

# Seniors of La Crosse

*Planning for An Active Future in Our Community*

Presented by the City of La Crosse  
Parks, Recreation & Forestry Department



1407 St. Andrew Street, La Crosse, WI  
Proposal for 2020 and Beyond



## Parks, Recreation, and Forestry

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City of LaCrosse  
Parks, Recreation, & Forestry

January 9, 2020

To Whom It May Concern:

Historically, the City of La Crosse has assisted with the operation and maintenance of buildings on both the south and north side of the city for Senior programming. Additionally, the County of La Crosse and several other entities have offered a plethora of programming options in alternate City of La Crosse facilities. As program needs expand with the consistent growth of senior populations and recent closure of the South Side Senior Center, these current facilities have become inadequate in serving the needs of the community. As a result of these growing needs, the City of La Crosse Parks, Recreation, and Forestry Department is focusing additional efforts on providing a plan to offer an active future for the seniors of our community.

The Parks, Recreation, and Forestry Department has partnered with the La Crosse Library and La Crosse County to better create a strategic plan addressing the future approach to La Crosse senior programming. This partnership will eliminate duplication of services and minimize current staff overlap. With expanded programming comes a needs assessment for both activities and physical space for such activities. Undoubtedly the City of La Crosse requires additional space for the deserved expansion of these recreational opportunities. What this future facility may include has yet to be determined. It is the strong feeling of the city departments and county programs that a partnership will create a singular coalition best suited to collect input and formulate information for future decisions.

Presented to you today is an interim plan that will address the immediate space concerns, allowing for the nurturement of the coalition. The approximately 8,000 square foot location will not only allow for current programming, but also create opportunities for additional senior outreach. While this partnership matures, other location possibilities will have the necessary time to be thoroughly vetted. With the ability to extend the lease, any necessary future capital campaigns will have time to fully reach funding goals.

Without question, moving in this direction requires a significant financial commitment from the City of La Crosse. With that being said, I believe that this is an opportunity for the City of La Crosse to put our best foot forward in addressing the current and future concerns surrounding senior recreational opportunities. With the current capital responsibilities facing the city, this opportunity takes an unconventional approach; which I feel is well worth consideration to provide adequate resources to the active seniors in our community.

Sincerely,

Jay Odegaard  
Director  
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## Importance of Senior Programming in Our Community

Nationally, Americans ages 65 and older is projected to nearly double from 52 million in 2018 to 95 million by 2060, and the 65-and-older age group’s share of the total population will rise from 16% to 23%.

The older population is becoming more racially and ethnically diverse. Between 2018 and 2060 the share of the older population that is non-Hispanic white is projected to drop from 77% to 55%.

