

New York City is a city of Neighborhoods, each with their own strengths, challenges and diversity of residents. Many New Yorkers have lived in their neighborhood for a long-time (if not their whole life) and are growing older. As they age, this immediate community becomes increasingly important to their everyday life. In order to meet their changing needs, creative solutions must be developed organically on a neighborhood by neighborhood basis, led by older adults as well as the business and community stakeholders who know their neighborhood best.



What is the Age-friendly Business Initiative?

The Age-friendly Local Business Initiative (AFLBI) fosters age-friendly environments to help businesses capitalize on a larger customer base by considering the age-friendly features of their business and low and no cost changes they can make to ensure everyone can enjoy access to a variety of goods and services, regardless of their age.

Age-friendly NYC works with local business-serving organizations and community partners such as **chambers of commerce, business improvement districts (BIDs), community development corporations and more** to promote these age-friendly businesses throughout their neighborhood and help spread the word to older adults about age-friendly business features. Many age-friendly businesses have local, national and international publicity as a result of the initiative.

How does the Age-friendly Business Initiative Help Local Businesses?

- Help businesses diversify their consumer market. Provides strategies to better attract, serve and retain older adult customers.
- Teach business owners how to retain already existing loyal customers who may be getting older and/or have changing needs.
- Assists businesses build brand/reputation by sharing business profiles including age-friendly features.
- Connects business owners to benefits of good community relations and social responsibility.

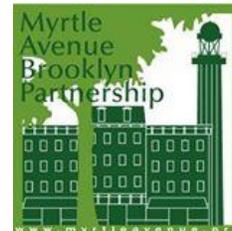
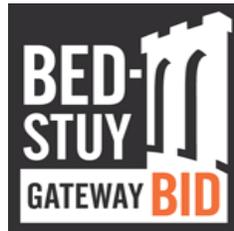
Why does the Age-friendly Business Initiative work with Business-Serving Organizations?

Business-Serving Organizations have **trusted links** and **deep ties** with already established businesses and residents in their communities. As organizations dedicated to promoting business development, improving quality of life for visitors and residents, and providing a safe, secure, clean and comfortable shopping experience for *everyone* in their district, BSOs are uniquely positioned to be leaders in enhancing the age-friendliness of their entire community.

The Age-friendly Business Initiative can assist Business-Serving Organizations:

- Achieve bottom-line goals: economic development, improving quality of life and district beautification.
- Create inclusive programming and events suited for all ages, including older adults.
- Offer amenities that are fitted to the needs of older adults throughout the district.
- Promote equal access to goods/services offered by local businesses.
- Encourage older adult's participation in the community and at BSO events.
- Connect current BSO services with corresponding positive outcomes for older adults to build a thriving commercial corridor that better serves the whole community.

What Business-Serving Organizations has the Age-friendly Business Initiative worked with?



Age-friendly Neighborhoods & Business

Age-friendly NYC is currently working closely with partners from five existing Age-friendly Neighborhoods to bring the concerns and suggestions of older adults together with the leadership and resources of local businesses and business-serving organizations, city officials and agencies, and cultural, educational and religious institutions. The primary objective is to strategically make improvements to built environments, leverage older adult's knowledge to increase access to services, and capitalize on existing local assets to make all aspects of New York City's neighborhoods more inclusive of older adults. **Business-Serving Organizations are a central component of Age-friendly neighborhoods** and can help strategically leverage community assets to maximize the social and economic participation of older residents.