

NEWS RELEASE



For immediate release

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Grand Lodge now open at Touchmark at The Ranch

PRESCOTT, Ariz. — Step into the Grand Lodge at Touchmark at The Ranch, and you are immediately surrounded by an environment reflecting nature’s beauty, native cultural influences and Prescott’s southwestern inspiration. A meticulous attention to detail is evident everywhere you look.

“Our goal was to draw on the area’s rich, unique cultural aspects as we developed the design and create a modern interpretation of southwest colors and patterns,” explains Joseph Billig, AIA, Senior Vice President of Architecture with Touchmark Development & Construction.

He describes how he worked with Perkins Eastman, which selected the furniture, to create this effect. “Instead of relying only on terra cotta earth colors, we incorporated bright blue to reflect the vast blue sky, and bright yellow recalls the vivid color of succulents and flora. Horizontal stripes in fabric mimic the earth’s striations and geology.”

Billig explains how geometric patterns from Native American influences inspire the furniture and textiles throughout the Lodge. The carved wood signs for all of the rooms are derived from native basket designs.

Displayed throughout the Lodge are about 50 pieces of art that include pottery, photography, textiles, fine art and weavings that integrate wood and metal, which Touchmark sourced and commissioned from local artists.

Executive Director Doug Libby says the resulting effect is quite striking. “All the soft sages and earthy tones along with the natural materials, like stone and wood, work together to create a warm, relaxing environment that’s revitalizing. Just like central Arizona. It’s a casual sophistication that feels like home.”

Homes with views

Situated on a prominent ridge line, Touchmark offers panoramic views of the Prescott area, including Granite Mountain, Watson Lake and Thumb Butte. The four-story building and parking level spans 270,000 square feet. One end of the Lodge is devoted to independent living with homes ranging from studios to two bedrooms plus a den. All 95 independent homes include fully equipped kitchens, housekeeping, utilities and TV.

Numerous amenities are available for residents, including areas devoted to movies, gatherings, creative arts and games; a computer center; library; concierge services; hair

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TOUCHMARK AT THE RANCH

Full-service Retirement Community

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salon and dining options, such as Charley's (a bistro), the Lynx Lake Lounge and the Sterling Dining Room. A private dining room can be reserved for meetings and family get-togethers, and five guest rooms are available for visiting family and friends.

Full Life Program

A central element of Touchmark's offerings is its Full Life Wellness & Life Enrichment Program™. The program has won national and international awards for the ways it enriches people's lives. Based on seven dimensions of wellness (emotional, environmental, intellectual, occupational, physical, social and spiritual), the program is centered on partnering with residents to identify their needs, passions and unique abilities and then working together to bring those to life.

Libby explains this focus results in a calendar that is always evolving as new residents move in and share their interests. "Along with providing the best hospitality and gold-standard service, our goal is to create a vibrant, enriched lifestyle through an extensive array of events and activities that are built on the interests of people living here."

On-site amenities throughout the nearly 45 acres include the Clubhouse with The Finn™ Restaurant, which is open to the public, and the boutique-style Touchmark Health & Fitness Club. Specifically designed for active, older adults, the Club offers state-of-the-art equipment and programming typically not found in other clubs. Certified fitness professionals offer personal and group training on land as well as in the indoor heated pool. Massage therapy is also offered. Public membership in the Club is open to anyone 50-plus years.

Residents also have access to the Central Park with amphitheater, pickleball and bocce ball courts and barbecue area along with extensive walking trails. Touchmark has preserved nearly 60 percent of the site as open space with public walking and nature trails.

A continuum of services

Early in 2019, licensed care services will be available for people needing help with the activities of daily living. These will include 53 homes with the added reassurance of assisted living and 10 residences providing early dementia support for those living with a dementia disease but who don't require a secured environment.

Full memory care services will be added during a future phase of development. When completed, the full-service retirement community will include approximately 375 lodge and cottage homes.

LRS Architects was the architect of record for Touchmark at The Ranch. The Weitz Company was the general contractor, which oversaw more than 150 workers. Overall project management was provided by Touchmark Development & Construction: President Kendra Lackey, Senior Vice President and Director of Construction Rick Wessell and Jim Perryman, on-site Touchmark Development Manager.

More than 60 team members currently work at Touchmark at The Ranch.

About Touchmark at The Ranch

Touchmark at The Ranch offers a range of active-adult living and award-winning wellness offerings. The unique campus offers unparalleled services, commanding views and lifestyle options to enrich people's lives. More information is available at [Touchmark.com](https://www.touchmark.com) or by calling 928-632-7800.