

BROOKLINE AGE-FRIENDLY BUSINESS APPLICATION

Please complete one application for each business location

Businesses with multiple Brookline locations may request one application for all

Date: _____

Business Name:			
Doing Business As:			
Address:			
Contact Name/Title:			
Phone:		Website:	
Email Address:			

Industry: (check all that apply)	<input type="checkbox"/> Arts and Entertainment	<input type="checkbox"/> Professional/Financial Services
	<input type="checkbox"/> Automotive	<input type="checkbox"/> Real Estate
	<input type="checkbox"/> Barber/Beauty/Spa Services	<input type="checkbox"/> Retail Services and Goods
	<input type="checkbox"/> Food, Beverage, Grocery	<input type="checkbox"/> Sports and Fitness
	<input type="checkbox"/> Health and Medical	<input type="checkbox"/> Telecommunications
	<input type="checkbox"/> Hotel/Travel/Tourism	<input type="checkbox"/> Utilities
	<input type="checkbox"/> Other (please describe):	

Eligibility. To receive the age-friendly business designation, the business must:

1. Be physically located in Brookline
2. Have a valid, non-expired business license
3. **Strive to make its business hospitable to older people**

Application. To apply for the age-friendly business designation, the business must:

1. Complete the checklist (on reverse side or a separate page)
2. Provide supporting documentation if applicable (e.g. photos, copies of ads, links to website)
3. Submit application to BrooklineCAN:

Mail: Brookline Age-Friendly Business Campaign
BrooklineCAN
93 Winchester Street
Brookline, MA 02446

http://www.brooklinecan.org/age_friendly_business.html

BROOKLINE AGE-FRIENDLY BUSINESS CHECK LIST

	YES	NO	Doesn't apply
On your website, do you have a customer assistance phone number that is easy to find?			
On your website, do you have contact information that is easy to find?			
On your digital materials, do you have a large font or an easy text-resize option on digital materials?			
On print materials, do you use LARGE fonts?			
If you operate a restaurant, do you limit noise levels and background music to moderate or low levels at lunch and in the early evening?			
Do you place products within reach on shelves?			
Do you offer help to customers in reaching items?			
Do you have a well-lit place where customers can sit and rest?			
Do you train staff to assist customers with access and functional needs (e.g. reach shelved items, speak clearly, read labels/menus)?			
Do you have drop-off or delivery service?			
Do you offer shopping by phone or on-line shopping?			
Do you offer employment opportunities for older adults?			
List any discount programs you have for seniors.			
Describe other services that you offer that make your business attractive to seniors			
Is there something you are particularly proud of in your offerings to seniors?			

Our business would like assistance with:

_____ Designing printed documents that are easy for older people to read

_____ Designing my website so that it is easy for older people to use

_____ Training staff to work effectively with older people

Signature

Business

Date