



RETIREE ATTRACTION RESOURCES

AMERICAN ASSOCIATION OF RETIREMENT COMMUNITIES (AARC)

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PURPOSE

The mission of the AARC is to promote the economic enhancement of communities through retiree attraction as an economic development strategy.

PROGRAMS AND SERVICES

- Communicates the economic benefits of retiree attraction and assists communities interested in marketing to this ever-increasing portion of the American population
- Publishes AARC News, a quarterly newsletter highlighting developments across the country
 - Each issue focuses on an aspect of attracting retirees as a part of an economic development strategy
- Sponsors an annual national conference
- Offers special purpose seminars on topics of particular relevance to communities around the nation
- Provides the latest information regarding programs, strategies, and opportunities directly affecting retiree attraction efforts
- Provides the opportunity to network with other professionals around the nation who have similar interests and goals
- Provides direct assistance to communities
- Speakers and consultants are available to provide advice, support and educational assistance
- Resources such as books, periodicals, tapes, and magazines, which cover the retiree market, are readily available through the Association's office
- Maintains a web page for members to access

ALABAMA ADVANTAGE FOR RELOCATION AND RETIREMENT

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MISSION

Their purpose is to encourage affluent retirees to relocate to the state.

PROGRAMS AND SERVICES

The Alabama Advantage for relocation and retirement plans and conducts all state programs designed to attract retirees to the state of Alabama. Activities of Alabama Advantage include:

- Advocates the attraction of affluent retirees as a viable means of economic development
- Sponsors the Annual Lifestyles Expos in Alabama to bring vendors and potential retirees together
- Publishes Alabama Advantage, the official guide to relocation and retirement in Alabama
- Encourages the development of multi-county, regional organizations, such as Alabama Sunrise Region, Lower Alabama Tourism and Retiree Association, and Western Hills of North Alabama, to promote retiree attraction
- Partners with the Alabama Bureau of Tourism and Travel to strengthen the natural links between tourism and retiree attraction
- Sponsors workshops and seminars to assist local officials and community leaders in the development of community retiree attraction efforts
- Supports the Alabama Retiree Relocation Association, which strives to unify retiree attraction programs across the state