

The Villages®

Continuing The Dream

To accomplish great things you must start with passion, dedication & a vision for the future.

When we were presented with the opportunity to continue to expand The Villages, some might ask "Why continue the dream?"

As a family we thought we were finished developing. We even took all of our memorabilia and displayed it in the Rohan Recreation Complex, which at the time was thought to be our last recreation center, a final tribute to the history of The Villages and our long-time recreation director.

You can imagine that there was quite a design and development work force that had evolved over the past 40+ years. So, as we were beginning to wind down, we were looking for ways to help our business partners continue. This included reaching out to developers in areas within the southeast, to offer their expertise.

When local, state and federal leaders began encouraging us to consider continuing south of SR 44, where our previous boundaries and limits had been established, we knew that we, along with our entire team, had so much more to give. So we called our folks and asked them to come back home.

For us, it wasn't "Why?", it was "Why Not?"

The Villages by namesake and by design is a master planned community made up of a collection of quaint villages that when pieced together afford us greater opportunities.

Ask anybody in The Villages, which is the best village, and they without hesitation respond with the name of the one they live in. That's because of the deep relationships they've formed through their daily life inside of their village.

The benefit of designing the community around the "small town" feeling is that it allows you to have amenities in your back yard to enjoy, as well as the benefits of even greater services like the hospital and other medical facilities such as the new Center for Advanced Healthcare at Brownwood.

We've seen this recently, and as a result of our community growth, with the addition of UF Health to our area.

The Villages is our home. It's been our life's work for more than 40 years - created and delivered through the hours of hard work and dedication of our families, employees and business partners that help make this place special and run all day, every day.

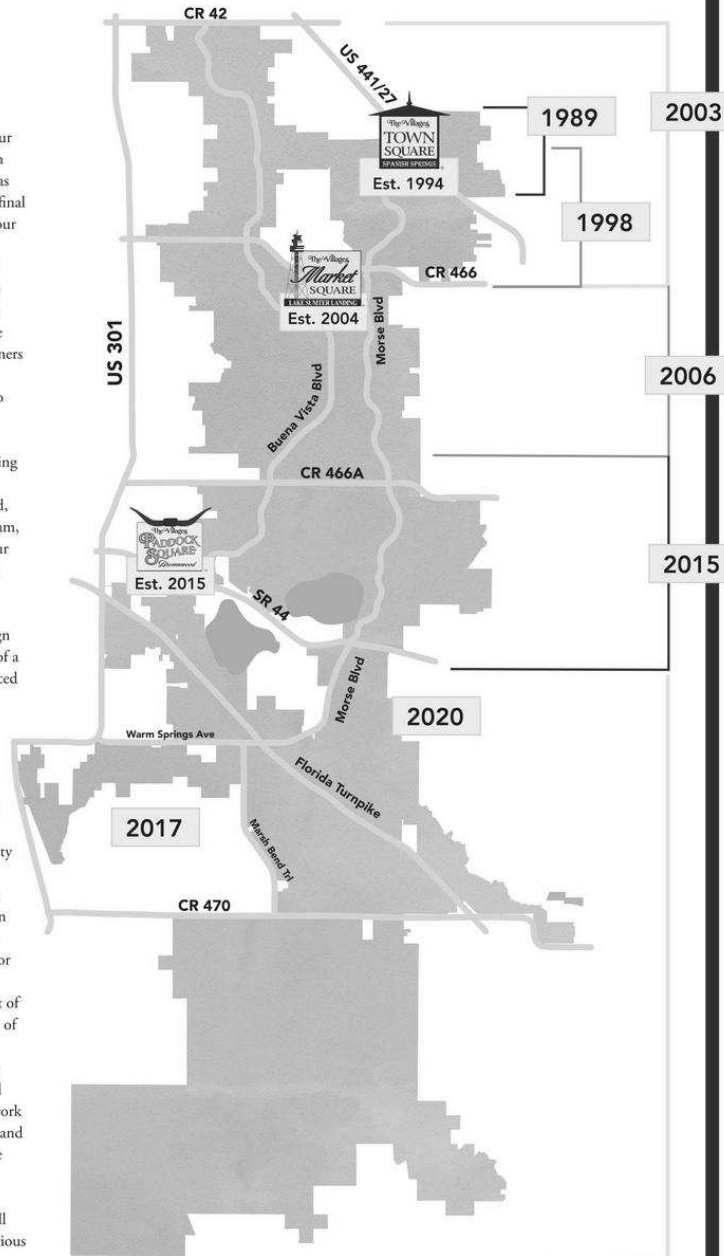
But, The Villages truly isn't about us. The Villages is about all the people from all walks of life, all over the country, from various nationalities and backgrounds who live here, and work here and bring our community to life.

It is our wish, by creating this community that Villagers, employees and business partners are able to lead a purposeful, enriching and fulfilling life.

Over the next few pages you are going to see what we think are some amazing things we're working on. They are all still very much in the dreaming and planning stages and our teams are just getting started on discovering the possibilities.

We hope that you share in the excitement of what the future holds for our community.

- The Morse Family



May all your dreams come true!

Love, The Villages®