



Age-Friendly
**Recognition
Awards**

BUSINESS / ORGANIZATION RECOGNITION



CUSTOMER NOMINATION CHECKLIST

Building an Age-Friendly
Simcoe County

The **Age-Friendly Business Recognition Program** acknowledges businesses/organization that prioritize older adults' needs and promotes best practices in service.

By addressing the needs of individuals with varying abilities, businesses can create a positive impact on the community, ensuring that they remain relevant and accessible to all.

Customers/clients can complete an assessment checklist and nominate businesses in Simcoe County that are providing outstanding experiences for older adults.



Business/Organization Name: _____

Contact Name at Business/Organization: _____

Address: _____

Business/Organization Email/Phone: _____

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Please check all that apply:

Parking

- Available parking is well maintained and located nearby for easy access
- Parking area includes accessible parking spots
- Drop-off and pick-up areas are available, obstruction-free, clearly marked, and conveniently located

Physical Environment of Business/Organization

Doors and Entrance Ways

- There are automatic doors with easy-to-find buttons
- Doors stay open long enough to allow plenty of time to enter or exit
- Doors are wide enough for a wheelchair or walker
- Entranceway to business has an available ramp and unobstructed steps with handrail
- Puddles, snow, and ice are cleared from outside of the business

Seating

- There is seating available or a comfortable waiting area
- Chairs/benches have arms and are sturdy and stable

Flooring / External Grounds

- The floor of the business/organization is unobstructed, smooth and even to avoid trips and easy use of an assisted device (wheelchair, walker or cane)
- Interior isles are wide and spacious
- Exterior grounds are level for walking / wheeled access and include clear, large print directional signage

Lighting (Indoor and Outdoor)

- The lighting is bright in main area, hallways and staircases
- There is outdoor lighting on entranceway when business is open in early morning or evening

Washrooms

- There are accessible washrooms (for example: wheelchair accessible)
- In washroom stalls, toilet paper dispensers are within easy reach
- In washroom stalls and general area, lighting is adequate and bright

General Access

- Elevators are available to access other floors
- Ramps are located in areas where required
- There is public transportation available to this business
- Information/brochures/directional signage are in larger print for easier readability

Customer Service

- Individuals are not being stereotyped based on age or other characteristics
- The business/organization provides senior discounts or specials
- Customers are helped when bagging items or taking items to their vehicles/transportation
- Customers are helped when calling transportation services
- Staff are courteous, helpful and speak clearly
- Staff address common customer concerns and needs, such as mobility, visual/hearing or illness issues.
- A service desk, salesperson or reception area are clearly visible so people can ask for help
- Retail and grocery stores have adequate signage to find items
- Where applicable, background music is low in volume

Employee Support

- Business/Organization employs adults of all ages, including older adults
- Employees are accommodated to ensure accessibility needs are being met

In your opinion, what makes this business/organization Age-Friendly for older adults?

Nominated businesses/organizations will be given the option to complete a full Business Recognition Checklist and Application in order to qualify for an additional Digital Marketing Package valued at over \$350!

Businesses/organizations that meet the Age-Friendly criteria above, will receive an award, decal for their window, along with being recognized at the Recognition Ceremony and through a County press release, social media and on the County website.

Declaration

The business/organization of _____ has made a commitment to account for the needs and preferences of older customers, employees, or volunteers.

Individual Recommending the Business (please print):

Name: _____

Signature: _____ Date: _____

Phone: _____

Email: _____

Deadline for applications is July 31, 2026

Incomplete or late applications will not be accepted. Supporting documents and scanned in photos are welcome. Please fill in, sign and return your Business/Organization Recognition Nomination package to agefriendly@simcoe.ca or mail your nomination to:

County of Simcoe
Age-Friendly Business Recognition Program
1110 Highway 26, Midhurst Ontario, L9X 1N6

For more information, call 705-726-9300 ext. 3127