



TZG

THE ZIMMERMAN GROUP

Senior Living and 55+ Communities

We have substantial experience working in the Senior Living and 55+ marketplace.

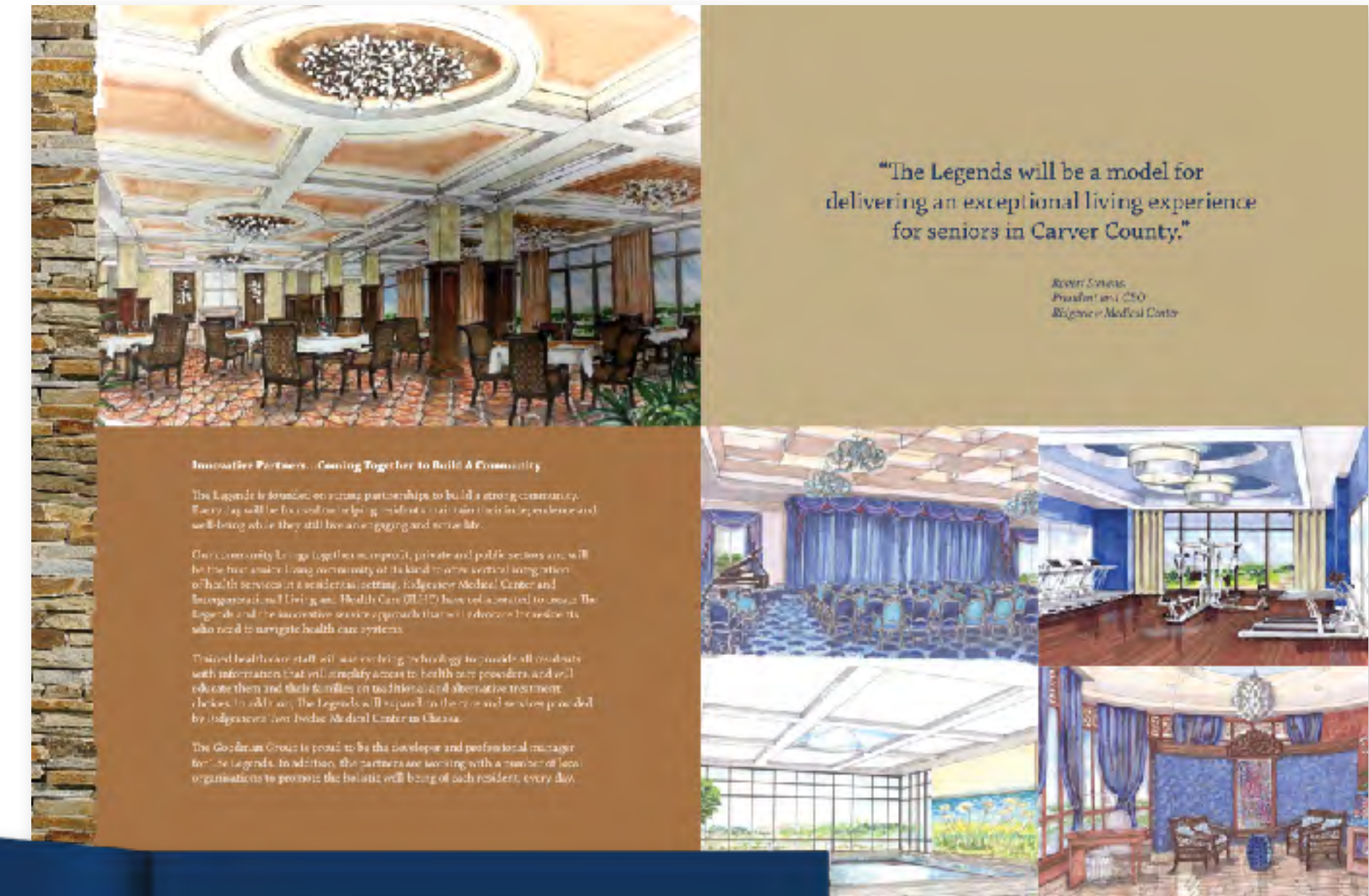
We believe TZG's capabilities and experience would be an ideal fit for you.

THE GOODMAN GROUP LEGENDS LAUNCH

Worked with original logo to build brand and positioning.

Designed and produced introductory brochure for LEGENDS.

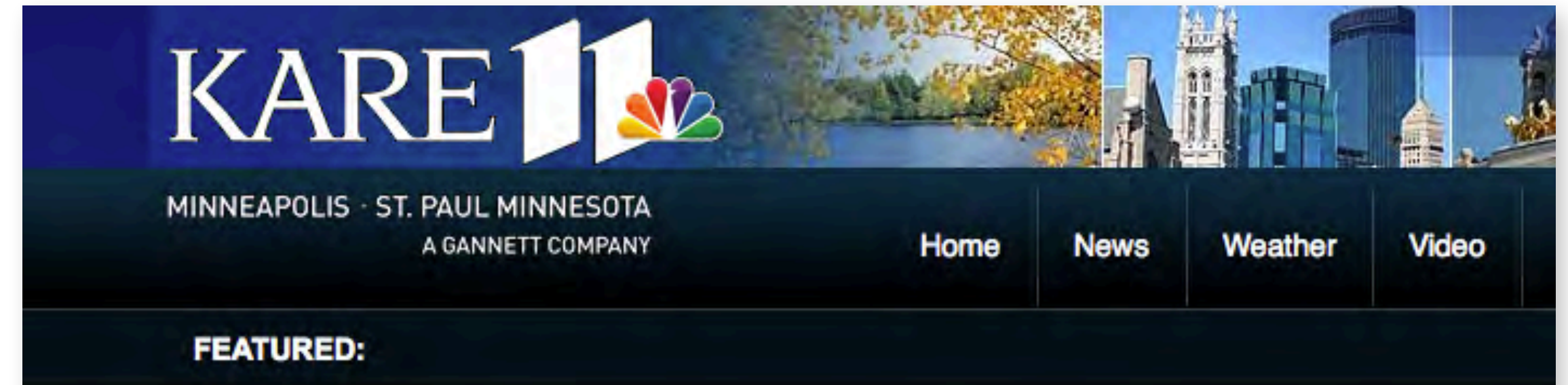
Helped facilitate PR for launch event.



