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THE CENTER

AT BELVEDERE

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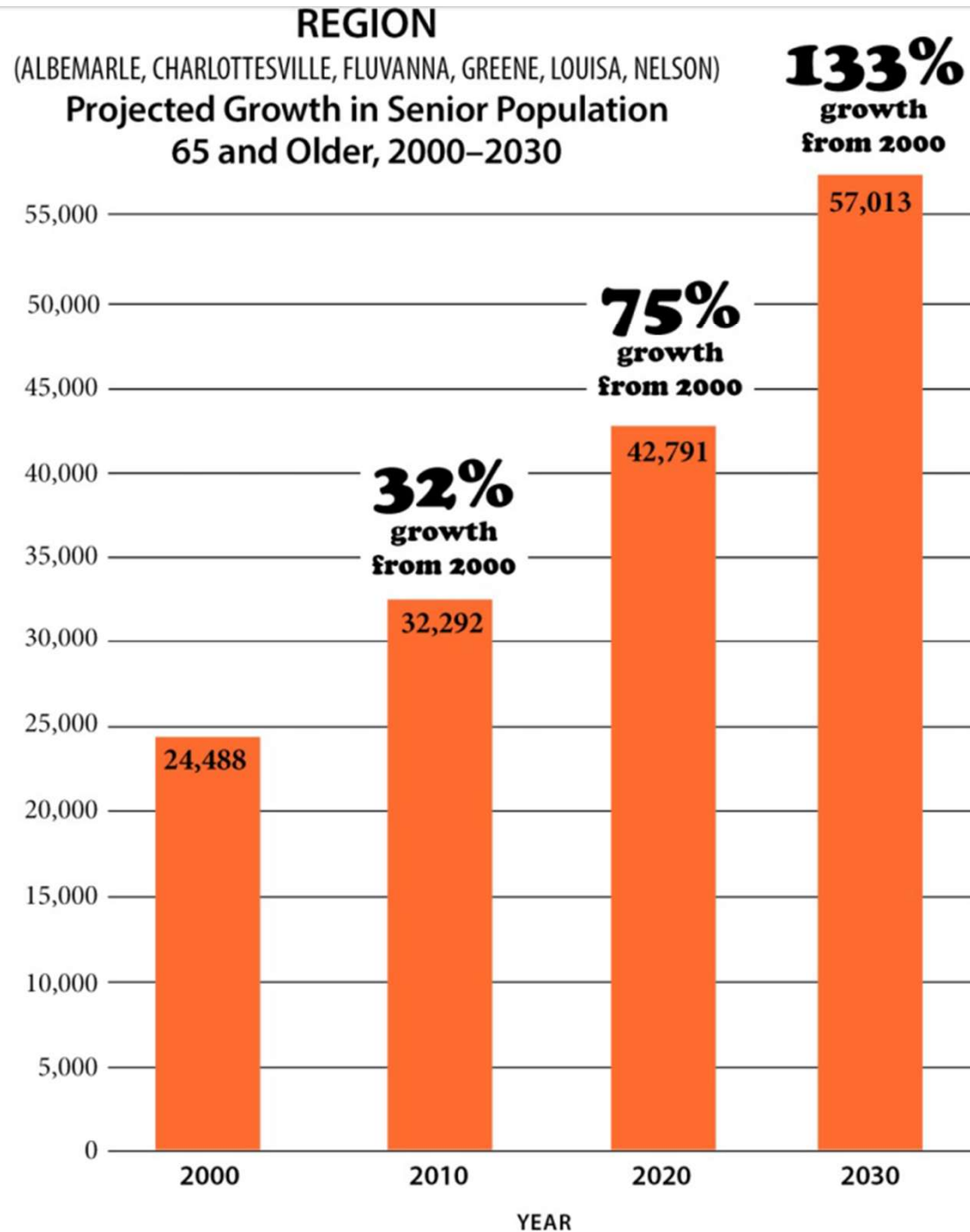




ONE IN FIVE

“Analysis of demographic and membership data, as well as conversations with area seniors highlight the importance of the Senior Center; call for a broader, expansive vision for the Center; and makes the case for a modern, vibrant facility as the base for an ambitious outreach plan.”

