

Sauk County Health Care Center

Reedsburg, Wisconsin

Assisted Living Market Study Report

February 13, 2015

Prepared by

Wipfli LLP

2015 Spring Road

Suite 350

Oak Brook, Illinois 60523

630.368.7030

630.368.7045 (fax)

Sauk County Health Care Center

Market Study – Reedsburg, Wisconsin

Table of Contents

	<u>Page</u>
Executive Summary	1
Project Definitions	5
Demographic Data and Projections.....	8
Competitive Market Assessment.....	15
Assisted Living and Memory Care Assisted Living Market Demand.....	23
	Appendixes
Appendix A: Demographic Data and Documentation.....	27
Appendix B: Competitive Market Data	36
Appendix C: Assisted Living Market Demand Models	49

Executive Summary

Introduction

In January 2015, the Sauk County Health Care Center (SCHCC) board of directors requested a market study update to a market study that was completed in 2012 by Wipfli LLP (“Wipfli”) to evaluate the senior living market conditions for Reedsburg, Wisconsin and market draw area. For the market area, Wipfli conducted an evaluation of the assisted living (“AL”) and memory care AL market demand for the Reedsburg market area. Management suggested that the primary focus of the research is for a mixed use assisted living facility, which would not be dedicated to any specific segment of the population, such as the Alzheimer’s / dementia populations. The licensure would be Community Based Residential Facility (“CBRF”). However, it could also be Residential Care Apartment Complex (RCAC). For the study, however, Wipfli included projections of the memory care CBRF and how many beds could be designed specifically for the population. The CBRF does not have to be dedicated to memory care. It is possible to have a wing designated or mix the populations throughout the building.

The data sources for the demographic data were the Wisconsin Department of Administration; U.S. Census Bureau, and ERSI, a national demographic data firm, and the projection period for the data was 2015 to 2020, unless otherwise noted. The data sources for the competitive market information were the Department of Health Services assisted living directories and a phone call survey conducted by Wipfli staff.

Assisted Living Market Demand Conclusions

The market demand models for the market area suggested market saturation of assisted living beds for the short term (next few years).

The market demand model for the market area suggested the SCHCC’ board could evaluate further the following assisted living developments, if they were opened after the new CBRFs that are planned to open in 2015 are filled to capacity, and if the board waits until closer to 2020:

- Up to 36 mixed use CBRF beds or 24 dedicated frail elderly CBRF beds (no memory care).
- If management and the board developed 36 beds, 8 to 16 of beds could be dedicated to the memory care population.

Caveats:

Management and the board should note these findings are for the future market demand for the market area, for some time closer to 2020.

These findings assume that there is no additional capacity is developed in the market area between 2015 and 2020, other than the planned CBRFs that will open in 2015.

Management and the board could begin planning in 2015 to open the small assisted living facility in 2018 or 2019. This could prevent additional developments in the area from occurring.

If management and the board desires to build the assisted living sooner than 2018/2019, management and the board should consider phasing the project by building a smaller mixed use CBRF in the near term and filling it to capacity before initiating the second phase. The first phase of the project could be 24 beds, with

Executive Summary

eight dedicated to memory care, or all 24 beds could be mixed use. The second phase could be 12 beds, with eight of the beds dedicated to memory care, or they could be all mixed use.

The analysis suggested the licensure should be CBRF, not a Residential Care Apartment Complex (RCAC). The CBRF licensure has more flexibility than an RCAC pertaining to who could be admitted to the facility and the level of care that can be provided.

Supporting Data and Documentation

The following table summarizes the demographic data for the PMA and market area, compared to the benchmarks for Wisconsin.

Key Demographic Benchmarks for 2015 For Estimating and Projecting the Market Demand for Assisted Living			
	2015 Benchmarks ¹	PMA Result ²	Total Market Area Result ³
65+ total as a % of the total population	15.5%	17.1%	17.0%
75+ total as a % of the total population	6.6	7.3	7.2
85+ total as a % of the total population	2.2	2.4	2.3
65+ population growth (15'-20')	13.8	16.3	16.7
75 to 84 population growth ⁴	14.4	21.8	20.6
75+ population growth	10.4	15.7	8.1
85+ population growth	1.2	3.3	2.3
% 65+ households earning \$35,000+	53.1	50.1	49.6
% 75+ households earning \$35,000+	39.4	38.0	36.8
% 65+ households with \$250,000+ net asset value	45.0	42.2	42.3
% 75+ households with \$250,000+ net assets	41.5	42.5	42.0
¹ The "benchmarks" were the Wisconsin averages. ² The PMA was defined as Reedsburg and several adjacent ZIP codes. ³ The total market area included five ZIP codes adjacent to the PMA. ⁴ The 75 to 84 populations are projected to increase significantly in the PMA and market area. This suggests there will be future demand for assisted living and memory care options in the area.			

Executive Summary

Assisted Living Market Demand Findings

To estimate the market demand and need for additional market rate assisted living and memory care beds for the market area, gross market penetration/saturation; net market penetration, and project penetration rates were assessed. The benchmarks are as follows, and any rates over the benchmark suggest market saturation and market related risks. The greater the overage, the greater the saturation in the market:

- Gross market penetration/saturation: Less than 20% desired.
- Net market penetration: Less than 10% desired for AL and memory care AL.
- Project penetration: Less than 5% desired.

The tables below summarize the market demand findings for a mixed use CBRF; dedicated frail elderly assisted living, and dedicated memory care CBRF. A mixed use CBRF is defined as a CBRF that is not dedicated to any specific segment of the population, such as frail elderly only.

Mixed Use Assisted Living Market Demand Findings

The market demand model for the mixed use CBRF suggested that the assisted living market currently is fairly saturated and suggests that for the short term, and until the project that is planned to open in 2015 ramps to full occupancy, there is not a need for additional capacity. By 2020, the market demand model suggests that the market could sustain up to 36 additional units of assisted living. Management and the board could conduct further planning for this development to open in 2018/2019.

SCHCC - Market Study Findings							
Gross Market Penetration, Net Market Penetration, and Project Penetration Summary							
For a <u>Mixed Use CBRF</u> for the Primary Market Area							
	Benchmark ¹	Actual rates for SCHCC ²					
		2015			2020		
		Status Quo	24	36	Status Quo	24	36
Gross market penetration/saturation	20%	22.0%	23.4%	24.1%	15.6%	16.6%	17.1%
Net market penetration	10	14.7	16.5	17.1	10.0	10.7	11.1
Project penetration	5	0.0	1.6	2.4	0.0	1.1	1.7

¹ Source: Wipfli

² Statistics include the project only plus the competition plus the 40 beds that are planned to begin construction in spring 2015. There were 330 competitive beds located in the market area at the time of the assessment, plus 40 pipeline beds, for a total of 370 beds.

Executive Summary

Dedicated Frail Elderly Assisted Living Demand Findings

The market demand model for a frail elderly only assisted living (RCAC or CBRF) suggested that the market is currently saturated and that additional units are not needed in the market area for the short term. By 2020, the market assessment suggested that there will be a need for up to 24 additional frail elderly units.

SCHCC - Market Study Findings							
Gross Market Penetration, Net Market Penetration, and Project Penetration Summary							
For a Frail Elderly CBRF or RCAC for the Primary Market Area							
	Benchmark ¹	Actual rates for SCHCC ²					
		2015			2020		
		Status Quo	16	24	Status Quo	16	24
t. Gross market penetration/saturation	20%	22.0%	23.3%	24.1%	15.5%	16.5%	17.0%
Net market penetration	10	14.7	16.6	17.0	9.9	10.8	11.0
Project penetration	5	0.0	1.6	2.4	0.0	1.1	1.7
¹ Source: Wipfli							
² Statistics include the competitive market beds, plus 20 pipeline assisted living beds, for a total of 249 frail elderly beds.							

Dedicated Memory Care CBRF Demand Findings

The market demand model for the dedicated memory care CBRF, or a dedicated wing of a mixed use CBRF, suggested that the current memory care market is fairly saturated, and the market could sustain currently up to eight additional beds. By 2020, the market will be able to sustain up to a total of 16 new memory care beds. This could be part of the 36 mixed use assisted living project identified above.

SCHCC - Market Study Findings							
Gross Market Penetration, Net Market Penetration, and Project Penetration Summary							
For a dedicated Memory Care Assisted Living for the Primary Market Area							
	Benchmark ¹	Actual rates for SCHCC ²					
		2015			2020		
		Status Quo	8	16	Status Quo	8	16
Gross market penetration/saturation	20%	16.3%	17.5%	18.6%	11.7%	13.7%	14.7%
Net market penetration	10	10.2	11.5	12.4	7.2	8.7	9.3
Project penetration	5	0.0	1.2	2.4	0.0	2.2	3.2
¹ Source: Wipfli							
² Statistics include the competitive units and a 20 unit project that is planned to open in 2015, for a total of 121 competitive beds.							

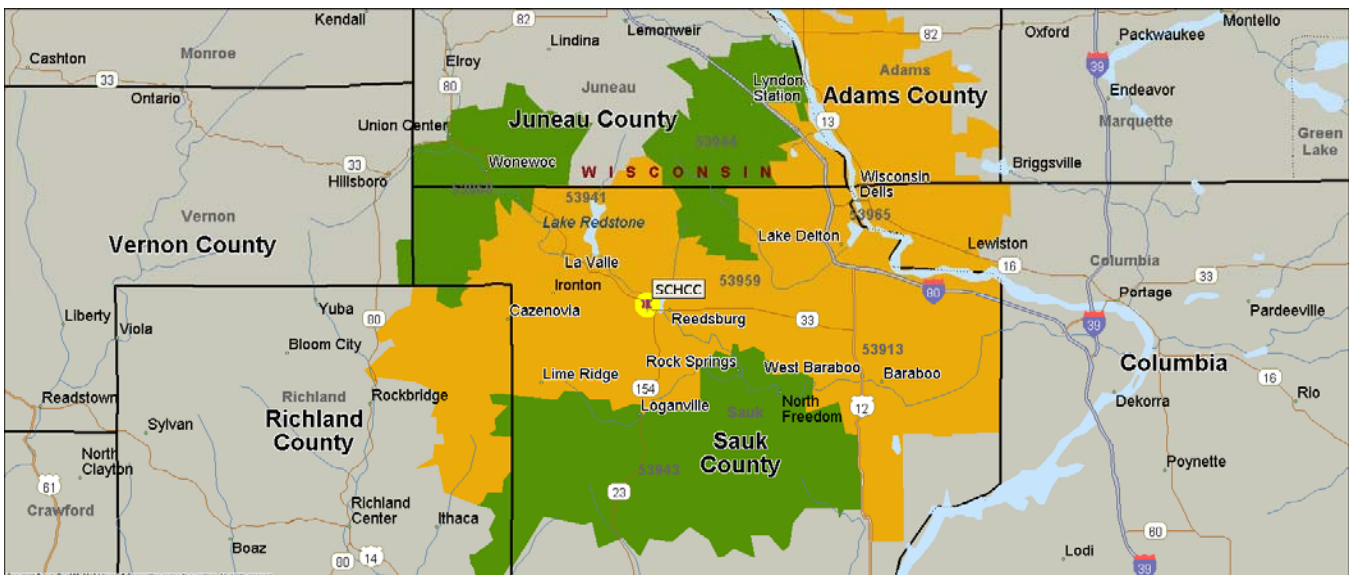
Project Definitions

Market Area Definition

Wipfli worked with SCHCC management to define the market area for the assessments. The following map summarizes the market area definition, which was the same definition as for the 2012 study. The area within the orange highlighted area which includes Reedsburg – 54245 is the Primary Market Area (PMA) from where most of the admissions to SCHCC originate. Approximately, 83% of the admissions originate from the PMA for SCHCC. This is likely to continue to be the primary draw area for the assisted living, if developed.

The area within the green highlighted area is the Secondary Market Area (SMA). Approximately, 10% will likely originate from the SMA. For the study and market demand models, a 10% out of area factor was included. It is likely that up to 10% of the beds/units for the project, plus 10% of the competitors, are likely occupied by persons originating from outside the market area as defined.

The PMA included Reedsburg, Baraboo, Wisconsin Dells/Lake Delton, La Valle, and Cazenovia. The SMA included Lyndon Station, Wonewoc, Rock Springs, Hill Point, and Loganville.



Project Definitions

Age Eligibility

Senior living options are serving a much older population today than several years ago. The average age in assisted living options today is over the age of 85. The average age of residents of these facilities does depend on several factors including location; community culture; availability and access to options, and density of the populations. Due to these industry trends, and in working with management, the age eligibility for the market demand assessment for the assisted living was defined as persons over the age of 75.

For the memory care CBRF, the age eligibility for this segment of the population is 65 and over as actual incidence rates of Alzheimer's disease, as well as the percentage of elderly population with Alzheimer's by age, were used to estimate the target population totals for this segment. The incidence rates are for persons 65 to 74, 75 to 84, and 85+.

Income and Net Worth Eligibility

Wipfli understands that management is targeting the private pay markets for the projects, but will consider accepting some Family Care (Medicaid waiver) admissions. As a result, with input from management, the income eligibility criteria for the assisted living and memory care were follows:

- For the frail elderly assisted living (CBRF), seniors 75+, in households 75+, earning more than \$35,000 annually, under the assumption that seniors would need to earn at least \$35,000 annual income, not including their household asset value, to afford to pay for the assisted living for the longer term.
- For the market rate memory care CBRF option, seniors 65+ (memory care segment), in households 65+, earning more than \$35,000 annually, under the assumption that seniors would need to earn at least \$35,000 annual income, not including their household asset value, to afford to pay for the memory care CBRF for the longer term.

Assisted Living Options

Assisted living in Wisconsin is licensed and regulated by the Bureau of Assisted Living, Department of Health Services. There are three forms of assisted living in Wisconsin:

Residential Care Apartment Complex – RCAC (Chapter HFS 89): RCACs are apartment style assisted living, that can provide up to 28 hours of combined nursing and personal care per resident per week. In addition, senior independent living apartments could be converted to an RCAC, most likely. Most RCACs are designed like senior apartments.

Registered vs. Certified – RCACs are not licensed. RCACs can be either Registered or Certified. Registered RCACs cannot accept tenants that are receiving COP-Waiver funding or Family Care, which are both Medicaid waiver programs. Registered RCACs are for tenants that are paying privately. The regulations for registered RCACs are not any different than those for certified RCACs. Certified RCACs can accept tenants on waiver funding (both programs) or tenants paying privately. Certified RCACs are also required to go through an annual survey, which is similar to the CBRF survey.

Project Definitions

Certified RCACs, as a result, are not regulated differently than Registered, but must go through an annual survey, have contracts with the COP-Waiver program or Family Care CMO (Care Management Organization) to be able to accept tenants on the programs, and would be required to manage more paper work and administrative responsibilities relating to contracting with the programs.

The RCAC registration and certification process is not difficult or very costly. It is an application and review process and the fee is determined by the DHS (Department of Health Services).

Community Based Residential Facility – CBRF (Chapter HFS 83): CBRFs can be apartment style assisted living, but are more typically efficiency style and more institutional in style. CBRFs can provide up to three hours of RN care, and an unlimited number of supportive hours per resident per week. CBRFs are licensed by the State of Wisconsin; the owner must apply for the license. Recent changes to HFS 83 dictate that CBRF managers must take an Administrators course and certification.

In today's market, CBRFs are caring for a higher acuity population than RCACs. In addition, many CBRFs have begun to focus on providing care specifically for persons with memory related issues and cognitive diseases, such as dementia and Alzheimer's. CBRFs could be designed exactly like an RCAC, with full apartments, including kitchens, and private restrooms. However, many CBRFs are designed to provide a high level of care for residents that are quite frail and have cognitive issues. As a result, these facilities are often smaller in design, with fewer living units and smaller accommodations. Most built today have private restrooms in the units; however, CBRFs are not required to have a private rest room or kitchen in the living unit.

Demographic Data and Projections

Demographic data was collected to estimate the potential need and demand for assisted living in Reedsburg. The following data was assessed to estimate and project the total number of age- and income-eligible seniors in the market area for the assisted living options:

- Population projections, by age, for Sauk County for the period 2010 to 2040.
- Population projections, by age, for the market area(s) as defined for the period 2015 to 2020 (the most current period available at the time of the study).
- Household income projections, by age, for the market area for the same period.
- Household net asset estimates for current year (projections are not available on an age basis), and
- Real estate values, for the market area, for the period.

See Appendix A for additional data tables and information.

Population Trends and Projections

The most significant driving factor in demand for senior living options is population growth, as well as the density of seniors within a market area that are both age and income eligible. Wipfli assessed the population projections for Sauk County and the market area, by age group.

Key findings:

The long range population data for the county suggested:

- For Sauk County, the 65+ populations were projected to increase 19.8% for the period 2015 to 2020 and 19.1% for the period 2020 to 2025. The 75+ populations were projected to increase 14.2% for the period 2015 to 2020, and 24.1% for the period 2020 to 2025. This suggested the potential need for additional assisted living beds for the period.
- For the county, the ratio of persons 20 to 64 (working aged population) to each person 65+ is declining. For the period 2015 to 2040, it will decline from 3.5 to 2.2. The anticipated growth of the senior populations in the county suggests there will be an increasing need for senior services for the next ten years. The shrinking working aged population suggested it will become more difficult to find qualified and skilled staff and supervisors going forward.

For the ZIP code, PMA, and market area, the following were the findings of the assessment:

- For the Reedsburg ZIP code, the senior populations were somewhat moderately sized. The total 65+ population projected for 2015 was 2,207 persons, which is 15.5% of the population. These populations are projected to increase to 15.5% in 2020. The 2020 total is projected to be 2,549.
- The 75+ and 85+ populations in the ZIP code were somewhat small. There were 1,012 persons 75+ projected for 2015 and 354 persons 85+ in 2015. This suggests that any assisted living project developed in Reedsburg will need to draw from outside the ZIP code to fill the beds and vacancies as they occur.

Demographic Data and Projections

- The senior populations in the defined PMA were moderately sized. For 2015, there will be 3,581 persons 75+ and 1,180 persons 85+.
- For the PMA, for 2015 to 2020, the 65+ populations are projected to increase 16.3%; the 75+ populations were projected to increase 15.7%, and the 85+ populations are projected to increase 3.3% for the period. The total populations in the PMA are projected to increase 2.5%.
- For the market area, for the period, the senior populations were larger.
 - The 65+ total for 2015 was 9,637; the 75+ total was 4,083 and the 85+ total was 1,307.
 - For 2015 to 2020, the 65+ populations are projected to increase 16.7%, the 75+ populations were projected to increase 15.2%, and the 85+ populations were projected to increase 3.9%. The 75 to 84 populations are projected to increase significantly (20.6%) for the period. These are all well above the statewide projected increases for the same period.
- The overall population of the PMA accounts for approximately 86% of the population in the total market area. This is a positive finding and suggests that little of the demand for an assisted living located in Reedsburg will have to originate from the SMA.

The following table summarizes the population totals for the market area and compares the percentage change to Wisconsin.

