



WILKINSON DEVELOPMENT FUND I, LLC - PRODUCTION UPDATE

Pekin Ready for Residents as WD Opens 2nd Community

Sister community, Grand Victorian of Washington, slated to open its doors this summer

Goals set more than two years ago are coming into view as Wilkinson Development Fund I opens The Grand Victorian of Pekin and, this summer, The Grand Victorian of Washington, IL. Since last

local business-people is set to be held April 23rd with an official grand opening in the very near future.

A 1990 graduate of the University of Wisconsin-Stout, Wisconsin's Poly-

her skills to the medical field, she then spent more than nine years as site manager for Pekin MRI, LLC. Again, she coordinated and facilitated training of all site personnel and designed, imple-



The Grand Victorian of Pekin is ready for some final touches as the first residents were officially welcomed on March 30th. 22 units with a total of 26 residents are slated to move in during the first few weeks of operation.

summer, GNC of Sterling has been operating and has reached 47.5% percent occupancy as the staff continues to push hard toward 100 percent.

For several months, Good Neighbor Care has mounted an aggressive marketing campaign for The Grand Victorian communities in both Pekin and Washington.

Kimberly Murphy recently joined the effort as executive director in Pekin, as residents began moving in at the end of March. An open house targeting

technic University, located in Menomonie, WI, Kimberly holds a bachelor's degree in consumer economics with a minor in speech and brings more than 16 years of management experience to her new post.

Four of those years were spent working with First of America Bank, opening and managing the bank's first in-store branch in Illinois, providing guidance and training for other branches and consistently achieving sales and lending goals. Transferring

mented and maintained initiatives and protocols to deliver outstanding patient care and customer service. Her experience working with radiologists, physicians and other healthcare providers will be an asset to GNC. Most recently, she gained additional experience in the medical arena, working in business development at Pekin Hospital. Her duties included making up to 60 visits per month in primary and secondary markets to educate and provide information to customers about hospital

services and programs. She is a board member of Pekin Main Street, the Pekin Area Chamber of Commerce and other community organizations.

Kimberly joined Michael Sparks GNC's regional manager, and Cindy

"Everything is going according to schedule," according to Randy. "The building is complete except for a short punch list of finishing touches. Our goal was to begin housing residents before the end of March."

have helped spread the word and advertisements in the Pekin Times and Peoria Journal have helped, too.

Not surprisingly curious passersby have been the most productive source of referrals, tours and signups, according to Michael. In one period of a week and a half, five people walked in to take tours of the community and all five signed up.

In addition to curiosity generated by GNC's imposing new building, the enthusiasm and hard work of the initial team have created a positive impression throughout Pekin, according to Bill Fleming, executive director of the Pekin Area Chamber of Commerce.

"The entire Pekin community is excited about the opening of The Grand Victorian of Pekin," he says. "We've been anticipating it since the groundbreaking ceremony last July. The Good Neighbor Care representatives have been great to work with, and you can really feel their passion and excitement. It's a first-class organization and that is evident in the magnificent facility they're building in Pekin. I'm really looking forward to the open house on April 23rd."



Like the other Grand Victorian communities, comfort and elegance are a priority... from furnishings to the smallest of details.

Stedman, marketing director for both the Pekin and Washington communities, to help tell the citizens of Pekin about the new community, show and sell suites to prospective residents, hire staff, and prepare in every way for the impending opening.

Randy Sisson, vice president of development for Wilkinson Development, reports the Pekin community is "basically finished." Carpeting and window treatments have been installed and furnishings are being put into place as we write. The building has passed all local and state inspections and has a certificate of occupancy enabling GNC's management team to begin training staff. The final operational survey by the Illinois Department of Public Health Division of Assisted Living is scheduled and is expected to result in the securing of an operating license for The Grand Victorian.

With the building nearing completion, staff training began during the middle of March to acquaint new hires about all procedures and systems necessary to provide outstanding service to residents.

Interest in The Grand Victorian of Pekin has been high. Residents have already placed deposits on 22 units and plan to move into the new community during the first few weeks of opening, according to Michael Sparks.

He reports the marketing team has been extremely busy giving tours, holding luncheons, advertising, and otherwise sharing GNC's story. Lunches for local physicians and for staff at Pekin rehabilitation centers



Ice on the web-cam in Washington illustrates the weather challenges during spring in Illinois.

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