THE GOODMAN GROUP PUBLIC RELATIONS EVENTS

Issued Press Releases that gained coverage for couples' vow renewals at Commons on Marice in Eagan, MN.

Issued Press Releases for "Beauty Through The Generations Makeover," which was picked up by KARE11 news.



Video Player



I Am Kindness hosts beauty makeover

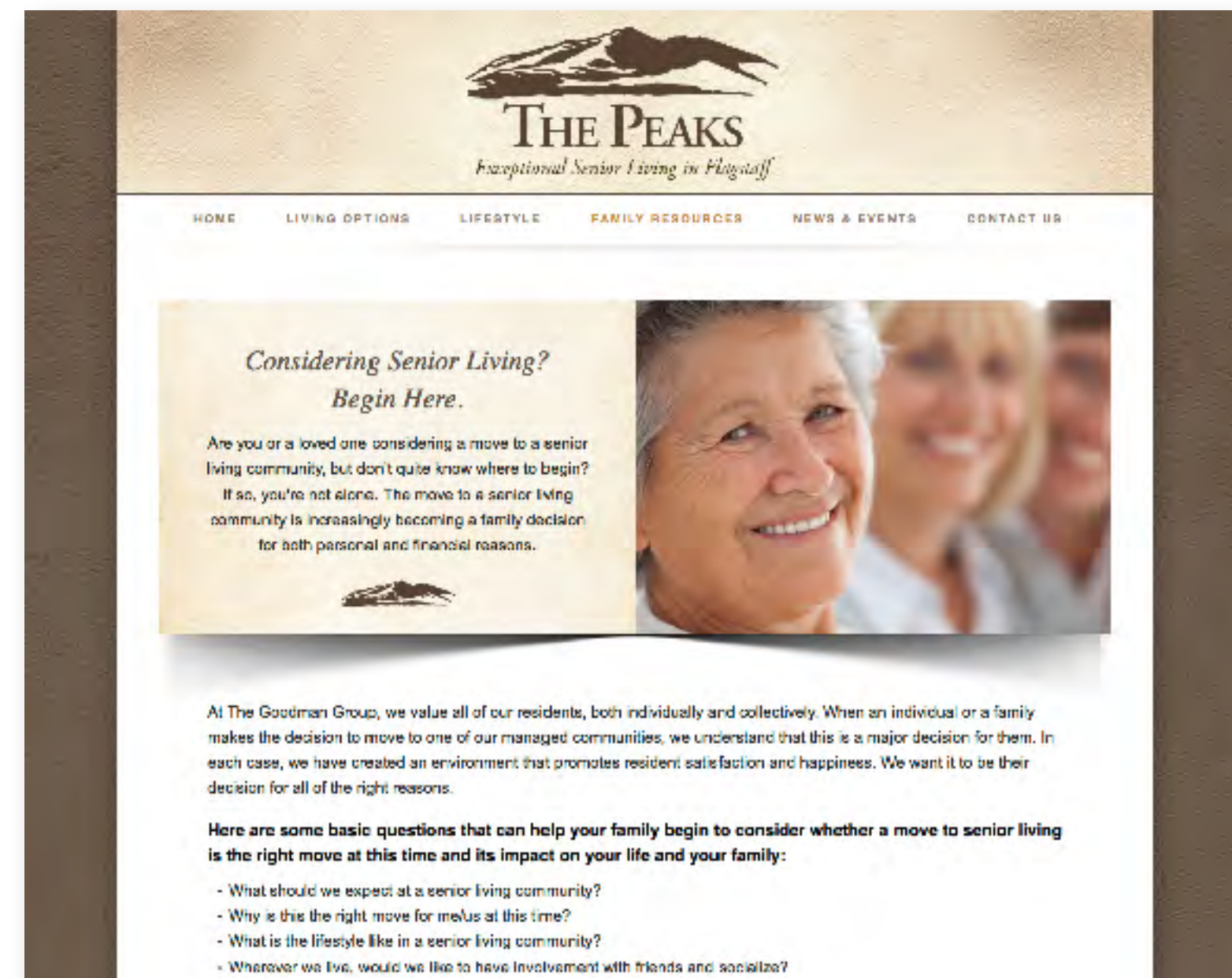
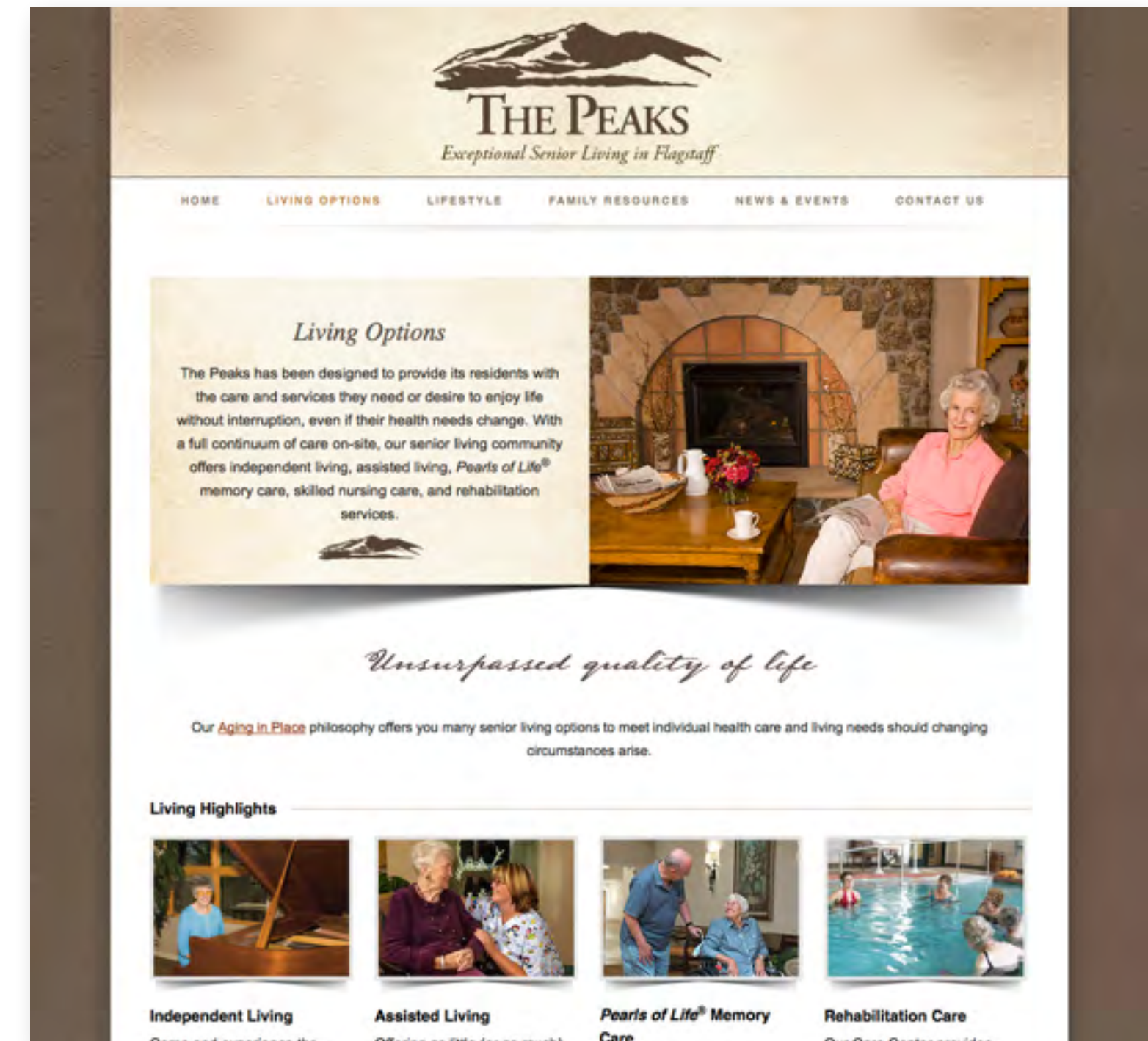
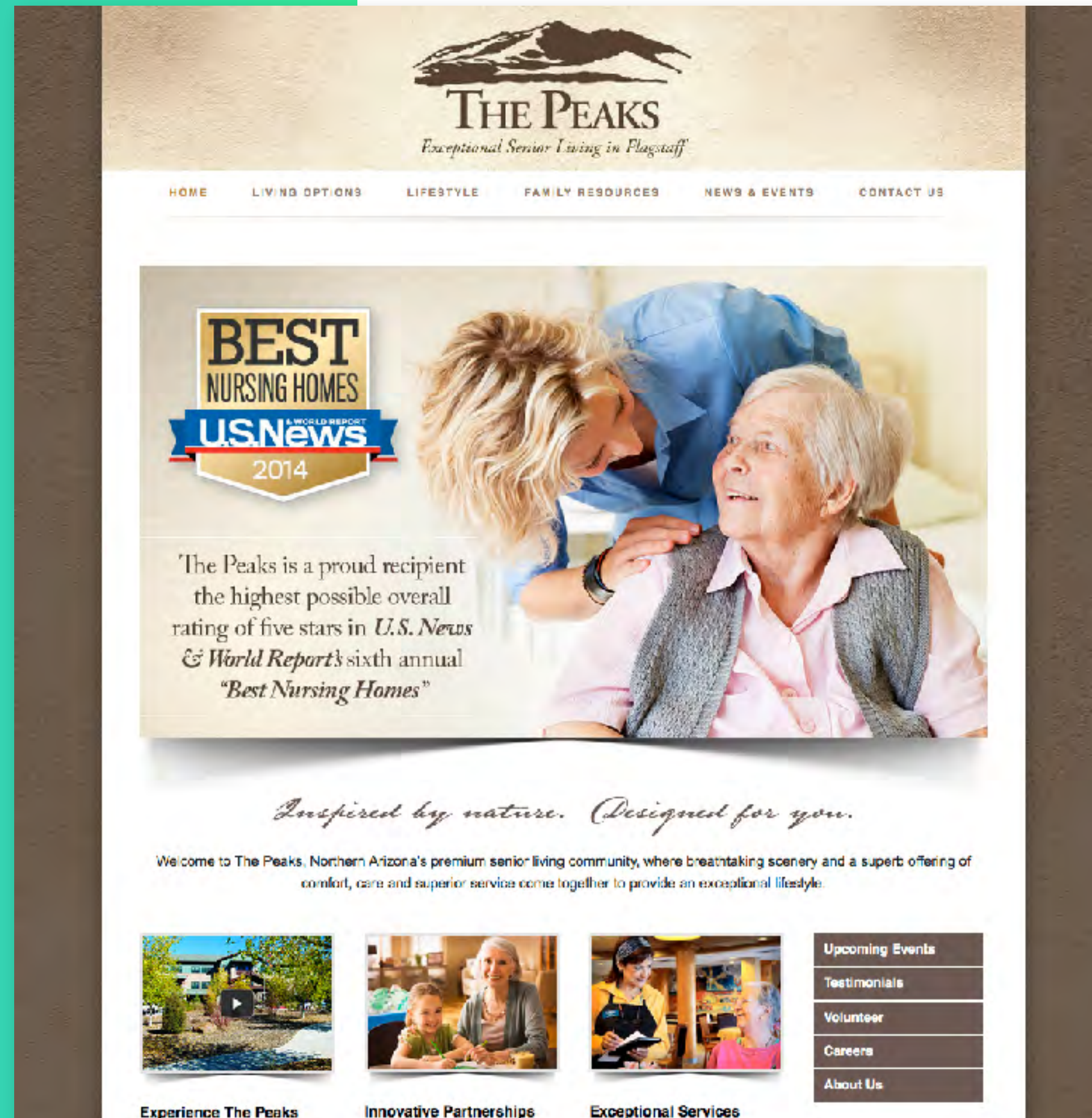
I Am Kindness hosts beauty makeover

