



WILLIAMSBURG LANDING®

WilliamsburgLanding.org

Williamsburg Landing is the premier Life Plan Community in the region, offering residents a vibrant independent lifestyle complemented by comprehensive onsite healthcare.

Your Life. Your Style. Your Plan.

VISION

Living fully beyond ageism.

MISSION

As an innovative, nonprofit Life Plan Community, Williamsburg Landing offers a full spectrum of opportunities to foster independence, connection, and security.

CULTURAL VALUES

- P** Passion for life and our mission.
- R** Respect for the dignity of all individuals and the choices they make.
- I** Integrity as a hallmark of both our individual and organizational character.
- D** Diversity welcomed within a safe, inclusive community.
- E** Excellence as our standard while innovating for continuous improvement.

STRATEGIC GOALS

- Expand services that add value and enhance the Williamsburg Landing experience.
- Further develop and improve Williamsburg Landing facilities.
- Assure continued financial strength through effective management and creation of new revenue opportunities.
- Strengthen Williamsburg Landing's culture of philanthropy, creating the margin of excellence for our residents, employees, and community.
- Become an employer of choice in the Greater Williamsburg area.

2019-2021 STRATEGIC PLAN



Among only 15% of accredited
Life Plan Communities in the United States.