— Weldon Cooper Demographics Research Group

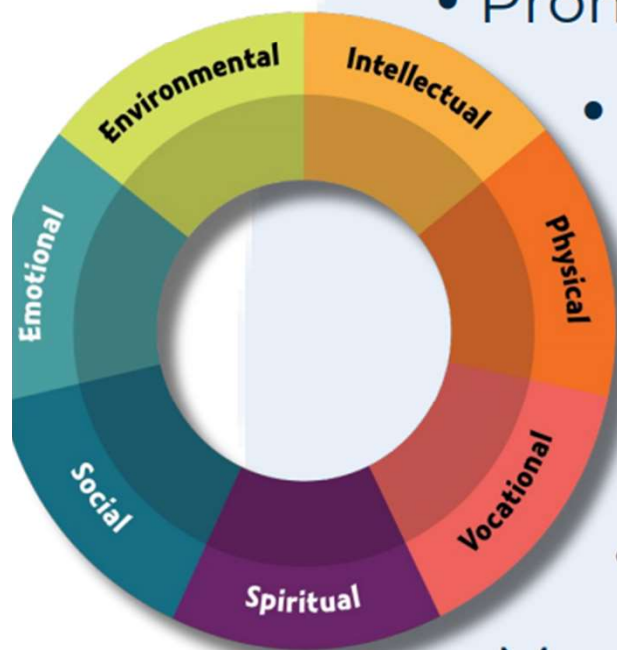


Aging impacts ...

- community planning
- economic development
- work force
- social services
- health care
- families



Benefits of Active Aging



- Promotes independence
- Cost effective
 - Relief for family caregivers
 - Lower health and long-term care costs
 - Reduced demand for social services
- More volunteers for area nonprofits
- More contributors to the local economy

Increased Longevity + Healthy Aging = More Contributors & Less Cost

The Center's Role

- Programs that support active aging
- Partnerships with area organizations
- Space for community groups
- Community and civic engagement
- Awareness of aging issues

Outcomes from everyday activities at The Center have meaningful results for our community.



Expanded Community Center Model

Accessible

- scholarships (currently about 10%)
- CAT bus stop at the front entrance
- capacity for satellite delivery
- open daily with expanded hours

Mixed Use

- amenities including Greenberry's Coffee Co.
- meeting, event, performance space for community groups
- partnerships with area organizations
- Sentara Family Medicine practice

Multi-generational

- volunteer center for community engagement
- proximity to SOCA, Fairview, Belvedere neighbors

Environmentally Friendly

- outdoor spaces for programs & events
- gardens
- sustainable design

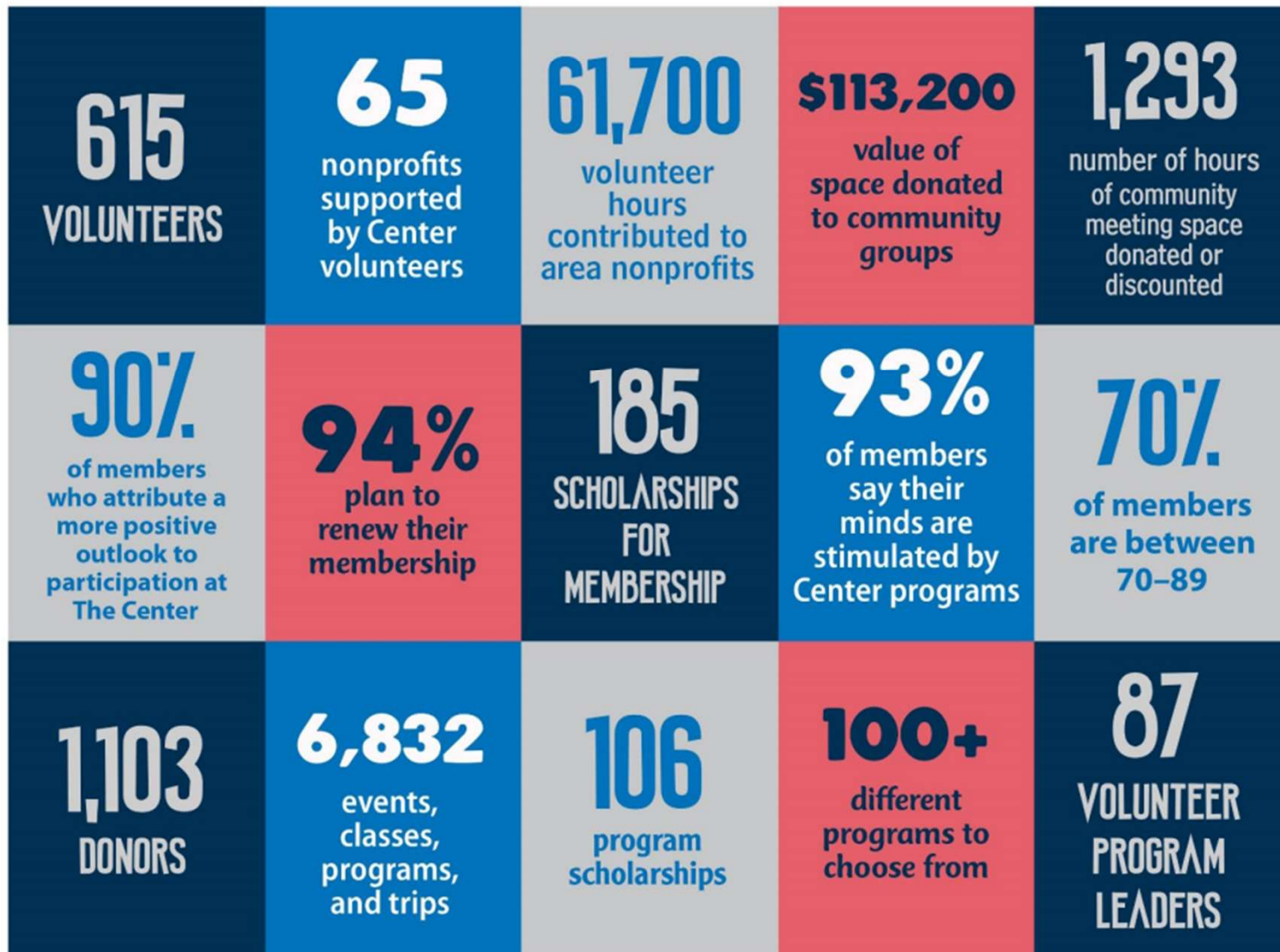
Intentionally designed for diverse and changing needs