THE GOODMAN GROUP

THE PEAKS

Created a new design and website template for The Goodman Group communities.

Implemented "The Peaks" using this new template.



THE GOODMAN GROUP

TZG designed a 24' x 4' banner showing the history of memory care. It was used during an event at Terracina Grand in Naples, Florida.

A Few Key Moments Along The Journey and Evolution of Memory Care

FROM PRIVATE HOMES AND ALI/SHOUSE LIVING **TO SPECIALIZED HOSPITALS** **TO NEW HOSPITALS & NURSING HOMES** **TO PERSONAL CARE VENUES** **TO RESIDENTIAL & ASSISTED LIVING ENVIRONMENTS** **AND NEW FREE-STANDING COMMUNITIES**

1900 **1920** **1930** **1940** **1950** **1960** **1970** **1980** **1990** **2000** **2010** **2014**

Please join us as we introduce you to our new expansion, a community dedicated to the very finest dementia care in Naples... Park LIFE at Terracina Grand

GRAND LIVING

TZG designed the GRAND LIVING logo and the LUMINATIONS logo for the memory care area. We worked closely with Dan Peterka to create an elegant and sophisticated look for their marketing materials.



LET US INTRODUCE OURSELVES

WE ARE a partnership with a management team, a family of assets in the Senior Living and Healthcare industry. Our Senior Leadership Team is focused on providing value to our residents and families through a variety of services and solutions. We are a team of professionals who are committed to providing the highest quality of care to our residents and families.

SENIOR LEADERSHIP TEAM

DAN PETERKA has twenty years of industry experience, most recently as the President and Chief Executive Officer of a privately held organization. He has led, owned, and managed senior living and healthcare facilities, residential apartments and commercial properties. During his tenure, revenues grew to over \$500 million annually with margins in excess of 25%. His passion includes creating and replicating environments and services to enhance the senior living experience and providing extraordinary care to our residents.

MEL NDA SE FERT has twenty years of healthcare related experience, most recently serving eleven years as the Chief Operating Officer, directly overseeing 3,800 employees. She led a multi-million dollar senior living real estate development, construction, and financial services. During her tenure, customer and employee satisfaction improved year over year and multiple quality awards were won at the state and national level. Melinda previously worked extensively in finance and accounting, including serving as the Chief Financial Officer for a company. Her passion includes team building, training and staff empowerment to provide exceptional customer service and cultivating a culture that motivates teams to achieve quality outcomes.

GARY SOLOMONSON has thirty two years of experience in the senior living and multi-sectored industries as a business owner and marketing executive. He has led a variety of marketing, operations, and development. He served for twenty years as Vice President of Sales and Marketing and New Business Development and was directly involved in the design, construction and all of senior living and healthcare communities. Gary's creative and engaging programs, brand life enrichment activities and sales and marketing services are a testament to his passion for quality. His passion includes quality customer service, team building and training, and creating life long learning opportunities for the residents, employees, families and the community at large.

SERVICES

DEVELOPMENT
We have extensive experience in the full range of planning, development and construction of over 5,500 units in senior living and health care communities. Our background and qualifications to assist you in your analysis include site selection, feasibility studies, and construction management in the senior living and health care industry.

OPERATIONS
We help with management, operations, overseeing \$1 billion in assets, 4,000 employees, and 80 communities consisting of senior living and health care, residential, apartments and commercial properties across ten states and 10 countries. We are pleased to assist with our management in a variety of operational areas.