Sauk County Health Care Center Population Projections 2015 to 2020 Total Market Area and Wisconsin						
	Market Area				2015-2020 % Change	WI 2015-2020 % Change
	2015		2020			
	Number	% of Total	Number	% of Total		
85+	1,307	2.3%	1,358	2.3%	3.9%	2.5%
75+	4,083	7.2%	4,705	8.1%	15.2%	10.4%
65+	9,637	17.0%	11,242	19.4%	16.7%	16.3%
55-64	8,294	14.7%	8,496	14.7%	2.4%	3.4%
65-74	5,554	9.8%	6,537	11.3%	17.7%	20.8%
75-84	2,776	4.9%	3,347	5.8%	20.6%	14.4%
Total Population	56,556	100.0%	57,880	100.0%	2.3%	1.7%

Source: ESRI 2014 and Wipfli LLP

Demographic Data and Projections

Household Income Trends and Projections

Household income is a key indicator of the ability of seniors in the target market to be able to afford to pay privately for assisted living and memory care. Although some seniors with lower incomes have significant assets, if a senior household has income over \$35,000, that household is more likely able to pay privately for assisted living and memory care.

Households earning less than \$15,000 are typically considered low income households and would more likely to be eligible for Family Care (Medicaid waiver funding for assisted living) over time. The income tables and supporting data and documentation are located in Appendix A.

Key findings:

For the period, the total number of households in the Reedsburg ZIP code was projected to increase 3.9% and the total number of households in the market area was projected to increase 2.7%.

For 2015, for the Reedsburg ZIP code, there were 741 householders 65+ earning \$35,000+ annually, which is 50.6% of total 65+ households. These households are projected to increase to 990 or 60.2% of total in 2020. For the 75+ householders, in 2015, 285 households, 40.3% of total, are projected to earn \$35,000+; these households are projected to increase to 392 or 51.4% of total in 2020.

For the PMA, in 2015, there will be a total of 2,463 households 75+, which is projected to increase to 2,757 in 2020. In 2015, there will be 936 households 75+ earning more than \$35,000 in the PMA, which was 38.0% of the total.

For the period, the percentage of 65+ and 75+ households that are earning more than \$35,000 annually in the market area is approximately the same as for Wisconsin's average and the totals were moderately sized.

For the market area, there were 3,134 householders 65+ earning \$35,000+ annually, which is 49.6% of total households; this is projected to increase to 4,194 or 58.3% of total in 2020. For the 75+ householders, in 2015, 1,040 households, 36.8% of total, are earning \$35,000+. This total is projected to increase to 1,448 or 46.2% of total in 2020.

For the market area, approximately 18.3% of the households 75+ are projected to earn less than \$15,000 in 2015. These households would more likely be eligible for Family Care.

Conclusions

This data suggests the total 65+ and 75+ households in Reedsburg and the PMA that would potentially demand and would be able to pay privately for assisted living and memory care are growing as fast as the statewide averages. This suggests the need for assisted living in these areas will continue to increase for the next several years.

Demographic Data and Projections

The following table summarizes the income data for the total market area.

Sauk County Health Care Center Household Income by Age of Householder Total Market Area					
	2015		2020		2015 to 2020
	Total	%Total	Total	%Total	% Change
Householder Age 65 +	6,320	27%	7,191	30.0%	13.8%
0-\$15,000	775	12.3%	870	12.1%	12.3%
\$50,000+	2,003	31.7%	2,948	41.0%	47.2%
\$35,000+	3,134	49.6%	4,194	58.3%	33.8%
\$25,000+	4,366	69.1%	5,366	74.6%	22.9%
Householder Age 75+	2,823	12%	3,136	13.1%	11.1%
0-\$15,000	517	18.3%	470	15.0%	-9.1%
\$50,000+	635	22.5%	980	31.3%	54.3%
\$35,000+	1,040	36.8%	1,448	46.2%	39.2%
\$25,000+	1,664	59.0%	2,049	65.3%	23.1%
Total of all Householders	23,360		23,994		2.7%

Source: ESRI 2014 and Wipfli

Demographic Data and Projections

Household Net Asset Data

Household net asset is a key indicator of the ability of households to pay privately for assisted living and memory care. If a 75+ household has in excess of \$250,000 net assets, it is considered a high net worth household. If an elderly person(s) from a household with \$250,000 net assets moved into an assisted living and memory care and used their assets alone to pay for services, with an average monthly rate of \$3,000 per month, that household would have enough financial stability to pay for the option for 5.5 years before their assets were depleted; this assumes 80% of their assets will be spent on the option. That timeframe would be cut in half in the memory care due to the higher rate in that type of facility.

Key findings:

For 2014, for the Reedsburg ZIP code, there were 604 householders 65+ with a net worth of \$250,000+, which is 42.3% of total 65+ households. For the 75+ householders, in 2014, 311 households, 44.6% of total 75+ households, have a net worth of \$250,000+. These are somewhat small totals.

For the PMA, there were 2,246 households 65+ with more than \$250,000 in 2014, and 1,021 high net worth households 75+ in the PMA, or approximately 42% for both of the total 65+ and 75+ households, which is lower than the statewide average.

For 2014, for the market area, there were 2,598 householders 65+ with a net worth of \$250,000+, which is 42.3% of total 65+ households. For the 75+ householders, in 2014, 1,160 households, 42.0% of total 75+, have a net worth of \$250,000+.

The following table summarizes the net worth/asset data for the ZIP code, PMA and market area.

Sauk County Health Care Center							
2014 Net Worth by Age of Householder							
For the Property Zip code							
	45-54	55-64	65-74	65+	75+	% 65+, \$250,000+	% 75+, \$250,000+
\$250,000+	339	421	293	604	311	42.3%	44.6%
For the Primary Market Area							
\$250,000+	1,103	1,575	1,225	2,246	1,021	42.2%	42.5%
For the Total Market Area							
\$250,000+	1,299	1,848	1,438	2,598	1,160	42.3%	42.0%

Source: ESRI-BIS Data Note: Net worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board. Detail may not sum to totals due to rounding.

Demographic Data and Projections

Real Estate Values

For the ZIP code, PMA and market area as defined, the readily available housing/real estate value was assessed. The data source is ESRI. The data is not age specific. The data in these tables are not homes that have sold; they are an estimate of the value of the homes in these areas.

Key findings:

- Estimated for 2015, the median value for the PMA is \$152,752, and for the market area it is \$135,188. The values in the PMA were higher than for the market area. For 2020, the median value in the PMA was projected to increase to \$174,224 compared to \$167,249 for the market area.
- For 2015, the projected average values were somewhat higher; for the PMA, \$168,801, and for the market area, it is \$164,905.

Conclusions

For the ZIP code, PMA and market area, the housing/real estate values are close to the statewide median and less than the average. The median value in Wisconsin, for 2015, is \$160,148 and the average is \$189,457. This data suggests that for seniors who are in low net worth households and in a home that is valued at the median or average price for the market area, will not likely have significant assets at the time of the sale of their home.

Demographic Data and Projections

Target Population Estimates and Projections

Wipfli assessed the total number of seniors and senior households that would most likely need and potentially demand an assisted living and memory care. For analysis purposes, the market was segmented to reflect the differences in needs of the populations. Therefore, the analysis reduced the potential for the market to be double-counted, and as a result, was a conservative estimate of market size, need, and potential demand for each option.

Below summarizes the analysis of the target population by option; the supporting data is located in Appendix A.

Key Findings:

The total number of persons in the market area for 2015 that might demand a mixed use CBRF was fairly large, and was 1,423 persons. This is projected to increase to 2,011 in 2020.

For 2015, the projections indicated the total number of persons earning more than \$35,000 annually that might need and potentially demand a frail elderly assisted living was 960 persons or 36.9% of the total. For 2020, these totals are projected to increase to 1,358. The percentage of private pay is lower than the statewide average in 2015.

For 2015, the projections indicated that there will likely be 624 persons in the market area that might need and demand a market rate memory care CBRF option. Of the total, approximately 40.9% earn more than \$35,000 and would more likely be able to pay privately, at least for a period of a few years. The private pay totals are projected to increase to 869 in 2020.

Approximately 14% of the assisted living populations will earn less than \$15,000, assuming the wealthier seniors do not divest their funds. This is a fairly low percentage when compared to the state.

Conclusions

The somewhat small number of persons that would demand a dedicated frail elderly assisted living or a dedicated memory care suggests that the assisted living should be mixed use. It is possible that the mixed use CBRF could have a small unit that is dedicated to memory care, however. The entire building should not be dedicated to a specific segment of the population.

Competitive Market Assessment

In January 2015, a competitive market assessment was conducted for the market area, as defined. The assessment included evaluations of the assisted living (CBRF and RCAC) and memory care CBRF facilities that were located in the market area as defined. All other potential competitors were excluded from the assessment. The assessment included reviews of existing materials and data, whether directly from the facilities identified, or online at the organization's website, or at the Department of Health Services website. In addition, phone calls of the competitive facilities were conducted by Wipfli associates. The client was not named during the phone interviews. The summary of the findings for the assisted living memory care are included on the next pages of the report. See the Appendix B for the full details on the competitors.

Competitive Market Data Collected

The key findings, at the time the assessment was conducted, for each of the options identified are summarized below:

There were a total 12 CBRFs for 219 beds and three RCACs for 111 units located in the market area. After adjustments to the CBRF capacity to reflect that 20% at least will be for persons with memory loss/Alzheimer's, the total frail elderly competitive market was 229 beds (CBRF and RCAC) and 101 memory care beds.

- All but two of the CBRFs and RCACs were located in the PMA.
- There were three dedicated memory care facilities located in the PMA as defined.
- There is one 20 bed memory care CBRF planned to begin construction/open in 2015. In addition, on the same development, there will be a 20 bed assisted living for frail elderly. It was not known what the licensure will be for the assisted living; however, for purposes of this market study, it was assumed to be CBRF beds.
- For the CBRFs, at the time of the survey, there were approximately 13 open beds. For the RCACs, there were only 2 open units. This suggests that the capacity is just meeting the current need.
- The low and high average monthly base rates at the CBRFs were \$3,051 to \$3,578. These are consistent with the statewide low and high averages for mixed use CBRFs. Rates for memory care are averaging just over \$4,500 per month.
 - Many CBRFs charge an all-inclusive base fee. Some will also charge for levels or tiers of additional hours of care.
- Two of the CBRFs (Our House Assisted Living) and one RCAC (Ridgeview Place) were located in Reedsburg. Our House is a chain of assisted living facilities in WI, and Ridgeview Place is owned by the local hospital.

Competitive Market Assessment

The first table following summarize the name, address, class, capacity, memory care capacity, and occupancy for the CBRFs in the market area. There were 12 CBRFs located in the market area, and 10 were located in the PMA for a total of 219 CBRF beds. Of the total, here is likely 101 memory care beds located in the market area. The average occupancy for all CBRFs in the market area was 93% at the time of the survey. The next table summarizes the monthly rates and the clientele served. The rate data may differ from the Wipfli summary tables on the following pages. The average low and high rate for the CBRFs were below the statewide averages.

Competitive Market Profile For SCHCC Community Based Residential Facilities (CBRFs)									
Facility Name	Street	City	Zip	Corporate Name	Class	Capacity	MC ¹	Occupancy	
OUR HOUSE ASSISTED CARE	1135 17TH COURT	REEDSBURG	53959	KSMS OUR HOUSE LLC	CNA	12	2	75%	
OUR HOUSE SENIOR LIVING	355 MACK DR	REEDSBURG	53959	KEYSTONE REEDSBURG LLC	CNA	16	3	88%	
ARTISAN BARABOO I (THE)	1200 SILVER DRIVE	BARABOO	53913	MOSAIC MANAGEMENT GROUP	CS	8	2	92%	
MEADOW LANE	1414 JEFFERSON ST	BARABOO	53913	SSM HEALTH CARE OF	CNA	25	5	100%	
MEADOW RIDGE ASSISTED LIVING LLC	1700 JEFFERSON ST	BARABOO	53913	ELDERSPAN MANAGEMENT LLC	CNA	24	5	100%	
MEADOW VIEW MEMORY CARE	1600 JEFFERSON ST	BARABOO	53913	ELDERSPAN MANAGEMENT LLC	CNA	17	17	100%	
OAK PARK PLACE BARABOO AUTUMN LANE	800 WALDO ST	BARABOO	53913	OAK PARK PLACE OF BARABOO	CNA	34	34	91%	
OUR HOUSE ASSISTED CARE	1200 WASHINGTON AVE	BARABOO	53913	KSMS OUR HOUSE LLC	CNA	20	4	100%	
THE NARROWS	E4796 NARROWS CREEK RD	LOGANVILLE	53943	KIMBERLY SLAMA AND DANIEL	CNA	8	2	88%	
OUR HOUSE ASSISTED CARE	1954 STATE RD 23	WISCONSIN DELLS	53965	KSMS OUR HOUSE LLC	CNA	20	4	100%	
OUR HOUSE MEMORY CARE	1950 STATE ROAD 23	WISCONSIN DELLS	53965	KSMS OUR HOUSE LLC	CNA	20	20	100%	
WEBER HAUS	312 CENTER ST	WONEWOC	53968	DONNA L WEBER	CNA	15	3	87%	
Source: DHS						219	101	93%	

¹ Number of Memory Care beds. It is likely that at least 20% of the beds are memory care. In addition, Meadow View Memory Care, Our House Memory Care, and Oak Park Place Baraboo suggested they were dedicated memory care facilities.

Competitive Market Profile For SCHCC Community Based Residential Facilities (CBRFs)								Clientele ¹					
Facility Name	Street	City	Zip	LowRate	HighRate	Lic Issued		TI	FC	PD	Alz	MI	AA
OUR HOUSE ASSISTED CARE	1135 17TH COURT	REEDSBURG	53959	\$2,775	\$2,775	1-Oct-11		X	X				X
OUR HOUSE SENIOR LIVING	355 MACK DR	REEDSBURG	53959	\$3,025	\$3,225	1-Apr-12		X	X				X
ARTISAN BARABOO I (THE)	1200 SILVER DRIVE	BARABOO	53913	\$2,800	\$4,700	1-Dec-13				X	X		X
MEADOW LANE	1414 JEFFERSON ST	BARABOO	53913	\$2,700	\$3,600	1-Jan-87		X					X
MEADOW RIDGE ASSISTED LIVING LLC	1700 JEFFERSON ST	BARABOO	53913	\$3,810	\$4,110	1-Apr-03	X	X	X	X	X		X
MEADOW VIEW MEMORY CARE	1600 JEFFERSON ST	BARABOO	53913	\$4,200	\$4,500	1-Jan-07	X	X	X	X	X		X
OAK PARK PLACE BARABOO AUTUMN LANE	800 WALDO ST	BARABOO	53913	\$3,350	\$3,850	1-Dec-09		X		X			X
OUR HOUSE ASSISTED CARE	1200 WASHINGTON AVE	BARABOO	53913	\$3,275	\$3,975	1-Oct-11		X		X			X
THE NARROWS	E4796 NARROWS CREEK RD	LOGANVILLE	53943	\$2,575	\$3,500	1-Apr-04		X					X
OUR HOUSE ASSISTED CARE	1954 STATE RD 23	WISCONSIN DELLS	53965	\$3,100	\$3,150	1-Oct-11		X		X			X
OUR HOUSE MEMORY CARE	1950 STATE ROAD 23	WISCONSIN DELLS	53965	\$3,300	\$3,350	1-Oct-11		X		X			X
WEBER HAUS	312 CENTER ST	WONEWOC	53968	\$1,700	\$2,200	31-Oct-85	X	X		X			X
Source: DHS				\$3,051	\$3,578								

¹ TI = Terminally Ill; FC = Family Care; PD = Physically Disabled; Alz = Alzheimer's; AA = Advanced Age/Elderly; MI = Mental Illness; DD = Developmentally Disabled

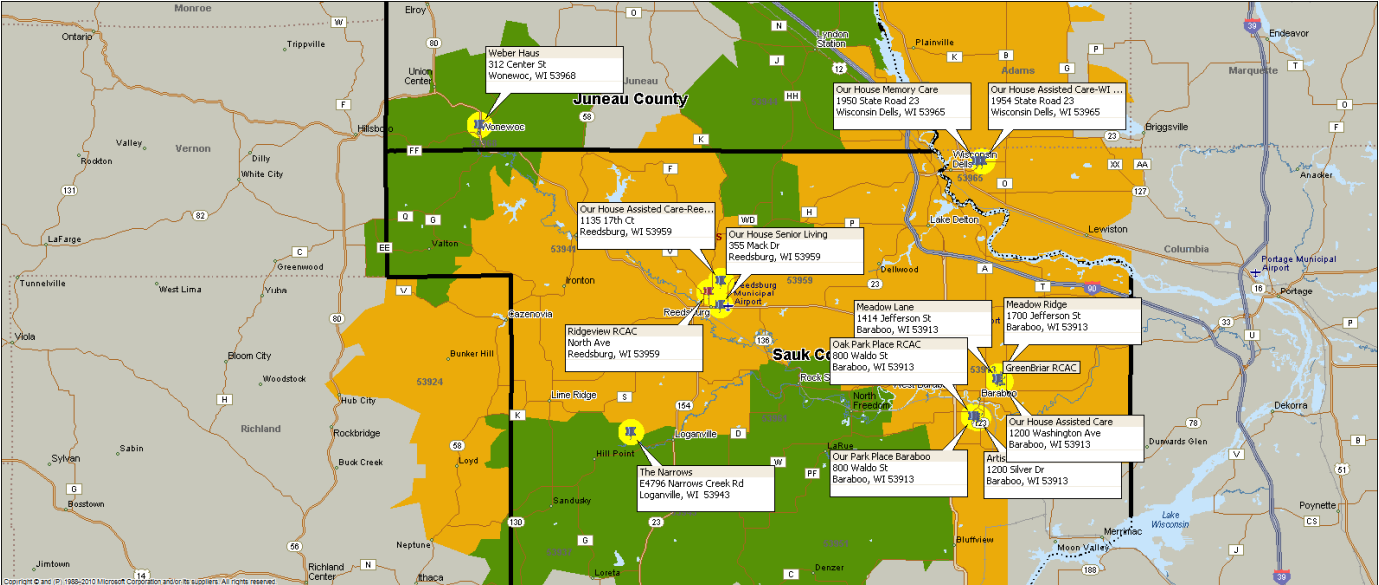
Competitive Market Assessment

At the time of the survey, there were three RCACs located in the market area for a total of 111 units. Two were located in Baraboo and one was in Reedsburg. The average occupancy at the time of the assessment was 97%. The average low and high rates are lower than for Wisconsin.