- Universal design to ensure comfort and accessibility for all ages and abilities
- Dedicated functional spaces to accommodate the breadth and depth of essential wellness programs
- Abundant natural light
- Pedestrian-friendly parking lot
- Renewable energy from solar roof panels
- Welcoming gathering spaces as well as places for quiet conversation
- Space for collaboration with other nonprofits
- Outdoor areas for programs and recreation
- Facility rental for meetings and events
- Sentara Family Medicine practice on site with Saturday hours and walk-in appointments

The Center at Belvedere focuses on serving community members aged 50 and up, with healthy aging opportunities available for all adults.

Meeting community need now ...

FY19 BY THE NUMBERS



... with much more capacity to come!

Exercise studios with floating floors, mirrors, and barres, plus an equipped fitness room

Lifelong learning **classrooms and conference rooms** with a library and adjacent lounge space

380-seat **performing arts auditorium** with backstage, rehearsal space, and greenroom that will also support meetings and events

Volunteer Center with lounge and amenities for volunteers who contribute to dozens of area nonprofits

Travel Center with onsite agent for group trips as well as personal travel services for members and guests



CFA Institute



Art studio with adjacent gallery space

Airy **central atrium** with soft seating and easy access to information

Game room for social and recreational pursuits like bridge, chess, and mahjongg

Outdoor areas for connecting with the environment

Greenberry's Coffee Co. open during Center hours with plenty of food and beverage options

Sentara Family Medicine practice on site with extended hours and walk-in appointments available

Greenberry's®
— EST® 1992 —
COFFEE CO.