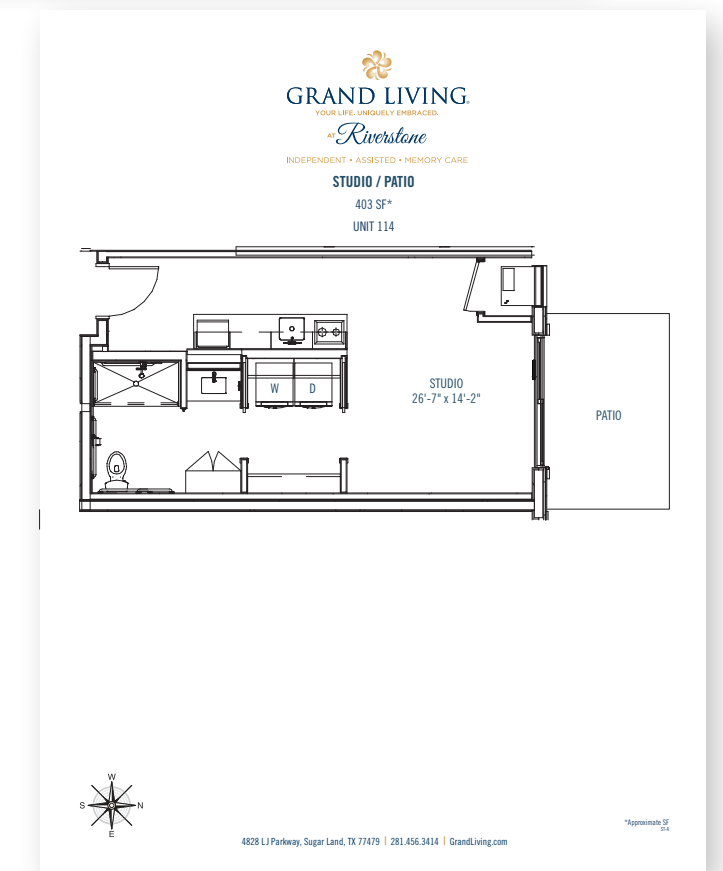
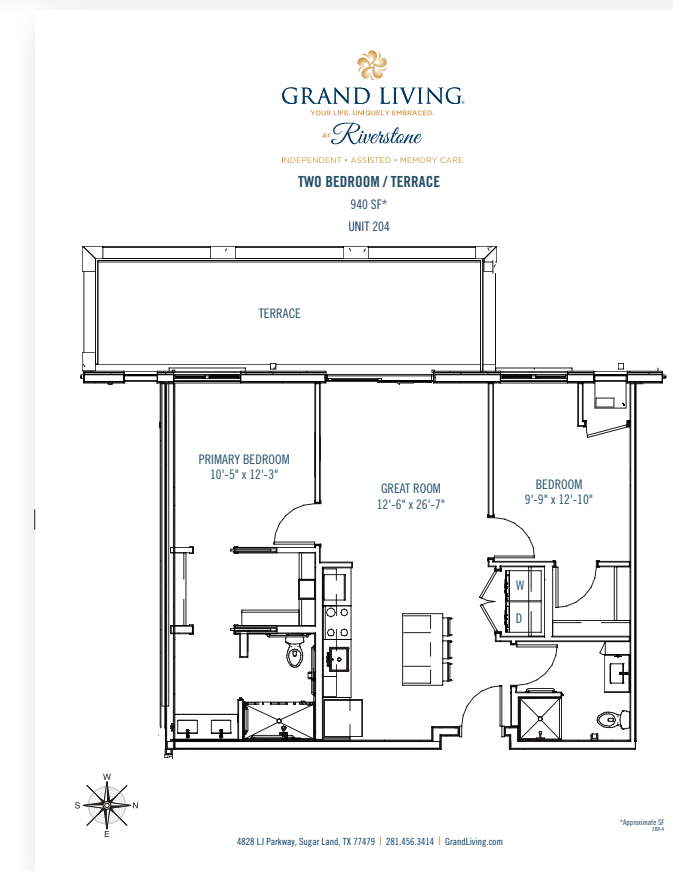
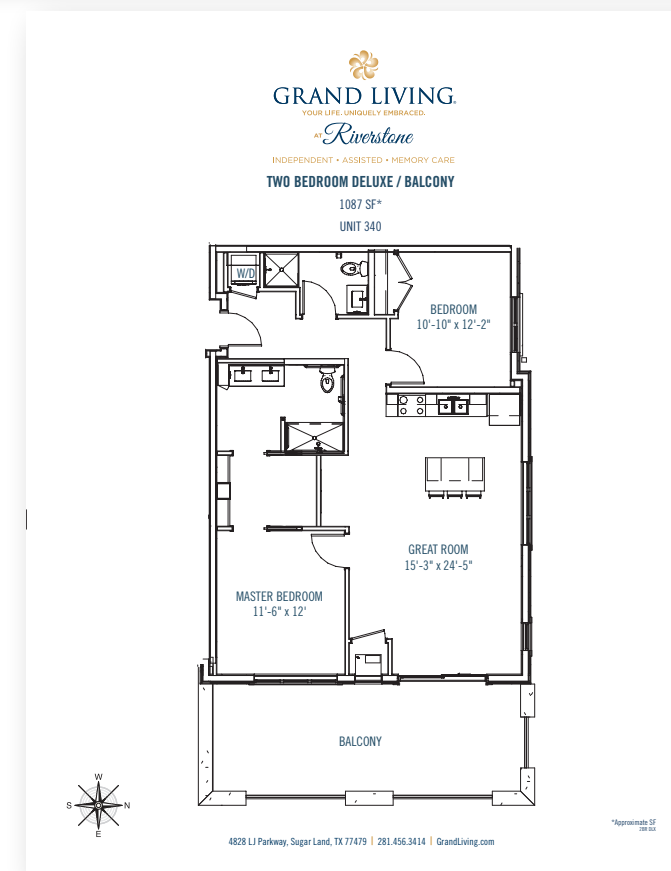
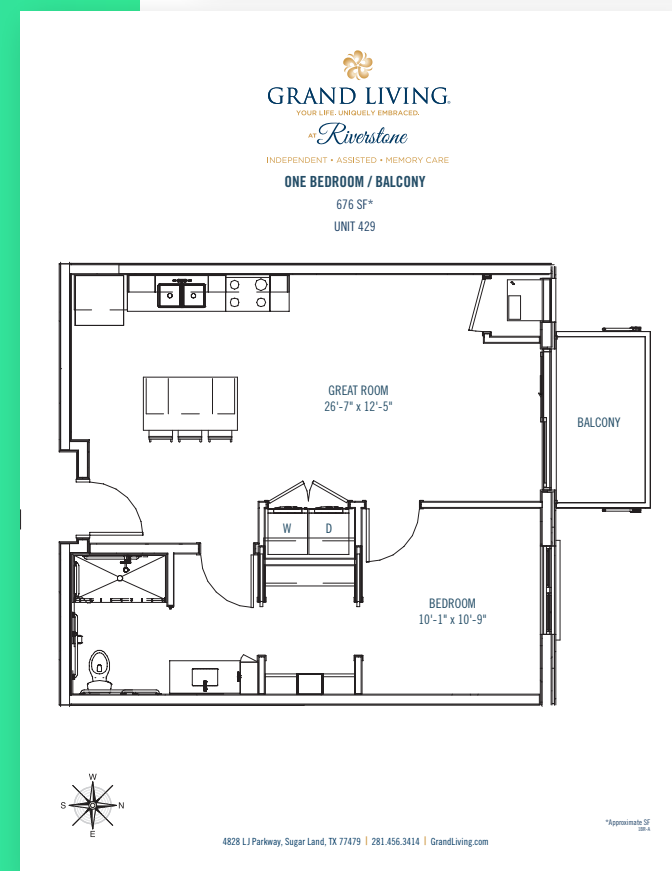
SALES AND MARKETING
We have extensive experience in creating innovative plans and processes that position communities to build and maintain a strong brand. We assist your community with development of effective marketing initiatives and sales programs that support your business objectives and enhance the lives of residents, families, and employees.



