

**Join the Movement!**  
**Certify your Business Age-Friendly  
and Dementia-Friendly today!**

**For more info, visit:**  
**[fortworthtexas.gov/agefriendlyfw](http://fortworthtexas.gov/agefriendlyfw)**



## **What is the Age-Friendly & Dementia-Friendly Business Certification?**

- Fort Worth has taken many steps to be an Age-Friendly and Dementia-Friendly city. To further our success, we now offer the Certified Age-Friendly & Dementia-Friendly Business designation for local businesses.
- Certified Age-Friendly & Dementia-Friendly Businesses can expect:
  - Promotion through the City of Fort Worth's website and online Age-Friendly & Dementia-Friendly Business Directory, which will be available for the City of Fort Worth population and community partners.
  - Decals and graphics for your storefront, website and social media to display your designation as a Certified Age-Friendly & Dementia-Friendly Business.
- To become a Certified Age-Friendly & Dementia-Friendly Business, simply complete the Application & Business Checklist, take the pledge, and commit to make any identified improvements within the given time period. For more information and resources, please visit: **[fortworthtexas.gov/agefriendlyfw](http://fortworthtexas.gov/agefriendlyfw)**

### **CERTIFY YOUR BUSINESS**

Certified Age-Friendly and Dementia-Friendly Businesses can display their designations with the Age-Friendly and Dementia-Friendly Fort Worth Business logos.



**City of Fort Worth Contact:**  
**Sonia Singleton**  
**817.392.5774**

**[Sonia.Singleton@fortworthtexas.gov](mailto:Sonia.Singleton@fortworthtexas.gov)**

**Age-Friendly Contact:**  
**Zulema Solis**  
**214.265.4073**  
**[zsolis@aarp.org](mailto:zsolis@aarp.org)**

**Dementia-Friendly Contact:**  
**Gail Snider**  
**817.332.6266**  
**[gsnider@dementiafriendlyfw.org](mailto:gsnider@dementiafriendlyfw.org)**

# BENEFITS

The 50+ age group is growing fast and presents businesses an opportunity to reach a growing market demographic.

## A Growing Market

- Dementia-Friendly Fort Worth is a natural extension of Age-Friendly Fort Worth, and a necessary one as 1 in 3 people aged 85 or older, and 1 in 9 aged 65 and older, in the United States lives with dementia.
- By 2030, one of every five people in the U.S. will be 65 or older.
- Dallas-Fort Worth estimated 50+ population in 2050.....5,542,297 (32.84%).
- Almost 14% of the Medicare population in Tarrant County was diagnosed with dementia, which is notably higher than the national average of 9.9% (United Way Community Assessment 2018).

## Good For Business

- The Age-Friendly and Dementia-Friendly Business designations are a marketing tool that demonstrates to customers that you value their business by providing a welcoming and safe experience for all age groups and abilities.
- Certified Businesses will be highlighted in an online Age-Friendly Business Directory promoted by the City of Fort Worth.

## Good For Customers

- Age-Friendly and Dementia-Friendly Business improvements benefit customers of all ages and abilities in terms of access, ambience and communication.
- Customers feel valued when accommodations are tailored to their needs.

## Good For Community

- Age-Friendly and Dementia-Friendly Businesses expand the livability of neighborhoods by increasing access to goods and services while fostering inclusion.
- Age-Friendly and Dementia-Friendly Businesses provide greater independence and dignity for residents of all ages and abilities, allowing Fort Worth residents to age in place.

## Easy & Affordable

- Most Age-Friendly and Dementia-Friendly Business improvements can be made simply with little or no cost.
- Most businesses already have some Age-Friendly and/or Dementia-Friendly features in place so any needed improvements will likely be small in scale while providing a big impact.

**City of Fort Worth Contact:**  
Sonia Singleton  
817.392.5774  
Sonia.Singleton@fortworthtexas.gov

**Age-Friendly Contact:**  
Zulema Solis  
214.265.4073  
zsolis@aarp.org

**Dementia-Friendly Contact:**  
Gail Snider  
817.332.6266  
gsnider@dementiafriendlyfw.org