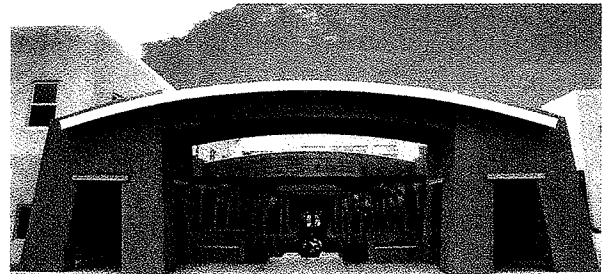


A Lifestyle Vision, Realized in a Planned Community



ABOVE: The archway entrance to El Centro, the clubhouse at RainbowVision

LEFT: The Billie Jean King Fitness Center



Joy Silver,
RainbowVision
Properties founder.

There are master-planned communities built around shared interests like golfing, tennis, hiking, biking and swimming. In Santa Fe, there is a community whose residents want to be in the majority, for once in their lives. Unique in the world, RainbowVision is celebrating its first anniversary. It offers senior gay, lesbian, bi-sexual and transgender (GLBT) people their own space, to own or lease, and a place to be themselves.

"We're calling it 'community by design,'" remarks Joy Silver, president and CEO of RainbowVision Properties, Inc. about the housing development for seniors that she envisioned 27 years ago and has now brought about. "This is not so much a special group as much as shared activities. It's a very elegant surrounding where activities are centered on creative things."

RainbowVision has 60 condominium units that are individually owned, 60 leased units, and 26 assisted-living units. All of the condominiums were sold before they opened last year, and many of them are now available for resale. The leased units and assisted-living facilities are at 58-percent occupancy. On 13 acres, the

property sports a community clubhouse, El Centro, and within it, the Billie Jean King Fitness Center & Spa.

The company doesn't just hope the idea will catch on – they are breaking ground on a new development in Palm Springs, California, in early fall, and are looking at properties in the San Francisco Bay Area and in Vancouver.

Silver says that the properties are first and foremost for over-50s with shared life experience: i.e., Baby Boomers. "This is a special population in that we're at a certain point in our lives," she states. "The Baby Boomer generation has its own set of life experiences. We have grown up looking for options and deciding [on] the kind of life we want to live. The over-50 GLBT population's experiences parallel those of mainstream Baby Boomers. We're thinking, 'Now how would we like our lives to look?'"

Although RainbowVision is designed for and marketed to the GLBT population, they don't discriminate. "We're open to everyone and very comfortable with mainstream people who are comfortable with our lifestyles," says Silver. The company's motto is: "Changing the World, One Community at a Time." *NMBJ*