



Watercrest Senior Living Group Announces Rhonda Coates as Executive Director of Market Street Memory Care Residence in Tampa

VERO BEACH, Fla, October 18, 2017 – [Watercrest Senior Living Group](#) proudly welcomes Rhonda Coates as Executive Director of [Market Street Memory Care Residence](#) in Tampa, Florida. The 64-unit, state-of-the-art senior living community opens January 2018, offering exceptional amenities, multi-sensory programming, innovative training, and world-class care for seniors living with Alzheimer’s and dementia.

Coates holds a Bachelor’s degree in social work and gerontology, and over 19 years of multi-faceted experience in assisted living, memory care, rehabilitation, and skilled nursing communities. She has successfully served as a clinician, memory care director, and executive director, earning honors as a top performer, and consistently achieving operational excellence and superior customer satisfaction scores.

“I’m honored to join the Watercrest team where servant leadership is embraced and our spirit of compassion is promoted,” says [Rhonda Coates](#), Executive Director of Market Street Memory Care Residence in Tampa. “I love working with this unique population, not only helping our memory care residents have more meaningful and productive days, but also providing peace and reassurance to their family members.”

[Market Street Memory Care Residences](#) are artfully designed memory care communities envisioned by Market Street co-owner [Marc Vorkapich](#), CEO and principal of parent company, Watercrest Senior Living Group. Market Street Communities connect the hearts and minds of residents by stimulating their senses with the goal of re-experiencing memories. All Market Street care associates are Nationally Certified Dementia Care Practitioners and their unique programming offers multi-sensory experiences and attention to individualized resident needs.

“Rhonda possesses an unwavering dedication to serving seniors with Alzheimer’s and dementia,” says [Marc Vorkapich](#), Principal and CEO of Watercrest Senior Living Group. “She is an exemplary servant leader, striving to impact the senior living industry by surpassing standard expectations of care to ensure the lives of our residents are both enriching and fulfilling.”

Market Street Memory Care Residence features an inviting and purposeful LifeBUILT design, including spacious accommodations, abundant natural lighting, internal courtyards with lush gardens, circular walkways, and visual cueing. This specialized care community boasts extraordinary central gathering spaces in Market Plaza, an active, “outdoor” streetscape complete with Newsstand, Art Gallery, Bakery, Salon and Spa, and Post Office caringly designed to welcome family and friends.

To secure a reservation at Market Street Memory Care Residence in Tampa, contact Mariola Rodriguez, Community Relations Director at 727-202-9314 or visit the office Monday through Friday, 9am to 5pm, in the Trinity Commons Plaza at 7813 Mitchell Blvd, Suite 102, New Port Richey, FL 34655.

[Watercrest Senior Living Group](#) specializes in the development and operations management of assisted living and memory care communities and the growth of servant leaders. For community information, visit www.marketstreetresidence.com.

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