GRAND LIVING COMMUNITY FLOOR PLANS

We were provided with architect's DWG files and, after converting to EPS files, were able to hide construction instructions and create a clean floor plan.

Color coding and labeling of rooms and common areas completed the floor plans for use on community poster boards and printed handouts.



GRAND LIVING OVERFLOW WORK

After Grand Living hired an in-house graphic designer we were able to help out with overflow work and keep Grand Living's brand consistent.



WELCOME TO GRAND LIVING AT TAMAYA.

Well-Appointed Residences

As charming as a studio or as expansive as a two-bedroom with a den and patio.

An Array Of Dining Options

Curated menus full of fresh, chef-prepared meals in a collection of dining venues.

So Much To Enjoy

Enjoy world-class music and entertainment in our Forum Theatre, or cocktails in the Legends Club or take part in one of our signature programs.

Grand Spa And Fitness Center

Exercise and fitness studio with state-of-the-art equipment, outdoor pool and whirlpool, full-service salon, massage rooms, and offices for visiting medical professionals.

A Community For You

First-class amenities including the Grand Library, Grand Lounge, chapel and meditation center, gift shop, billiards, pet grooming center and pet park, fire pit, outdoor recreation areas, and chauffeured luxury sedan.



OUR DINING COMPETES WITH
THE BEST RESTAURANTS IN TOWN.



GRAND LIVING®

INDEPENDENT | ASSISTED | MEMORY CARE

GRANDLIVING.COM



THE SAYING ISN'T
"CARPE TOMORROW"



GRAND LIVING®

INDEPENDENT | ASSISTED | MEMORY CARE

GRANDLIVING.COM

AL#13042



ELDERCARE DENTAL

Created the logo, positioning, and website for a dental service that brought a full range of dental services to senior communities.



OPUS THE SUMMIT OF MENDOTA HEIGHTS (55+)


Created the website for The Summit of Mendota Heights along with multiple magazine ads and e-mail blasts.



Discover Why Life's Better At The Summit



Offering a wide range of Villas and Twinhomes. Amenities to fit every lifestyle.

Models open Thursday through Monday 12 to 6pm



The Summit
OF MENDOTA HEIGHTS


(651) 457-0820
SummitofMendotaHeights.com

Life is better at The Summit... when furnishings and decorating are free.


Buy one of our eight ready-to-move-in, professionally decorated twinhomes or villas between January 15th and January 31st and receive all the furnishings for free.*

6-Figure Savings With Our New Pricing!



The Summit
OF MENDOTA HEIGHTS

(651) 457-0820
SummitofMendotaHeights.com



*Restrictions apply. Offer cannot be combined with any other promotion.