Competitive Market Profile For Sauk County Health Care Center Residential Care Apartment Complex (RCACs)										
Facility Name	Street	City	Zip	Corporate Name	Capacity	Occupancy	LowRate	HighRate	Lic Issued	Clientele ¹
GREENBRIAR APARTMENTS LLC	1350 JEFFERSON	BARABOO	53913	GREENBRIAR APARTMENTS LLC	30	90%	\$2,231	\$2,435	1-Sep-11	X
OAK PARK PLACE THE GROVE	800 WALDO ST	BARABOO	53913	OAK PARK PLACE OF BARABOO LLC	57	100%	\$3,560	\$4,630	7-Apr-09	X
RIDGEVIEW PLACE	2350 NORTH	REEDSBURG	53959	REEDSBURG AREA SENIOR CENTER INC	24	100%	\$2,900	\$3,200	1-Aug-05	
Source: DHS					111	97%	\$2,897	\$3,422		

¹ FC = Family Care

The map below indicates the location of the CBRFs and RCACs in the market area.



Competitive Market Assessment

The following tables summarize the competitive market data collected for the CBRFs and RCACs in the market area. For more details, see Appendix B.

COMPETITIVE MARKET ANALYSIS

TABLE 1 ASSISTED LIVING COMPETITORS FOR THE MARKET AREA FOR SAUK COUNTY HEALTH CARE CENTER							
Project Name / Location	License Type	Units / Beds		Unit Type	Unit Size	Monthly Fees	Rate per Sq. Ft.
		Total	Vac.				
For the Market Area							
Our House Assisted Care-Reedsburg 1135 17th Court Reedsburg, WI 53959	CBRF	12	3	Rooms		\$2,875	
Our House Senior Living-Reedsburg 355 Mack Dr. Reedsburg, WI 42848	CBRF	16	2	Rooms Suite		\$3,025 \$3,225	
The Narrows E4796 Narrows Creek Rd. Loganville, WI 53943	CBRF	8	1	Rooms	182	\$2,700	\$14.84
The Artisan I 1200 Silver Drive Baraboo, WI 53913	CBRF	8	1	Rooms		\$3,200	
Oak Park Place-Autumn Lane 800 Waldo St. Baraboo, WI 53913	CBRF/MC	34	4	Studio	338-355	\$4,661	\$13.45
Our House Assisted Care-Baraboo 1200 Washington Ave. Baraboo, WI 53913	CBRF	20	0	Rooms Suite		\$3,375 \$3,775	
Meadow Lane 1414 Jefferson St. Baraboo, WI 53913	CBRF	25	0	Rooms		\$3,780	
Meadow Ridge Assisted Living 1700 Jefferson St. Baraboo, WI 53913	CBRF	24	0	Rooms	305 336 378	\$4,080 \$4,230 \$4,380	\$13.38 \$12.59 \$11.59
Meadow View-Memory Care 1600 Jefferson St. Baraboo, WI 53913	CBRF/MC	17	0	Rooms	221 270	\$4,560 \$4,860	\$20.63 \$18.00
Our House Assisted Care-Dells 1954 State Rd. 23 Wisconsin Dells, WI 53965	CBRF	20	0	Rooms		\$3,225	
Our House Assisted Care-M/C-Dells 1954 State Rd. 23 Wisconsin Dells, WI 53965	CBRF/MC	20	0	Rooms		\$3,425	
Weber Haus 312 Center St. Wonewoc, WI 53968	CBRF	15	2	Rooms		\$2,200	
Ridgeview Place 2350 North Dewey Ave. Reedsburg, WI 53959	RCAC	24	0	Studio	360 481	\$3,100 \$3,400	\$8.61 \$7.07
Greenbriar Apartments 1350 Jefferson St. Baraboo, WI 53913	RCAC	30	2	Studio One-bedroom	575	\$2,231 \$2,435	\$3.88
Oak Park Place-The Grove 800 Waldo St. Baraboo, WI 53913	RCAC	57	0	Studio One-bedroom Two-bedroom	438 581 868	\$3,851 \$3,915 \$4,110	\$8.79 \$6.74 \$4.74
TOTAL (Before Adjustments) ¹		330	15	95%			
Sources: Department of Health Services, Website / Internet Search, and phone survey by Wipfli consultants.							

Competitive Market Assessment

The following table summarizes the amenities at each of the facilities surveyed.

COMPETITIVE MARKET ANALYSIS

TABLE 2 AMENITY COMPARISON FOR THE MARKET AREA FOR SAUK COUNTY HEALTH CARE CENTER																							
	Amenities / Features:																						
	Chapel	Country Store	Emergency Call	Theater	Adult Day Prog.	Coffee Shop	Private Dining	Library	Whirlpool Tub	Scheduled Classes	Medical Clinic	Beauty Salon	Ice Cream Parlor	Game Room	Swimming Pool	Woodshop	Computer Lab	Exercise Room	Garages	Therapy	Mail Room	Other	
For the Market Area																							
Our House Assisted Care-Reedsburg			X																				
Our House Senior Living-Reedsburg			X								X												
The Narrows			X																				Acreage
The Artisan I			X								X												
Oak Park Place-Autumn Lane			X				X				X												Acreage,mainstreet cafe, Big Top Hall
Our House Assisted Care-Baraboo			X								X												
Meadow Lane	X		X				X				X					X							
Meadow Ridge Assisted Living			X					X			X					X							
Meadow View-Memory Care			X					X			X					X							
Our House Assisted Care-Dells			X								X												
Our House Assisted Care-M/C-Dells			X								X												
Weber Haus																							
Ridgeview Place	X		X				X	X			X		X							X			
Greenbriar Apartments			X								X												
Oak Park Place-The Grove			X				X				X												Acreage,mainstreet cafe, Big Top Hall

Sources: Department of Health Services, Website / Internet Search, and phone survey by Wipfli consultants.

Competitive Market Assessment

The following table summarizes the services that are inclusive of the monthly fee at the facilities surveyed.

COMPETITIVE MARKET ANALYSIS

TABLE 3 ASSISTED LIVING COMPETITORS FOR SAUK COUNTY HEALTH CARE CENTER FOR THE MARKET AREA																			
Services Included in Monthly Fee:																			
	Bathing Assistance	Meal Plan	Guest Meals	Internet	Underground Parking	Cable	Hair and Nail	Medication Mgmt.	Transportation	Electricity / Heat	Extra RN Care	Incontinence	Personal Laundry	Therapeutic Diet	Housekeeping	Linen	Phone	Tray Service	Other
For the Market Area																			
Our House Assisted Care-Reedsburg	X	X						X			X		X	X					
Our House Senior Living-Reedsburg	X	X					X	X			X		X	X					
The Narrows	X	X	X		X	X	X	X		X	X		X	X					
The Artisan I	X	X	X		X		X	X			X		X	X					
Oak Park Place-Autum Lane	X	X			X		X	X			X		X	X	X				
Our House Assisted Care-Baraboo		X						X			X		X	X					
Meadow Lane	X	X	X		X		X	X	X	X	X		X	X					
Meadow Ridge Assisted Living	X	X	X		X		X	X	X		X		X	X					
Meadow View-Memory Care	X	X	X		X		X	X	X		X		X	X					
Our House Assisted Care-Dells		X	X					X			X		X	X					
Our House Assisted Care-M/C-Dells		X	X					X			X		X	X					
Weber Haus	X	X	X		X	X	X	X	X		X	X		X	X				
Ridgeview Place		X			X			X					X						
Greenbriar Apartments		X	X		X		X	X	X		X		X	X					
Oak Park Place-The Grove		X	X		X		X	X			X		X	X	X				

Sources: Department of Health Services, Website / Internet Search, and phone survey by Wipfli consultants.

Competitive Market Assessment

The following table summarizes the services that are not included in the base monthly fees, and would be in addition to the fees.

COMPETITIVE MARKET ANALYSIS

TABLE 4 ASSISTED LIVING COMPETITORS FOR THE MARKET AREA FOR SAUK COUNTY HEALTH CARE CENTER																						
Services at Additional Cost:																						
	Assistance with Shower	Extra RN Care	Incontinence Care	Additional Meals	Underground Parking	Cable	Guest Meals	Linen	Personal Laundry	Therapeutic Diets	Electricity / Heat	Hair and Nail	Meal Plan	Phone	Monthly Meal Plan	Extra Cares	Housekeeping	Medication Mgmt.	Internet	Transportation	Other	
	For the Market Area																					
Our House Assisted Care-Reedsburg	X	X	X			X								X		X		X	X	X		
Our House Senior Living-Reedsburg	X	X	X			X					X		X		X		X	X				
The Narrows						X					X		X							X		
The Artisan I	X	X	X						X		X		X		X		X		X			
Oak Park Place-Autumn Lane	X	X	X			X					X		X		X		X		X			
Our House Assisted Care-Baraboo	X	X	X			X					X		X		X		X	X	X			
Meadow Lane						X					X		X						X			
Meadow Ridge Assisted Living	X	X	X								X		X		X		X		X			
Meadow View-Memory Care	X	X	X								X		X		X		X		X			
Our House Assisted Care-Dells	X	X	X			X			X		X		X		X		X		X			
Our House Assisted Care-M/C-Dells	X	X	X			X			X		X		X		X		X		X			
Weber Haus											X		X		X							
Ridgeview Place	X					X		X			X		X		X	X	X	X				
Greenbriar Apartments	X	X	X								X		X		X		X		X			
Oak Park Place-The Grove	X		X			X					X		X		X		X		X			

Sources: Department of Health Services, Website / Internet Search, and phone survey by Wipfli consultants.

Competitive Market Assessment

Pipeline

For the analysis, Wipfli contacted the planning and zoning departments for communities in the market area, to identify whether there are planned projects for their communities and, if so, to collect available information on the projects. The following questions were asked:

- 1) Are there assisted living facilities planned for the community/area? Are there any under construction now?
- 2) Are there any senior housing units planned?
- 3) Are there any memory care assisted living beds planned?
- 4) If yes to the above, who is the developer? Timeline? How many units? How many phases?
- 5) Any other details about the development available? Unit mix? Pricing? Unit sizes? Other?

The following table summarizes the results of discussions with the city planners. There is one 20 bed assisted living and 20 bed memory care assisted living planned to start construction in spring 2015.

For Sauk County Health Care Center Planning and Zoning Calls							
City	Reedsburg	Baraboo	Wis Dells/Lake Delton	Lyndon Station (village)	Wonewoc(village)	Wonewoc(city)	Sauk County
Information	Ken Witt, Community Development & Planning 608.524.6404	Tom Pinion, City Engineer 608.355.2730	Chris Tollaksen, City Planner/Zoning Admin. 608.253.2542, x-407	David Klicko, Pres. 608.548.0175	Kevin Jennings, Pres. 608.464.3388	Kathy Retzlaff, Clerk 608.462.8523	Brett Michalek, Director 608.355.3245
1)Are there any assisted living planned for <CITY>?	Yes	No	No	No	No	No	No
2)What about senior housing?	No	No	No	No	No	No	No
3)What about memory care specifically?	Yes	No	See below	No	No	No	No
4) If yes, who? Timeline? How many units? How many phases?	Anticipate start Spring, 2015	None	See below	None	None	None	None
5) any other details about the development available? Unit mix? Pricing? Unit sizes? Other?	Casa de Oakes, 4 MM project, single phase with 20 bed Assisted Living and 20 bed Memory Care, off Hwy 23 on south side of city.	None	None	None	None	None	None
NOTES	Per Call 01-26-15	Per call 01-26-15	Spoke with Chris 01-26-15. Discussion only, nothing official, multi-unit condo development with Memory Care adjacent to existing building. Will call back if able to divulge developer/owner name. Expressed the City's interest in finding developer to bring Memory Care facility to city..	Per Call 01-26-15. Village is working on an Economic Development Plan, but nothing with any developer	Per Call 01-26-15	Per Call 01-26-15	Per Call 01-26-15

Source: Phone Survey

Assisted Living and Memory Care Assisted Living Market Demand

Market Saturation, Net Market Penetration, and Project Penetration

For the assisted living and memory care market demand assessments, Wipfli assessed the following characteristics of the market to determine whether the market is saturated or could absorb additional beds. The projections are for the period 2015 to 2020. The market demand for the options was conducted for the PMA and the market area as defined.

Gross Market Penetration/Market Saturation – A significant indicator about whether a market could bear more units, the market saturation is an estimate of the percentage of the market that the project, plus the competition, would have to capture to be 94% full, assuming that the competition is 94% full. Market saturation over 20% is generally considered high, suggesting that there might not be enough eligible seniors in the market area as defined to fill the new project, the existing units in the market, and any identified units in the pipeline.

Net Market Penetration Rate – A significant indicator of whether there is a large enough market to fill units as they turn over, net market penetration, is an estimate similar to market saturation, which assesses the percentage of the market that the project would have to capture assuming 94% occupancy, attrition rate of 52% for the assisted living and memory care, and that 90% of the market units are filled by eligible seniors in the market area as defined. Net market penetration over 10% for the assisted living and memory care is generally considered high.

Project Penetration Rate – The project penetration rate is the percentage of the total eligible seniors in the market area as defined that only the project would have to capture. Project penetration over 5% is generally considered high.

The percentages indicated for market saturation, net market penetration, and project penetration are guidelines and should be considered one of several determining factors to making a decision. For comparison of various project sizes, a status quo demand analysis was conducted to determine how many additional units/beds the market could absorb, if any.

Assisted Living Demand Conclusions

The market demand models for the market area suggested market saturation of assisted living beds.

The market demand model for the market area suggested the SCHCC' board could evaluate further the following assisted living developments if they were opened after the new CBRFs that are planned to open in 2015 are filled to capacity, and if the board waits until closer to 2020:

- Up to 36 mixed use CBRF beds, or 24 dedicated frail elderly CBRF beds (no memory care).
- Of 36 beds above, up to 16 beds could be dedicated to the memory care population.

Caveats

Management and the board should note these findings are for the future market demand for the market area, for some time closer to 2020.

Assisted Living and Memory Care Assisted Living Market Demand

These findings assume that there is no additional capacity is developed in the market area between 2015 and 2020, other than the planned CBRFs that will open in 2015.

Management and the board could begin planning in 2015 to open the small assisted living facility in 2018 or 2019. This could prevent additional developments in the area from occurring.

If management and the board desires to build the assisted living sooner than 2018/2019, management and the board should consider phasing the project by building a smaller mixed use CBRF in the near term and filling it to capacity before initiating the second phase. The first phase of the project could be 24 beds, with eight dedicated to memory care, or all 24 beds could be mixed use. The second phase could be 12 beds, with eight of the beds dedicated to memory care, or they could be all mixed use.

The analysis suggested the licensure should be CBRF, not RCAC. The CBRF licensure has more flexibility pertaining to who could be admitted to the facility.

Mixed Use Assisted Living Market Demand Findings

The market demand model for the mixed use CBRF suggested that the assisted living market is currently fairly saturated and suggests that for the short term and until the project that is planned to open in 2015 ramps to full occupancy there is not a need for additional capacity. By 2020, the market demand model suggests that the market could sustain up to 36 additional units of assisted living.

SCHCC - Market Study Findings							
Gross Market Penetration, Net Market Penetration, and Project Penetration Summary							
For a <u>Mixed Use CBRF</u> for the Primary Market Area							
	Benchmark ¹	Actual rates for SCHCC ²					
		2015			2020		
		Status Quo	24	36	Status Quo	24	36
Gross market penetration/saturation	20%	22.0%	23.4%	24.1%	15.6%	16.6%	17.1%
Net market penetration	10	14.7	16.5	17.1	10.0	10.7	11.1
Project penetration	5	0.0	1.6	2.4	0.0	1.1	1.7

¹ Source: Wipfli

² Statistics include the project only plus the competition plus the 40 beds that are planned to begin construction in spring 2015. There were 330 competitive beds located in the market area at the time of the assessment, plus 40 pipeline beds, for a total of 370 beds.

Assisted Living and Memory Care Assisted Living Market Demand

Dedicated Frail Elderly Assisted Living Demand Findings

The market demand model for a frail elderly only assisted living (RCAC or CBRF) suggested that the market is currently saturated and that additional units are not needed in the market area for the short term. By 2020, the market assessment suggested that there will be a need for up to 24 additional frail elderly units.

SCHCC - Market Study Findings							
Gross Market Penetration, Net Market Penetration, and Project Penetration Summary							
For a <u>Frail Elderly CBRF or RCAC</u> for the Primary Market Area							
	Benchmark ¹	Actual rates for SCHCC ²					
		2015			2020		
		Status Quo	16	24	Status Quo	16	24
Gross market penetration/saturation	20%	22.0%	23.3%	24.1%	15.5%	16.5%	17.0%
Net market penetration	10	14.7	16.6	17.0	9.9	10.8	11.0
Project penetration	5	0.0	1.6	2.4	0.0	1.1	1.7
¹ Source: Wipfli							
² Statistics include the competitive market beds, plus 20 pipeline assisted living beds, for a total of 249 frail elderly beds.							

Dedicated Memory Care CBRF Demand Findings

The market demand model for the dedicated memory care CBRF, or a dedicated wing of a mixed use CBRF, suggested that the current memory care market is fairly saturated, and the market could sustain currently up to eight additional beds. By 2020, the market will be able to sustain up to a total of 16 new memory care beds. This could be part of the 36 assisted living project identified above.

SCHCC - Market Study Findings							
Gross Market Penetration, Net Market Penetration, and Project Penetration Summary							
For a dedicated <u>Memory Care Assisted Living</u> for the Primary Market Area							
	Benchmark ¹	Actual rates for SCHCC ²					
		2015			2020		
		Status Quo	8	16	Status Quo	8	16
Gross market penetration/saturation	20%	16.3%	17.5%	18.6%	11.7%	13.7%	14.7%
Net market penetration	10	10.2	11.5	12.4	7.2	8.7	9.3
Project penetration	5	0.0	1.2	2.4	0.0	2.2	3.2
¹ Source: Wipfli							
² Statistics include the competitive units and a 20 unit project that is planned to open in 2015, for a total of 121 competitive beds.							

Appendices

Appendix A: Demographic Data and Documentation.....	27
Appendix B: Competitive Market Data	36
Appendix C: Assisted Living Market Demand Models	49

Appendix A

County Population Estimates for 2015 and Projections for 2040

The following table summarizes the long range population trends for Sauk County for the period 2010 to 2040.

Sauk County Long Range Population Trends Population Trends by Age Group							
	2010	2015	2020	2025	2030	2035	2040
55+	17,224	19,800	22,415	24,405	25,960	27,005	28,405
65+	9,288	10,660	12,775	15,215	17,230	18,215	18,705
75+	4,519	4,620	5,275	6,545	8,090	9,595	10,605
85+	1,557	1,590	1,615	1,755	2,150	2,765	3,425
55-64	7,936	9,140	9,640	9,190	8,730	8,790	9,700
65-74	4,769	6,040	7,500	8,670	9,140	8,620	8,100
75-84	2,962	3,030	3,660	4,790	5,940	6,830	7,180
% Change Trends by Age Group							
		'10-'15	'15''20	'20-'25	'25-'30	'30-'35	'35-'40
55+	-	15.0%	13.2%	8.9%	6.4%	4.0%	5.2%
65+	-	14.8%	19.8%	19.1%	13.2%	5.7%	2.7%
75+	-	2.2%	14.2%	24.1%	23.6%	18.6%	10.5%
85+	-	2.1%	1.6%	8.7%	22.5%	28.6%	23.9%
55-64	-	15.2%	5.5%	-4.7%	-5.0%	0.7%	10.4%
65-74	-	26.7%	24.2%	15.6%	5.4%	-5.7%	-6.0%
75-84	-	2.3%	20.8%	30.9%	24.0%	15.0%	5.1%
Worker Ratio of Persons 20 to 64 for Every Person 65 and Older, for the County							
20-64	36,595	37,080	38,420	39,240	40,100	40,660	41,060
65+	9,288	10,660	12,775	15,215	17,230	18,215	18,705
County Ratio	3.9	3.5	3.0	2.6	2.3	2.2	2.2

Source: Wisconsin Department of Administration

Appendix A

Population Projections for 2015 and Projections for 2020

The following tables summarize the population projections for the SCHCC ZIP code, PMA, SMA and the market area for the period 2015 to 2020.

