

The Landing

2023

ANNUAL REPORT



Executive Director's 2023 Landing Reflection

The words that summarize The Landing in 2023 are growth and change. New staff began this year: Amber-Assistant Director, Debra-Administrative Assistant, Haley-Lead Kitchen Staff, and myself, the new Executive Director. The Landing Team has developed into a cohesive, complementary team that delivers a warm, welcoming and stimulating environment where all are welcome.



Members express great pride, ownership and a positive comfort level when participating at The Landing. Friendships continue to grow, coffee shared, popcorn enjoyed and laughter fills the facility. The Landing continues to support the goal of reimagining age and fosters an environment for individuals to continue to live a full and complete life regardless of age. The Landing membership has grown by another 13% in 2023 and program participation has grown by 41%.

New programs continue to be added to meet the key areas of gathering, movement, and growth. The community partners and members continue to share their area of expertise and knowledge through programming. New programs are continuously offered and the opportunities for members, endless. Financial assistance for programming was added this year for those in need, ensuring everyone is given opportunity to participate.

The Landing purchased a shuttle bus in Fall, thanks to the support of the Dwight & Linda Davis Foundation. The shuttle has allowed us to expand our programming beyond The Landing walls. We now have four designated shuttle drivers; more programs continue to be added. Our members can now enjoy our community and the State of Wisconsin with significant fewer limitations.

In summary, our community is fortunate to have such a unique program to reduce the affects of loneliness and improve overall health of our aging population. The Landing is truly a best in class facility helping to reimagining age for seniors. We continue to strategically plan for the current and future growth and we are excited about the future of The Landing.

-Julie Streufert
Executive Director

Mission

The Landing's Mission is to provide older adults a place to connect- to learn, play, exercise and socialize.

Vision

The Landing's vision is to be a role model for positive aging- aging is about living.

"Always excellent.
This is so good for
us seniors"

Our Purpose

The Landing reimagines age, offering programs to gather, move & grow. Ultimately, reducing loneliness & improving overall health.

The Landing Staff

Julie Streufert, Executive Director
Amber Pender, Assistant Director
Mary Jindrich, Member Experience Director
Barb Tesch, Programming Coordinator
Debra Martin, Administrative Assistant
Haley Houghton, Kitchen Lead



Congratulations!

The Landing's, Barb Tesch was announced as the YMCA Part-Time Employee of the Year!

"Beautiful facility,
excellent staff, great
variety of
programming"

The Landing Advisory Committee

The Landing Advisory Committee comes together quarterly to provide the YMCA Board of Directors and The Landing management team objective input about The Landing operations, membership, policies and overall recommendations. The committee also offers overall operational budget and strategic planning insight. The various skills and knowledge brought by the members helps to ensure The Landing remains best in class.

We thank the following committee members for their commitment and support:

Peter HSSERT
Bill Shirer
Bill Bertram
David Eisenreich
Jean Burgener
Mary Nell Reif
Jeff Stubbe

Bryan Bailey
Julie Streufert
Amber Pender
Mary Jindrlich
Barb Tesch

Connection & Fun



Celebrating Birthdays at The Monthly Birthday Bash



Old Guys Book & BS Club



Baking with Paula



Our amazing Birthday Bash Volunteers



Coffee Clutch after Group Exercise



Bingo!

Membership

The YMCA & The Landings 55+ membership in January 2023 started with 4,901 members and grew to 5,523 members by the end of December 2023.



13%
increase

September 2019, prior to The Landing opening, the YMCA had 1,660 55+ members. As of December 2023, membership has grown by a total of 233%



233%
increase

Facility Usage

In 2023, there was a monthly average of 3,072 members checking into The Landing, an increase of 26% from the previous year's 2,437 monthly average.

36,865
total check-
ins in 2023

**“There are a great number of
programs with a lot of variety and
something for everybody”**
-Member Comment

Programs

In 2023 we offered a total of 1,030 unique programs with over 25,000 total registrations.

