



SILVER TO GOLD  
STRATEGIC CONSULTING

## MUNICIPAL LEADERSHIP INTENSIVE

# Enable to Thrive!

**Help Your 50+ Population  
Retain their Financial and Physical Independence  
Position Your Community For the Future with  
Your Share of the Longevity Economy**

\$8 TRILLION in economic activity is generated by people 50 and older and is expected to triple by 2050:

How are you capturing your share of the Longevity Economy?

The Federal Government has invested billions of dollars to help communities improve with the American Rescue Plan Act (ARPA) but most communities will not get the most out of these funds.

We can help your community avoid this and expand the benefits of ARPA funds with our unique workshop.



**"No one puts it in the context  
which Esther does."**

"She has a way of making it personal and relatable to the audience, despite the highly complex issues she is addressing. The large crowd present was not disappointed."

Brian Pape, AIA, LEED-AP, Green & Historic Preservation Specialist,  
co-Chair, Design for Aging (DFA) Committee AIANY. President of  
Brian J. Pape Architect & Consultant PC

**Esther Greenhouse** is a built environment strategist, consulting for local, regional, national, and international public and private organizations and communities to leverage their built environments to enable people to thrive.

## MEDIA CONTRIBUTIONS AND APPEARANCES

**Professional  
Builder**



*The New York Times*



**Reach out today to schedule your community's event**

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# How To Harness American Rescue Plan & Infrastructure Funding to **Build Back Better** For Your 50+ Population and Successfully Position Your Community For the Future.

who  
should  
participate?

Municipal Staff + Leaders

Planners

Town Board

County Legislators

Economic Development

Developers

Zoning Board

Major Employers

Office for the Aging

## During This Workshop You Will Discover How To Position Your Community to Thrive With A Post-COVID Recovery Framework:

- The advantages of the “Enabling Design Approach” to make the most out of federal funds
- Learn the key steps to prepare for the shift to Home and Community-Based Services (HCBS)
- Turn your 50+ population from a liability into an asset
- Reduce unnecessary demands on services and maintain assets within the community by enabling citizens to retain their physical and financial independence
- Retain and attract new 50+ residents--they contribute over \$600 Billion to state and local taxes
- Identify the hidden factors working against your community
- Gain a common understanding, approach, and next steps to use ARP + infrastructure funds in the best way to enable your community to thrive.

**Don't just put a band-aid on it....Fix the core issues and THRIVE!**

Virtual or In-Person options available

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