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RTI International hired to develop business plan for the Institute for the Ages

SARASOTA, FLORIDA ... SCOPE is pleased to announce consulting firm **RTI International** has been hired to develop the business plan for the **Institute for the Ages**.

RTI is one of the world's leading research institutes, dedicated to improving the human condition. They have provided specialized consulting and support services in the area of technology-based innovation and economic development for four decades. RTI's comprehensive charge is to establish the Institute's vision, determine core programs and goals. They will assess market and competitive positions, perform an economic impact analysis, and develop the business design and business model. This information will generate the business plan and provide the basis to attract prospective national funders, both corporations and foundations.

SCOPE has been working to create a national institute that focuses on how a community adapts and evolves to be reflective of its demographics. With nearly 30% of the population age 65 or older, Sarasota County is ahead of the rest of the country in terms of having an older population. We are uniquely poised to be on the leading edge of thought and action with the opportunity to help show the way for communities across the nation. The Institute will spur ways to optimize a community's response to a population that is shifting in age including the physical environment, market research, the development of new products and services, public policy changes, and evolution of our workforce.

Tim Dutton, SCOPE Executive Director states, "The Institute for the Ages presents a host of opportunities for our community. The economic and societal implications are enormous. We are pleased that RTI will be working with community leaders to help us get to the next stage in this vision."

SCOPE is a nonprofit organization that connects and inspires citizens to create a better community. Learn more at www.scopexcel.org.

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