

Take Aways / 10-minute wrap up

- **Purpose and a Paycheck: How An Aging Workforce Will Transform Our Communities (Chris Farrell)**
 - “Conversations on the Creative Economy” – award-winning journalist
 - “Unretirement: How Baby Boomers are Changing the Way We Think About Work, Community, and the Good Life” – book
 - “In coming decades, many forces will shape our economy and our society, but in all likelihood no single factor will have as pervasive an effect as the aging of the population” – Ben Bernanke, 2006 (Federal Reserve chair)
 - Labor force participation for the 65+ population has been rising since 2000
 - The “Unretirement Years”- Many boomers both want and need to work longer (my uber drive from the airport)
 - Experienced workers and entrepreneurs want to keep tapping into their skill and knowledge
 - A paycheck makes it practical to delay filing for Social Security
 - More than ¼ of new entrepreneurs last year were in the 55-64 age group vs. 15% in 1997
 - Older Americans embrace technology (Ramay?)
 - Experience Matters – job skills matching service in Phoenix

- **Tips for Attracting Retirees Using Social Media** Presenter: Kim Walker
 - Constant Contact representative
 - Lancaster, PA is killing it on social media
 - It’s all about your audience – tell them what they want to know
 - Baby boomers are spending an average of 6 hours per day on mobile devices
 - Messaging matters
 - Social media is a two-way tool
 - Determine the best platform for your audience
 - Discover Lancaster – youtube channel – awesome
 - 80% fun, engaging, inspiring and 20% is promotional (join our mailing list, visit our website, event promotions)
 - Be authentic – take it easy, be casual and comfortable
 - Lead Generation Ideas
 - A pdf of questions to ask when selecting the perfect place to retire
 - A step-by-step guide on how to downsize before retiring
 - A video series meeting other retirees in your community
 - An e-book on how to know when it’s time to retire
 - Have fun, be yourself, show your personality

- **The Seven Essential Lures in Attracting Retirees** Presenter: Steve Vassallo
 - Leverage events & destinations within 6 hours of your community
 - Give grandchildren a reason to visit
 - Cost of Living
 - 68% of families own dogs!

- **Lakewood Ranch: Retiring in a Multi-Generational Community** Presenter: Laura Cole
 - 31,000 acres near Sarasota (think “The Woodlands” in Houston)
 - 33,000 homes at buildout
 - “Make the right decisions in a patient way”
 - Average age is 45 y/o
 - 50% of buyers are Boomers, but 20% are Millennials and 19% GenX
 - Kantar Futures segmentation
 - Walkable, dining & retail experiences are critical
 - “Activate your amenities” – deliberately connect residents, not happenstance
 - Food is powerful – think about it really, really strategically

- **Capturing and Converting Buyers** Presenter: Shelby Greene
 - RiverLights by Newland Companies
 - Know the audience, capture them!
 - Some states require that you get a business license to advertise to their residents – but Facebook is a workaround

- Give incentives for sign-ups, segment your audiences for better click-through
- Welcome Emails – very, very, very, very, very important – first impression
- **Un-Retirement: Senior Entrepreneurs** Moderator: Chris Farrell
 - UCF business incubator
 - Co-working space, maker spaces
- **Lead Nurturing – Moving Your Leads Through the Funnel** Presenter: Kristy Peters
 - Generate, Capture, Nurture, Measure
 - Know your top 5 reasons – what differentiates you
- **Seeing Through The Looking Glass** Presenter: Rosie Vassallo
 - Use the power of video to promote your community! – to see through the looking glass
- **Age-friendly Community Feature Considerations for Retirement Communities** Presenter: Dr. Kathy Black
 - Every second, 2 people turn 65 around the world
 - 50% of children today are expected to live to 100
 - If we don't start designing communities to accommodate an aging population, we're going to be hopelessly behind
 - There are 6 generations alive today
 - Consider sustainable communities for ALL ages / Dr. Black & Lakewood Ranch
 - Millennials & retirees want remarkably the same things - language matters / the way we frame the conversation
 - American homes have been designed for able-bodied 35 year olds
 - Age-friendly communities aren't based on traditional gaps (like many programs), instead it's based on community assets and aspirations.
 - Uber & Lyft will become the age-friendly transportation alternative
 - We outlive our driving abilities by 7-8 years (after riding with Ramay in NJ, I can relate)
 - Volunteer! In Tel Aviv, doctors write a prescription for it!
- **New Retirement Workspace** Presenter: Lacy Beasley
 - 18 year high in consumer confidence
 - 17 year low in unemployment
 - Retail is not dying, it is changing. Must remain relevant!
 - Only 9% of overall retail sales are conducted online
 - Change or die (Amazon thrives, Sears catalog dies) - kind of the same with communities, right?
- **Telling your destination's story: Working with media to get your word out** Presenter: Georgia Turner
 - Georgia, who's from Alabama, but works in Florida told us..
 - Have your information easily accessible, online press room
 - Include seniors in your photos!
 - Use travel writers! - "I can't write about something I haven't seen" – 3rd party endorsement is so important!
- **Developers Can Only Do So Much. Is Your Community Stepping Up to Become Age-Friendly and Livable?**
 - There's room in the retiree recruitment business for ALL communities – whether that's a development or a city
 - #Love Where You Live, don't forget the love notes – the emotional connections to **your** community
 - If you can harness the power of the human heart, your limits are boundless

Final Thought:

As you go back home to face the daily grind, remember this quote:

"I've failed over and over and over again in my life.

And that is why I succeed"

Michael Jordan