Sauk County Health Care Center Population Projections 2010 to 2020 Reedsburg - 53959								
	2010		2015		2020		2010-2015	2015-2020
	Number	% of Total	Number	% of Total	Number	% of Total	% Change	% Change
55 - 59	909	6.6%	999	7.0%	1,019	6.9%	9.0%	2.0%
60 - 64	716	5.2%	881	6.2%	951	6.5%	18.7%	8.0%
65 - 69	581	4.2%	667	4.7%	801	5.4%	12.9%	20.1%
70 - 74	460	3.3%	528	3.7%	620	4.2%	12.8%	17.5%
75 - 79	364	2.6%	383	2.7%	465	3.2%	4.9%	21.6%
80 - 84	327	2.4%	276	1.9%	314	2.1%	-18.6%	13.7%
85+	351	2.5%	354	2.5%	349	2.4%	0.7%	-1.2%
80+	678	4.9%	629	4.4%	663	4.5%	-7.7%	5.4%
75+	1,042	7.5%	1,012	7.1%	1,128	7.7%	-3.0%	11.5%
65+	2,083	15.0%	2,207	15.5%	2,549	17.3%	5.6%	15.5%
55-64	1,625	11.7%	1,880	13.2%	1,971	13.4%	13.6%	4.8%
65-74	1,041	7.5%	1,195	8.4%	1,421	9.7%	12.9%	18.9%
75-84	691	5.0%	659	4.6%	779	5.3%	-4.9%	18.3%
Total Population	13,843	100.0%	14,214	100.0%	14,715	100.0%	2.6%	3.5%

Source: ESRI 2014 and Wipfli LLP

Sauk County Health Care Center Population Projections 2015 to 2020 For the PMA								
of	2010		2015		2020		2010-2015	2015-2020
	Number	% of Total	Number	% of Total	Number	% of Total	% Change	% Change
55 - 59	3,379	7.0%	3,735	7.7%	3,587	7.2%	9.5%	-4.0%
60 - 64	2,894	6.0%	3,297	6.8%	3,583	7.2%	12.2%	8.7%
65 - 69	2,252	4.7%	2,747	5.6%	3,061	6.1%	18.0%	11.4%
70 - 74	1,716	3.6%	2,025	4.1%	2,514	5.0%	15.2%	24.2%
75 - 79	1,293	2.7%	1,416	2.9%	1,781	3.6%	8.7%	25.8%
80 - 84	1,100	2.3%	985	2.0%	1,144	2.3%	-11.7%	16.1%
85+	1,145	2.4%	1,180	2.4%	1,219	2.4%	3.0%	3.3%
80+	2,245	4.7%	2,165	4.4%	2,362	4.7%	-3.7%	9.1%
75+	3,538	7.4%	3,581	7.3%	4,143	8.3%	1.2%	15.7%
65+	7,506	15.6%	8,352	17.1%	9,718	19.4%	10.1%	16.3%
55-64	6,273	13.1%	7,032	14.4%	7,170	14.3%	10.8%	2.0%
65-74	3,968	8.3%	4,772	9.8%	5,575	11.1%	16.8%	16.8%
75-84	2,393	5.0%	2,401	4.9%	2,925	5.8%	0.3%	21.8%
Total Population	48,067	100.0%	48,808	100.0%	50,024	100.0%	1.5%	2.5%

Source: ESRI 2014 and Wipfli LLP

Appendix A

Sauk County Health Care Center
Population Projections 2015 to 2020
For the SMA

	2010		2015		2020		2010-2015 % Change	2015-2020 % Change
	Number	% of Total	Number	% of Total	Number	% of Total		
55 - 59	580	7.6%	681	8.8%	671	8.5%	14.9%	-1.6%
60 - 64	490	6.4%	581	7.5%	655	8.3%	15.7%	12.8%
65 - 69	351	4.6%	467	6.0%	532	6.8%	24.9%	13.8%
70 - 74	277	3.6%	315	4.1%	431	5.5%	11.9%	36.9%
75 - 79	233	3.1%	217	2.8%	263	3.4%	-7.5%	21.4%
80 - 84	154	2.0%	159	2.1%	159	2.0%	3.1%	0.1%
85+	113	1.5%	127	1.6%	140	1.8%	10.8%	10.1%
80+	267	3.5%	286	3.7%	299	3.8%	6.6%	4.6%
75+	500	6.6%	503	6.5%	562	7.2%	0.5%	11.8%
65+	1,128	14.8%	1,284	16.6%	1,524	19.4%	12.2%	18.7%
55-64	1,070	14.0%	1,263	16.3%	1,326	16.9%	15.2%	5.0%
65-74	628	8.2%	782	10.1%	962	12.2%	19.7%	23.1%
75-84	387	5.1%	376	4.9%	422	5.4%	-3.0%	12.4%
Total Population	7,616	100.0%	7,747	100.0%	7,855	100.0%	1.7%	1.4%

Source: ESRI 2014 and Wipfli LLP

Appendix A

Household Income Estimates for 2015 and Projections for 2020

The following tables summarize the income data for the SCHCC ZIP code, the PMA, and the total market area.

Sauk County Health Care Center Household Income by Age of Householder Reedsburg - 53959					
	2015		2020		2015 to 2020
	Total	%Total	Total	%Total	% Change
Householder Age 65 +	1,465		1,645		12.3%
0-\$15,000	185	12.6%	198	12.0%	7.1%
\$15,000-\$24,999	265	18.1%	199	12.1%	-24.9%
\$25,000-\$34,999	275	18.8%	259	15.7%	-5.8%
\$35,000-\$49,999	272	18.5%	300	18.2%	10.3%
\$50,000+	469	32.0%	690	42.0%	47.1%
\$35,000+	741	50.6%	990	60.2%	33.6%
\$25,000+	1,016	69.3%	1,249	75.9%	22.9%
Householder Age 75 +	709		763		7.6%
0-\$15,000	102	14.4%	106	13.9%	4.0%
\$15,000-\$24,999	173	24.4%	128	16.8%	-26.0%
\$25,000-\$34,999	149	21.0%	137	17.9%	-8.1%
\$35,000-\$49,999	109	15.3%	118	15.4%	8.3%
\$50,000+	177	24.9%	275	36.0%	55.5%
\$35,000+	285	40.3%	392	51.4%	37.5%
\$25,000+	434	61.2%	529	69.3%	21.9%
Total of all Householders	5,736		5,961		3.9%

Source: ESRI 2014 and Wipfli

Sauk County Health Care Center Household Income by Age of Householder Primary Market Area Total					
	2015		2020		2015 to 2020
	Total	%Total	Total	%Total	% Change
Householder Age 65 +	5,475		6,235		13.9%
0-\$15,000	664	12.1%	744	11.9%	12.3%
\$15,000-\$24,999	1,024	18.7%	830	13.3%	-18.9%
\$25,000-\$34,999	1,045	19.1%	996	16.0%	-4.7%
\$35,000-\$49,999	971	17.7%	1,064	17.1%	9.6%
\$50,000+	1,771	32.3%	2,601	41.7%	46.9%
\$35,000+	2,742	50.1%	3,665	58.8%	33.7%
\$25,000+	3,787	69.2%	4,661	74.8%	23.1%
Householder Age 75 +	2,463		2,757		11.9%
0-\$15,000	357	14.5%	409	14.9%	15.0%
\$15,000-\$24,999	635	25.8%	526	19.1%	-17.2%
\$25,000-\$34,999	535	21.7%	518	18.8%	-3.2%
\$35,000-\$49,999	356	14.5%	408	14.8%	14.6%
\$50,000+	579	23.5%	895	32.5%	54.6%
\$35,000+	936	38.0%	1,304	47.3%	39.3%
\$25,000+	1,470	59.7%	1,821	66.1%	23.9%
Total of all Householders	20,268		20,839		2.8%

Source: ESRI 2014 and Wipfli

Appendix A

Sauk County Health Care Center Household Income by Age of Householder Total Market Area					
	2015		2020		2015 to 2020
	Total	%Total	Total	%Total	% Change
Householder Age 65 +	6,320	27%	7,191	30.0%	13.8%
0-\$15,000	775	12.3%	870	12.1%	12.3%
\$15,000-\$24,999	1,179	18.7%	955	13.3%	-19.0%
\$25,000-\$34,999	1,232	19.5%	1,172	16.3%	-4.9%
\$35,000-\$49,999	1,131	17.9%	1,246	17.3%	10.2%
\$50,000+	2,003	31.7%	2,948	41.0%	47.2%
\$35,000+	3,134	49.6%	4,194	58.3%	33.8%
\$25,000+	4,366	69.1%	5,366	74.6%	22.9%
Householder Age 75+	2,823	12%	3,136	13.1%	11.1%
0-\$15,000	517	18.3%	470	15.0%	-9.1%
\$15,000-\$24,999	749	26.5%	617	19.7%	-17.6%
\$25,000-\$34,999	624	22.1%	601	19.2%	-3.7%
\$35,000-\$49,999	405	14.3%	468	14.9%	15.6%
\$50,000+	635	22.5%	980	31.3%	54.3%
\$35,000+	1,040	36.8%	1,448	46.2%	39.2%
\$25,000+	1,664	59.0%	2,049	65.3%	23.1%
Total of all Householders	23,360		23,994		2.7%

Source: ESRI 2014 and Wipfli

Appendix A

Household Net Asset/Worth Values, 2014

The following table summarizes the household net asset/worth data for 2014, for the ZIP code, PMA, and total market area.

Sauk County Health Care Center 2014 Net Worth by Age of Householder							
For the Property Zip code							
	45-54	55-64	65-74	65+	75+	% 65+, \$250,000+	% 75+, \$250,000+
<\$100,000	545	426	247	448	201		
\$100,000 - \$149,999	67	91	102	157	55		
\$150,000 - \$249,999	176	146	89	220	131		
\$250,000+	339	421	293	604	311	42.3%	44.6%
For the Primary Market Area							
	45-54	55-64	65-74	65+	75+	% 65+, \$250,000+	% 75+, \$250,000+
<\$100,000	1,940	1,571	914	1,605	691		
\$100,000 - \$149,999	255	346	347	559	212		
\$150,000 - \$249,999	518	545	433	913	480		
\$250,000+	1,103	1,575	1,225	2,246	1,021	42.2%	42.5%
For the Secondary Market Area							
	45-54	55-64	65-74	65+	75+	% 65+, \$250,000+	% 75+, \$250,000+
<\$100,000	268	250	121	217	96		
\$100,000 - \$149,999	43	71	42	80	38		
\$150,000 - \$249,999	115	102	91	174	83		
\$250,000+	196	273	213	352	139	42.8%	39.0%

Source: ESRI-BIS Data Note: Net worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board. Detail may not sum to totals due to rounding.

Appendix A

Real Estate Values

The following table summarizes the housing real estate values, for 2015 to 2020. Data source was ESRI. The median and average values in the table below are for all real estate in the market and not just homes that have sold.

Sauk County Health Care Center Housing Values, for Households 75+ for 2015 For the Market Area		
	2015	2020
Less than \$100,000	499	392
\$100,000 to \$249,999	1,169	1,351
\$250,000 to \$499,000	259	387
Greater than \$500,000	33	40
	1,959	2,171
	% of the 75+ Total	
Less than \$100,000	26.0%	18.4%
\$100,000 to \$249,999	61.0%	63.5%
\$250,000 to \$499,000	13.5%	18.2%
Greater than \$500,000	1.7%	1.9%

Source: ESRI 2014

Sauk County Health Care Center Median and Average Housing Values For the ZIP Code, PMA, and Market Area		
	2015	2020
	Median Housing Value	
PMA	\$152,752	\$174,224
Market Area	\$135,188	\$167,249
	Average Housing Value	
Property ZIP Code	\$164,530	\$182,213
PMA	\$168,801	\$194,790
Market Area	\$164,905	\$192,904

Source: ESRI 2014

Appendix A

Target Population Tables

The following tables summarize the target populations for the assisted living and memory care for the period 2015 to 2020 for the market area.

Sauk County Health Care Center Mixed Use Assisted Living Target Population Totals For the Market Area For the Period 2015 to 2020		
	2015	2020
Grand Total	3,860	4,360
By Payor		
Private Pay Only	1,423	2,011
Mixed income	2,437	2,349
Affordable (Medicaid Eligible)	549	585
Percentage of Income		
Private Pay Only	36.9%	46.1%
Mixed income	63.1%	53.9%
Affordable (Medicaid Eligible)	14.2%	13.4%
Private Pay = Households earning \$35,000+		
Mixed income = \$0-\$35,000 income households		
Source: ESRI and Wipfli		

Sauk County Health Care Center Frail Elderly Assisted Living Target Population Totals For the Market Area For the Period 2015 to 2020		
	2015	2020
Grand Total/All Income Total	2,605	2,943
By Payor		
Private Pay Only	960	1,358
Mixed Income	1,645	1,585
Affordable (Medicaid Eligible)	378	441
Percentage of Total, by Payor Type		
Private Pay Only	36.9%	46.1%
Mixed Income	63.1%	53.9%
Affordable (Medicaid Eligible)	14.5%	15.0%
Private Pay = Households earning \$35,000+		
Mixed income = \$0-\$35,000 income households		
Source: ESRI and Wipfli		

Appendix A

Sauk County Health Care Center Memory Care Totals For the Market Area For the Period 2015 to 2020		
	2015	2020
Grand Total/All Income Total	1,524	1,735
By Payor		
Private Pay Only	624	869
Mixed Income	900	866
Affordable (Medicaid Eligible)	207	226
Percentage of Total, by Payor Type		
Private Pay Only	40.9%	50.1%
Mixed Income	59.1%	49.9%
Affordable (Medicaid Eligible)	13.6%	13.0%
Private Pay = Households earning \$35,000+		
Mixed income = \$0-\$35,000 income households		
Source: ESRI and Wipfli		

Appendix B

Competitive Market Assessment

The following tables summarize the assisted living competitors that were identified in the PMA and market area.

For Sauk County Health Care Center Assisted Living Market Assessment				
Name:	Our House Assisted Care			
Address:	1135 17th Court Reedsburg, WI 53959			
Phone:	608.524.1321 Lesley	No picture		
Website:	http://ourhousesl.com/services/assisted-living-assisted-care/reedsburg-assisted-care/			
Capacity:	12			
Vacancies:	3			
Occupancy:	75%			
Type of Facility:	CBRF			
Dedicated to Memory Care:	N			
# Memory Care Beds:	0			
Building Age:	not sure-remodeling currently			
Room Mix and Rates				
	Rooms	One-bedroom	Two-bedroom	Two+bedroom
Room Mix (number of each type):	12	N/A	N/A	N/A
Room Size (excludes bathroom):	unsure	N/A	N/A	N/A
Base Monthly Rates:	\$2,875	N/A	N/A	N/A
2nd Occupant fee:	double the base rate			
Hours of Service per week included in the base monthly fee:	Housekeeping and laundry included. No hours designated, based on assessment and points assigned.			
# of meals included in the base monthly fee:	3 meals and snacks			
Care plan fees; service fees; service tiers, per month:	Care levels are based on assessment and points assigned. No free points included in base. Points are \$1/point/day.			
Number of RN and LPN coverage per week?	RN on call and visits once per month.			
Entry fee or down payment:	none			
Other Data				
Private room (one resident/tenant per room)?	yes	N/A	N/A	N/A
Private Rest Room in the unit/apartment?	Semi-private	N/A	N/A	N/A
What is the discharge criteria? What care level would cause management to discharge a person?	Behaviors or wanderers. Utilize hospice to keep here.	N/A	N/A	N/A
Do you provide assistance with transfers (e.g., bed to bathroom; bed to wheel chair)? Or is this a trigger for discharge?	1 person transfers	N/A	N/A	N/A
Do you allow residents to stay in the facility if they require a lift? Or is this a trigger for discharge?	Standing lift only	N/A	N/A	N/A
Services Included in Monthly Fee:				
<input checked="" type="checkbox"/> Bathing Assistance	<input type="checkbox"/> Cable	<input type="checkbox"/> Extra RN Care	<input checked="" type="checkbox"/> Housekeeping	
<input checked="" type="checkbox"/> Meal Plan	<input type="checkbox"/> Hair and Nail	<input type="checkbox"/> Incontinence	<input checked="" type="checkbox"/> Linen	
<input type="checkbox"/> Guest Meals	<input type="checkbox"/> Med. Mgmt.	<input checked="" type="checkbox"/> Personal Laundry	<input type="checkbox"/> Phone	
<input type="checkbox"/> Internet	<input type="checkbox"/> Transportation	<input type="checkbox"/> Therapeutic Diet	<input type="checkbox"/> Tray Service	
<input type="checkbox"/> Underground Parking	<input checked="" type="checkbox"/> Electricity/Heat			
Services at Additional Cost:				
<input checked="" type="checkbox"/> Assistance with Shower	<input checked="" type="checkbox"/> Cable	<input type="checkbox"/> Electricity/Heat	<input checked="" type="checkbox"/> Extra Cares	
<input checked="" type="checkbox"/> Extra RN Care	<input type="checkbox"/> Guest Meals	<input type="checkbox"/> Hair and Nail	<input type="checkbox"/> Housekeeping	
<input checked="" type="checkbox"/> Incontinence Care	<input type="checkbox"/> Linen	<input type="checkbox"/> Meal Plan	<input checked="" type="checkbox"/> Med. Mgmt.	
<input type="checkbox"/> Additional Meals	<input type="checkbox"/> Personal Laundry	<input checked="" type="checkbox"/> Phone	<input checked="" type="checkbox"/> Internet	
<input type="checkbox"/> Underground Parking	<input type="checkbox"/> Therapeutic Diets	<input type="checkbox"/> Monthly Meal Plan	<input checked="" type="checkbox"/> Transportation	
Amenities in the Building:				
<input type="checkbox"/> Chapel	<input type="checkbox"/> Adult Day Program	<input type="checkbox"/> Beauty Salon	<input type="checkbox"/> Computer Lab	
<input type="checkbox"/> Country Store	<input type="checkbox"/> Coffee Shop	<input type="checkbox"/> Ice Cream Parlor	<input type="checkbox"/> Exercise Room	
<input checked="" type="checkbox"/> Emergency Call System	<input type="checkbox"/> Private Dining	<input type="checkbox"/> Game Room	<input type="checkbox"/> Garages	
<input type="checkbox"/> Hospice Program	<input type="checkbox"/> Library	<input type="checkbox"/> Swimming Pool	<input type="checkbox"/> Therapy	
<input type="checkbox"/> Theater	<input type="checkbox"/> Whirlpool Tub	<input type="checkbox"/> Woodshop	<input type="checkbox"/> Acreage	
<input type="checkbox"/> In-unit Washer/Dryer	<input type="checkbox"/> Scheduled Classes	<input type="checkbox"/> Museum	<input type="checkbox"/> Mail Room	
<input type="checkbox"/> Travel Agency	<input type="checkbox"/> Medical Clinic	<input type="checkbox"/> Gym		
Notes on the building, neighborhood, living environment, amenities, other comments during the interview, etc.:				
Spoke with Lesley, 01-27-15, sending brochures, slightly hesitant to discuss pricing. Four season sunroom, large commons living room, community dining room, family kitchen and snack bar, protected patio with raised planting beds, tub/bath available.				
Sources: Wipfl Survey				

