

Elmvale Seniors Housing Association
Mass email #2
April 29, 2019

We are sending this special message out to a growing list of people who have expressed serious interest in our goal of building a retirement facility in Elmvale that will appeal to people who appreciate the culture of rural and small-town living. You have indicated your interest by sharing your email address, postal address or telephone number at our first mass meeting on December 4th, contacted us through our email at (elmvaleseniorshousing@gmail.com) or have spoken to one of our Association members.

The second Community Meeting for ALL INTERESTED PEOPLE is arranged for the evening of Tuesday, May 7, 2019 at the Elmvale Community Hall, beginning at 7:00 pm.

An article will be printed in the Springwater News on May 2nd, but we are sending it to you beforehand. The article compliments the army of volunteers who support community projects in Elmvale and encourages the general public to attend the meeting, but we are reaching out to you in this direct way because you have ALREADY shown interest! We are also sending you a copy of the poster that is displayed throughout the community.

We will be giving an overview of our progress thus far, summarizing the steps we have already taken, and indicating some of the things that are still to be done. Some of you may be worrying about the transition from your current housing arrangement to a retirement complex. Two people who have first-hand experience will be speaking to you at the meeting.

As you can imagine, a project of this size requires a lot of money to build. Financial institutions need to KNOW that their investment will be successful, BEFORE they arrange financing. The members of the Elmvale Senior Housing Association have a strong BELIEF that there is strong community support for a senior's housing complex, but we need to KNOW how strong this support really is within the community. We want a large number of residents to DEMONSTRATE their keen interest, so that we can provide proof to the lending institutions. That is the purpose of the "waiting list" that was mentioned in the first email or letter and in the two newspaper articles. We NEED to show strong support, so we ask that you MAKE A COMMITMENT by formally getting your name on a "waiting list" for a unit in our project. A cheque or cash of \$100.00 will secure your place on the waiting list. It would send a very powerful message to the financial backers if we had more people on the waiting list than units available! Many of you will remember the presentation from Sid Tjeerdsma, from Tollendale Village in Barrie, when he said that there were over 1000 people on the waiting list for units in their huge project. That is why Tollendale continues to grow – the demonstrated need is obvious to financiers and the municipality. We want to create a lengthy list for Elmvale, so bring your strong interest and your chequebook to the meeting on May 7th! Learn about our progress to date, hear about the activities in the planning stages and DEMONSTRATE YOUR SUPPORT!

Sincerely,

Elmvale Seniors Housing Association

Doug Jackson,
Communications Liaison