Every Community Can Create an Age-Friendly Festival

Aging in America Conference
Monday, April 15, 2019

@AgeFriendlySRQ #ForAllAges #AgeFriendlyFestival
Welcome

The Patterson Foundation Consultants

Bob Carter
Strategic Advisor
Age-Friendly Sarasota
@AgingBob

Erika Kelly
Age-Friendly Festival Lead
@eMkExperiential

@ThePattersonFdn
Experiential Marketing

Synonyms Often Used:
- Engagement
- Participation

Key Elements:
- Directly Engages
- Creates Connections
The Patterson Foundation (TPF)

The Patterson Foundation strengthens the efforts of people, organizations and communities.

@ThePattersonFdn
Age-Friendly Sarasota (AFS)
Age-Friendly Sarasota Timeline

- Survey & Focus Groups
- Community Report
- Action Plan
- Age-Friendly Festival
- Progress Report

...AFS Continues to Embed in the Community!
Our Event....More Than A Day

Sarasota Fairgrounds
9:00am – 4:00pm
3000 Ringling Blvd
Sarasota, Florida 34237

Featuring:
Arts & Culture ● Health & Wellness ● Livability Innovations

Admission is free for all ages

AgeFriendlySarasota.org @AgeFriendlySRQ #ForAllAges
Why?

CONNECT
LEARN
SHARE

- Build Age-Friendly Movement
- Inform & Engage Community
- Stimulate Collaborations
- Amplify Achievements
First Steps!

- Explore Venue/Date Options
- Research Possible Piggy-Back / Collaborative Opportunities

Existing Festivals & Fairs

Farmers Markets
Art Festivals
Health Fairs
Special Holiday Events
Age-Friendly Festival Timeline

- **January-March:** AFF Team Internal Planning
- **April-October:** Organizational & Media Engagement
- **August-October:** Audience Cultivation & Volunteer Recruitment
- **September-October:** Promotional Push
- **October 28:** Age-Friendly Festival
- **November-ongoing:** Embedding Age-Friendliness
Imagine Event Possibilities

✓ Key in on Engagement & Interactive Opportunities

Exhibits
Experiences
Educational Presentations
Entertainment
Interactive Exhibits
Engaging Experiences
Educational Presentations
Entertainment
Identify Resources

- **In-Kind Support**
  - Venue
  - Materials
  - Services
  - Food

- **Income Generation Opportunities**
  - Sponsorships
  - Exhibit Fees
  - Admission Fees

- **Unsponsored Hard Costs**
Engage the Five Sectors

GOVERNMENT
NONPROFITS
BUSINESSES
INDIVIDUALS
MEDIA
How & Who?

✓ Relationship Building
✓ Sharing Age-Friendly Achievements & Assets
✓ Bringing Age-Friendly Concepts to Life
Engage Influencers & Leaders
Engage Local Organizations
Participation Process

✓ Some Key Questions:
  ➢ Who
  ➢ Outreach Criteria
  ➢ Request to Participate Form
  ➢ Commitment

Some Key Questions:

Participation Process

AgeFriendlySarasota.org @AgeFriendlySRQ #ForAllAges

We applaud you for affirming your commitment to the age-friendly movement by completing the Age-Friendly Festival Space Agreement Form on Saturday, October 28, 2017. Together we will propel this movement and create a community for all ages for generations to come.

What does "age-friendly" mean?

To be "age-friendly" is to optimize quality of life at every age for everyone, including older adults. In recognition of the contribution that older adults can make to their communities and societies, the movement encourages inclusive attitudes and policies that enable older adults to participate fully in community and social life.

How did the age-friendly movement begin within Sarasota County?

With the full support of Sarasota County Government, Sarasota County officially joined the age-friendly movement in May 2015 – the first Age-Friendly Festival in the U.S. on Saturday, August 28, 2017. Together we will propel this movement and create a community for all ages for generations to come.

What is the age-friendly movement and how did it begin?

The age-friendly movement was launched by the World Health Organization (WHO) and AARP. It is an international initiative to promote policies and programs that make communities more age-friendly and age-friendly for all.

Who helped launch the age-friendly movement?

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Request to Participate Questions

- How is your organization participating in the age-friendly movement?

- Describe the age-friendly services, products or business practices your organization would like to promote.

- Describe your organization's participation in the Age-Friendly Festival - why it will be a "don't miss" opportunity for attendees to check out.

- Will your organization be partnering with another organization?
Engage State & Local Government

- Adult & Community Enrichment Center at Suncoast Technical College
- City of North Port
- City of Sarasota
- City of Sarasota Police Department
- Florida Department of Children and Families
- Florida Department of Elder Affairs
- Florida Department of Health in Sarasota County
- Longboat Key Fire Rescue
- Sarasota Bradenton International Airport
- Sarasota County Area Transit (SCAT)
- Sarasota County Emergency Services
- Sarasota County Fire Department
- Sarasota County Historical Resources
- Sarasota County Libraries
- Sarasota County Neighborhood Services
- Sarasota County Parks, Recreation and Natural Resources
- Sarasota County Planning and Development Services
- Sarasota County Sheriff's Office
- Sarasota County Supervisor of Elections
- Sarasota County Tax Collector
- Sarasota County UF/IFAS Extension
- Sarasota County Veteran's Services
- Sarasota Memorial Health Care System
- Sarasota National Cemetery
- Sarasota/Manatee Metropolitan Planning Organization
- State College of Florida
- University of South Florida
- Volunteer Sarasota County
Engage Nonprofits