Appendix B

For Sauk County Health Care Center Assisted Living Market Assessment				
Name:	Our House Senior Living			
Address:	355 Mack Dr. Reedsburg, WI 53959			
Phone:	608.524.6116 Sarah	No picture		
Website:	http://ourhouse1.com/services/assisted-living-assisted-care/reedsburg-assisted-care-mack-drive/			
Capacity:	16			
Vacancies:	2			
Occupancy:	88%			
Type of Facility:	CBRF			
Dedicated to Memory Care:	N			
# Memory Care Beds:	0			
Building Age:	newer not sure how old			
Room Mix and Rates				
	Rooms	One-bedroom	Two-bedroom	Two+bedroom
Room Mix (number of each type):	15 private, 1 suite	N/A	N/A	N/A
Room Size (excludes bathroom):	not sure	N/A	N/A	N/A
Base Monthly Rates:	\$3,025; \$3,225	N/A	N/A	N/A
2nd Occupant fee:	would need to rent separate rooms			
Hours of Service per week included in the base monthly fee:	Housekeeping and laundry included. No hours designated, based on assessment and points assigned.			
# of meals included in the base monthly fee:	3 meals and snacks			
Care plan fees; service fees; service tiers, per month:	Care levels are based on assessment and points assigned. No free points included in base. Points are \$1/point/day.			
Number of RN and LPN coverage per week?	RN on call and visits once per month.			
Entry fee or down payment:	\$.500 security deposit - applied to 1st month's rent			
Other Data				
Private room (one resident/tenant per room)?	yes	N/A	N/A	N/A
Private Rest Room in the unit/apartment?	yes	N/A	N/A	N/A
What is the discharge criteria? What care level would cause management to discharge a person?	Behaviors or wanderers. Utilize hospice to keep here.	N/A	N/A	N/A
Do you provide assistance with transfers (e.g., bed to bathroom; bed to wheel chair)? Or is this a trigger for discharge?	yes	N/A	N/A	N/A
Do you allow residents to stay in the facility if they require a lift? Or is this a trigger for discharge?	no	N/A	N/A	N/A
Services Included in Monthly Fee:				
<input checked="" type="checkbox"/>	Bathing Assistance	<input type="checkbox"/>	Cable	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Meal Plan	<input type="checkbox"/>	Hair and Nail	<input type="checkbox"/>
<input type="checkbox"/>	Guest Meals	<input checked="" type="checkbox"/>	Med. Mgmt.	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Internet	<input type="checkbox"/>	Transportation	<input type="checkbox"/>
<input type="checkbox"/>	Underground Parking	<input checked="" type="checkbox"/>	Electricity/Heat	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Extra RN Care	<input checked="" type="checkbox"/>	Housekeeping	<input type="checkbox"/>
<input type="checkbox"/>	Incontinence	<input checked="" type="checkbox"/>	Linen	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Personal Laundry	<input type="checkbox"/>	Phone	<input type="checkbox"/>
<input type="checkbox"/>	Therapeutic Diet	<input type="checkbox"/>	Tray Service	<input type="checkbox"/>
Services at Additional Cost:				
<input checked="" type="checkbox"/>	Assistance with Shower	<input checked="" type="checkbox"/>	Cable	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Extra RN Care	<input type="checkbox"/>	Guest Meals	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Incontinence Care	<input type="checkbox"/>	Linen	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Additional Meals	<input type="checkbox"/>	Personal Laundry	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Underground Parking	<input type="checkbox"/>	Therapeutic Diets	<input type="checkbox"/>
<input type="checkbox"/>	Electricity/heat	<input checked="" type="checkbox"/>	Hair and Nail	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Meal Plan	<input checked="" type="checkbox"/>	Phone	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Monthly Meal Plan	<input type="checkbox"/>	Transportation	<input type="checkbox"/>
<input type="checkbox"/>	Extra Cares	<input type="checkbox"/>	Housekeeping	<input type="checkbox"/>
<input type="checkbox"/>	Med. Mgmt.	<input type="checkbox"/>	Internet	<input type="checkbox"/>
<input type="checkbox"/>	Transportation	<input type="checkbox"/>		<input type="checkbox"/>
Amenities in the Building:				
<input type="checkbox"/>	Chapel	<input type="checkbox"/>	Adult Day Program	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Country Store	<input type="checkbox"/>	Coffee Shop	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Emergency Call System	<input type="checkbox"/>	Private Dining	<input type="checkbox"/>
<input type="checkbox"/>	Hospice Program	<input type="checkbox"/>	Library	<input type="checkbox"/>
<input type="checkbox"/>	Theater	<input type="checkbox"/>	Whirlpool Tub	<input type="checkbox"/>
<input type="checkbox"/>	In-unit Washer/Dryer	<input type="checkbox"/>	Scheduled Classes	<input type="checkbox"/>
<input type="checkbox"/>	Travel Agency	<input type="checkbox"/>	Medical Clinic	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Beauty Salon	<input type="checkbox"/>	Computer Lab	<input type="checkbox"/>
<input type="checkbox"/>	Ice Cream Parlor	<input type="checkbox"/>	Exercise Room	<input type="checkbox"/>
<input type="checkbox"/>	Game Room	<input type="checkbox"/>	Garages	<input type="checkbox"/>
<input type="checkbox"/>	Swimming Pool	<input type="checkbox"/>	Therapy	<input type="checkbox"/>
<input type="checkbox"/>	Woodshop	<input type="checkbox"/>	Acresage	<input type="checkbox"/>
<input type="checkbox"/>	Museum	<input type="checkbox"/>	Mail Room	<input type="checkbox"/>
<input type="checkbox"/>	Gym	<input type="checkbox"/>		<input type="checkbox"/>
Notes on the building, neighborhood, living environment, amenities, other comments during the interview, etc.:				
Spoke with Amanda, 02-02-15. Sun room with double glass doors, television lounge with fireplace, community dining area, family-style kitchen and snack bar, backyard patio area with raise flower gardens, secured entries and exits.				
Sources: Wipfli Survey				

Appendix B

For Sauk County Health Care Center Assisted Living Market Assessment				
Name:	The Narrows			
Address:	E4796 Narrows Creek Rd. Loganville, WI 53943			
Phone:	608.727.2259	No picture available		
Website:	no website			
Capacity:	8			
Vacancies:	1			
Occupancy:	88%			
Type of Facility:	CBRF			
Dedicated to Memory Care:	No			
# Memory Care Beds:	N/A			
Building Age:	11 years			
Room Mix and Rates				
	Rooms	One-bedroom	Two-bedroom	Two+bedroom
Room Mix (number of each type):	8	N/A	N/A	N/A
Room Size (excludes bathroom):	approx 182	N/A	N/A	N/A
Base Monthly Rates:	\$2,700	N/A	N/A	N/A
2nd Occupant fee:	2700 (must occupy 2 rooms)			
Hours of Service per week included in the base monthly fee:	No hours designated. Housekeeping and laundry included.			
# of meals included in the base monthly fee:	3 meals			
Care plan fees; service fees; service tiers, per month:	Not set categories for levels. Most all is included in above rate unless there is a significant permanent change in health such as requiring more hands on or early stages of dementia. If there is an increase, estimate \$200.			
Number of RN and LPN coverage per week?	No nurses on staff. Every couple of months director review meds and if any questions, she is in touch with the resident's doctor.			
Entry fee or down payment:	\$500 assessment fee, refunded totally if leave within 6 months, prorated refund 6-12 months, no refund thereafter.			
Other Data				
Private room (one resident/tenant per room)?	yes	N/A	N/A	N/A
Private Rest Room in the unit/apartment?	yes	N/A	N/A	N/A
What is the discharge criteria? What care level would cause management to discharge a person?	Requiring 2 person assist, wanderer, or requiring skilled nursing.	N/A	N/A	N/A
Do you provide assistance with transfers (e.g., bed to bathroom; bed to wheel chair)? Or is this a trigger for discharge?	Only 1 person transfers.	N/A	N/A	N/A
Do you allow residents to stay in the facility if they require a lift? Or is this a trigger for discharge?	No	N/A	N/A	N/A
Services Included in Monthly Fee:				
<input checked="" type="checkbox"/>	Bathing Assistance	<input type="checkbox"/>	Cable	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Meal Plan	<input checked="" type="checkbox"/>	Hair and Nail	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Guest Meals	<input checked="" type="checkbox"/>	Med. Mgmt.	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Internet	<input checked="" type="checkbox"/>	Transportation	<input type="checkbox"/>
<input type="checkbox"/>	Underground Parking	<input checked="" type="checkbox"/>	Electricity/Heat	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Extra RN Care	<input type="checkbox"/>	Incontinence	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Personal Laundry	<input type="checkbox"/>	Therapeutic Diet	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Housekeeping	<input type="checkbox"/>	Linen	<input type="checkbox"/>
<input type="checkbox"/>	Phone	<input type="checkbox"/>	Tray Service	<input type="checkbox"/>
Services at Additional Cost:				
<input type="checkbox"/>	Assistance with Shower	<input checked="" type="checkbox"/>	Cable	<input type="checkbox"/>
<input type="checkbox"/>	Extra RN Care	<input type="checkbox"/>	Guest Meals	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Incontinence Care	<input type="checkbox"/>	Linen	<input type="checkbox"/>
<input type="checkbox"/>	Additional Meals	<input type="checkbox"/>	Personal Laundry	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Underground Parking	<input type="checkbox"/>	Therapeutic Diets	<input type="checkbox"/>
<input type="checkbox"/>	Electricity/heat	<input type="checkbox"/>	Hair and Nail	<input type="checkbox"/>
<input type="checkbox"/>	Extra Cares	<input type="checkbox"/>	Meal Plan	<input type="checkbox"/>
<input type="checkbox"/>	Housekeeping	<input type="checkbox"/>	Phone	<input type="checkbox"/>
<input type="checkbox"/>	Med. Mgmt.	<input type="checkbox"/>	Monthly Meal Plan	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Internet	<input type="checkbox"/>	Transportation	<input type="checkbox"/>
Amenities in the Building:				
<input type="checkbox"/>	Chapel	<input type="checkbox"/>	Adult Day Program	<input type="checkbox"/>
<input type="checkbox"/>	Country Store	<input type="checkbox"/>	Coffee Shop	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Emergency Call System	<input type="checkbox"/>	Private Dining	<input type="checkbox"/>
<input type="checkbox"/>	Hospice Program	<input type="checkbox"/>	Library	<input type="checkbox"/>
<input type="checkbox"/>	Theater	<input type="checkbox"/>	Whirlpool Tub	<input type="checkbox"/>
<input type="checkbox"/>	In-unit Washer/Dryer	<input type="checkbox"/>	Scheduled Classes	<input type="checkbox"/>
<input type="checkbox"/>	Travel Agency	<input type="checkbox"/>	Medical Clinic	<input type="checkbox"/>
<input type="checkbox"/>	Beauty Salon	<input type="checkbox"/>	Ice Cream Parlor	<input type="checkbox"/>
<input type="checkbox"/>	Game Room	<input type="checkbox"/>	Swimming Pool	<input type="checkbox"/>
<input type="checkbox"/>	Computer Lab	<input type="checkbox"/>	Woodshop	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Exercise Room	<input type="checkbox"/>	Museum	<input type="checkbox"/>
<input type="checkbox"/>	Garages	<input type="checkbox"/>	Gym	<input type="checkbox"/>
<input type="checkbox"/>	Therapy	<input type="checkbox"/>		<input type="checkbox"/>
<input type="checkbox"/>	Acresage	<input type="checkbox"/>		<input type="checkbox"/>
<input type="checkbox"/>	Mail Room	<input type="checkbox"/>		<input type="checkbox"/>
Notes on the building, neighborhood, living environment, amenities, other comments during the interview, etc.:				
Building located in the country with a day room and large living room. Staff will do limited hair and nail assistance included in rate. Sounds like a very homelike residence.				
Sources: Wipfli Survey				

Appendix B


For Sauk County Health Care Center Assisted Living Market Assessment				
Name:	The Artisan Baraboo I			
Address:	1200 Silver Drive Baraboo, WI 53913			
Phone:	608.356.4837			
Website:	http://www.artisanseniorliving.com/our-communities			
Capacity:	13			
Vacancies:	1			
Occupancy:	92%			
Type of Facility:	CBRF			
Dedicated to Memory Care:	N			
# Memory Care Beds:	0			
Building Age:	20 years			
Room Mix and Rates				
	Rooms	One-bedroom	Two-bedroom	Two+bedroom
Room Mix (number of each type):	13	N/A	N/A	N/A
Room Size (excludes bathroom):	unsure	N/A	N/A	N/A
Base Monthly Rates:	\$3,200	N/A	N/A	N/A
2nd Occupant fee:	Would have to be assessed on an individual basis			
Hours of Service per week included in the base monthly fee:	Housekeeping and laundry. Assessment would be done and level of care determined. No designated hours.			
# of meals included in the base monthly fee:	3 meals and snacks			
Care plan fees; service fees; service tiers, per month:	3 levels of care: Intermediate: \$600; Advanced: \$900; Extended: \$1,200			
Number of RN and LPN coverage per week?	Regional nurse comes couple of times per month.			
Entry fee or down payment:	There is a security deposit but she was unsure of the amount.			
Other Data				
Private room (one resident/tenant per room)?	yes	N/A	N/A	N/A
Private Rest Room in the unit/apartment?	half are private, others share community bath	N/A	N/A	N/A
What is the discharge criteria? What care level would cause management to discharge a person?	Requiring medical intervention or skilled nursing	N/A	N/A	N/A
Do you provide assistance with transfers (e.g., bed to bathroom; bed to wheel chair)? Or is this a trigger for discharge?	yes	N/A	N/A	N/A
Do you allow residents to stay in the facility if they require a lift? Or is this a trigger for discharge?	Yes, utilize Hoyer lift	N/A	N/A	N/A
Services Included in Monthly Fee:				
<input checked="" type="checkbox"/>	Bathing Assistance	<input checked="" type="checkbox"/>	Cable	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Meal Plan	<input type="checkbox"/>	Hair and Nail	<input type="checkbox"/>
<input type="checkbox"/>	Guest Meals	<input checked="" type="checkbox"/>	Med. Mgmt.	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Internet	<input type="checkbox"/>	Transportation	<input type="checkbox"/>
<input type="checkbox"/>	Underground Parking	<input checked="" type="checkbox"/>	Electricity/Heat	<input type="checkbox"/>
<input type="checkbox"/>	Extra RN Care	<input type="checkbox"/>	Incontinence	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Housekeeping	<input type="checkbox"/>	Personal Laundry	<input type="checkbox"/>
<input type="checkbox"/>	Linen	<input type="checkbox"/>	Therapeutic Diet	<input type="checkbox"/>
<input type="checkbox"/>	Phone	<input type="checkbox"/>		<input type="checkbox"/>
<input type="checkbox"/>	Tray Service	<input type="checkbox"/>		<input type="checkbox"/>
Services at Additional Cost:				
<input checked="" type="checkbox"/>	Assistance with Shower	<input type="checkbox"/>	Cable	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Extra RN Care	<input type="checkbox"/>	Guest Meals	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Incontinence Care	<input type="checkbox"/>	Linen	<input type="checkbox"/>
<input type="checkbox"/>	Additional Meals	<input type="checkbox"/>	Personal Laundry	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Underground Parking	<input checked="" type="checkbox"/>	Therapeutic Diets	<input type="checkbox"/>
<input type="checkbox"/>	Electricity/heat	<input type="checkbox"/>	Hair and Nail	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Extra Cares	<input type="checkbox"/>	Meal Plan	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Housekeeping	<input type="checkbox"/>	Phone	<input type="checkbox"/>
<input type="checkbox"/>	Med. Mgmt.	<input type="checkbox"/>	Monthly Meal Plan	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Internet	<input type="checkbox"/>		<input type="checkbox"/>
<input type="checkbox"/>	Transportation	<input type="checkbox"/>		<input type="checkbox"/>
Amenities in the Building:				
<input type="checkbox"/>	Chapel	<input type="checkbox"/>	Adult Day Program	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Country Store	<input type="checkbox"/>	Coffee Shop	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Emergency Call System	<input type="checkbox"/>	Private Dining	<input type="checkbox"/>
<input type="checkbox"/>	Hospice Program	<input type="checkbox"/>	Library	<input type="checkbox"/>
<input type="checkbox"/>	Theater	<input type="checkbox"/>	Whirlpool Tub	<input type="checkbox"/>
<input type="checkbox"/>	In-unit Washer/Dryer	<input type="checkbox"/>	Scheduled Classes	<input type="checkbox"/>
<input type="checkbox"/>	Travel Agency	<input type="checkbox"/>	Medical Clinic	<input type="checkbox"/>
<input type="checkbox"/>	Beauty Salon	<input type="checkbox"/>	Ice Cream Parlor	<input type="checkbox"/>
<input type="checkbox"/>	Computer Lab	<input type="checkbox"/>	Game Room	<input type="checkbox"/>
<input type="checkbox"/>	Exercise Room	<input type="checkbox"/>	Swimming Pool	<input type="checkbox"/>
<input type="checkbox"/>	Garages	<input type="checkbox"/>	Woodshop	<input type="checkbox"/>
<input type="checkbox"/>	Therapy	<input type="checkbox"/>	Museum	<input type="checkbox"/>
<input type="checkbox"/>	Acresage	<input type="checkbox"/>	Gym	<input type="checkbox"/>
<input type="checkbox"/>	Mail Room	<input type="checkbox"/>		<input type="checkbox"/>
Notes on the building, neighborhood, living environment, amenities, other comments during the interview, etc.:				
Spoke with Brittany 02-02-15.				
Sources: Wipit Survey				