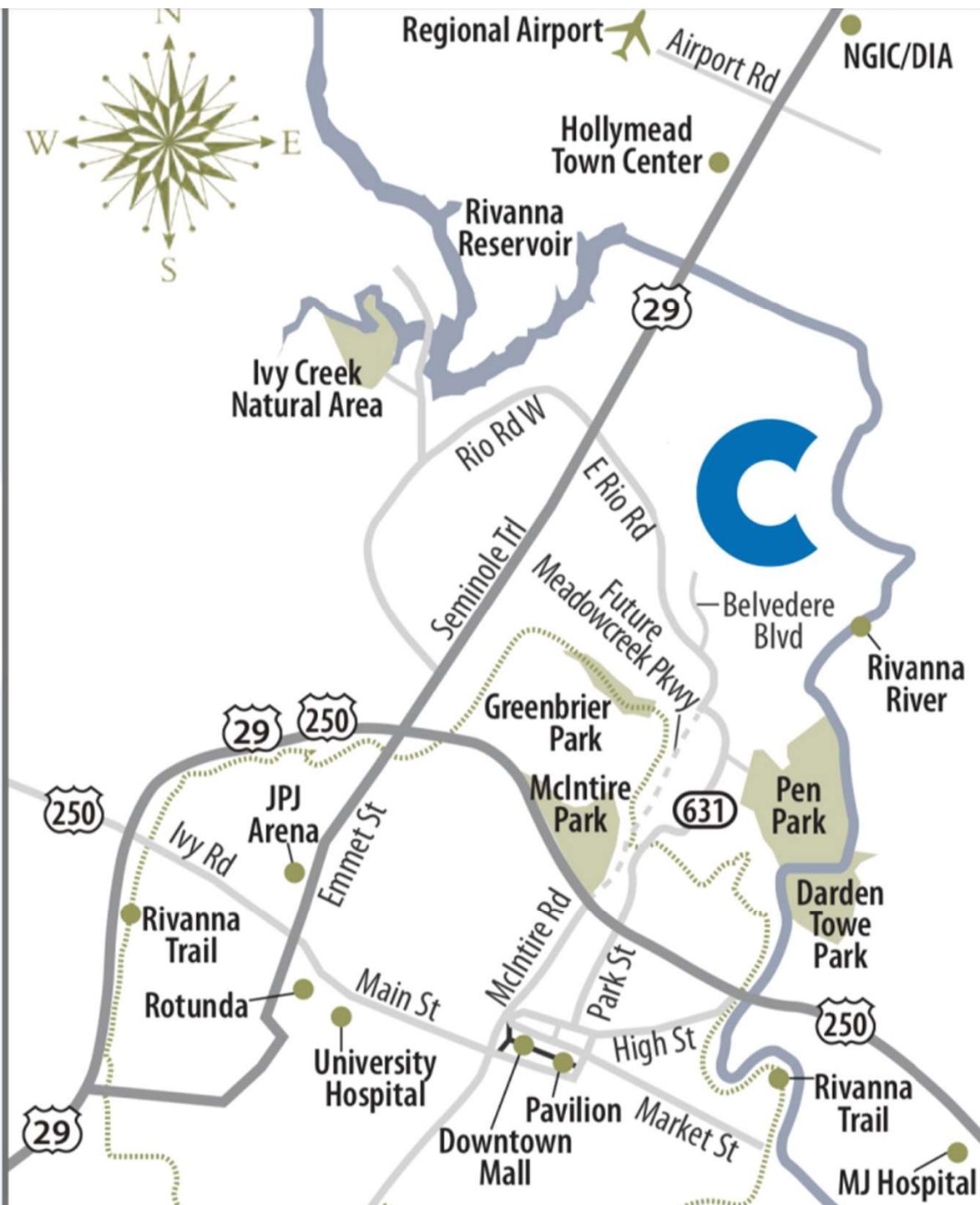


Easy Access

- Conveniently located just off Rio Road close to US29 and the 250 Bypass—handy to downtown, UVA, and other local landmarks
- Buses can pull right up to the front door, under a covered canopy
- For walkers and bikers, the Belvedere neighborhood links up to the Rivanna Trail and the John Warner Parkway's 2.5-mile trail to downtown

Hours of Operation

Monday–Thursday 7:00 am–8:00 pm
Friday & Saturday 7:00 am–5:00 pm
Sunday 12:00 pm–5:00 pm













