapidly growing senior population and an expanding retail corridor.

Kramer said One Senior Place will also offer businesses much more than just office space. Based on the popular executive-suites model, companies will experience a "walk-in, sit-down, get-to-work" environment under an umbrella of features and services "designed around efficiency and convenience."

There will be a staff welcome and reception area; leading technology infrastructure; conference and meeting facilities; on-site café; multi-function common area suitable for seminars and social events; office furnishings; and cleaning and maintenance, as part of the executive-suite package.

Space is available from as small as a one-room office to multi-office suites and spacious showrooms opening into the mall-like lobby area. Pricing has not been set, Kramer said. "Because we are still working on the floor plan, we really don't know how much we are going to charge per square foot."

But One Senior Place has a number of verbal commitments, he added.

If the model is successful in Viera, Kramer said he would consider expanding into other Florida markets, using the One Senior Place footprint. "One of our large providers said they would be interested in setting up wherever we go."

One Senior Place is accepting applications from prospective resident businesses. For more details, call Anderson at 751-6771 or 866-751-6771.



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BBN DIGEST

One Senior Place opens in Viera, full range of services

One Senior Place, a new-concept business community designed to provide a comprehensive range of services to seniors, has opened in Viera at 8085 Spyglass Hill Road.

The multi-function facility incorporates a Senior Resource Library, auditorium and meeting spaces, and access to elder-care management services. Active seniors can also find a full schedule of activities, events and seminars.

Customers will have access to a variety of services once all the providers have located at One Senior Place. These will include home-care agencies, physical therapists, medical-equipment suppliers, community and nonprofit resources, long-term care facilities, elder-law attorneys, senior financial planners, and travel agents.

The first providers now moving into the facility include Frese Hansen (law firm), Personal Hearing Solutions, Senior Partner Care Services (home care), Southland Suites of Melbourne (assisted living), TaxMasters of Brevard, The Fountains (independent and assisted living), Total Long-Term Care Consultant Services of Brevard, and Vitas Innovative Hospice.

Educational and social activities are also under way at One Senior Place and more are being added to the calendar. For an up-to-date list, check the events tab at www.OneSeniorPlace.com.

Don Kramer, president and founder, says One Senior Place is a customer-driven facility.

"We want seniors and their families to immediately breathe a sigh of relief when they step through our door and realize all their questions can be answered — whether it's care-giving, social activities or support resources."

He added, "There was such a need for a single source of information about senior-focused businesses and organizations. We've spent more than a year cataloging resources and building the perfect mix of providers so that consumers don't have to go through that difficult process themselves. Senior Place is the gateway to that wealth of information for everyone in the community."

Providers interested in becoming a resident business at One Senior Place, or registering in the Senior Resource Library, should contact Donna Sargent at 751-6771; 866-751-6771 or visit www.OneSeniorPlace.com.