Appendix B

For Sauk County Health Care Center Assisted Living Market Assessment				
Name:	The Artisan Baraboo II			
Address:	1114 Silver Drive Baraboo, WI 53913			
Phone:	608.356.4837			
Website:	http://www.artisanseniorliving.com/our-communities			
Capacity:	16			
Vacancies:				
Occupancy:	100% NOT OPEN AT THIS TIME			
Type of Facility:				
Dedicated to Memory Care:				
# Memory Care Beds:				
Building Age:				
Room Mix and Rates				
	Studio	One-bedroom	Two-bedroom	Two+bedroom
Room Mix (number of each type):				
Room Size (excludes bathroom):				
Base Monthly Rates:				
2nd Occupant fee:				
Hours of Service per week included in the base monthly fee:				
# of meals included in the base monthly fee:				
Care plan fees; service fees; service tiers, per month:				
Number of RN and LPN coverage per week?				
Entry fee or down payment:				
Other Data				
Private room (one resident/tenant per room)?				
Private Rest Room in the unit/apartment?				
What is the discharge criteria? What care level would cause management to discharge a person?				
Do you provide assistance with transfers (e.g., bed to bathroom, bed to wheel chair)? Or is this a trigger for discharge?				
Do you allow residents to stay in the facility if they require a lift? Or is this a trigger for discharge?				
Services Included in Monthly Fee:				
<input type="checkbox"/>	Bathing Assistance	<input type="checkbox"/>	Cable	<input type="checkbox"/>
<input type="checkbox"/>	Meal Plan	<input type="checkbox"/>	Hair and Nail	<input type="checkbox"/>
<input type="checkbox"/>	Guest Meals	<input type="checkbox"/>	Med. Mgmt.	<input type="checkbox"/>
<input type="checkbox"/>	Internet	<input type="checkbox"/>	Transportation	<input type="checkbox"/>
<input type="checkbox"/>	Underground Parking	<input type="checkbox"/>	Electricity/Heat	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Extra RN Care	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Incontinence	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Personal Laundry	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Therapeutic Diet	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Housekeeping	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Linen	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Phone	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Tray Service	<input type="checkbox"/>
Services at Additional Cost:				
<input type="checkbox"/>	Assistance with Shower	<input type="checkbox"/>	Cable	<input type="checkbox"/>
<input type="checkbox"/>	Extra RN Care	<input type="checkbox"/>	Guest Meals	<input type="checkbox"/>
<input type="checkbox"/>	Incontinence Care	<input type="checkbox"/>	Linen	<input type="checkbox"/>
<input type="checkbox"/>	Additional Meals	<input type="checkbox"/>	Personal Laundry	<input type="checkbox"/>
<input type="checkbox"/>	Underground Parking	<input type="checkbox"/>	Therapeutic Diets	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Electricity/heat	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Hair and Nail	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Meal Plan	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Phone	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Monthly Meal Plan	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Transportation	<input type="checkbox"/>
Amenities in the Building:				
<input type="checkbox"/>	Chapel	<input type="checkbox"/>	Adult Day Program	<input type="checkbox"/>
<input type="checkbox"/>	Country Store	<input type="checkbox"/>	Coffee Shop	<input type="checkbox"/>
<input type="checkbox"/>	Emergency Call System	<input type="checkbox"/>	Private Dining	<input type="checkbox"/>
<input type="checkbox"/>	Hospice Program	<input type="checkbox"/>	Library	<input type="checkbox"/>
<input type="checkbox"/>	Theater	<input type="checkbox"/>	Whirlpool Tub	<input type="checkbox"/>
<input type="checkbox"/>	In-unit Washer/Dryer	<input type="checkbox"/>	Scheduled Classes	<input type="checkbox"/>
<input type="checkbox"/>	Travel Agency	<input type="checkbox"/>	Medical Clinic	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Beauty Salon	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Ice Cream Parlor	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Game Room	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Swimming Pool	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Woodshop	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Museum	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Gym	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Computer Lab	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Exercise Room	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Garages	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Therapy	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Acreage	<input type="checkbox"/>
<input type="checkbox"/>		<input type="checkbox"/>	Mail Room	<input type="checkbox"/>
Notes on the building, neighborhood, living environment, amenities, other comments during the interview, etc.:				
Sources: Wipfli Survey				

Appendix B

For Sauk County Health Care Center Assisted Living Market Assessment				
Name:	Oak Park Place-Autumn Lane Memory Care			
Address:	800 Waldo St. Baraboo, WI 53913			
Phone:	608.355.4111			
Website:	http://oakparkplace.com/baraboo_assisted_living.aspx			
Capacity:	34			
Vacancies:	some			
Occupancy:	NA			
Type of Facility:	CBRF/Memory Care			
Dedicated to Memory Care:	Y			
# Memory Care Beds:	34			
Building Age:	6 years			
Room Mix and Rates				
	Studio	One-bedroom	Two-bedroom	Two+bedroom
Room Mix (number of each type):		N/A	N/A	N/A
Room Size (excludes bathroom):	338-355	N/A	N/A	N/A
Base Monthly Rates:	\$4,661	N/A	N/A	N/A
2nd Occupant fee:	Would need to rent 2 rooms, some discount may be available on case by case decision.			
Hours of Service per week included in the base monthly fee:	Daily bed making service, laundry service, weekly housekeeping			
# of meals included in the base monthly fee:	3 meals			
Care plan fees; service fees; service tiers, per month:	3 levels of care ranging from \$4,661 - \$5,213			
Number of RN and LPN coverage per week?	Nurse on call day and night			
Entry fee or down payment:	No entry fee. \$500 security deposit (refundable)			
Other Data				
Private room (one resident/tenant per room)?	yes	N/A	N/A	N/A
Private Rest Room in the unit/apartment?	yes	N/A	N/A	N/A
What is the discharge criteria? What care level would cause management to discharge a person?	Strive to keep in house by utilizing Hospice or outside services and nursing	N/A	N/A	N/A
Do you provide assistance with transfers (e.g., bed to bathroom, bed to wheel chair)? Or is this a trigger for discharge?		N/A	N/A	N/A
Do you allow residents to stay in the facility if they require a lift? Or is this a trigger for discharge?		N/A	N/A	N/A
Services Included in Monthly Fee:	<input checked="" type="checkbox"/> Bathing Assistance <input checked="" type="checkbox"/> Cable <input type="checkbox"/> Extra RN Care <input checked="" type="checkbox"/> Housekeeping <input checked="" type="checkbox"/> Meal Plan <input type="checkbox"/> Hair and Nail <input type="checkbox"/> Incontinence <input checked="" type="checkbox"/> Linen <input type="checkbox"/> Guest Meals <input checked="" type="checkbox"/> Med. Mgmt. <input checked="" type="checkbox"/> Personal Laundry <input checked="" type="checkbox"/> Phone <input type="checkbox"/> Internet <input type="checkbox"/> Transportation <input type="checkbox"/> Therapeutic Diet <input type="checkbox"/> Tray Service <input type="checkbox"/> Underground Parking <input checked="" type="checkbox"/> Electricity/Heat			
Services at Additional Cost:	<input checked="" type="checkbox"/> Assistance with Shower <input checked="" type="checkbox"/> Cable <input type="checkbox"/> Electricity/heat <input checked="" type="checkbox"/> Extra Cares <input checked="" type="checkbox"/> Extra RN Care <input type="checkbox"/> Guest Meals <input checked="" type="checkbox"/> Hair and Nail <input type="checkbox"/> Housekeeping <input checked="" type="checkbox"/> Incontinence Care <input type="checkbox"/> Linen <input type="checkbox"/> Meal Plan <input checked="" type="checkbox"/> Med. Mgmt. <input type="checkbox"/> Additional Meals <input type="checkbox"/> Personal Laundry <input checked="" type="checkbox"/> Phone <input type="checkbox"/> Internet <input type="checkbox"/> Underground Parking <input type="checkbox"/> Therapeutic Diets <input type="checkbox"/> Monthly Meal Plan <input checked="" type="checkbox"/> Transportation			
Amenities in the Building:	<input type="checkbox"/> Chapel <input type="checkbox"/> Adult Day Program <input checked="" type="checkbox"/> Beauty Salon <input type="checkbox"/> Computer Lab <input type="checkbox"/> Country Store <input type="checkbox"/> Coffee Shop <input type="checkbox"/> Ice Cream Parlor <input type="checkbox"/> Exercise Room <input checked="" type="checkbox"/> Emergency Call System <input type="checkbox"/> Private Dining <input type="checkbox"/> Game Room <input type="checkbox"/> Garages <input type="checkbox"/> Hospice Program <input checked="" type="checkbox"/> Library <input type="checkbox"/> Swimming Pool <input type="checkbox"/> Therapy <input type="checkbox"/> Theater <input type="checkbox"/> Whirlpool Tub <input type="checkbox"/> Woodshop <input checked="" type="checkbox"/> Acreage <input type="checkbox"/> In-unit Washer/Dryer <input type="checkbox"/> Scheduled Classes <input type="checkbox"/> Museum <input type="checkbox"/> Mail Room <input type="checkbox"/> Travel Agency <input type="checkbox"/> Medical Clinic <input type="checkbox"/> Gym			
Notes on the building, neighborhood, living environment, amenities, other comments during the interview, etc.:				
Spoke with Joe, 01-28-15. There are 3 communities within the same building, separate wings, Independent (The Arbors), Assisted Living (The Grove) and Memory Care (Autumn Lane). There is a Mainstreet, Cafe, Big Top Hall with large screen, large main entry, lounge with grand piano, pond, sunroom, gardens. Oak Park is working on getting a license to provide higher care to the independent living community.				
Sources: Wipfli Survey				

Appendix B

For Sauk County Health Care Center Assisted Living Market Assessment				
Name:	Our House Assisted Care			
Address:	1200 Washington Ave. Baraboo, WI 53913			
Phone:	608.355.2344 Kimberly Krueger	No picture		
Website:	http://ourhouse1.com/services/assisted-living-assisted-care/baraboo-assisted-care/			
Capacity:	20			
Vacancies:	0			
Occupancy:	100%			
Type of Facility:	CBRF			
Dedicated to Memory Care:	N			
# Memory Care Beds:	0			
Building Age:	older building-didn't know years			
Room Mix and Rates				
	Rooms	One-bedroom	Two-bedroom	Two+bedroom
Room Mix (number of each type):	19 rooms, 1 suite	N/A	N/A	N/A
Room Size (excludes bathroom):	didn't know	N/A	N/A	N/A
Base Monthly Rates:	\$3,375, \$3,775	N/A	N/A	N/A
2nd Occupant fee:	Rooms would be double the above rate, suite would be an additional \$1,000 for 2nd occupant			
Hours of Service per week included in the base monthly fee:	Housekeeping and laundry included. No hours designated, based on assessment and points assigned.			
# of meals included in the base monthly fee:	3 meals and snacks			
Care plan fees; service fees; service tiers, per month:	Care levels are based on assessment and points assigned. No free points included in base. Points are \$1/point.			
Number of RN and LPN coverage per week?	RN on call and visits twice per month.			
Entry fee or down payment:	\$500 deposit goes toward 1st month's rent			
Other Data				
Private room (one resident/tenant per room)?	yes	N/A	N/A	N/A
Private Rest Room in the unit/apartment?	yes	N/A	N/A	N/A
What is the discharge criteria? What care level would cause management to discharge a person?	Behaviors or wanderers. Utilize hospice.	N/A	N/A	N/A
Do you provide assistance with transfers (e.g., bed to bathroom; bed to wheel chair)? Or is this a trigger for discharge?	1 person transfers	N/A	N/A	N/A
Do you allow residents to stay in the facility if they require a lift? Or is this a trigger for discharge?	Standing lift only	N/A	N/A	N/A
Services Included in Monthly Fee:				
<input type="checkbox"/>	Bathing Assistance	<input type="checkbox"/>	Cable	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Meal Plan	<input type="checkbox"/>	Hair and Nail	<input type="checkbox"/>
<input type="checkbox"/>	Guest Meals	<input type="checkbox"/>	Med. Mgmt.	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Internet	<input type="checkbox"/>	Transportation	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Underground Parking	<input checked="" type="checkbox"/>	Electricity/Heat	<input type="checkbox"/>
<input type="checkbox"/>	Extra RN Care	<input type="checkbox"/>	Incontinence	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Personal Laundry	<input type="checkbox"/>	Therapeutic Diet	<input type="checkbox"/>
<input type="checkbox"/>	Housekeeping	<input type="checkbox"/>	Linen	<input type="checkbox"/>
<input type="checkbox"/>	Phone	<input type="checkbox"/>	Tray Service	<input type="checkbox"/>
Services at Additional Cost:				
<input checked="" type="checkbox"/>	Assistance with Shower	<input checked="" type="checkbox"/>	Cable	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Extra RN Care	<input type="checkbox"/>	Guest Meals	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Incontinence Care	<input type="checkbox"/>	Linen	<input type="checkbox"/>
<input type="checkbox"/>	Additional Meals	<input type="checkbox"/>	Personal Laundry	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Underground Parking	<input type="checkbox"/>	Therapeutic Diets	<input type="checkbox"/>
<input type="checkbox"/>	Electricity/heat	<input type="checkbox"/>	Hair and Nail	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Meal Plan	<input type="checkbox"/>	Phone	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Monthly Meal Plan	<input type="checkbox"/>	Transportation	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Extra Cares	<input type="checkbox"/>	Housekeeping	<input type="checkbox"/>
<input type="checkbox"/>	Med. Mgmt.	<input type="checkbox"/>	Internet	<input type="checkbox"/>
<input type="checkbox"/>	Transportation	<input type="checkbox"/>	Computer Lab	<input type="checkbox"/>
Amenities in the Building:				
<input type="checkbox"/>	Chapel	<input type="checkbox"/>	Adult Day Program	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Country Store	<input type="checkbox"/>	Coffee Shop	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Emergency Call System	<input type="checkbox"/>	Private Dining	<input type="checkbox"/>
<input type="checkbox"/>	Hospice Program	<input type="checkbox"/>	Library	<input type="checkbox"/>
<input type="checkbox"/>	Theater	<input type="checkbox"/>	Whirlpool Tub	<input type="checkbox"/>
<input type="checkbox"/>	In-unit Washer/Dryer	<input type="checkbox"/>	Scheduled Classes	<input type="checkbox"/>
<input type="checkbox"/>	Travel Agency	<input type="checkbox"/>	Medical Clinic	<input type="checkbox"/>
<input type="checkbox"/>	Beauty Salon	<input type="checkbox"/>	Ice Cream Parlor	<input type="checkbox"/>
<input type="checkbox"/>	Game Room	<input type="checkbox"/>	Swimming Pool	<input type="checkbox"/>
<input type="checkbox"/>	Woodshop	<input type="checkbox"/>	Museum	<input type="checkbox"/>
<input type="checkbox"/>	Gym	<input type="checkbox"/>	Exercise Room	<input type="checkbox"/>
<input type="checkbox"/>	Garages	<input type="checkbox"/>	Therapy	<input type="checkbox"/>
<input type="checkbox"/>	Acceage	<input type="checkbox"/>	Mail Room	<input type="checkbox"/>
Notes on the building, neighborhood, living environment, amenities, other comments during the interview, etc.:				
Dorm-sized refrigerator, stove top, sink and storage cabinet, individual temperature control. Living room with fireplace, community dining room, family-style kitchen and snack bar, television lounge and activity area, protected back patio with raised planting beds, large front porch with sitting area.				
Sources: Wipfli Survey				

Appendix B

For Sauk County Health Care Center Assisted Living Market Assessment				
Name:	Meadow Lane			
Address:	1414 Jefferson St. Baraboo, WI 53913			
Phone:	608.355.3325			
Website:	http://www.stclare.com/meadows/Pages/home.aspx			
Capacity:	25			
Vacancies:	0			
Occupancy:	100%			
Type of Facility:	CBRF (Part of CCRC community)			
Dedicated to Memory Care:	No			
# Memory Care Beds:	0			
Building Age:	Not sure			
Room Mix and Rates				
	Rooms	One-bedroom	Two-bedroom	Two+bedroom
Room Mix (number of each type):	25	N/A	N/A	N/A
Room Size (excludes bathroom):	didn't know	N/A	N/A	N/A
Base Monthly Rates:	\$3,780	N/A	N/A	N/A
2nd Occupant fee:	\$2,700 each occupant			
Hours of Service per week included in the base monthly fee:	No hours designated. Fee is all inclusive, no levels of care.			
# of meals included in the base monthly fee:	3 meals and snacks			
Care plan fees; service fees; service tiers, per month:	Fee is all inclusive, no levels of care.			
Number of RN and LPN coverage per week?	24/7 nursing available			
Entry fee or down payment:	None			
Other Data				
Private room (one resident/tenant per room)?	yes	N/A	N/A	N/A
Private Rest Room in the unit/apartment?	yes	N/A	N/A	N/A
What is the discharge criteria? What care level would cause management to discharge a person?	Require 2 person transfer, not able to eat on own, require more than 3 hours licensed nursing care weekly.			
Do you provide assistance with transfers (e.g., bed to bathroom; bed to wheel chair)? Or is this a trigger for discharge?	only 1 person transfer	N/A	N/A	N/A
Do you allow residents to stay in the facility if they require a lift? Or is this a trigger for discharge?	No	N/A	N/A	N/A
Services Included in Monthly Fee:				
<input checked="" type="checkbox"/>	Bathing Assistance	<input checked="" type="checkbox"/>	Cable	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Meal Plan	<input type="checkbox"/>	Hair and Nail	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Guest Meals	<input checked="" type="checkbox"/>	Med. Mgmt.	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Internet	<input type="checkbox"/>	Transportation	<input type="checkbox"/>
<input type="checkbox"/>	Underground Parking	<input checked="" type="checkbox"/>	Electricity/Heat	<input type="checkbox"/>
<input type="checkbox"/>	Extra RN Care	<input type="checkbox"/>	Incontinence	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Housekeeping	<input type="checkbox"/>	Personal Laundry	<input type="checkbox"/>
<input type="checkbox"/>	Linen	<input type="checkbox"/>	Therapeutic Diet	<input type="checkbox"/>
<input type="checkbox"/>	Phone	<input type="checkbox"/>		<input type="checkbox"/>
<input type="checkbox"/>	Tray Service	<input type="checkbox"/>		<input type="checkbox"/>
Services at Additional Cost:				
<input type="checkbox"/>	Assistance with Shower	<input checked="" type="checkbox"/>	Cable	<input type="checkbox"/>
<input type="checkbox"/>	Extra RN Care	<input checked="" type="checkbox"/>	Guest Meals	<input type="checkbox"/>
<input type="checkbox"/>	Incontinence Care	<input type="checkbox"/>	Linen	<input type="checkbox"/>
<input type="checkbox"/>	Additional Meals	<input type="checkbox"/>	Personal Laundry	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Underground Parking	<input type="checkbox"/>	Therapeutic Diets	<input type="checkbox"/>
<input type="checkbox"/>	Electricity/heat	<input type="checkbox"/>	Extra Cares	<input type="checkbox"/>
<input type="checkbox"/>	Hair and Nail	<input type="checkbox"/>	Housekeeping	<input type="checkbox"/>
<input type="checkbox"/>	Meal Plan	<input type="checkbox"/>	Med. Mgmt.	<input type="checkbox"/>
<input type="checkbox"/>	Phone	<input type="checkbox"/>	Internet	<input type="checkbox"/>
<input type="checkbox"/>	Monthly Meal Plan	<input checked="" type="checkbox"/>	Transportation	<input type="checkbox"/>
Amenities in the Building:				
<input checked="" type="checkbox"/>	Chapel	<input type="checkbox"/>	Adult Day Program	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Country Store	<input type="checkbox"/>	Coffee Shop	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Emergency Call System	<input type="checkbox"/>	Private Dining	<input type="checkbox"/>
<input type="checkbox"/>	Hospice Program	<input checked="" type="checkbox"/>	Library	<input type="checkbox"/>
<input type="checkbox"/>	Theater	<input type="checkbox"/>	Whirlpool Tub	<input type="checkbox"/>
<input type="checkbox"/>	In-unit Washer/Dryer	<input type="checkbox"/>	Scheduled Classes	<input type="checkbox"/>
<input type="checkbox"/>	Travel Agency	<input type="checkbox"/>	Medical Clinic	<input type="checkbox"/>
<input type="checkbox"/>	Beauty Salon	<input type="checkbox"/>	Ice Cream Parlor	<input type="checkbox"/>
<input type="checkbox"/>	Computer Lab	<input type="checkbox"/>	Game Room	<input type="checkbox"/>
<input type="checkbox"/>	Exercise Room	<input type="checkbox"/>	Swimming Pool	<input type="checkbox"/>
<input type="checkbox"/>	Garages	<input type="checkbox"/>	Woodshop	<input type="checkbox"/>
<input type="checkbox"/>	Therapy	<input type="checkbox"/>	Museum	<input type="checkbox"/>
<input type="checkbox"/>	Acresage	<input type="checkbox"/>	Gym	<input type="checkbox"/>
<input type="checkbox"/>	Mail Room	<input type="checkbox"/>		<input type="checkbox"/>
Notes on the building, neighborhood, living environment, amenities, other comments during the interview, etc.:				
Part of St. Claire Medical Center.				
Sources: Wupli Survey				

