

# Overview of the Report



# Overview

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This report, provides a wide range of information and is intended to serve as a reference tool; an estimate of the opportunity for active adult, independent living and assisted living housing; and, a plan to develop a retiree attraction program.

This report responds to the request for proposal from The Paso del Norte Group that solicited proposals for a Feasibility Study for the Paso del Norte region to contain the following elements listed in the RFP:

1. What is Retirement? It is a word that is widely used and has come to mean so many things to different audiences. For the purposes of this study, what are the important retirement product segments and which segments are the most critical for stimulating growth for the region?
2. Current number of retirees in the region (Las Cruces, New Mexico, Ciudad Juarez, Chihuahua, Mexico and El Paso County, Texas) to be broken down by community.
3. Documentation of recent (within the past 12 to 18 months) articles/periodicals relating to retirement for this region and the conclusions of them.
4. Determine if there are enough retirees (locally and/or regionally) at income levels sufficient to build and financially support planned retirement developments.
5. Strategies deployed in other US cities to recruit retirees, with short case studies that provide models and examples of other regions that have grown into important retirement regions.
6. Information that would help a local or out-of-town developer with basic information they would need to have in order to consider retirement community development. This might include such things as land costs and amenities for the retirement population.
7. Recommendations for regional and local-level incentives that could be provided to further stimulate retirement growth, with examples of long-term economic impact and value of a growing retirement market for the region.
8. Steps for implementation. If we can take a ten year approach, what are the most critical steps toward success in stimulating controlled and effective growth.

# Scope of Report

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## Retiree Attraction Programs

This report does not include an overview of other retiree attraction programs, but rather we used the information that we gleaned from more than 16 communities that have some form of retiree attraction program and from more than 110 municipalities and/or chambers that have a concentration of retirees, but do not have a specific retiree attraction program to develop the program that is described as The Implementation Plan in Section 7.

We have taken the best ideas we could find from all of the various programs and groups we interviewed and studied. We believe we are delivering a comprehensive retiree attraction program that, if implemented, will help shorten the time required to develop a retiree migration stream. It will require the collaboration and confluence of many elements, however, to effect the program that will provide a measurable and noticeable influx of retirees to the region.

## The Right Language

Retirees don't just get up one morning and become a different person, nor decide that they are on the downward slide of life. Rather, many get up and have a sense of freedom, excitement and anticipation that they may not have experienced for decades, or perhaps ever. It is great to know that you have nothing to prove, but everything at your disposal to learn, try, and enjoy.

Retirees, those nearing retirement, and those just mildly thinking about retirement but perhaps looking for an investment or a second home today are part of our target market. They should be thought of as customers, future home buyers, tax payers, volunteers, crazy and fun people, prospective friends, people perhaps who will someday invest in the community; and, folks with a history and a family, accomplishments, good days and bad – each with a diverse past and dreams for the future. All are eager to get to know their new community and new friends, and for their new community to get to know them. They don't prefer to be labeled, particularly with ageist terms, like seniors. We implore that you adopt from the beginning a language that is not ageist. Do not label any of the prospective newcomers to your community with any term that has any meaning or implication related to age.

# The Paso del Norte Region .....

The areas and population of the Paso del Norte region.