December 2018



March 2019





Febr

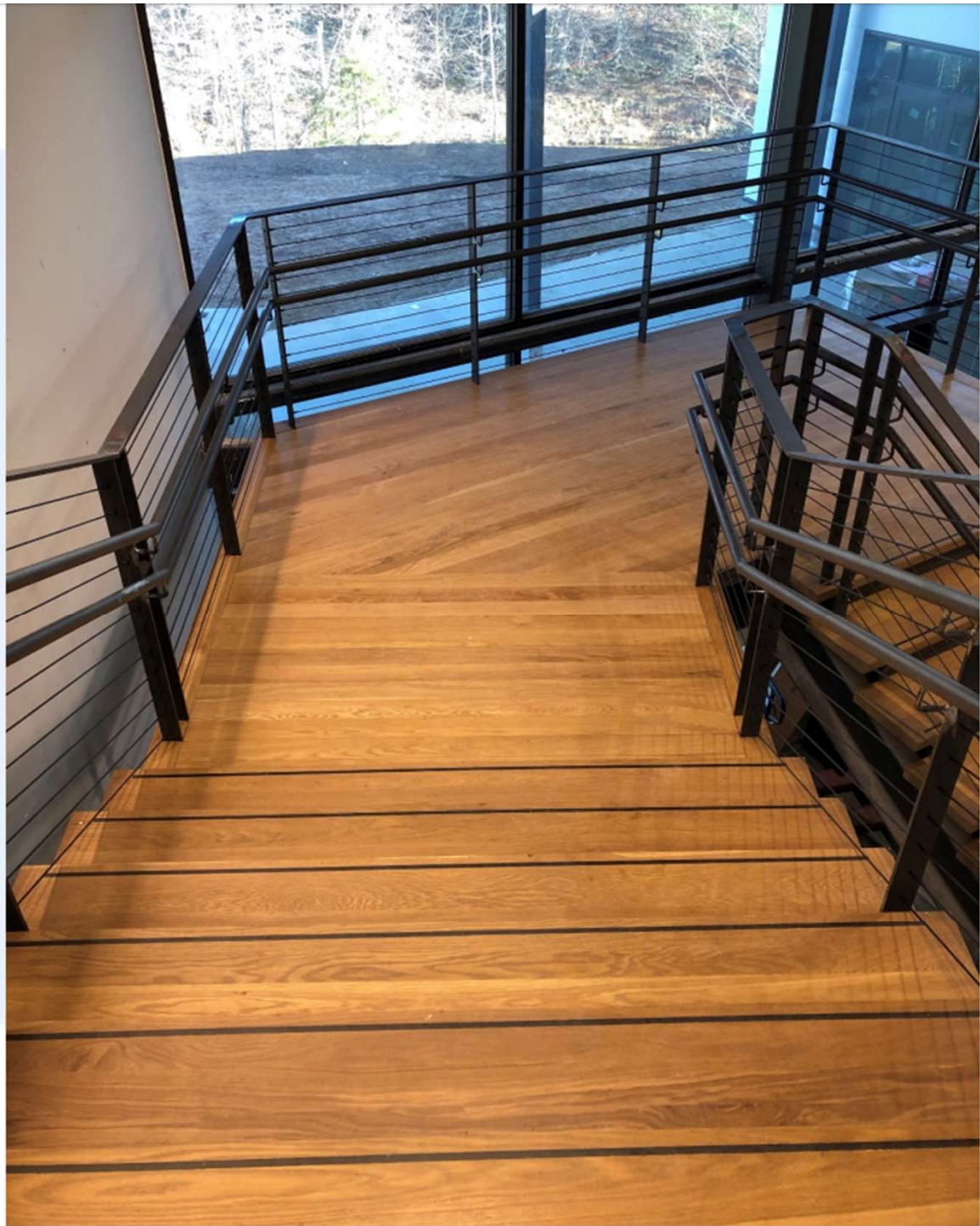














Your Choice of Membership Options

Standard: Access to about 80% of programs, with fee-based programs, services, and equipped fitness room available for additional fees. \$180 annually or \$15/month.

Prime: All-inclusive* option that provides access to all programs, including those with fees. Includes access to the equipped fitness room. \$480 annually or \$40/month.

Charter: Enjoy a lifetime of the all-inclusive benefits of Prime. Just 100 of these special memberships are available. \$5000

Currently 11% of members take advantage of **scholarships**, which are available for anyone who express a need.

** Exceptions: travel, designated special events or programs, and services such as seated massage*

Lots of New Programs!

- **Yoga for Healthy Aging**
- **Inner Bliss Yoga**
- **Alignment Yoga**
- **Senior Fitness**
- **Aging Mastery Program**
- **Balance and Stabilization**
- **Morning Coffee and Sports Talk**
- **Pathways to Flourishing Health with Sentara**
- **Photography Workshops with Charlottesville Camera Club**
- **Current Events Talk with Ch'ville History Club**
- **Roll with It (Foam rolling / Myofascial release)**
- **Renaissance Dance Lessons**
- **Biking around Belvedere (neighborhood bike ride)**
- **Jazzercise**
- **LaBlast Fitness**





LIVE MUSIC!

THURSDAYS AROUND 5

A showcase for area musicians and a chance for members and guests to socialize in the beautiful atrium or on the back patio and enjoy food and beverages from Greenberry's.

