



## Southern New Hampshire Planning Commission

438 Dubuque Street, Manchester, NH 03102-3546, Telephone (603) 669-4664 Fax (603) 669-4350  
www.snhpc.org

Dear Business Owner,

The Southern New Hampshire Planning Commission (SNHPC) has a unique opportunity to work with businesses on a pilot program for Becoming Age-Friendly, and we invite interested businesses to apply. Age-Friendly planning *recognizes the needs for people of all ages*. For SNHPC, our recent planning efforts within this framework give special consideration to the state's *growing senior population and the declining millennial population* (born 1980-2000).

For this pilot program, SNHPC has an opportunity to work with up to ten businesses in our region to create unique strategic plans for becoming age-friendly. Working with stakeholders from the business community, local chambers of commerce, economic development agencies, and AARP NH, SNHPC hopes to work with interested businesses in the next six months to accomplish three goals:

- 1) Assess the business – identify age-friendly strengths and opportunities for improvement
- 2) Research case studies – research best practices for businesses of that industry classification
- 3) Create tailored strategic plan – author list of strategies and anticipated costs for implementing age-friendly policies or improvements to the business.

SNHPC is fortunate to have the support of agencies with experience and tools that can help guide this work, such as AARP's Livable Communities Toolkit. As a result, developing the strategic plans will come at no cost to the participating businesses.

Businesses are encouraged to complete the attached application if interested. Please email [dshooster@snhpc.org](mailto:dshooster@snhpc.org), or mail it to the below address; **submissions due by January 24, 2018**.

SNHPC c/o Derek Shooster  
438 Dubuque Street  
Manchester, NH 03102

Let's work together to make Southern NH businesses friendly for people of all ages. Thank you.

***Sylvia von Aulock***  
Executive Director, SNHPC

***Derek Shooster***  
Associate Planner, SNHPC

### ***Project Background***

SNHPC's Becoming Age-Friendly program began in 2016 with a series of community conversations, surveys, and business assessments. One of the goals of this work was to raise awareness and examine assets, opportunities, and roadblocks on many aspects that impact quality of life, including businesses & economic development. As we anticipated, millennials and seniors have many similar wants and needs, including the desire for more opportunities to socialize and enjoy experiences *in* their communities (also known as 'aging in place'). If you only have a moment and want a sneak preview of the program, please check out our 2.5 minute [brief video](#). Interested in what other communities of all sizes are doing to become more age-friendly, visit [AARP's Livable Communities Toolkit](#). SNHPC is grateful to our funders: Tufts Health Plan Foundation, AARP, and NHDOT.



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### **SNHPC Becoming Age-Friendly – Business Application Form**

SNHPC has launched a pilot program to work with up to 10 businesses to create strategic action plans as part of Phase II of their Becoming Age-Friendly program. Age-Friendly planning recognizes the needs for people of all ages; however, this program gives special consideration to New Hampshire's growing senior population and declining millennial population (born 1980-2000).

Please fill out the form if your business is interested in creating an age-friendly strategic plan. When completed, please email to [dshooster@snhpc.org](mailto:dshooster@snhpc.org) or mail to SNHPC by January 24, 2018.

**Business Name:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone/Email:** \_\_\_\_\_

1. Are you the primary decision-maker? If not, who is?

Yes       No; \_\_\_\_\_

2. What type of industry would you classify your business? (Please select one)

- |  |  |
|--|--|
| <input type="checkbox"/> Retail/Food Service               | <input type="checkbox"/> Transportation              |
| <input type="checkbox"/> Manufacturing/Construction        | <input type="checkbox"/> Publishing/Media            |
| <input type="checkbox"/> Health and Wellness (gym)         | <input type="checkbox"/> Education Services          |
| <input type="checkbox"/> Professional/Technical Service    | <input type="checkbox"/> Management of Companies     |
| <input type="checkbox"/> Real Estate, Finance, & Insurance | <input type="checkbox"/> Recreation/Entertainment    |
| <input type="checkbox"/> Administrative/Support Service    | <input type="checkbox"/> Medical/Health Services     |
| <input type="checkbox"/> Wholesale Trade                   | <input type="checkbox"/> Non-Profit, Social Services |

3. Does your business have more than one location?       Yes       No

4. Do you lease or own the space?       Lease       Own       Not Sure

5. How many years has your business been in operation?

0 to 5 years       5 to 10 years       10 to 20 years       20+ years

6. What is your interest/intent to make your business more age-friendly?

7. All applications will be followed by an in-person assessment of the business. When is a good time for a planner to perform the assessment? (Please circle all that apply)

**Mon** AM / PM    **Tue** AM/PM    **Wed** AM / PM    **Thu** AM / PM    **Fri** AM / PM    **Sat** AM / PM

**Thank you!**