



Uptown Social

SHEBOYGAN'S HUB FOR
ACTIVE SENIORS

SENIOR SERVICES ANNUAL REPORT 2021

UPTOWN SOCIAL

Uptown Social, formerly the Senior Activity Center of Sheboygan (SACS), 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
Jeanne Bogardus
Andrew Jakus
Sue Garski
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
Jane Brill - Secretary
Dana Elmzen
Laura Gumm
Andrew Jakus
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
Jan Brock - Stamp Club
Jane Doll - Tai Chi
Jon Doll - Tai Chi
Mary Ann Dolson - Yoga
Bonnie Feld - Knitting & Spinning
Sharon Ferk - Bridge
Sue Garski - Gardening

Diane Hackbarth - Book Club
Pat Kevin - Allegro
Mary Koczan - Raging Grannies
Ann Kraft - Life in Writing
Marilyn Montemayor - Cooking Class
Marliss Nonhof - Ceramics
Mary Ann Schellinger - Greeting Cards
Connie Vandre - Mah Jongg
Mary Wagner - Allegro
Elaine Zeinemann - Line Dancing

A MESSAGE FROM THE DIRECTOR

For the Department of Senior Services, 2021 was a whirlwind. At the beginning of the year, we were offering minimal programming in-person at the Deland Park Shelter, with strict safety precautions in place to keep those in attendance protected.

As Covid-19 vaccinations became available to our members, demand for in-person programs increased. Every month, we brought back more and more of our programs from before the pandemic, offering them wherever we could find program space. We spent the spring and summer at the Roosevelt Park Pavilion and moved to the Kiwanis Park Fieldhouse in September, utilizing rooms at the Mead Public Library and City Hall as needed. When City Hall was renovated in 2019, no one expected Council Chambers to be used as a yoga studio or a craft space, but we've taken advantage of any program space available to us!

Behind the scenes, much of our energy was spent on finalizing plans for our new building. This included many hours around the floor plan, the finishes, and the furnishings. We worked

with volunteers and members to ensure that no detail is missed, down to the exact linear feet needed to house our library and the number of tables needed to host an official bridge tournament.

To accompany our new building, the Senior Activity Center of Sheboygan went through a thorough rebranding process in 2021. Recent focus groups indicated that many older adults prefer not to be referred to as "seniors." That fact, coupled with confusion associating this organization with long-term care facilities, led this organization to partner with Dynamic Inc. to lead the rebrand process. Their team guided our cadre of Friends' board members, commission members, and staff through the process to settle on Uptown Social, Sheboygan's Hub for Active Seniors. We are thrilled with our new identity, which we believe makes us more welcoming to all individuals aged 55 and older, regardless of whether they self-identify as seniors or not.

2021 was a big year for the Department of Senior Services, and I can't wait to see what 2022 has in store.

Emily Rendall-Araujo
Director of Senior Services

STAFF

Emily Rendall-Araujo Director of Senior Services

Emily joined the City of Sheboygan as Director of Senior Services in December 2020. 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. When she's not hanging out with her favorite grown-ups at Uptown Social, she spends time at home in rural Glenbeulah with partner Andres, children Freddie and Josie, and many four-legged family members.

Josh Drossel Program and Wellness Coordinator

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. As a Sheboygan native, Josh moved back to the area and is so glad to be working with Uptown Social members and guests on their health and wellness goals.

Rachel Conery Program Coordinator

Uptown Social has seen both the beginning and end of many journeys. After three years with US, Rachel resigned in June to pursue other life adventures closer to her hometown in Upper Michigan. Her dedication to our program participants, positive attitude, and fun personality is surely missed. We're grateful for the time she shared with Uptown Social and know she's doing wonderful things as a Physical Education Teacher now.

THE FIGURES

| | 2021* | 2020* | 2019 | 2018 | 2017 |
|-------------------------------|--------|-------|--------|--------|--------|
| Total Annual Visitors | 7,675 | 6,083 | 24,000 | 47,000 | 43,000 |
| Unduplicated Annual Attendees | 414 | 292 | - | - | - |
| Total Active Memberships | 342 | 363 | 719 | 714 | 653 |
| Total Attendee Hours | 13,187 | 7,897 | - | - | - |
| Total Program Hours Offered | 1,927 | 1,222 | - | - | - |

*2020 and 2021 were not typical years, as we did not have a permanent building space and were operating at reduced program levels due to Covid-19.

REBRANDING

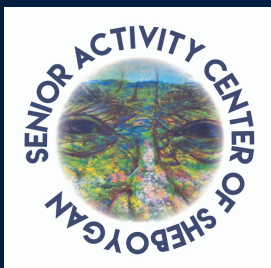
We Are Uptown Social!

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.



PROGRAMING

Creative

- Ceramics
- Wool Spinning
- Greeting Cards
- Painting
- Knitting
- Writing
- Raging Grannies



Recreation

- Bingo
- Bridge
- Mah Jongg
- Dining Out



Fitness

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



TRAVEL

New Orleans



Madeline Island



Door County



TRAVEL

Milwaukee Brewers



Manitowoc & Kohler



Algoma

