



RURAL RETIREES:

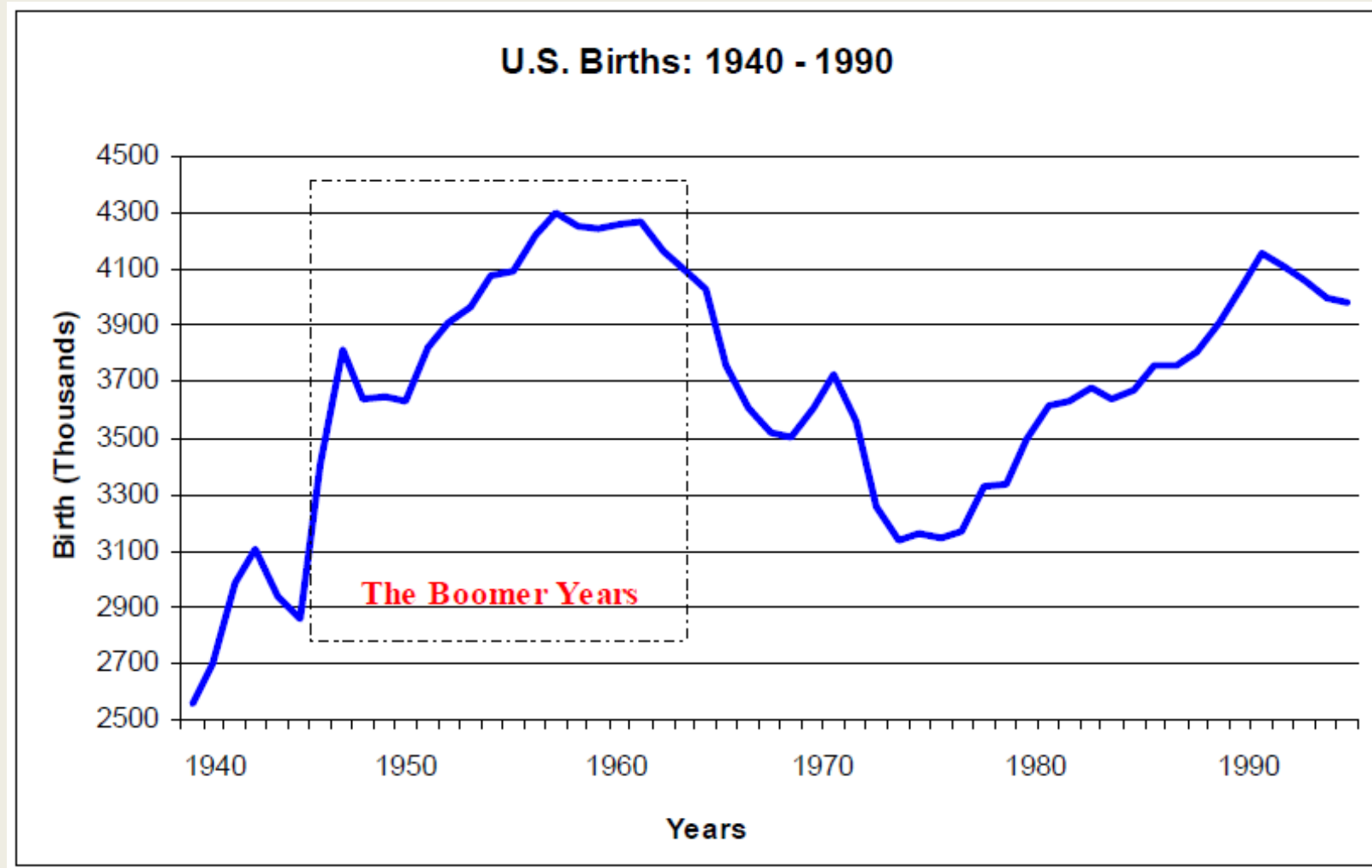
There's Gold in Them Thar
Hills!



RURAL RETIREES: There's Gold in Them Thar Hills!



Boomers: Born between 1946 and 1964 ... creating an 18-year surge of retirees.



