

## RECOGNITION

### Window Decal

**Senior Resource Center Newsletter**  
sent to nearly 1,000 residents in and  
around Shorewood

### Poster

Distributed at participating businesses,  
Shorewood Village Hall, Senior Resource  
Center, Shorewood Library, common  
areas of Senior housing developments in  
Shorewood (also available to download  
from local websites).

**Village Manager's Memo**  
with weekly distribution of over 1,100

**Shorewood Today Magazine**  
(including a Senior Resource Center  
section) with distribution over 8,300

### Web and Social

Business Improvement District website  
with over 4,700 unique visitors  
**shorewoodwi.com**

Business Improvement District Facebook  
page with over 2,900 followers  
**@ShopShorewood**

Village of Shorewood website  
with unique traffic of nearly 36,000  
**villageofshorewood.org**

Village of Shorewood Facebook page  
with over 2,900 followers  
**@Village of Shorewood Wisconsin**

## SPECIAL OFFERS FOR SENIORS

Many Senior-Friendly Businesses extend a special offer to seniors to encourage them to visit the business, and to make it easy to come back often to build customer loyalty. While no discount is required, some businesses offer discounts daily, weekly, or monthly depending on what works for them. Details of special offers are included on the poster and supporting websites.



Senior-Friendly  
Certified Business

For more information about  
becoming a Senior-Friendly Business,  
please contact Sue Kelley, Shorewood  
Connects - Project Facilitator  
[sue@suekelleyconsulting.com](mailto:sue@suekelleyconsulting.com)

**414-961-7262**

# Making Your Business SENIOR-FRIENDLY

THE SILVER LINING:  
INCREASED REVENUE

## Shorewood Connects Senior-Friendly Business Program

would like to help your business  
embrace the spending  
power of  
Shorewood  
seniors.





Shorewood Connects aims to enhance the ability of older residents to remain in the community and contribute to Village life by improving the “age-friendliness” of the community.



## Looking for an opportunity to increase your business with Senior Citizens in Shorewood and the surrounding area?

**The Shorewood Connects Senior-Friendly Business Program** is growing and wants to work with Shorewood area businesses who are interested in building their business with the spending power of seniors.

**Did you know that over 1,700 seniors (65+) live in Shorewood?** Shorewood reflects the national average with 13% of the population as seniors. Many are here because they appreciate the walkability, accessible business district and numerous amenities in the neighborhood.

**Seniors are not all on a fixed income – the average senior household spends just 6% less than the average household.** These are the Baby Boomer seniors – not the Depression Era seniors –

and they want to enjoy themselves. Many are still working – AARP says that there is a 67% increase in seniors working past age 65 so they continue to have spending power for businesses that want them as customers.

**The average senior spends approximately \$10,000 on food, clothing and entertainment per year.**

**Isn't it time your business discovered the potential of the senior market here in Shorewood?** Amazon knows the power of seniors and has a special website dedicated just to them. So much opportunity!

### Become a Senior-Friendly Business

Businesses can earn certification by meeting with volunteers who visit the business, assess how senior needs are being met, and make recommendations for improvements. Once certified, the business is given a window decal and recognized in numerous places throughout the Village of Shorewood.

