

William Hurley Associates LLC

Funding + Grant Strategy Memo | Re-imagining the Senior Experience

Executive Summary

William Hurley Associates LLC cannot rely on one funding source. The resident income profile, rent assumptions, and programming-heavy model point toward a blended capital and affordability strategy.

Core Financial Problem

The mission resident earns approximately \$25,000-\$30,000/year. At a 30% housing affordability benchmark, that supports roughly \$625-\$750/month in rent. Current rent assumptions around \$800-\$1,000/month require a blended affordability strategy; higher rents require higher-income residents, subsidies, or cross-subsidy.

Recommended Entity Strategy

The for-profit arm is William Hurley Associates LLC for development, ownership, financing, operations, and asset management. A proposed future William Hurley Foundation or nonprofit arm may support grants, sponsorships, resident enrichment, transportation support, wellness programming, creative programming, university/community partnerships, and social-impact reporting. The foundation/nonprofit arm has not yet been finalized.

Funding Lanes to Explore

- private capital feedback
- construction and permanent debt review
- affordable housing / tax credit feasibility
- senior housing subsidy / 62+ supportive housing review
- city and local development support
- federal and grant search
- sponsorships and philanthropy

Investor Risk Questions

- Who controls the site?
- What is the pro forma?
- What are build costs?
- What is the expected return?
- What is the exit/refinance path?
- What is the management plan?
- How are rents supported?
- What happens if grants do not come through?

Recommended Strategy

The most realistic path is mixed-income real estate plus proposed future foundation-supported programming, grants/sponsorships, private capital/debt review, and public funding exploration. Do not pitch the project as purely

grant-funded, purely market-rate, or charity. Pitch it as a disciplined, mission-driven senior real estate platform with a blended capital strategy.

Important Notice

This material is for informational and discussion purposes only. It does not constitute an offer to sell securities, a solicitation of investment, legal advice, financial advice, medical advice, or a commitment to develop any specific site. Project details, site assumptions, unit counts, rents, funding structure, and timelines are preliminary and subject to diligence, feasibility review, legal review, financing, and approvals.