Retirees and Volunteerism

- Formal and informal volunteering
- Benefit to community
- Benefit to individual
- Challenges

GIVE **LIFE** **MONEY** **FOOD**
LOVE **FRIENDSHIP** **HUMANITARIAN**
FRIENDSHIP **LEISURE** **HAPPINESS** **UNITY** **SUCCESS** **TEAMWORK**
VOLUNTEER
SUCCESS **TEAMWORK** **COOPERATION** **SOCIAL FREEDOM** **PEOPLE**
WORK **FRIENDSHIP** **POOR**
HUMANITARIAN **FRIENDSHIP**
LOVE **RELIEF** **DIVERSITY** **MONEY**
SUPPORT **COMMUNITY** **GIVING** **SOCIAL LIFE**
UNITY **LIFE** **GIVING** **LOVE** **MONEY** **POOR** **HUMANITARIAN** **WORK** **VOLUNTEER**

Benefits to Community

- Critical community needs met by volunteer organizations
 - Increasing due to funding cuts
 - More services provided by volunteers in small towns
- Minority retirees can bridge to minority community members through language, understanding/sharing culture.
- Informal volunteering: social fabric of community

Benefits to Retirees: Longer, healthier lives

- Live longer
- Have lower rates of depression
- Report lower disability
- Report higher levels of well-being

Evidence: Benefits are due to increased physical, social, and mental activity that are a result of volunteering.

Health Benefits from Volunteering: Who benefits most?

- undergoing a life stress or significant loss
- at risk for being isolated
- transitions such as unemployment or retirement
- rural retirees
- those who do not drive or are limited drivers

Volunteering: Challenges to Meet

Rural:

- Distances, transportation, costs
- Smaller the community, the larger the portion of essential services delivered through volunteers.

Other:

- Economic – people working longer into “retirement”
- Requires infrastructure – recruit, train, support
- Need to make volunteering appealing

What Boomers Seek in Volunteer Opportunities

- Have an impact
- Wide choice of opportunities
- Organization to fit position to their interests
- Shorter-term, more flexible opportunities
- Apply their workplace skills (not stuff envelopes)
- Have leadership opportunities

Service Provision in a Rural Setting

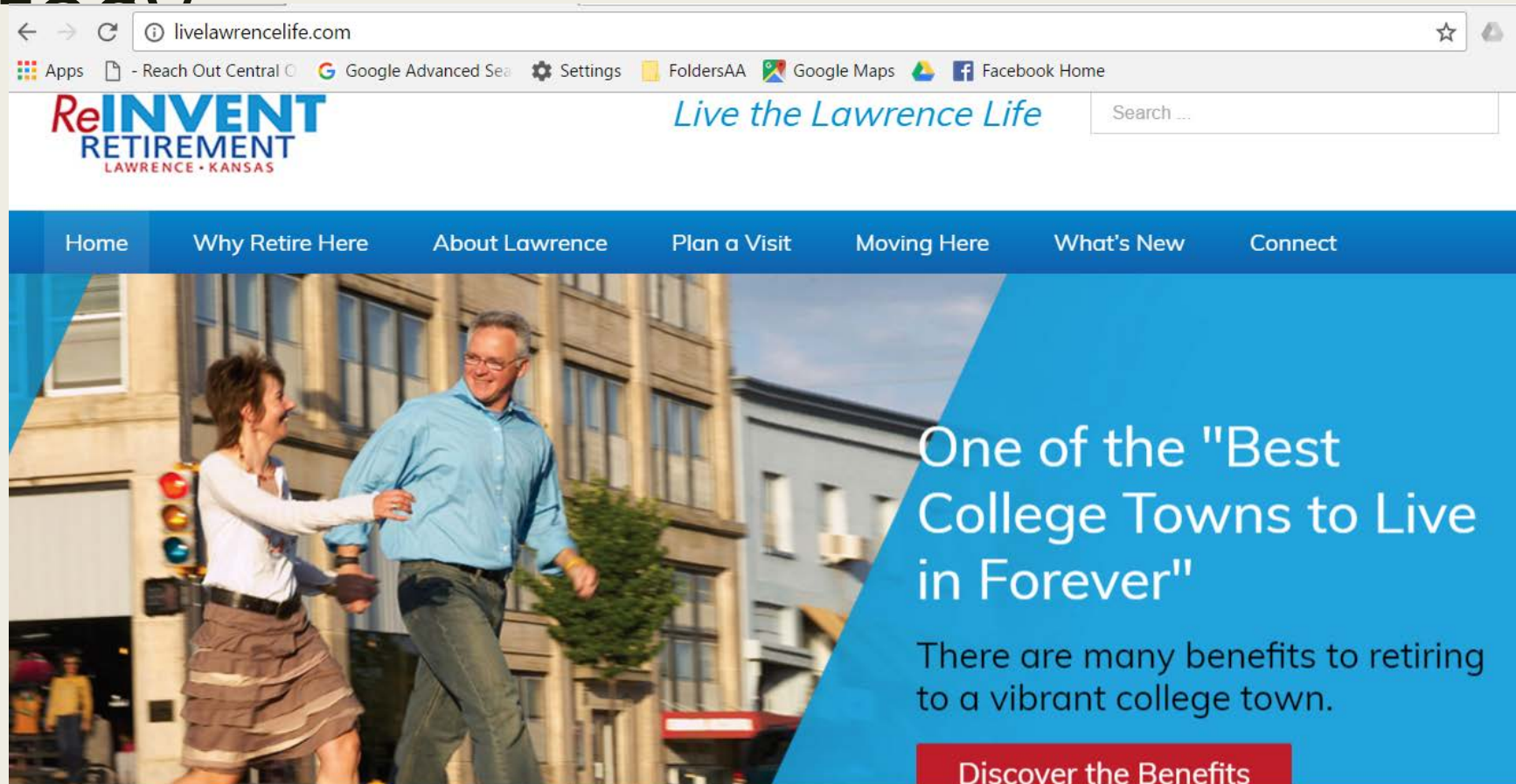
Service	% Reporting Provided Mostly through Volunteers
Emergency food	65%
Activities for youth	64%
Transportation for older adults	62%
Firefighting	60%
Clean-up	58%
Civic improvement	53%
Emergency medical services	26%
Other	14%

