

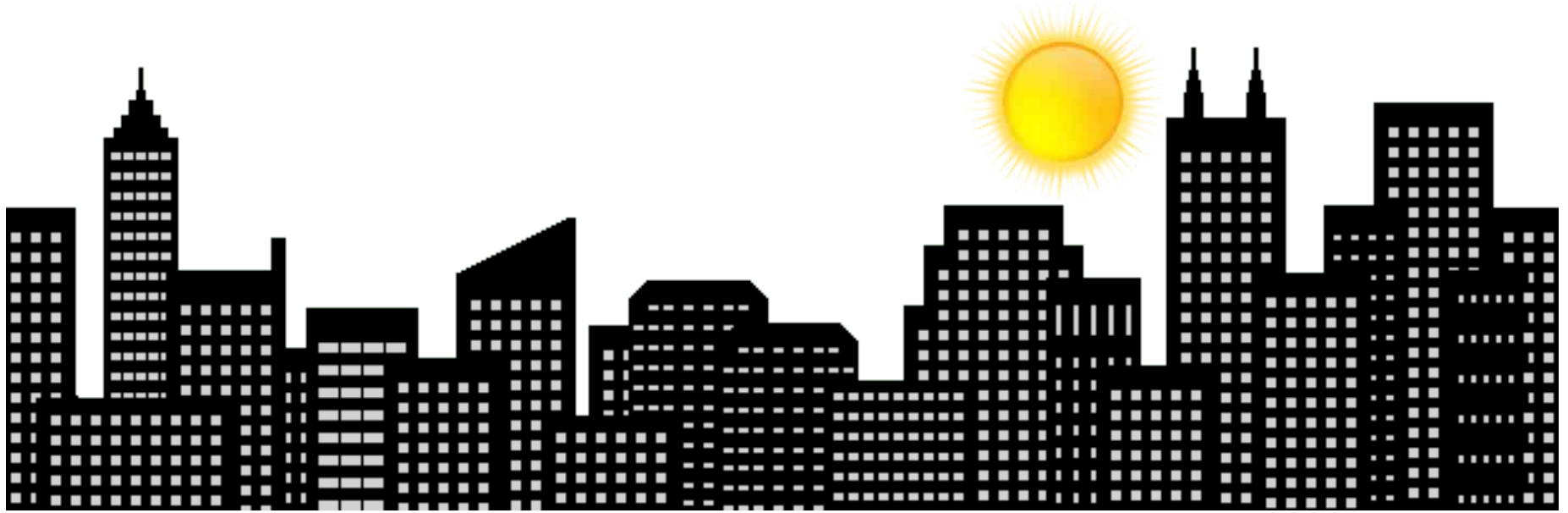
2020

**“Going After The 76 M
Boomers With A Bang”**



Less Income, More Freedom Baby Boomers Break out 1946-1964

This Generation will be driving the Retiree Relocations in 2020. Those communities that appear most inviting to the Boomers will reap the greatest Harvest. We will now explore how “7” leading Retirement Attraction Communities are marketing themselves to these 60 and 70 year olds.



According to Business Insider (Wallethub), following are “19” of the Best US Cities for Retirees where weather is nice, crime is low and you can WALK anywhere.

Percentages shown are households with one or more persons 65 and older.

Cape Coral, FL 45%
Pembroke Pines, FL 33%
Chula Vista, CA 26%
Santa Clara, CA ---
San Diego, CA 26%
Anaheim, CA ---
Santa Rosa, CA 33%
San Jose, CA 33%
Glendale, CA 33%
Fremont, CA 26%

Gilbert, AZ 28%
Scottsdale, AZ 28%
Henderson, NV 27%
Reno, NV 28%
Madison, WI 28%
Casper, WY 22%
Boise, ID 25%
CO Springs, CO 23%
Honolulu, HA* ---

* \$1 M in retirement funds won't last 2 decades.

Top Ten Best Cities to Retire

(Dave Ramsey Blog)

Criteria: Cost of Living/Quality of Life/Housing/Healthcare/Happiness

1. Lancaster, PA
2. Ft. Myers, FL
3. **Sarasota, FL**
4. Pittsburgh, FL
5. Grand Rapids, MI
6. Austin, TX
7. **Nashville, TN**
8. **San Antonio, TX**
9. Dallas-Ft. Worth, TX
10. Lakeland, FL



Brevard, NC

- **Seniors Group Evaluates Business Plans**
- **Cashflow Surpluses = Public Amenities**
- **Promote National Amenities/Walkable Community**
- **Quarterly Release of Volunteer Opportunities**

Oxford MS

A red double-decker bus is the central focus, parked on a street in Oxford, Mississippi. The bus has a white sign on its side that reads "225". In the background, there are several buildings, including a prominent white building with a clock tower. The sky is blue with scattered white clouds. In the foreground, there are vibrant red flowers. A large, white outline of the state of Mississippi is overlaid on the bottom left corner of the image.

- **RSVP (Retired Senior Volunteer Program)**
- **Free Transportation for Seniors**
- **Leisure Lifestyles**
- **The Square (Central Meeting Place with 31 restaurants)**

A scenic view of a wooden bridge over a stream in a forest with vibrant autumn foliage. The bridge is made of dark wood and has a curved railing. The stream is in the foreground, and the trees are in various shades of green, yellow, and orange. The sky is blue with some white clouds.

Columbia, MO

- Office of Volunteer Services
- Medical Tourism
- Partnership with University of MO (recruiting)
- Entrepreneurism



Savannah, GA

- **Seven Exterior Islands**
- **Economic Business Zones for Minorities**
- **Overwhelming History & Culture**
- **Free College Education for Seniors, 62 & Above**

Sarasota, FL

A scenic view of a resort pool area in Sarasota, Florida. The image shows a large, curved swimming pool with clear blue water, surrounded by numerous lounge chairs and white patio umbrellas. In the background, there is a sandy beach, the ocean, and several palm trees under a clear blue sky. The overall atmosphere is tropical and relaxing.

- **2000 Nonprofits**
- **Leading Beach... Fiesta Key**
- **Two of Strongest Community Foundations in Nation**
- **SCORE Organization Very Active**



Nashville, TN

- Live Music Venues
- Healthcare Hub
- Churches, Colleges & Professional Sports
- Financial Services

San Antonio, TX



- **Downtown Appeal Versus Suburbs**
- **Comparative, Attractive Cost Analyses**
- **Volunteer Opportunities Galore**
- **World-renowned Attractions**

“12” Most Appealing Quality of Life Features to Boomers

- Entertainment Areas (Eating Establishments)**
- Sports, College & Pro (Wagering)**
- Financial Services (Managing Money)**
- Exceptional Healthcare Services**
- Low Crime/ Safety “24-7”**
- Volunteer Opportunities/PT Paying Jobs**

“12” Most Appealing Quality of Life Features to Boomers

- Entrepreneurship at age 60
- Attractive Cost of Living (Housing/Taxes)
- Mild Winters/60 degree Evenings
- Religious Options
- Parks/Wildlife
- Ability to be mobile (traffic)