

# NEWS Release



## Touchmark at Coffee Creek

SPECIAL TO THE JOURNAL RECORD

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### **TOUCHMARK — NOT JUST A TOUCH, BUT SHOT IN FINANCIAL ARM** **ONE OF EDMOND'S FUTURE PRIVATE EMPLOYERS TO HAVE HUGE ECONOMIC IMPACT**

By Carol Hartzog  
Special to The Journal Record

EDMOND, Okla. — Residents in North Edmond have been watching the project come out of the ground over the last year. The dimensional scope of Touchmark at Coffee Creek now is taking shape.

The new senior retirement community will be huge — \$30 million in construction in its first of three phases.

But, many don't realize the larger financial impact the development will have on the Edmond area — in sales taxes, payroll and construction dollars, to name a few.

For starters, the first-phase building permit let last year was the largest commercial permit in Edmond in 2004, according to statistics by the Edmond Economic Development Authority. There will be three phases.

Physically, the Grandview is the most impressive structure on the landscape, set to open early next year. It will include 103 apartments and will be a three-story, resort-style building.

But tucked in the back portion of the 25-acre neighborhood will be 56 single-family senior homes, averaging \$250,000 each, said Derek Turner, president/chief executive officer of Turner & Co., the site development general contractor. That's an almost \$14 million investment in Edmond.

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“The most interesting thing to this style of project is that the residents will generally come from another area to move here — following their children,” said Turner. “Being a high-end, private-pay type of facility, this person tends to be less of a user of services from the City of Edmond (streets, Edmond schools, parks) and a high user of luxury services, such as restaurants and the golf course, for example.”

“This age person brings in tax dollars, brings their bank accounts and their investment portfolios,” said Turner.

The new-to-Oklahoma residents also bring in new tax dollars to the state, a plus for the statewide economic picture. Of the inquiries Touchmark has received about the community, approximately 13 percent have been from out of state.

On any single day, \$30,000 in labor and materials are utilized on the site, said Landmark Construction Co. project manager Rod Smith. The service industry in the area, such as food and gas, gain the residual economic impact of the construction crews.

Beyond the single-family homes, construction costs for the first phase of the Grandview apartments total \$15 million, Smith said. Sales tax dollars just for the goods are no small consideration here.

Sales tax generated by the employees on site is also a consideration.

Just over \$450,000 in sales tax will be generated by employees and contractors on the site for the Grandview project, which is in the first phase of the development, according to a report on the project by the Edmond Economic Development Authority (EEDA).

The property tax impact for the first phase of the Grandview will be approximately \$373,366, according to the EEDA report. Property tax dollars help fund the Edmond Public Schools. EEDA only generates economic impact reports for commercial projects, not residential. The 56 Parkview homes are not included in the study.

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The employee base and economic impact will make Touchmark a significant private employer in Edmond, according to the EEDA.

“Projects like Touchmark help enhance Edmond’s business scope by adding quality jobs,” said Janet Yowell, executive director of the EEDA.

The three phases of the development are expected to be complete in seven to 10 years, with 150 full- and part-time employees and \$2.5 million in payroll in the end, said Bill Belanger, vice president/Midwestern regional director for Touchmark, based in Oregon.

The first phase will involve about a \$1 million payroll with 50 full- and part-time employees.

The payroll reflects primarily a professional management staff, from food-service employees to health care professionals, from the Life Enrichment activities director to nurses, housekeeping and maintenance.

“I’m impressed with the Edmond community itself. Being next to the senior center, that’s the nicest one I’ve ever seen,” said Belanger in reference to The MAC at Mitch Park, which is less than a mile away from the property.

What makes Touchmark stand out over the rest in the Oklahoma City metro area is its long-term commitment to its properties, said Belanger. “We find a site, develop it, manage it and own it.” The company is 25 years old and has never sold one of its senior retirement communities, which number 12, including three under construction.

“Every community we’ve ever built we still own,” he said.

Touchmark's headquarters are in Beaverton, Ore. The privately held company has properties throughout the West, Midwest, and South, including health and fitness clubs, active adult communities, home health and home care, and assisted living centers.

“The economic impact will be long-term,” he said. “We’ll be there a long time, employing Edmond workers, paying taxes. We are there for the long haul.”

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“It takes more than a beautiful building to make a community,” said Belanger. “It has to be backed up with services and programs.” He said Touchmark at Coffee Creek stands out among the rest because of its premier life enrichment program, which is a more balanced program fitting the interests of all the residents.

Earlier this year, Touchmark received first place in the 2005 Best of Seniors Housing Design and Marketing Awards at the National Home Builders' show.

"The Touchmark design award is exhibited by the level of quality in the Parkview homes and in the Grandview. We are increasing the level of quality beyond what you normally see in senior housing," said Marilyn Kreidler, executive director of Touchmark at Coffee Creek. "Homebuilder B.K. Turner is custom tailoring the single-family homes with the most innovative approaches in senior living today."

Parkview's tailored amenities for seniors include:

- Upgraded energy-efficient heating and air conditioning equipment to exceed current federal standards.
- Energy-efficient and more attractive vinyl frame windows over standard aluminum frames.
- Three-foot-wide passage doors. Shower hand rails, grab bars and shower seats.
- Hot water recirculation system.
- A communications system to the Grandview for 24-hour monitoring with voice activation.
- Elimination of the four- to six-inch drop-down step common in Edmond residential garages.
- Maintenance free, inside and out.

The entire Coffee Creek community includes a golf course, recreational centers, and walking and biking trails for Coffee Creek homeowners. Touchmark is adjacent to the Coffee Creek Station post office and The Village Center at Coffee Creek, which includes dental, medical and retail offices.

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For more information, contact Marilyn Kreidler, Touchmark at Coffee Creek executive director, at (405) 340-1975. Model homes are open at 608 Touchmark Court in the Parkview addition just north of the Grandview. The Web site is [Touchmark.com](http://Touchmark.com).

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