“The Landing keeps the community young. Active minds, active bodies”

Play

- 4 Seasons Golf
- Bingo
- Birthday Bash
- Bridge
- Cribbage
- Euchre
- Hand & Foot
- Ho-Chunk Gaming
- Bridge Lessons
- Kings in the Corner
- Laughter Cub
- Learning American Mahjong
- Mexican Train
- Monday Movies
- Sheepshead
- Trishaw Rides
- Trivia
- Ugly Sweater Contest

Socialize

- Blossom of Lights & Music Night
- Book Clubs
- Brewers Trip
- Cookie Exchange
- Copper Peak Day Trip
- Creating Wood Signs
- Dinner Club
- Fern Island Quartet
- Festival of Trees Senior Stroll
- Flute Choir
- Ice Cream Social
- Jerry Ensemble
- Knitting & Crafts Group
- Old Buys Book and BS Club
- Pontoon Rides
- Potlucks
- Pottery Painting
- Scrooge the Musical
- Shopping Trip
- Sing-A-Long's
- Sleigh Rides
- Social Singles
- Motorcycle Riding Group
- Travel with The Landing
- Wausau Symphony
- Woodchucks Baseball Outing

“It’s great to have programs for seniors, as they get us out and socializing”



Learn

- 1:1 Tech
- Alzheimer's Education
- Angel Circle
- Baking Classes
- Beginning Acrylic Painting
- Bird Education
- Black Bear Educational Tour
- Brain Basics
- Button Jewelry Making
- Cognitive Health
- Community Partners Campus
- D Anthony Gallery Tour & Lecture
- Dementia Conversations
- Dementia Simulator
- Eliminating Stereotypes of Aging
- Estate Planning
- Focused on Fixed Income Discussion
- Forestry Education
- Genealogy 1:1
- Getting to know classic films
- Global Health Education
- Golf Lessons
- Grief is a Journey Discussion
- Hair 101
- Historical Walks
- History Education Sessions
- Home Safety
- Honor Flight-One Last Mission Documentary
- Honoring Choices
- Horticulture Education
- How to use YMCA 360
- Importance of Oral Care
- In Home Personal Care Education
- Introducing the Community Foundation
- Introduction to Livestrong
- Introduction to Reiki
- Introduction to Space Clearing
- Introduction to Traditional Rug Making
- Investment Knowledge
- Knitting Classes
- Leigh Yawkey Art Museum Tours
- Let's Talk and Taste Wine
- Managing Medications
- Marathon County Solid Waste Landfill Tour
- Medicare 101
- Mind, Body and Spirit
- Nails 101
- New Beginnings for Refugees
- New Member Meet & Greet
- Next Level Swimming
- Peace of Mind Seminar
- Planetarium Visit
- Play Reading
- Private Investigations Discussion
- Reading Chakra Energy with Pendulum
- Retirement Planning
- Return to Nam Documentary
- Tax Completion Program
- The Upside of Downsizing
- Understanding & Responding to Dementia Related Behavior
- Understanding Insurance Coverage for Nursing Facilities
- Vision Board
- Wausau Police Department monthly topic discussions
- Winter Walking Tips

**41% increase
in program
participation
from 2022**

**29,334
non-exercise
registrations
in 2023**

**Average of
2,445
members
participating
monthly**

The 55+ group Exercise Classes continue to be offered in-person and virtually, offering options to meet individual needs.

Health & Wellness

- 55+ Strong
- Asahi
- Ballroom Dance
- Biking
- Blood Pressure Clinic
- Boost Balance & Mobility
- Butts and Guts
- Community Dance Party
- Cross Country Skiing
- Flexibility, Balance, and Breath
- Full Body Fitness
- Gentle Cycle
- Grief Education
- Healthy Eating Habits Program
- Healthy Living for your Brain & Body Education
- Immunization Clinic
- Introduction to Pickelball
- Kayaking
- Low Impact Dance
- Low Impact Strength and Stretch
- Moving for Better Balance
- Nutrition 101
- Personal Training
- Pickelball Skills and Drills
- Silver Sneakers Classic
- Silver Sneakers Enerchi
- Silver Sneakers Splash
- Silver Sneakers Yoga
- Snowshoeing
- Spa Day
- Tai Chi
- Trail hiking
- Urban Line Dance
- Vibration Sound Therapy
- Wellness Consultations
- Wise Y
- Women on Weights
- Zumba Gold

“Good classes with friendly instructors” - Member comment



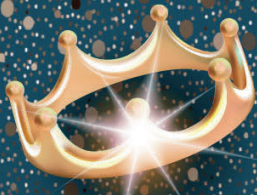
Our members collectively engaged in our 55+ Group Exercises classes over 13,000 times in 2023.