✓ AARP
✓ AARP Florida
✓ Adoptable Greyhounds of Florida
✓ All Faiths Food Bank
✓ Alzheimer's Association
✓ American Cancer Society
✓ Approved Home Health
✓ Area Agency on Aging for Southwest Florida
✓ Arts & Cultural Alliance
✓ Aviva
✓ Catholic Charities, Diocese of Venice
✓ Charlotte County Habitat for Humanity
✓ Circus Arts Conservatory
✓ Community Foundation of Sarasota County
✓ Embracing Our Differences
✓ First Brass Five
✓ Friends of Sarasota County Parks
✓ Friendship Centers
✓ Garden of the Heart Yoga Center
✓ Goodwill Manasota
✓ Hearing Loss Association of America
✓ Historic Spanish Point (Gulf Coast Heritage Association)
✓ ITN Suncoast
✓ Jazz Club of Sarasota
✓ JFCS of the Suncoast
✓ Lighthouse of Manasota
✓ Little Free Library's
✓ Marie Selby Botanical Gardens
✓ Meals on Wheels of Sarasota
✓ Mote Marine Laboratory & Aquarium
✓ National Council on Aging
Engage Nonprofits (Continued)

Nonprofits

- Neuro Challenge Foundation for Parkinson's
- Parrot Cove Exotic Bird and Environmental Education Preserve
- Pines of Sarasota Rehabilitation and Senior Care Community
- Ringling College **Lifelong Learning** Academy
- Ringling College of Art and Design
- Roskamp Institute
- Sailor Circus
- Sarasota Contemporary Dance
- Sarasota Cuban Ballet School
- Sarasota Military Academy
- Sarasota Opera
- Sarasota Sailing Squadron
- Sarasota Technology Users Group
- Sarasota **YMCA**
- Satchel’s Last Resort
- Sixteen Hands Horse Sanctuary
- Southeastern Guide Dogs
- Southwest Florida Honor Flight
- SunCoast Alliance for Lifelong Learning
- SunCoast **Blood Bank**
- Suncoast Campaign for Grade-Level Reading
- Taoist **Tai Chi** Society of the USA
- The John and Mable Ringling Museum of Art
- The Literacy Council of Sarasota
- The SKY Family YMCA
- Tidewell **Hospice**
- U.S. Masters Swimming
- UnidosNow
- **United Way** Suncoast
- Universal Design Coalition
- Vintage Paws Sanctuary
- Westcoast Black Theatre Troupe
- Women's Resource Center
Engage Local Businesses

- 101 Mobility
- A Better Solution
- AAA (American Automobile Association)
- Adjust Your Life Chiropractic
- Alderman Oaks Retirement Residence
- American Mobility
- Bite Squad (Food Delivery)
- bodyMIND Wellness Centre
- CAE Healthcare
- CapTel Outreach
- CareerSource Suncoast
- Center for Career Transition
- CircuSoul Yoga Studio
- Creating with Clay
- Doctors Hospital of Sarasota
- EliteHealth
- Florida Power & Light
- Freddy's Frozen Custard & Steak Burgers
- Hoveround
- iRide
- Lions Tigers and Bears Productions
- Living in Community Network
- National Cremation Society, Sarasota
- On Track Sarasota
- Poet's Walk
- Positive RePercussions
- Publix
- Sarasota Honey Company
- Senior Choices
- Senior Healthcare Management
- Seniors Blue Book
- Sound Choice Cremation & Burials
- Synia Carroll & the Billy Marcus Trio
- Uber Technologies
- Venice Regional Bayfront Health
- Visit Sarasota County
- Walgreens
- We Craft Box
- Williams Parker Harrison Dietz & Getzen Law Firm
- World of Chucko
- Youthful Aging Home Health

AgeFriendlySarasota.org  @AgeFriendlySRQ  #ForAllAges
Advancers vs. Exhibitors
Brand & Promote

#ForAllAges
Think Outside the Box
Spreading the Word

- Leverage All Promotional Platforms
- Provide Templates & Examples
- Coordinate Outreach Efforts with Partners
Engage Volunteers
Engage Media

Media’s Important Role

✓ Inform
✓ Promote

Media Formats.....

✓ Print
  ✓ Newspaper
  ✓ Magazine
✓ TV
✓ Radio
✓ Social Media
  ✓ Facebook
  ✓ Twitter
Social Media & Websites

- Align Promotional Efforts with Partners
- Leverage All Social Media & Website Platforms Available

@AgeFriendlySRQ #ForAllAges
Facebook.com/AgeFriendlySarasota
www.AgeFriendlySarasota.org
Make it Fun
Don’t Forget Food & Beverages
Capture Feedback

- Reflection Lounges
- Exit Surveys
- Post-Festival Surveys
Age-Friendly Festival Video

3:48 video: https://www.youtube.com/watch?v=VKkH1TnEslA&feature=youtu.be
Post Festival Engagement

Thank You Emails
Social Media Shout-Outs
Share Festival Video & Photos
Invites to Future Events & Opportunities
Share Lessons Learned
Appreciation Activities
Volunteer Appreciation Breakfast
National Recognition from AARP
RESOURCES For Your Further Use

✓ Guide to Creating an Age-Friendly Festival
✓ Age-Friendly Sarasota Website
✓ Webinar PowerPoint
✓ Age-Friendly Festival Videos
✓ Age-Friendly Sarasota Facebook

Questions?
AgeFriendlySarasota.org
info@AgeFriendlySarasota.org
Phone: 941-702-4619