

# 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: \_\_\_\_\_

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

<b>Industry: (check all that apply)</b>	<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 the reverse side
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](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 offer shopping by phone, on-line shopping, and/or delivery service?			
Please circle any of your safety accommodations: adequate lighting; clearly marked stairs; inclines or drops; ramp; wide aisles; easily opened door.			
Please 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