



USDA Rural Development

87 State St. Ste. 324
Montpelier Vt., 05601
www.rd.usda.gov/NH

News Release

Contact:

Kevin.Lambert@usda.gov

Peabody Home in Franklin, NH, Opens New Facility Funded by \$26 Million USDA Rural Development Loan

Ceremony to Mark Phase 1 Completion of Expanded, Modernized Building

FRANKLIN, N.H., March 31, 2022 – Today, Sarah Waring, State Director of [USDA Rural Development \(RD\)](#) in New Hampshire and Vermont, is pleased to announce the official ribbon-cutting for the new Peabody Home care facility in downtown Franklin. [RD helped fund the construction in 2020 with \\$26 million in loans for upgrades and expansion.](#) Stakeholders on hand to mark the completion of the first of two buildouts include Johanna Brown, Mayor of Franklin; Chris Seufert, President of the Peabody Home Board of Managers; Pierre LeBlanc, CEO of Engelberth Construction; and Eric Law, RD Community Programs Director. The ceremony will commence at 2:00pm EST at 24 Peabody Place.

“Across rural American today, the scarcity of long-term care facilities causes hardships for individuals and for families,” said Waring. “Seniors throughout New Hampshire need living options that support their dignity, health and well-being, like this innovative expansion of the Peabody Place that is now opening its doors to residents. We are proud of the USDA’s \$26 million dollar investment in this crucial project, which exemplifies the Biden-Harris Administration’s commitment to improve the quality of life for rural residents by strengthening their communities.”

Expanding on the professional services Peabody Home offers, the completed facility will accommodate three levels of care: independent living, assisted living and memory care. Featured elements include a 24-hour emergency response system, personal transportation services, a beauty and barber shop and an exercise-and-wellness room.

Located in downtown Franklin along the Winnepesaukee River, the Peabody Home has operated as a nursing home since the 1940s and has earned a stellar reputation among residents, staff, family members and the Franklin community. Parts of the city are designated Opportunity Zones as defined by the U.S. Department of the Treasury: low-to-medium-income areas that encourage economic development by incentivizing investment. Once complete, the Peabody Home project will create 8 new jobs and maintain 27 established positions.

USDA touches the lives of all Americans each day in so many positive ways. Under the leadership of the Biden-Harris Administration, USDA is transforming America’s food system with a greater focus on more resilient local and regional food production, fairer markets for all producers, ensuring access to safe, healthy and nutritious food in all communities, building new

markets and streams of income for farmers and producers using climate-smart food and forestry practices, making historic investments in infrastructure and clean energy capabilities in rural America, and committing to equity across the Department by removing systemic barriers and building a workforce more representative of America. To learn more, visit www.usda.gov.

###

USDA is an equal opportunity provider, employer and lender.