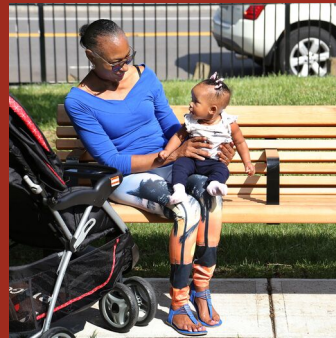


Age-Friendly Cleveland Businesses



What Does "Age-Friendly" Mean?

The factors that make a community "age-friendly" are the same whether you are a senior or a millennial. Both groups want to live in a city that includes opportunities for social participation, beautiful outdoor spaces, excellent health services, respect and inclusion, as well as housing and transportation options that fit their lifestyle.



Why Should I Be Age-Friendly?

It's a growing market:

By 2020, older adults will make up 26% of the population in Cuyahoga County, outnumbering children and teens

It helps meet your customers' needs:

Nearly 40% of Americans 65 and over live with at least one disability. This makes accommodating their needs a crucial priority.

It's good for business:

Once certified, your business will receive a window cling and certificate, be featured in BBB's Age-Friendly Business directory, and receive recognition at City of Cleveland Senior events.

Older adults have buying power:

Adults aged 50+ control 71% of the nation's wealth and account for 51% of consumer spending.

How to Apply


1 Apply with BBB at: bit.ly/AgeFriendlyBusinessCLE

2 Pay a \$75 annual certification fee

3 A site evaluation is completed, which reviews your business's physical environment, staff and personnel, marketing, and customer experience. We provide suggestions and feedback to help make your business more age-friendly

4 Age and disability awareness training is scheduled

5 Receive welcome packet and certification



For more information on becoming a Cleveland age-friendly certified business, visit us and apply at:

bit.ly/AgeFriendlyBusinessCLE

Or reach out here for more information:

Better Business Bureau
216.241.7678
info@cleveland.bbb.org

Cleveland Department of Aging
216.664.2833
aging@city.cleveland.oh.us