Appendix B

For Sauk County Health Care Center Assisted Living Market Assessment				
Name:	Meadow Ridge Assisted Living			
Address:	1700 Jefferson St. Baraboo, WI 53913			
Phone:	608.356.8770 Jean			
Website:	http://meadowridgebaraboo.com/continuum-of-care/meadow-ridge-assisted-living/meadow-ridge-assisted-living-home/			
Capacity:	24			
Vacancies:	0			
Occupancy:	100%			
Type of Facility:	CBRF			
Dedicated to Memory Care:	No			
# Memory Care Beds:	N/A			
Building Age:	12 years			
Room Mix and Rates				
	Rooms	One-bedroom	Two-bedroom	Two+ bedroom
Room Mix (number of each type):	24	N/A	N/A	N/A
Room Size (excludes bathroom):	305,336,378	N/A	N/A	N/A
Base Monthly Rates:	\$4,080,4,230,4,380	N/A	N/A	N/A
2nd Occupant fee:	1/2 price on above room			
Hours of Service per week included in the base monthly fee:	No hours designated. 10 free points included in above, care plan established at \$1/point/day.			
# of meals included in the base monthly fee:	3 meals			
Care plan fees; service fees; service tiers, per month:	10 free points included, care plan established at \$1/point/day.			
Number of RN and LPN coverage per week?	Nurses available 24 hours a day.			
Entry fee or down payment:	None			
Other Data				
Private room (one resident/tenant per room)?	yes	N/A	N/A	N/A
Private Rest Room in the unit/apartment?	yes	N/A	N/A	N/A
What is the discharge criteria? What care level would cause management to discharge a person?	If require 2 person transfer or not able to transfer safely for resident or staff. Utilize hospice as needed.			
Do you provide assistance with transfers (e.g., bed to bathroom, bed to wheel chair)? Or is this a trigger for discharge?	1 person transfer only	N/A	N/A	N/A
Do you allow residents to stay in the facility if they require a lift? Or is this a trigger for discharge?	No	N/A	N/A	N/A
Services Included in Monthly Fee:				
<input checked="" type="checkbox"/>	Bathing Assistance	<input checked="" type="checkbox"/>	Cable	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Meal Plan	<input type="checkbox"/>	Hair and Nail	<input type="checkbox"/>
<input type="checkbox"/>	Guest Meals	<input checked="" type="checkbox"/>	Med. Mgmt.	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Internet	<input checked="" type="checkbox"/>	Transportation	<input type="checkbox"/>
<input type="checkbox"/>	Underground Parking	<input checked="" type="checkbox"/>	Electricity/Heat	<input type="checkbox"/>
<input type="checkbox"/>	Extra RN Care	<input type="checkbox"/>	Incontinence	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Personal Laundry	<input type="checkbox"/>	Therapeutic Diet	<input type="checkbox"/>
<input type="checkbox"/>	Housekeeping	<input type="checkbox"/>	Linen	<input type="checkbox"/>
<input type="checkbox"/>	Phone	<input type="checkbox"/>	Tray Service	<input type="checkbox"/>
Services at Additional Cost:				
<input checked="" type="checkbox"/>	Assistance with Shower	<input type="checkbox"/>	Cable	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Extra RN Care	<input type="checkbox"/>	Guest Meals	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Incontinence Care	<input type="checkbox"/>	Linen	<input type="checkbox"/>
<input type="checkbox"/>	Additional Meals	<input type="checkbox"/>	Personal Laundry	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Underground Parking	<input type="checkbox"/>	Therapeutic Diets	<input type="checkbox"/>
<input type="checkbox"/>	Electricity/heat	<input type="checkbox"/>	Hair and Nail	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Extra Cares	<input type="checkbox"/>	Meal Plan	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Housekeeping	<input type="checkbox"/>	Phone	<input type="checkbox"/>
<input type="checkbox"/>	Med. Mgmt.	<input type="checkbox"/>	Monthly Meal Plan	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Internet	<input type="checkbox"/>	Transportation	<input type="checkbox"/>
Amenities in the Building:				
<input type="checkbox"/>	Chapel	<input type="checkbox"/>	Adult Day Program	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Country Store	<input type="checkbox"/>	Coffee Shop	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Emergency Call System	<input type="checkbox"/>	Private Dining	<input type="checkbox"/>
<input type="checkbox"/>	Hospice Program	<input type="checkbox"/>	Library	<input type="checkbox"/>
<input type="checkbox"/>	Theater	<input checked="" type="checkbox"/>	Whirlpool Tub	<input type="checkbox"/>
<input type="checkbox"/>	In-unit Washer/Dryer	<input type="checkbox"/>	Scheduled Classes	<input type="checkbox"/>
<input type="checkbox"/>	Travel Agency	<input type="checkbox"/>	Medical Clinic	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Beauty Salon	<input type="checkbox"/>	Ice Cream Parlor	<input type="checkbox"/>
<input type="checkbox"/>	Game Room	<input type="checkbox"/>	Swimming Pool	<input type="checkbox"/>
<input type="checkbox"/>	Woodshop	<input type="checkbox"/>	Museum	<input type="checkbox"/>
<input type="checkbox"/>	Gym	<input type="checkbox"/>	Computer Lab	<input type="checkbox"/>
<input type="checkbox"/>	Exercise Room	<input type="checkbox"/>	Garages	<input type="checkbox"/>
<input type="checkbox"/>	Therapy	<input type="checkbox"/>	Acceage	<input type="checkbox"/>
<input type="checkbox"/>	Mail Room	<input type="checkbox"/>		<input type="checkbox"/>
Notes on the building, neighborhood, living environment, amenities, other comments during the interview, etc.:				
Spoke with Jean, 01-27-15, very open to discussion. Building includes assisted living and secured separate memory care unit.				
Sources: Wipiti Survey				

Appendix B

For Sauk County Health Care Center Assisted Living Market Assessment				
Name:	Meadow View - Memory Care			
Address:	1600 Jefferson St. Baraboo, WI 53913			
Phone:	608.356.2944 Jean			
Website:	http://meadowridgebaraboo.com/continuum-of-care/meadow-view-memory-care/meadow-view-memory-care-home/			
Capacity:	17			
Vacancies:	0			
Occupancy:	100%			
Type of Facility:	CBRF-Memory Care			
Dedicated to Memory Care:	Yes			
# Memory Care Beds:	17			
Building Age:	8 years			
Room Mix and Rates				
	Rooms	One-bedroom	Two-bedroom	Two+bedroom
Room Mix (number of each type):	17	N/A	N/A	N/A
Room Size (excludes bathroom):	221,270	N/A	N/A	N/A
Base Monthly Rates:	\$4,560, \$4,860	N/A	N/A	N/A
2nd Occupant fee:	1/2 price on above room			
Hours of Service per week included in the base monthly fee:	No hours designated. 10 free points included in above, care plan established at \$1/point/day.			
# of meals included in the base monthly fee:	3 meals			
Care plan fees; service fees; service tiers, per month:	10 free points included, care plan established at \$1/point/day.			
Number of RN and LPN coverage per week?	Nurses available 24 hours a day.			
Entry fee or down payment:	None			
Other Data				
Private room (one resident/tenant per room)?	yes	N/A	N/A	N/A
Private Rest Room in the unit/apartment?	yes	N/A	N/A	N/A
What is the discharge criteria? What care level would cause management to discharge a person?	If require 2 person transfer or not able to transfer safely for resident or staff. Utilize hospice as needed.			
Do you provide assistance with transfers (e.g., bed to bathroom; bed to wheel chair)? Or is this a trigger for discharge?	1 person transfer only	N/A	N/A	N/A
Do you allow residents to stay in the facility if they require a lift? Or is this a trigger for discharge?	No	N/A	N/A	N/A
Services Included in Monthly Fee:				
<input checked="" type="checkbox"/>	Bathing Assistance	<input checked="" type="checkbox"/>	Cable	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Meal Plan	<input type="checkbox"/>	Hair and Nail	<input type="checkbox"/>
<input type="checkbox"/>	Guest Meals	<input checked="" type="checkbox"/>	Med. Mgmt.	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Internet	<input checked="" type="checkbox"/>	Transportation	<input type="checkbox"/>
<input type="checkbox"/>	Underground Parking	<input checked="" type="checkbox"/>	Electricity/Heat	<input type="checkbox"/>
<input type="checkbox"/>	Extra RN Care	<input type="checkbox"/>	Incontinence	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Housekeeping	<input type="checkbox"/>	Personal Laundry	<input type="checkbox"/>
<input type="checkbox"/>	Linen	<input type="checkbox"/>	Therapeutic Diet	<input type="checkbox"/>
<input type="checkbox"/>	Phone	<input type="checkbox"/>		<input type="checkbox"/>
<input type="checkbox"/>	Tray Service	<input type="checkbox"/>		<input type="checkbox"/>
Services at Additional Cost:				
<input checked="" type="checkbox"/>	Assistance with Shower	<input type="checkbox"/>	Cable	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Extra RN Care	<input type="checkbox"/>	Guest Meals	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Incontinence Care	<input type="checkbox"/>	Linen	<input type="checkbox"/>
<input type="checkbox"/>	Additional Meals	<input type="checkbox"/>	Personal Laundry	<input type="checkbox"/>
<input type="checkbox"/>	Underground Parking	<input type="checkbox"/>	Therapeutic Diets	<input type="checkbox"/>
<input type="checkbox"/>	Electricity/heat	<input type="checkbox"/>	Monthly Meal Plan	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Extra Cares	<input type="checkbox"/>		<input type="checkbox"/>
<input type="checkbox"/>	Housekeeping	<input type="checkbox"/>		<input type="checkbox"/>
<input type="checkbox"/>	Med. Mgmt.	<input type="checkbox"/>		<input type="checkbox"/>
<input type="checkbox"/>	Internet	<input type="checkbox"/>		<input type="checkbox"/>
<input type="checkbox"/>	Transportation	<input type="checkbox"/>		<input type="checkbox"/>
Amenities in the Building:				
<input type="checkbox"/>	Chapel	<input type="checkbox"/>	Adult Day Program	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Country Store	<input type="checkbox"/>	Coffee Shop	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Emergency Call System	<input type="checkbox"/>	Private Dining	<input type="checkbox"/>
<input type="checkbox"/>	Hospice Program	<input type="checkbox"/>	Library	<input type="checkbox"/>
<input type="checkbox"/>	Theater	<input checked="" type="checkbox"/>	Whirlpool Tub	<input type="checkbox"/>
<input type="checkbox"/>	In-unit Washer/Dryer	<input type="checkbox"/>	Scheduled Classes	<input type="checkbox"/>
<input type="checkbox"/>	Travel Agency	<input type="checkbox"/>	Medical Clinic	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Beauty Salon	<input type="checkbox"/>	Ice Cream Parlor	<input type="checkbox"/>
<input type="checkbox"/>	Computer Lab	<input type="checkbox"/>	Game Room	<input type="checkbox"/>
<input type="checkbox"/>	Exercise Room	<input type="checkbox"/>	Swimming Pool	<input type="checkbox"/>
<input type="checkbox"/>	Garages	<input type="checkbox"/>	Woodshop	<input type="checkbox"/>
<input type="checkbox"/>	Therapy	<input type="checkbox"/>	Museum	<input type="checkbox"/>
<input type="checkbox"/>	Acresage	<input type="checkbox"/>	Gym	<input type="checkbox"/>
<input type="checkbox"/>	Mail Room	<input type="checkbox"/>		<input type="checkbox"/>
Notes on the building, neighborhood, living environment, amenities, other comments during the interview, etc.:				
Spoke with Jean, 01-27-15, very open to discussion. Building includes assisted living and secured separate memory care unit.				
Sources: Wipiti Survey				

Appendix B

For Sauk County Health Care Center Assisted Living Market Assessment				
Name:	Our House Assisted Care			
Address:	1954 State Rd 23 Wisconsin Dells, WI 53965			
Phone:	608.253.3404 Michele			
Website:	http://ourhousesl.com/services/assisted-living-assisted-care/wisconsin-dells-assisted-care/			No Picture
Capacity:	20			
Vacancies:	0			
Occupancy:	100%			
Type of Facility:	CBRF			
Dedicated to Memory Care:	No			
# Memory Care Beds:	0			
Building Age:	20 years			
Room Mix and Rates				
	Rooms	One-bedroom	Two-bedroom	Two+bedroom
Room Mix (number of each type):	12,8 (shared bath)	N/A	N/A	N/A
Room Size (excludes bathroom):	pending	N/A	N/A	N/A
Base Monthly Rates:	\$3,250, \$3,200	N/A	N/A	N/A
2nd Occupant fee:	Would need to rent 2 rooms. \$500 discount if shared by couple.			
Hours of Service per week included in the base monthly fee:	Housekeeping and laundry weekly. No hours designated. Assessment done and level of care determined.			
# of meals included in the base monthly fee:	3 meals			
Care plan fees; service fees; service tiers, per month:	Assessment is done and level of care determined with points assigned. There are 3 levels with points. No free points included in base rent. 1 point=\$1/day			
Number of RN and LPN coverage per week?	Regional nurse visits or on call.			
Entry fee or down payment:	\$500 deposit to get on waiting list, then applied to 1st month's rent.			
Other Data				
Private room (one resident/tenant per room)?	yes	N/A	N/A	N/A
Private Rest Room in the unit/apartment?	12 private, 8 shared	N/A	N/A	N/A
What is the discharge criteria? What care level would cause management to discharge a person?	Strive to keep in house by utilizing Hospice or outside services and nursing	N/A	N/A	N/A
Do you provide assistance with transfers (e.g., bed to bathroom; bed to wheel chair)? Or is this a trigger for discharge?	yes	N/A	N/A	N/A
Do you allow residents to stay in the facility if they require a lift? Or is this a trigger for discharge?	They do a sit to stand lift. Hoyer lifts would be something contracted through Hospice.	N/A	N/A	N/A
Services Included in Monthly Fee:				
<input type="checkbox"/>	Bathing Assistance	<input type="checkbox"/>	Cable	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Meal Plan	<input type="checkbox"/>	Hair and Nail	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Guest Meals	<input type="checkbox"/>	Med. Mgmt.	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Internet	<input type="checkbox"/>	Transportation	<input type="checkbox"/>
<input type="checkbox"/>	Underground Parking	<input checked="" type="checkbox"/>	Electricity/Heat	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Extra RN Care	<input checked="" type="checkbox"/>	Incontinence	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Personal Laundry	<input type="checkbox"/>	Therapeutic Diet	<input type="checkbox"/>
<input type="checkbox"/>	Housekeeping	<input type="checkbox"/>	Linen	<input type="checkbox"/>
<input type="checkbox"/>	Phone	<input type="checkbox"/>	Tray Service	<input type="checkbox"/>
Services at Additional Cost:				
<input checked="" type="checkbox"/>	Assistance with Shower	<input checked="" type="checkbox"/>	Cable	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Extra RN Care	<input type="checkbox"/>	Guest Meals	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Incontinence Care	<input type="checkbox"/>	Linen	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Additional Meals	<input type="checkbox"/>	Personal Laundry	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Underground Parking	<input checked="" type="checkbox"/>	Therapeutic Diets	<input type="checkbox"/>
<input type="checkbox"/>	Electricity/heat	<input checked="" type="checkbox"/>	Hair and Nail	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Meal Plan	<input checked="" type="checkbox"/>	Phone	<input type="checkbox"/>
<input type="checkbox"/>	Monthly Meal Plan	<input checked="" type="checkbox"/>	Transportation	<input type="checkbox"/>
<input type="checkbox"/>	Extra Cares	<input type="checkbox"/>	Housekeeping	<input type="checkbox"/>
<input type="checkbox"/>	Med. Mgmt.	<input type="checkbox"/>	Internet	<input type="checkbox"/>
<input type="checkbox"/>	Transportation	<input type="checkbox"/>	Computer Lab	<input type="checkbox"/>
Amenities in the Building:				
<input type="checkbox"/>	Chapel	<input type="checkbox"/>	Adult Day Program	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Country Store	<input type="checkbox"/>	Coffee Shop	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Emergency Call System	<input type="checkbox"/>	Private Dining	<input type="checkbox"/>
<input type="checkbox"/>	Hospice Program	<input type="checkbox"/>	Library	<input type="checkbox"/>
<input type="checkbox"/>	Theater	<input type="checkbox"/>	Whirlpool Tub	<input type="checkbox"/>
<input type="checkbox"/>	In-unit Washer/Dryer	<input type="checkbox"/>	Scheduled Classes	<input type="checkbox"/>
<input type="checkbox"/>	Travel Agency	<input type="checkbox"/>	Medical Clinic	<input type="checkbox"/>
<input type="checkbox"/>	Beauty Salon	<input type="checkbox"/>	Ice Cream Parlor	<input type="checkbox"/>
<input type="checkbox"/>	Game Room	<input type="checkbox"/>	Swimming Pool	<input type="checkbox"/>
<input type="checkbox"/>	Woodshop	<input type="checkbox"/>	Museum	<input type="checkbox"/>
<input type="checkbox"/>	Computer Lab	<input type="checkbox"/>	Gym	<input type="checkbox"/>
<input type="checkbox"/>	Exercise Room	<input type="checkbox"/>	Garages	<input type="checkbox"/>
<input type="checkbox"/>	Therapy	<input type="checkbox"/>	Acreeage	<input type="checkbox"/>
<input type="checkbox"/>	Mail Room	<input type="checkbox"/>		<input type="checkbox"/>
Notes on the building, neighborhood, living environment, amenities, other comments during the interview, etc.:				
Spoke with Michelle 01-27-15, very open to discussion. Modeled as a social model not like a nursing home. They are dually licensed for AL & MC. Memory Care is next door. Common area, living room with fireplace, community dining room, family style kitchen and snack bar, television lounge and activity area, patio with raised planting beds, large front porch, tub/bath available.				
Sources: Wipfli Survey				