PRESBYTERIAN HOMES

WAYZATA FOLKESTONE PROJECT

Building Community And City Government Support For Senior Housing

- ▶ An aging 1960s mall occupied almost 15 acres of prime downtown Wayzata real estate. It was referred to as the best development parcel in the Twin Cities.
- ▶ The site had been sold to two previous development groups who failed to gain approval for plans that would be economically viable on the site.
- ▶ A strong local citizen's group, The Friends Of Wayzata, had formed with the intent of preventing the development of any significant scale on the property.
- ▶ After two failed development plans, Presbyterian Homes bought the development site intending to build a mixed development, with the majority being senior housing.



PRESBYTERIAN HOMES

WAYZATA FOLKESTONE PROJECT

Gaining Approval

- ▶ Additionally, when the Presbyterian Homes purchase was announced, a large contingent in Wayzata made it clear they did not want a “nursing home” in the middle of downtown.
- ▶ Presbyterian Homes had also never developed a large mixed-use project and, for the first time, hired an outside firm, TZG, to brand and gain approval for the project.
- ▶ At the very beginning of the project, two of the five city council members came out in favor of the project, and two came out against it.
- ▶ And so began the 2-1/2 year’s quest for the third city council vote.

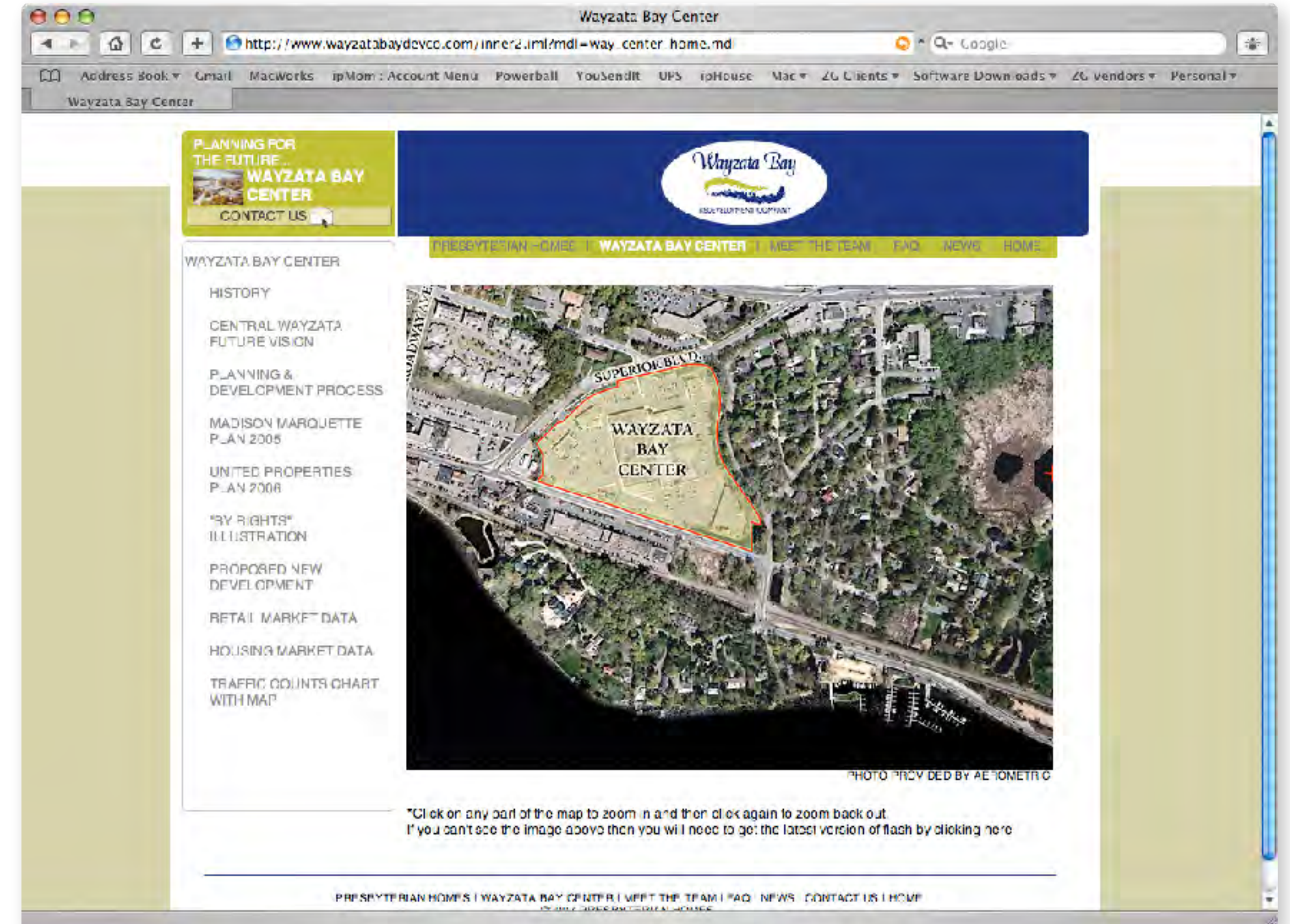


PRESBYTERIAN HOMES

WAYZATA FOLKESTONE PROJECT


Branding

- ▶ Created branding and positioning for each element of the mixed-use project (Presbyterian Homes first).
- ▶ Ensured each project component was individualized and also consistent with the overall project positioning and branding.



PRESBYTERIAN HOMES

WAYZATA FOLKESTONE PROJECT



Town Meeting

There will be an open town forum to discuss the Wayzata Bay Redevelopment project. The project planners and architects will share the development process and objectives and solicit comments and feedback from the Wayzata community.

