



Uptown Social

SHEBOYGAN'S HUB FOR
ACTIVE SENIORS

SENIOR SERVICES ANNUAL REPORT 2022

UPTOWN SOCIAL

Uptown Social is a vibrant organization for active adults ages 55 and older. At Uptown Social, we partner with a diverse group of individuals and organizations to provide programs focused on fitness, recreation, creativity, and travel. Members and guests determine their level of engagement, from attending as little as one event per year, to volunteering to lead a regular program.

OUR MISSION

Providing opportunities to promote wellness, learning, socialization, and recreation for successful aging.

OUR VALUES

Friendly
Respectful
Inclusive
Enriching
Neighborhoodly
Diverse
Supportive

VOLUNTEER LEADERSHIP

The Department of Senior Services/Uptown Social is incredibly dependent on a team of dedicated volunteers. Volunteers guide and direct all aspects of Uptown Social, from daily program offerings to the strategic direction of the organization as a whole.

Senior Activity Center of Sheboygan Commission

The Senior Activity Center Commission is comprised of Sheboygan residents appointed by the mayor. The Commission drives program offerings and the City of Sheboygan's Livability Plan.

Rich Miesfeld - Chair
Barb Felde - Alderperson
Sue Garski
Stephanie Goetz
Keith Jacks
Karen Kober
Candace Pitts
John Scholke
Natasha Torry

Friends of Uptown Social Board of Directors

The Friends of Uptown Social, Inc. is an independent 501(c)3 charitable organization that raises funds to support the operations of Uptown Social. Approximately one third of the funds needed to operate the organization are procured by the Friends.

Scott Johnston - President
Alison Petri - Vice President
Connie Koenig - Treasurer
Dana Elmzen
Laura Gumm
Lisa Kraus
Cesar Lemus
Rich Miesfeld
Marilyn Montemayor
Derek Muench

Program Leaders

Many of Uptown Social's programs are supported by dedicated program leaders, including:

Jackie Barbeau - Dining Out
Susan Baumgart - Painting
Bruce Becker - Pickle Ball
Pat Christel - Raging Grannies
Jon Doll & Jane Lang - Tai Chi
Mary Ann Dolson - Yoga
Bonnie Feld - Crafting Hands & Yarn Making
Ron Feld - Woodcarving
Sharon Ferk - Bridge
Sue Garski - Gardening
Diane Hackbarth - Book Club
Tom Hebel - Digital Camera Club

Pat Kevin & Mary Wagner - Allegro
Ann Kraft - Life in Writing
Ruth Langlois - Ceramics
Dean Loudon - Ping Pong
Marilyn Montemayor - Cooking Class
Dan Pawasarat - Pool
Mary Ann Perl - Library
Betty & Jan Rather - Sewing
Mary Ann Schellinger - Greeting Cards
Connie Vandre - Mah Jongg
Elaine Zeinemann - Line Dancing

A MESSAGE FROM THE DIRECTOR

2022 was a big year for Senior Services. Our team of two started the year working out of City Hall, Kiwanis Park, and the Mead Public Library, and finished the year in our brand new building!

Demolition started at 1817 N. 8th Street, the former Save-a-Lot grocery store, in late January, with an estimate to complete construction in the fall. As the weather improved somewhat, we held a ground-breaking ceremony in early March, with more than 80 in attendance.

While construction continued steadily over the coming months, Senior Services continued to provide ad hoc programming throughout the city. On an average week, more than 20 programs were offered, with many lead by Program & Wellness Coordinator Josh Drossel or volunteers.

We also offered a number of trips, ranging from one day to eleven, while progress continued at 1817 N. 8th Street. Groups of more than 50 joined our team to both Washington DC and Albuquerque, NM, keeping participants engaged and generating revenue for the Friends of Uptown Social, which ultimately offsets staffing costs and other operational expenses for Uptown Social.

In October, Jane Brill was hired as Engagement Coordinator, growing the team by 50% and starting just in time to assist with the opening of the new building.

The process of moving and opening Uptown Social was quite a feat! We were, and continue to be, helped tremendously from many other city departments; this building project should be remembered as an example of a successful collaboration among many different groups and individuals, all working together with the common goal of serving Sheboygan's older adults.

To prepare for the Grand Opening on November 15, the Friends of Uptown Social allocated \$20,000 to execute a general awareness marketing campaign. Due to that investment, and the overwhelming need for our services in Sheboygan, we saw more than 800 visitors for the Grand Opening event, and shattered former membership and attendance records within weeks of opening.