Appendix B

For Sauk County Health Care Center Assisted Living Market Assessment				
Name:	Our House Memory Care			
Address:	1950 State Rd 23 Wisconsin Dells, WI 53965			
Phone:	608.253.7901	No picture		
Website:	http://ouhousesl.com/services/memory-care/wisconsin-dells-memory-care/			
Capacity:	20			
Vacancies:	0			
Occupancy:	100%			
Type of Facility:	CBRF			
Dedicated to Memory Care:	yes			
# Memory Care Beds:	20			
Building Age:	20-25 years			
Room Mix and Rates				
	Rooms	One-bedroom	Two-bedroom	Two+bedroom
Room Mix (number of each type):	8, 12 (shared bath)	N/A	N/A	N/A
Room Size (excludes bathroom):	pending	N/A	N/A	N/A
Base Monthly Rates:	\$3,450, \$3,400	N/A	N/A	N/A
2nd Occupant fee:	Would need to rent 2 rooms. \$500 discount if shared by couple.			
Hours of Service per week included in the base monthly fee:	Housekeeping and laundry weekly. No hours designated. Assessment done and level of care determined.			
# of meals included in the base monthly fee:	3 meals			
Care plan fees; service fees; service tiers, per month:	Assessment is done and level of care determined with points assigned. There are 3 levels with points. No free points included in base rent. 1 point=\$1/day			
Number of RN and LPN coverage per week?	Regional nurse visits or on call.			
Entry fee or down payment:	\$500 deposit to get on waiting list, then applied to 1st month's rent.			
Other Data				
Private room (one resident/tenant per room)?	yes	N/A	N/A	N/A
Private Rest Room in the unit/apartment?	8 private, 12 shared	N/A	N/A	N/A
What is the discharge criteria? What care level would cause management to discharge a person?	Strive to keep in house by utilizing Hospice or outside services and nursing	N/A	N/A	N/A
Do you provide assistance with transfers (e.g., bed to bathroom, bed to wheel chair)? Or is this a trigger for discharge?	yes	N/A	N/A	N/A
Do you allow residents to stay in the facility if they require a lift? Or is this a trigger for discharge?	They do a sit to stand lift. Hoyer lifts would be something contracted through Hospice.	N/A	N/A	N/A
Services Included in Monthly Fee:				
	<input type="checkbox"/> Bathing Assistance	<input type="checkbox"/> Cable	<input type="checkbox"/> Extra RN Care	<input checked="" type="checkbox"/> Housekeeping
	<input checked="" type="checkbox"/> Meal Plan	<input type="checkbox"/> Hair and Nail	<input type="checkbox"/> Incontinence	<input checked="" type="checkbox"/> Linen
	<input type="checkbox"/> Guest Meals	<input type="checkbox"/> Med. Mgmt.	<input checked="" type="checkbox"/> Personal Laundry	<input type="checkbox"/> Phone
	<input checked="" type="checkbox"/> Internet	<input type="checkbox"/> Transportation	<input type="checkbox"/> Therapeutic Diet	<input type="checkbox"/> Tray Service
	<input type="checkbox"/> Underground Parking	<input checked="" type="checkbox"/> Electricity/Heat		
Services at Additional Cost				
	<input checked="" type="checkbox"/> Assistance with Shower	<input checked="" type="checkbox"/> Cable	<input type="checkbox"/> Electricity/heat	<input checked="" type="checkbox"/> Extra Cares
	<input checked="" type="checkbox"/> Extra RN Care	<input type="checkbox"/> Guest Meals	<input checked="" type="checkbox"/> Hair and Nail	<input type="checkbox"/> Housekeeping
	<input checked="" type="checkbox"/> Incontinence Care	<input type="checkbox"/> Linen	<input type="checkbox"/> Meal Plan	<input checked="" type="checkbox"/> Med. Mgmt.
	<input type="checkbox"/> Additional Meals	<input type="checkbox"/> Personal Laundry	<input checked="" type="checkbox"/> Phone	<input type="checkbox"/> Internet
	<input type="checkbox"/> Underground Parking	<input checked="" type="checkbox"/> Therapeutic Diets	<input type="checkbox"/> Monthly Meal Plan	<input checked="" type="checkbox"/> Transportation
Amenities in the Building:				
	<input type="checkbox"/> Chapel	<input type="checkbox"/> Adult Day Program	<input checked="" type="checkbox"/> Beauty Salon	<input type="checkbox"/> Computer Lab
	<input type="checkbox"/> Country Store	<input type="checkbox"/> Coffee Shop	<input type="checkbox"/> Ice Cream Parlor	<input type="checkbox"/> Exercise Room
	<input checked="" type="checkbox"/> Emergency Call System	<input type="checkbox"/> Private Dining	<input type="checkbox"/> Game Room	<input type="checkbox"/> Garages
	<input type="checkbox"/> Hospice Program	<input type="checkbox"/> Library	<input type="checkbox"/> Swimming Pool	<input type="checkbox"/> Therapy
	<input type="checkbox"/> Theater	<input type="checkbox"/> Whirlpool Tub	<input type="checkbox"/> Woodshop	<input type="checkbox"/> Acreage
	<input type="checkbox"/> In-unit Washer/Dryer	<input type="checkbox"/> Scheduled Classes	<input type="checkbox"/> Museum	<input type="checkbox"/> Mail Room
	<input type="checkbox"/> Travel Agency	<input type="checkbox"/> Medical Clinic	<input type="checkbox"/> Gym	
Notes on the building, neighborhood, living environment, amenities, other comments during the interview, etc.:				
Spoke with Michelle 01-27-15, very open to discussion. Modeled as a social model not like a nursing home. Assisted Living is next door. Common area, living room with fireplace, community dining room, family style kitchen and snack bar, television lounge and activity area, patio with raised planting beds, large front porch, tub/bath available.				
Sources: Wipfli Survey				

Appendix B

For Sauk County Health Care Center Assisted Living Market Assessment				
Name:	Weber Haus			
Address:	312 Center St. Wanewoc, WI 53968			
Phone:	608.464.7688	No picture available		
Website:	no website			
Capacity:	15			
Vacancies:	2			
Occupancy:	87%			
Type of Facility:	CBRF			
Dedicated to Memory Care:	N			
# Memory Care Beds:	0			
Building Age:	In business since 1984-house with homelike environment			
Room Mix and Rates				
	Studio	One-bedroom	Two-bedroom	Two+bedroom
Room Mix (number of each type):	8	N/A	N/A	N/A
Room Size (excludes bathroom):	didn't know	N/A	N/A	N/A
Base Monthly Rates:	\$2,200	N/A	N/A	N/A
2nd Occupant fee:	\$2,200 plus level of care			
Hours of Service per week included in the base monthly fee:	Housekeeping and laundry. No designated hours.			
# of meals included in the base monthly fee:	3 meals.			
Care plan fees, service fees, service tiers, per month:	No set care levels. Stated that the highest care rate would be \$2,500. Complete care or more dementia care would be reason to move to highest care.			
Number of RN and LPN coverage per week?	LPN is on staff.			
Entry fee or down payment:	None			
Other Data				
Private room (one resident/tenant per room)?	All but 1 are shared	N/A	N/A	N/A
Private Rest Room in the unit/apartment?	shared	N/A	N/A	N/A
What is the discharge criteria? What care level would cause management to discharge a person?	Behavior dangerous to resident or staff. Utilize Hospice.	N/A	N/A	N/A
Do you provide assistance with transfers (e.g., bed to bathroom, bed to wheel chair)? Or is this a trigger for discharge?	Do 1 or 2 person transfers.	N/A	N/A	N/A
Do you allow residents to stay in the facility if they require a lift? Or is this a trigger for discharge?	Yes, do have a Hoyer lift.	N/A	N/A	N/A
Services Included in Monthly Fee:				
<input checked="" type="checkbox"/>	Bathing Assistance	<input checked="" type="checkbox"/>	Cable	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Meal Plan	<input checked="" type="checkbox"/>	Hair and Nail	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Guest Meals	<input checked="" type="checkbox"/>	Med. Mgmt.	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	Internet	<input checked="" type="checkbox"/>	Transportation	<input type="checkbox"/>
<input type="checkbox"/>	Underground Parking	<input checked="" type="checkbox"/>	Electricity/Heat	<input type="checkbox"/>
<input type="checkbox"/>	Extra RN Care	<input type="checkbox"/>	Housekeeping	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Incontinence	<input type="checkbox"/>	Linen	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Personal Laundry	<input type="checkbox"/>	Phone	<input type="checkbox"/>
<input type="checkbox"/>	Therapeutic Diet	<input type="checkbox"/>	Tray Service	<input type="checkbox"/>
Services at Additional Cost:				
<input type="checkbox"/>	Assistance with Shower	<input type="checkbox"/>	Cable	<input type="checkbox"/>
<input type="checkbox"/>	Extra RN Care	<input type="checkbox"/>	Guest Meals	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Incontinence Care	<input type="checkbox"/>	Linen	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Additional Meals	<input type="checkbox"/>	Personal Laundry	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Underground Parking	<input type="checkbox"/>	Therapeutic Diets	<input type="checkbox"/>
<input type="checkbox"/>	Electricity/heat	<input type="checkbox"/>	Extra Cares	<input type="checkbox"/>
<input type="checkbox"/>	Hair and Nail	<input type="checkbox"/>	Housekeeping	<input type="checkbox"/>
<input type="checkbox"/>	Meal Plan	<input type="checkbox"/>	Med. Mgmt.	<input type="checkbox"/>
<input type="checkbox"/>	Phone	<input type="checkbox"/>	Internet	<input type="checkbox"/>
<input type="checkbox"/>	Monthly Meal Plan	<input type="checkbox"/>	Transportation	<input type="checkbox"/>
Amenities in the Building:				
<input type="checkbox"/>	Chapel	<input type="checkbox"/>	Adult Day Program	<input type="checkbox"/>
<input type="checkbox"/>	Country Store	<input type="checkbox"/>	Coffee Shop	<input type="checkbox"/>
<input type="checkbox"/>	Emergency Call System	<input type="checkbox"/>	Private Dining	<input type="checkbox"/>
<input type="checkbox"/>	Hospice Program	<input type="checkbox"/>	Library	<input type="checkbox"/>
<input type="checkbox"/>	Theater	<input type="checkbox"/>	Whirlpool Tub	<input type="checkbox"/>
<input type="checkbox"/>	In-unit Washer/Dryer	<input type="checkbox"/>	Scheduled Classes	<input type="checkbox"/>
<input type="checkbox"/>	Travel Agency	<input type="checkbox"/>	Medical Clinic	<input type="checkbox"/>
<input type="checkbox"/>	Beauty Salon	<input type="checkbox"/>	Ice Cream Parlor	<input type="checkbox"/>
<input type="checkbox"/>	Game Room	<input type="checkbox"/>	Swimming Pool	<input type="checkbox"/>
<input type="checkbox"/>	Woodshop	<input type="checkbox"/>	Museum	<input type="checkbox"/>
<input type="checkbox"/>	Gym	<input type="checkbox"/>	Computer Lab	<input type="checkbox"/>
<input type="checkbox"/>	Exercise Room	<input type="checkbox"/>	Garages	<input type="checkbox"/>
<input type="checkbox"/>	Therapy	<input type="checkbox"/>	Acreage	<input type="checkbox"/>
<input type="checkbox"/>	Mail Room	<input type="checkbox"/>		<input type="checkbox"/>
Notes on the building, neighborhood, living environment, amenities, other comments during the interview, etc.:				
Spoke with Carol, 01-31-15. 2 story home with bedrooms on both floors, all but one are shared with shared bathrooms. Staff will do wash and set hair for residents, perms, etc. would need to go to outside service.				
Sources: Wipiti Survey				

Appendix C

Market Demand Assessment

The following table summarizes the market demand for a mixed use CBRF between 24 and 30 beds for the market area.

For SCHCC							
Estimated Market Demand Analysis for Mixed Use Assisted Living CBRF							
For the Market Area As Defined							
Gross market penetration rate:	2015			2020			
Market inventory of units in the MA:	Status quo			Status quo			
Project	0	24	30	0	24	30	
Other existing AL competitive units (RCAC and CBRF)	330	330	330	370	370	370	
Pipeline beds	40	40	40	0	0	0	
Total units in the MA ¹	370	394	400	370	394	400	
Number of units to be filled assuming 86% of residents originate from within the MA, at 94% occupancy ²	(A)	313	333	338	313	333	338
Number of age and income eligible in the MA ³	(B)	1,423	1,423	1,423	2,011	2,011	2,011
Gross market penetration rate	(A)/(B)	22.0%	23.4%	23.8%	15.6%	16.6%	16.8%
Net market penetration rate:							
Total unoccupied units within the MA:							
Existing units available due to resident attrition ⁴	181	193	196	181	193	196	
Total units to be occupied by MA Totals	181	193	196	181	193	196	
Number of units to be filled assuming 80% of residents originate from within the MA	(C)	163	180	183	169	180	183
Number of age and income eligible in the MA	1,423	1,423	1,423	2,011	2,011	2,011	
Less: Existing inventory of occupied comparable units	313	333	338	313	333	338	
Net number of age and income qualified in the MA	(D)	1,110	1,090	1,085	1,698	1,678	1,673
Net market penetration rate ⁴		14.7%	16.5%	16.9%	10.0%	10.7%	10.9%
Project penetration rate:							
Project units at 94% occupancy	0	23	28	0	23	28	
Net number of age and income qualified in the MA	1,423	1,423	1,423	2,011	2,011	2,011	
Project penetration rate	0.0%	1.6%	2.0%	0.0%	1.1%	1.4%	

Sources: Wipfli

1 - Total units identified at the time of the assessment. All assisted living were included, plus the 40 pipeline beds ¹

2 - Assume 94% occupancy rate for the facility and competition, and 10% of units are filled from outside of the defined market area. ²

3 - Age and income eligible defined as 75+ years old and \$35,000+ of annual income. ³

4 - Assumes 52% turnover of units annually. ⁴

Appendix C

The following table summarizes the market demand for a frail elderly CBRF or RCAC between 24 and 30 beds/units for the market area.

For SCHCC Estimated Market Demand Analysis for Frail Elderly Assisted Living (RCAC or CBRF) For the Market Area As Defined						
Gross market penetration rate:	2015			2020		
	Status quo			Status quo		
Market inventory of units in the MA:	0	24	30	0	24	30
Project	0	24	30	0	24	30
Frail Elderly CBRF beds	118	118	118	138	138	138
RCAC units	111	111	111	111	111	111
Pipeline beds	20	20	20	0	0	0
Total beds in the MA ¹	249	273	279	249	273	279
Number of units to be filled assuming 86% of residents originate from within the MA, at 94% occupancy ²	(A) 211	231	236	211	231	236
Number of age and income eligible in the MA ³	(B) 960	960	960	1,358	1,358	1,358
Gross market penetration rate	(A)/(B) 22.0%	24.1%	24.6%	15.5%	17.0%	17.4%
Net market penetration rate:						
Total unoccupied units within the MA:						
Existing units available due to resident attrition ⁴	122	133	136	122	133	136
Total units to be occupied by MA Totals	122	133	136	122	133	136
Number of units to be filled assuming 80% of residents originate from within the MA	(C) 110	124	127	114	124	127
Number of age and income eligible in the MA	960	960	960	1,358	1,358	1,358
Less: Existing inventory of occupied comparable units	211	231	236	211	231	236
Net number of age and income qualified in the MA	(D) 749	729	724	1,147	1,127	1,122
Net market penetration rate ⁴	14.7%	17.0%	17.5%	9.9%	11.0%	11.3%
Project penetration rate:						
Project units at 94% occupancy	0	23	28	0	23	28
Net number of age and income qualified in the MA	960	960	960	1,358	1,358	1,358
Project penetration rate	0.0%	2.4%	2.9%	0.0%	1.7%	2.1%

1 - Total units identified at the time of the assessment. Only frail elderly beds were included in the assessment. ¹

2 - Assume 94% occupancy rate for the facility and competition, and 10% of units are filled from outside of the defined market area. ²

3 - Age and income eligible defined as 75+ years old and \$35,000+ of annual income. ³

4 - Assumes 52% turnover of units annually. ⁴

Appendix C

The following table summarizes the market demand for a dedicated memory care CBRF or a memory care wing of a mixed use CBRF, between 8 and 30 beds for the market area.

For SCHCC							
Estimated Market Demand Analysis for Dedicated Memory Care CBRF							
For the Market Area As Defined							
Gross Market Saturation Rate:	2015			2020			
Market inventory of units in the MA:	Status Quo			Status quo			
Project	0	8	16	0	20	30	
Other dedicated MC competitive beds	71	71	71	91	91	91	
Mixed CBRF beds	30	30	30	30	30	30	
Pipeline beds	20	20	20	0	0	0	
Total beds in the MA ¹	121	129	137	121	141	151	
Number of units to be filled assuming 86% of residents originate from within the MA, at 94% occupancy ²	(A)	102	109	116	102	119	128
Number of age and income eligible in the MA ³	(B)	624	624	624	869	869	869
Gross market penetration rate	(A)/(B)	16.3%	17.5%	18.6%	11.7%	13.7%	14.7%
Net Market Penetration Rate (Turnover):							
Total unoccupied units within the MA:							
Existing units available due to resident attrition ⁴	59	63	67	59	69	74	
Total units to be occupied by MA Totals	59	63	67	59	69	74	
Number of units to be filled assuming 80% of residents originate from within the MA	(C)	53	59	63	55	65	69
Number of age and income eligible in the MA	624	624	624	869	869	869	
Less: Existing inventory of occupied comparable units	102	109	116	102	119	128	
Net number of age and income qualified in the MA	(D)	522	515	508	767	750	741
Net market penetration rate ⁴		10.2%	11.5%	12.4%	7.2%	8.7%	9.3%
Project Penetration Rate:							
Project units at 94% occupancy	0	8	15	0	19	28	
Net number of age and income qualified in the MA	624	624	624	869	869	869	
Project penetration rate		0.0%	1.2%	2.4%	0.0%	2.2%	3.2%

Sources: Wipfli

1 - Total units identified at the time of the assessment. Only memory care beds were included. ¹

2 - Assume 94% occupancy rate for the facility and competition, and 10% of units are filled from outside of the defined market area. ²

3 - Age and income eligible defined as 65+ years old and \$35,000+ of annual income. ³

4 - Assumes 52% turnover of units annually. ⁴