

# ENCORE TAMPA BAY™

CONNECTING BOOMERS TO THEIR "ENCORE" CAREERS

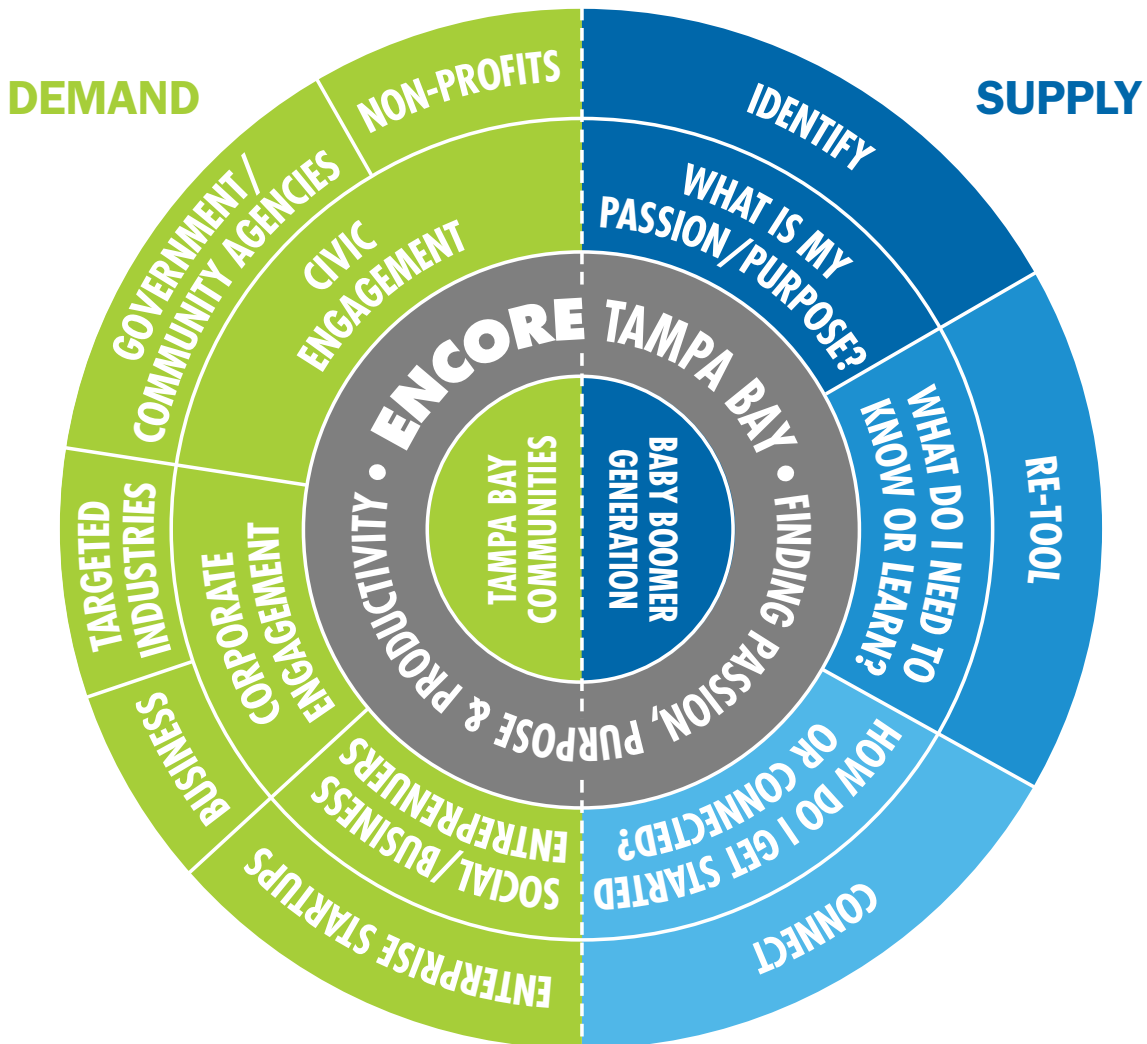
## *It's Your Future: How Are You Going To Live It?*

The largest generation in American history is in transition, moving from mid-life to a new stage of life and work. Millions of people between the ages of 50 and 70 say they are looking for a new work/life model that combines personal meaning, some element of work and social impact.

## *It's Your Community: How Are You Going To Tap Into This Talent?*

This generation of experienced adults offers major social and economic capital for our community. They have skills and expertise to strengthen our non-profits. They can build our economy with people between 55-and 64 as the fastest growing age group of entrepreneurs. They can provide major boosts to our civic and community growth and vitality.

**OUR OPPORTUNITY:** The Tampa Bay area is home to more than 500,000 adults ages 50-64. This age group represents 21% of the area's population. We have an incredible opportunity to build the networks and support systems to tap into this talent and experience to benefit our community and economy!



***Our goal is to build interest by Tampa Bay businesses, educational institutions and community organizations in order to value and leverage the talent of experienced adults.***

***In order to do this, ENCORE Tampa Bay:***

- Creates pathways, programs and resources that help individuals discover, retool and connect to their encore and to grow talent pipeline.
- Finds the innovative programs, partners, resources and approaches that will connect the talent to the needs of our community.
- Collaborates with engaged community leaders to build an encore community model
- Serves as a hub and resource to organizations and leaders who share the encore vision.
- Convenes like-minded sectors such as businesses, nonprofits, entrepreneurs and community organizations to raise awareness and capitalize on this talent and to elevate the encore idea. We call this connecting the talent with the community. (Supply and Demand)
- Works to educate and transform institutions in ways that will help mid-life adults make the transition from "What's Last" to What's Next"!