Program Collaborators & Business Partners

- 2510
- AARP
- Abby Tesch
- Aging and Disability Resource Center (ADRC) of Central Wi
- Alzheimer's Association
- Andrea Ingvalson
- Anna Brown
- Aspirus Health System
- Attorney Jessica Merkel
- Attorney Mark Munson
- Barb Kliner
- Bella Nails
- Bernie Corsten
- Bill Bertram
- Black Bear Educational Center
- Brainard Funeral Home
- Bremax Insurance
- Cindy Marquis
- Clay Corner
- Colleen Belongea
- Colleen Peters
- Collette Travel
- Community Foundation
- Cornerstone
- Culvers
- Cycling Without Age Marathon County
- Dave Flickinger
- David Hummer
- Deb Olson
- Debby Krenz
- Delores Kessel
- ECDC Multicultural Community Center
- Edward Jones
- Emalyn Nikstad
- Fern Island Quartet
- Festival of Trees
- Fireside Theater
- Fred Tealy
- Gary Gisselman
- Grand Theater
- Hair by Larissa
- Helke Funeral Home
- Ho-Chunk Gaming Casino
- Honor Flight
- Ironbull
- JAG
- Jane Dolan
- Janell Wehr
- Jennifer Johnson
- Jenny Gordon
- Jerry Ensemble
- Jessica Galbreth
- Jill Goffin
- John DeLapport
- Karen Singsheim
- Kay Pickar
- Lee Koch
- Leigh Yawkey Art Museum
- Linda Raether
- Lori Haight
- Lynn Eby
- Marathon County Literacy
- Marathon County Solid Waste Department
- Marcia Kosmerchock
- Marilyn Greiner
- Mary Ellen Marnholtz
- Mona Mahrty
- Monk Gardens
- Nan Zastrow
- Nick Close
- North Central Technical College
- Pam Henkel
- Pam Murphy
- Paul Bjerke
- Paula Peters
- Primrose
- ProMedica
- Raymond Kraemer
- Renee Giese
- Rennes Group
- Rib Mountain Golf Range
- Riccardo Barani
- Rick Lohr
- Richard Olson
- Robin Nelson
- Sara Pinsonneault
- Sarah Berlter
- Sarah Rudolph
- Scott Schutte
- Starwood Farms
- Vino Latte
- Walgreens Pharmacy
- Wausau Bird Club
- Wausau Conservatory of Music
- Wausau Police Department
- Wausau Symphony
- Wausau West Planetarium
- Wausau's Community Partners
- Wings of Grief Educational Ministry





The Landing

"SENIOR" PROM

2023 Fundraiser

The Landing held the 1st Annual "Senior" Prom as our annual Y for all Campaign which helps individuals and families participate at the YMCA at a rate that fits their budgets. This helps our 55+ population with membership and programming fees both with the YMCA and The Landing.

The Landing was transformed into an elegant atmosphere, thanks to Evolutions in Design. Guests were welcomed to the beautiful sounds played by Raymond Kraemer on the piano. An amazing array of hors d'oeuvres were prepared in house and enjoyed throughout the night. Bob Hall entertainment kept the dance floor full with a variety of wonderful music.