Retiree Volunteerism:

Aging in the Gorge Alliance

- Tina Castanares, MD; grassroots; 150 members
- Age-Friendly Community
- Committees: Housing, Transportation, Caregiving and Caregivers, Intergenerational activities, Community awareness
- Gorge-wide reading/discussion events: The Age of Dignity
- First annual Rural Health Forum

Attracting/Retaining Retirees: An Economic Development Strategy



Boomers, Wealth, & Spending

Many are financially solid.

Some have considerable wealth.

Boomers spend about \$2.3 trillion annually - more than half of U.S. consumption!



“In-Migrant” Retirees

People planning to move to a new location on retirement:

- More healthy
- More educated
- More wealthy

Soooo.....Many communities now trying to attract these retiree\$ for economic rea\$on\$.

Economic Benefit of Retirees to the Community

- Assets
- Incomes
- Spending (high “employment multipliers”)
Entertainment, recreation, transportation, healthcare, housing, banking, financial services, insurance, utilities, household goods, food, ...
- Taxes
- Employment

Economic Benefit of Retirees to the Community, cont.

- Visitors
- Economic diversification
- Economic stability
- Community development
- AND all with little strain on social services, criminal justice system, or schools.

\$\$ Advantages of Attracting Retirees

- Incentives to attract businesses are more expensive.
- Infrastructure costs for attracting industry are more expensive.
- Affluent retirees have higher incomes than new employees of relocating businesses, generating more taxes.

Attracting Retirees: A Viable Economic Development Strategy?

Considerations:

- The area's assets
- The community's long-term vision for itself
- Buy-in and commitment of community
 - To build a senior-friendly community
 - To integrate in-migrants into the community's economic and social fabric
- Potential negatives

Potential Negative Impacts of Attracting Retirees

- economic, social, and governmental costs
- rise in cost of living
- sprawl and environmental degradation
- increase in housing prices and taxes
- increased demand on local infrastructure
- threaten community's way of life
- may eventually strain local healthcare system

Attracting In-Migrant Retirees: Recruitment, Marketing, Advertising

Certified Retirement
Community

Certified Senior-Friendly
Community



RURAL RETIREES: There's Gold in Them Thar Hills!



I Never Dreamed



I'D GROW UP

== To be a ==

SUPER COOL

VOLUNTEER

But here I am



KILLING IT