Free and open to the community

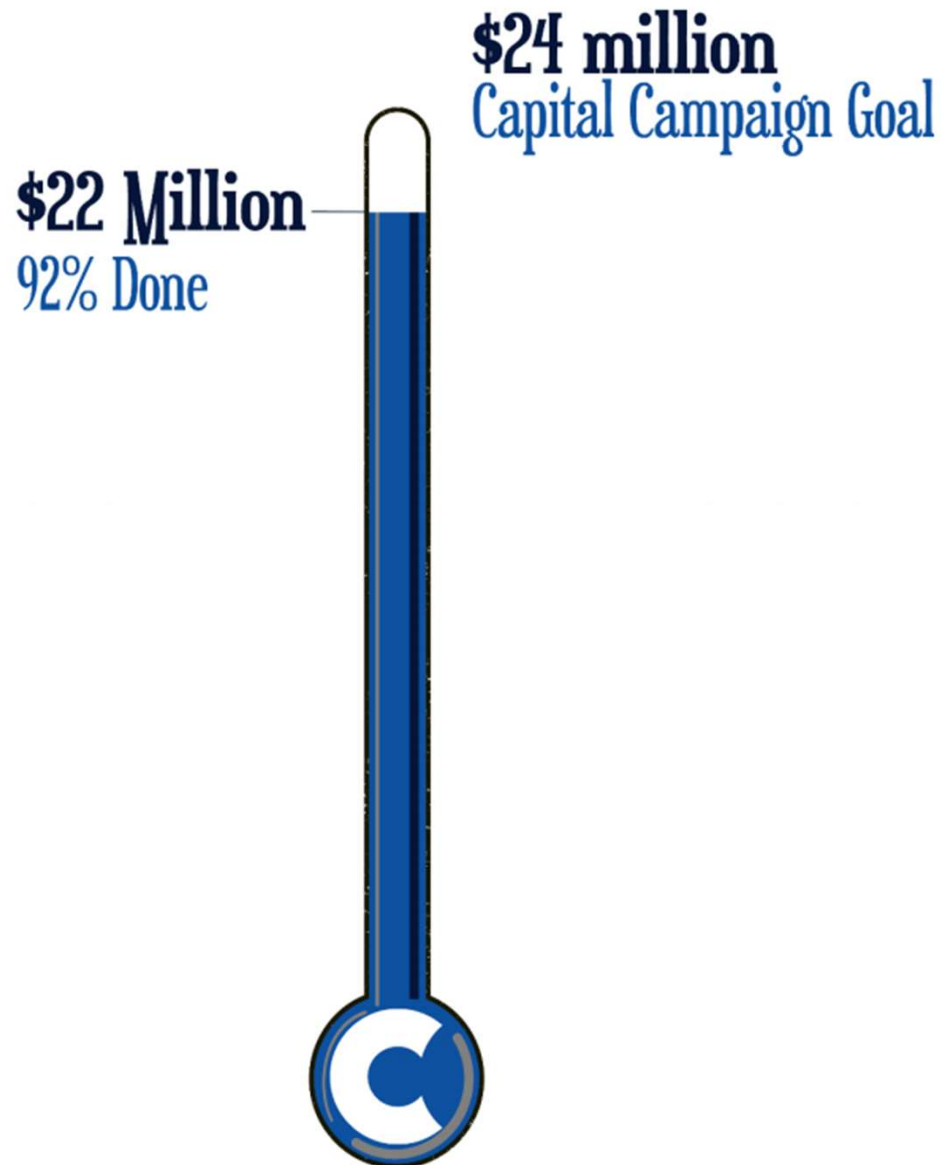
Need a space for your next meeting or special event?

Look no further—the new Center at Belvedere has it all!

An auditorium with versatile space that can accommodate up to 380 people; conference rooms and classrooms for meetings, lectures, and breakout sessions; atrium space for a chic cocktail party; outdoor areas for tented events ... and lots more!



Investment



Return

- Proven benefits for **community health**
- Support for an **age-friendly community**
- **Economic opportunity**
- Improved **quality of life** for all ages

AVERAGE LIFE EXPECTANCY

78

AVERAGE **HEALTHY** LIFE EXPECTANCY

68

come + celebrate

**THE
CENTER
AT BELVEDERE**

GRAND OPENING

SATURDAY, APRIL 18

Ribbon Cutting • Tours • Demonstrations • Music • Giveaways • Games • Food Trucks

Thank you to our grand opening sponsors!



Sally & Joe Gieck

Barbara Millar &
Peter Thompson



Rodney Rullman
& Nate Rullman



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Thank you!



Questions?