Level I: Towns/Municipalities

A. Support

- Official Community Support - In order to ensure support of retiree recruitment efforts, a resolution by the city governing authority endorsing the local retirement recruitment effort is required.

- Designation of a Sponsor - The program must have an official sponsoring organization with a retirement program director that will be accountable to the community.

- If the state has a retiree attraction program with a certification system, confirmation of the receipt of the state’s certificate should be included in the application for the Seal of Approval.

B. Quality of Life

- Hospital - There must be a hospital within a 30 minute drive of the community and preferably, closer.

- Adequate Medical Services - To include emergency services for stabilization and/or referral/transport.

- Available Housing - The community must have an adequate supply of both resale housing and rental housing sufficient to meet the needs of potential new retiree residents.

- Adult Education Opportunities - Availability of continuing adult educational offerings either through a college/university located in the community or a branch of a higher education organization.

- Available Goods and Services - Adequate shopping, restaurants, and pharmacies to serve the area.

- Recreational Opportunities - Adequate available outdoor outlets such as golf (public and private) waking trails, fitness/wellness centers.

- Cultural Opportunities - Adequate availability of theaters, art galleries, recitals.

- Low Crime Rate - Comparable to or below the national average.

- Civic/Community Pride - Includes intangibles such as appearance or “curb appeal” of the entrances into and the downtown area; living conditions such as quality of housing, public safety, and environmental quality; economic equity and vitality; culture and heritage.
C. Organization

- Retiree attraction brochure - Must be printed on quality paper stock and include a reader response card.
- Nationwide toll-free number.
- Committee - Each town/municipality must have a general Retiree Attraction Committee that will assist the retirement director and encourage community involvement.
- Marketing Plan which will focus on the type of retiree you want to attract and how you plan to reach them.
- Annual sponsorship/participation in community projects/events for local retirees.
- Membership in and attendance at the American Association of Retirement Communities annual conference.

Level II: Master Planned Communities/Developments

A. Support

- Designated individual/group with in the community to act as an ambassador for retiring residents.
- Participation in community events for local retirees.
- Information packet/brochure on area educational, medical, and recreational opportunities offered for new residents.

B. Quality of Life

- At least three major amenities bonded or completed from list below: airplane landing strip, assisted living (on-site), beach club, club house/recreation center, equestrian center, fitness center, garden (community maintained), golf course(s), marina, pool(s) (community), tennis courts, and/or walking trails/sidewalks.

C. Structure

- Master site plan that details property use at build-out.
- Nationwide toll-free number.
- Marketing Plan which focuses on the type of retiree you want to attract and how you plan to reach them and collaterals that specifically mention retiree, retirement or retiring.
- Membership in and attendance at the American Association of Retirement Communities annual conference.