When:
Monday, August 20
4:30 pm

Work Begins

- ▶ Developed multiple community groups to provide input on the project and design elements, including
 - Mom's Group
 - Landscape Group
 - Chamber of Commerce
- ▶ Conducted frequent community meetings and "listening sessions" to gain input and support.
- ▶ Used frequent press releases to keep the community informed at each step of the process.
- ▶ Arranged frequent community visits to other Presbyterian Home communities.



Superior Block



Plaza Block



East Block

Come & Let Your Voice Be Heard

at the Wayzata Bay Center Redevelopment Planning Commission Meetings held on:

MONDAY, MAY 5
6:00 PM
Presentation – General Plan

MONDAY, MAY 12
6:00 PM*
Public Input & Planning Commission Vote

at Wayzata West Middle School,
149 Barry Avenue North

*Please attend the May 12th meeting if you are only able to attend one.

For more information visit
www.wayzatabaydevco.com
or call Ed Briesemeister at
763-245-0962

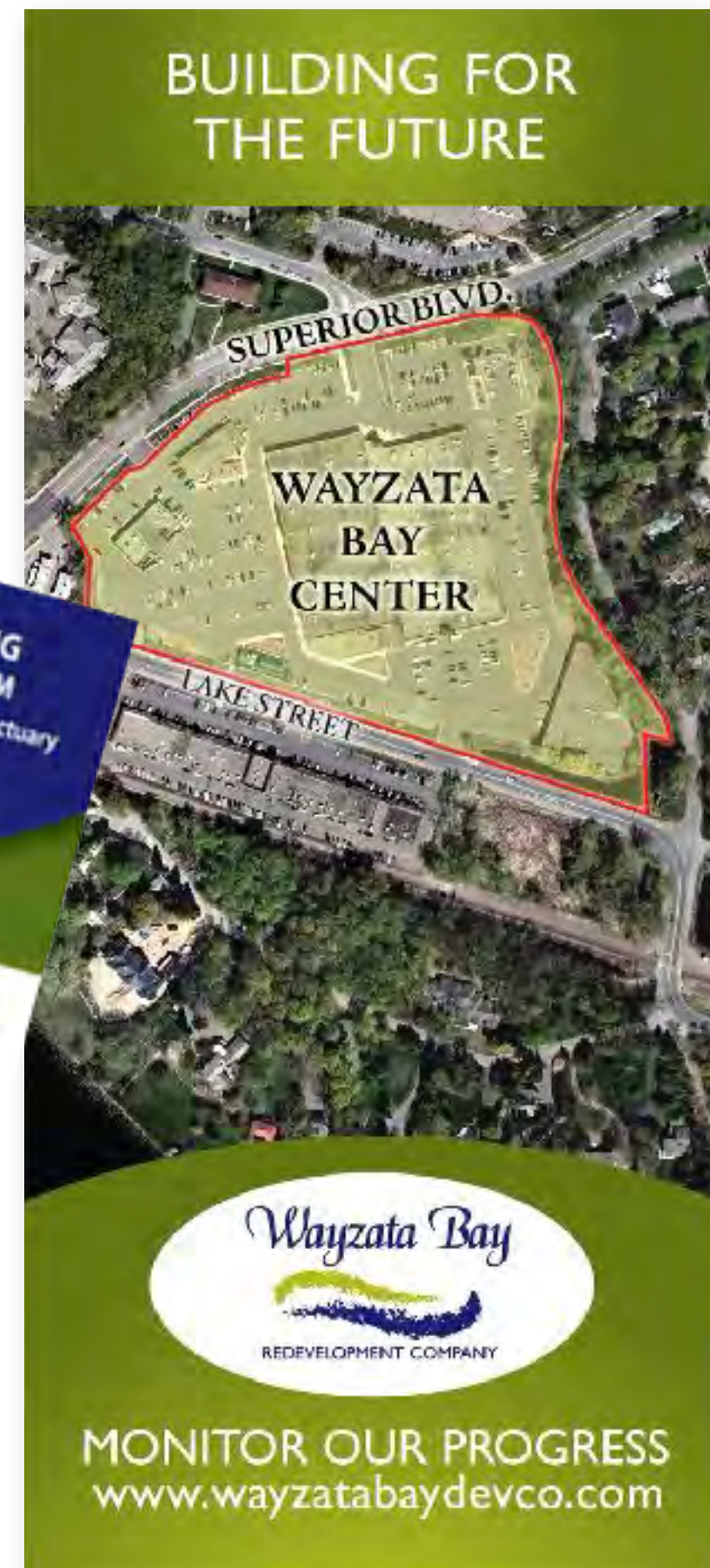
PRESBYTERIAN HOMES

WAYZATA FOLKESTONE PROJECT

Components



Postcards



Flyers



Newspaper Ads



Info Kiosk in the Mall

PRESBYTERIAN HOMES

WAYZATA FOLKESTONE PROJECT

Keeping Community Involved

- ▶ Responsible for all mall advertising.
- ▶ Created and managed numerous special events to build traffic.
- ▶ Utilized mall events and mall space to promote the new development.





TZG

We would welcome the opportunity to discuss how TZG could be a project or agency resource for you.

With our capabilities and experience, we can provide effective and efficient solutions with quick turnaround.

Thanks for your consideration.

For more information contact

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www.TheZimmermanGroup.com

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