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# Presentation to the Maple Plain City Council

November 24, 2025

7:00 pm





# OUR STRATEGY

## VISION

**We envision a thriving community!**

## MISSION

**We are dedicated to providing a prosperous and supportive environment, culture, and space to enrich the lives of our community members of all ages.**

## VALUES

**Dignity** | We are thoughtful of all who interact with the Gillespie Center.

**Inclusion** | We welcome, value, respect, and hear all voices and diverse points of view.

**Innovation** | We invent a better future learning from the past.





**Sustainability** | We are fiscally responsible to ensure a safe and secure space for future generations.

**Trust** | We embrace an honest, genuine, and transparent culture for all.

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# Goals Aligned to Strategy

In order define SUCCESS we created GOALS that align to our Vision, Mission and Values...

GOAL	MEASURE FREQUENCY	BASELINE (MAY 2024)	2025 GOAL	PROGRESS	CURRENT STATUS
Increase Membership	Quarterly	343	429 (+25%)		<b>357 (+4%)</b>
Increase Profit	Yearly	-\$67,479	Break Even		<b>+ 25.9K</b>
Increase Programming Usage (Monthly)	Quarterly	722	833 (+20%)		<b>1002 (+39%)</b>
NPS (Customer Satisfaction)	Yearly	44	53 (+20%)		<b>86 (+95%)</b>

\*Measured and reported on annual basis

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# Services & Programming

## COMMUNITY SERVICES

- Free Income Tax Preparation
- Free Health Insurance Counseling
- Defensive Driving Classes
- Hearing Services
- Foot Care Services
- Free Eye Glass Services
- Free Flu Shots, Blood Pressure Checks
- Dementia Screening
- Free Tech Support
- Mound Westonka Blood Drive
- Lunch & Breakfast Program

## PROGRAMMING

- Fitness Classes (Fitness, Strength & Cardio, Tai Chi, Chair Yoga, Walking Club)
  - Walking Club
  - Coffeehouse
  - Card and Game Clubs
  - Art Group
  - Photography Group
  - Crafting Group
  - Ukelele Group
  - Vocal Choir Group
  - Square Dancing (popular among home-schooled kids)
  - Gardening, partnership with Westonka Garden Guild
  - Men's Shed
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# Educational Programs

## EDUCATIONAL SEMINARS

- Health seminars hosted by Ridgeview Medical – Cancer Prevention, Fall Prevention, Strategies for Urinary Incontinence, Skilled vs Private Pay home care services, Medication Management, Brain Health, Diabetes, Dementia, Parkinsons, Cancer Prevention
- Health & Wellness series hosted by CareInSight Partners
- Financial (Estate Planning, Market Outlook, CDs vs Annuities)
- PrePlanning (Medical Assistance, Legal Planning, Advance Planning)
- Medicare Informational series
- Aging Matters: Video & Discussion Series
- Technology Seminars (Apple Tech Talk)

## SPECIAL INTEREST

- Historical Seminars
- Author Speakers
- Community Talks: Mayor, Fire, Police
- Special Interest topics such as Heists, Forgeries, & Scandals in the Art World
- Real Estate (Fraud, Downsizing)

## EXCURSIONS

- Theaters
  - Sporting Events
  - Casino
  - Museums, Historical
  - Holiday Lights
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# Marketing Update



- ✓ New Logo
  - ✓ Building Refresh
  - ✓ Updated Website
  - ✓ Expanded Social Media
  - ✓ Expand partnerships with local community centers and senior living housing
  - ✓ City Newsletters & Social Media
  - ✓ Newsletter Sponsorship Program
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# Fundraising in 2025

- Discount Bakery
- Spring Fling
  - Spaghetti Dinner
  - 2 Cash Bingo events
- Paint & Sip Event
- Al & Alma's Cruises
- Lunch with Scotty B (Quarterly)
- Spirit of the Lakes Cornhole Tournament & Family Fun Day
- Culver's Community Nights
- Summer Concert – The Arcades

- Back Channel Community Night
- Fashion Show & Luncheon
- Family Bingo
- 25<sup>th</sup> Anniversary Celebration (October 25)

## **2025 PLANNED**

- Holiday Boutique – December 1<sup>st</sup> -6<sup>th</sup>
  - Christmas Brunch – December 13<sup>th</sup> 11:30 AM
  - Pancake Breakfast with Santa – December 20<sup>th</sup> 9:00 AM – 11:00 AM
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# Our Ask...

While we are making every effort to rebrand, enhance programming, and increasing fundraising efforts, we can not do it alone.

**We need your help to fulfill our Vision of a Thriving Community and our Mission to provide a prosperous and supportive environment, culture, and space to enrich the lives of our community members of all ages.**

Please support this wonderful Community Asset!

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# Other Ways You Can Support

- ✓ City Communications (Newsletter, Website, Social Media)
- ✓ Like Us on Facebook & Instagram
- ✓ Invite others and Share our Posts
- ✓ Consider a donation
- ✓ Consider becoming a Supporter (Member)
- ✓ Volunteer Opportunities
- ✓ Attend our Events, Programs & Fundraisers!
- ✓ Tell your friends, families & neighbors!

## MEMBERSHIP LEVEL

- ☐ \$40 Individual (Basic)
- ☐ \$50 Household/Family
- ☐ \$100 Bronze Supporter

- ☐ \$125 Silver Supporter
- ☐ \$250 Gold Supporter
- ☐ \$500 Platinum Supporter
- ☐ \$1000 Diamond Supporter

## BUSINESS SPONSORSHIP

- ☐ \$300 Silver Supporter
  - ☐ \$700 Gold Supporter
  - ☐ \$1000 Platinum Supporter
  - ☐ \$2000 Diamond Supporter
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# Questions?