Special Thank You to all our Sponsors

Presenting Sponsor

- WoodTrust Bank

Gather Sponsor

- Dudley Foundation
- Ghidorzi

Move Sponsor

- Brainard Funeral Home
- Helke Funeral Home
- Rennes Group

Grow Sponsor

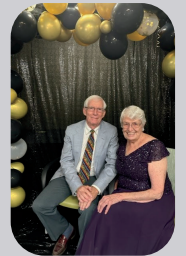
- Hogum Law Firm
- Cornerstone Caregiving
- ETCO
- Interim Healthcare

Ticket & Decoration Sponsor

- Bremax Insurance
- Evolutions

Major Donations

- Mary Nell & William Reif
- Peter Hessert
- Baird
- Great Dane
- Vino Latte
- Sconnis
- Culligan
- Bling Jewlers
- Zastrow the Beer Man



106
Tickets
Sold

\$17,806 total
funds raised
for the Y For
All Campaign

Trips & Travel

International Travel

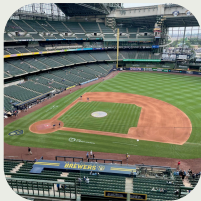
In the 2023, members from The Landing, along with Collette Travel, traveled to Tuscany, Scandinavia & Costa Rica. They made memories of a lifetime. 41 members traveled internationally in 2023.



Travelers in Tuscany

State Travel

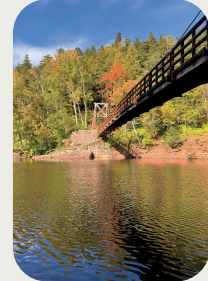
We brought back the very popular Brewers Game and Copper Peak Lamer Bus Tours in 2023.



Brewers Game Trip



Copper Peak Trip



The Landing Shuttle

The Landing's 14 passenger, handicap accessible shuttle was added in October of 2023.

This will be a great addition to expanding services beyond The Landing walls- expanding options for programs and getting members into local communities for new experiences. We are excited about the many adventures which will take place in 2024!



Member Comments

“Popcorn & beverages are a nice benefit. Thoroughly enjoy my time in The Landing.”

“Always nice to get together with friends and make new ones.”

“I enjoy Rick Lohr’s talks on various countries. Also really enjoy the historic walks & Ironbull”

“Friendly people, travel, history classes, art classes and card games. “

“The Landing is a gem in this community for seniors. What a wonderful place to meet old friends, make new ones and socialize. “

“Lunches are so good. Bingo was fun & birthday bashes are well attended and enjoyed by all.”

“Janell Wehr’s presentation on container gardening was extremely informative and helpful.”

“Thanks for a great place to meet, greet, learn & play.”

Fun Facts



Haley and Amber shopped for, prepped and served 3,798 lunches and soups.

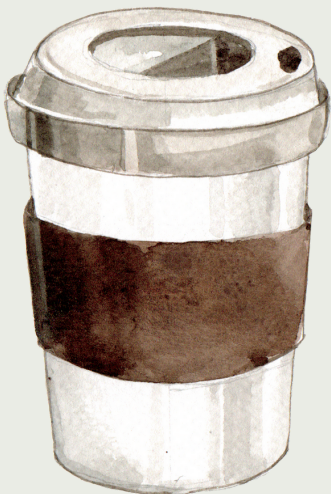
The most popular meal was Slow Cooker Beef Tips & Mashed Potatoes- 100 members served



70

is the average age of Landing Members

Youngest: 55
Oldest: 98



122,640 cups of coffee were enjoyed



812.5lbs of popcorn was popped




Gratitude and Thank You

The Landing is blessed to be so generously supported by our community, members, volunteers and donors. Our success is contributed to all the positive support from so many. We say thank you to:

- The numerous individuals that share their knowledge and expertise to allow the abundance of incredible programs to occur.
- The volunteers that organize and help to run our programs, assist in the kitchen and helped with our annual fundraiser. The donors that have contributed with financial support.
- And, finally, the Dwight and Linda Davis Foundation for generously helping support the overall operations of The Landing and their belief in what The Landing does for our community.

We remain a best in class organization because of the combination of all these wonderful contributors and amazing staff.




... Social Clubs, Connections, Exercise & More

Programs to Gather, Move & Grow

Join us for coffee & stay for the fun!
Visit Us For A Tour Today

The Landing

WVX-5679

 TheLandingWausau.com 55+

GATHER. MOVE. GROW.

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