2022 was a huge year for Senior Services, and we know 2023 will be even bigger.

– Emily Rendall-Araujo
Director of Senior Services

STAFF

Jane Brill, Engagement Coordinator

Jane Brill joined the Uptown Social team as Engagement Coordinator in October 2022. Jane has spent over 15 years working in the nonprofit industry and comes to US after serving as Executive Director of Generations Intergenerational Center for the previous 3.5 years and served as a board member of the Friends of Uptown Social for over six years. She holds a Bachelor of Arts degree in English and Communications with an emphasis in Public Relations from UW-Whitewater.

Josh joined the Uptown Social team in July 2021. After graduating from the University of Wisconsin Milwaukee with a Bachelor's Degree in Kinesiology, Josh worked for the Madison School & Community Recreation department for three years.

Josh Drossel, Program & Wellness Coordinator

Emily Rendall-Araujo, Director of Senior Services

Emily has served as Director of Senior Services for two years. Prior to joining Uptown Social, she spent 10+ years in various roles with several local nonprofit organizations, including the Above & Beyond Children's Museum, United Way of Sheboygan County, and Lakeland University. She holds a Bachelor of Arts degree with majors in business management and music-voice performance & pedagogy and a Masters of Business Administrator degree, both from Lakeland University.

THE FIGURES

	2022*	2021*	2020*	2019	2018
Total Annual Visitors	10,360	7,675	6,083	24,000	47,000
Unduplicated Annual Attendees	609	414	292	-	-
Total Active Memberships	709	342	363	719	714
Total Attendee Hours	24,185	13,187	7,897	-	-
Total Program Hours Offered	3,338	1,927	1,222	-	-

*2020, 2021, and 2022 were not typical years, as we did not have a permanent building space and were operating at reduced program levels due to Covid-19. Typical programming resumed in late 2022. 2023 should give us a better understanding of typical attendance patterns.

REBRANDING

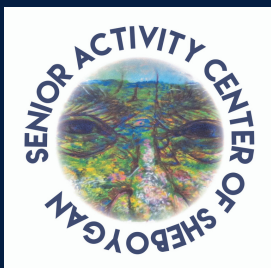
We Are Uptown Social!

The conversation around developing a new brand identity for the Senior Activity Center began long before 2021. With the transition from old building to new, and growing confusion in the public among multiple organizations with similar names, the timing to work through the rebrand process was finally right.

Using local focus group feedback and a team of dedicated volunteers from the Friends of Uptown Social, the Commission, and the Center, we agreed on goals we wanted to achieve with our new brand:

- A completely unique and recognized brand, not to be confused with other local organizations;
- Clarity that this organization serves active adults age 55 and older, not to be confused with a nursing home or rehab facility;
- A name that can easily be abbreviated or shortened, allowing creative opportunities for marketing and communications.

Being social is at the center of all that we do. Anyone could do an exercise video at home by themselves, or knit in their living room. Why do people spend their time with US? Because we provide the platform to make new friends, to play a game in real life, to be social. And in our new building, everyone will have the opportunity to be social, in Sheboygan's Uptown neighborhood.



Uptown Social

SHEBOYGAN'S HUB FOR
ACTIVE SENIORS

THE NEW BUILDING

It's Hammer Time!

Following the 2020 discovery of significant system failures and cost-prohibitive repairs needed in our previous building, located at 428 Wisconsin Avenue, we made the decision to purchase and renovate another existing building in a better location. In January of 2021, the City of Sheboygan completed the purchase of the former Save-A-Lot grocery store building, located at 1817 N. 8th Street. After months of planning and a few setbacks, the contract for the renovation was awarded to J.H. Hassinger in December 2021. It is expected that this project will be complete by the end of 2022.

The first phase of construction, scheduled to be completed in 2022, will include a large cafe and dining space, hospitality room, game room, creative studio, dance/activity room, administrative space, and an indoor walking track. This project will help fulfill the required space needs of Uptown Social's programs and provide a more social atmosphere for our attendees.



PROGRAMMING

Creative

- Ceramics
- Yarn Making
- Greeting Cards
- Painting
- Knitting
- Writing
- Raging Grannies



Recreation

- Bingo
- Bridge
- Mah Jongg
- Dining Out
- Sheepshead
- Poker, Canasta
- Dominoes



Fitness

- Allegro
- Yoga
- Body Basics
- Flex and Stretch
- Line Dancing
- Pickle Ball
- Tai Chi



TRAVEL

Washington DC



Albuquerque



Monet & Milwaukee Art Museum



TRAVEL

Fireside



Open Air Club



China Lights