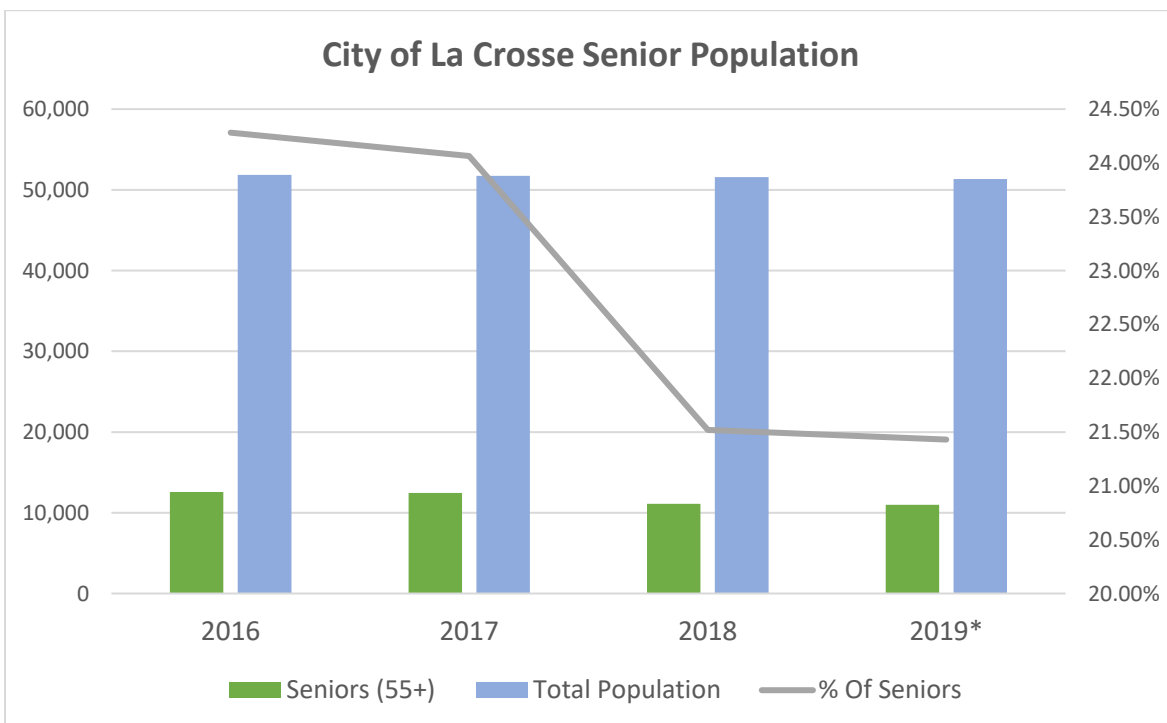
Despite the increased diversity in the older adult population, the more rapidly changing racial/ethnic composition of the population under age 18 relative to those ages 65 and older has created a diversity gap between generations.

Older adults are working longer. By 2018, 24% of men and about 16% of women ages 65 and older were in the labor force. These levels are projected to rise further by 2026, to 26% for men and 18% for women.

Many parts of the country—especially counties in the rural Midwest—are aging in place because disproportionate shares of young people have moved elsewhere. Statistics for the City of La Crosse over the past four years are as follows:

	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019*</b>	
<b>Seniors (55+)</b>	12,590	12,454	11,097	10,998	
<b>Total Population</b>	51,851	51,751	51,567	51,320	
<b>% Of Seniors</b>	24.28%	24.07%	21.52%	21.43%	

*\*Projected data, official numbers have not been reported.*



## Importance of Senior Programming in Our Community

Research shows that older adults who participate in Senior Center programs can learn to manage and delay the onset of chronic disease and experience measurable improvements in their physical, social, spiritual, emotional mental and economic well-being. Social activities keep us sharp and mentally engaged, and this is important to prevent the onset of dementia or Alzheimer's disease.

A few National statistics:

- Approximately 70% of Senior Center participants are women; half of them live alone.
- Compared with their peers, Senior Center participants have higher levels of health, social interaction, and life satisfaction and lower levels of income.
- The average age of Senior Center participants is 75.
- Almost 75% of participants visit their center 1 to 3 times per week. They spend an average of 3.3 hours per visit.

Today's Senior Centers are reinventing themselves to meet the needs and desires of the aging baby boom generation. Senior Centers are developing new programs and opportunities for the dynamic generation of older adults. Senior Centers offers a wide variety of programs, including:

- Meal & Nutrition Programs
- Health, fitness, & wellness programs
- Transportation services
- Social & Recreational activities
- Educational & arts programs

While some of the benefits of these types of Senior Programs may be obvious; there are also many underlying benefits for the Senior population.

- **Better cognitive function.** Social activities keep us sharp and mentally engaged, and this is important to prevent the onset of dementia or Alzheimer's disease.
- **Maintaining good emotional health.** Connecting with others helps keep you in a positive mood, which in turn wards off depression.
- **Improving physical health.** Socially active seniors tend to be more physically active, too. Plus, you tend to eat more and make better food choices when you eat with others.
- **Boosted immune system.** Studies show that seniors who stay engaged with others, and life around them, have higher levels of immune-system functioning.
- **Enjoying restful sleep.** If you have difficulty sleeping at night, it could be that you're feeling isolated and lonely. Research shows that people who have more fulfilling relationships in their lives tend to sleep better than those who don't.
- **Increased longevity.** Live a longer, happier life by keeping your social circle strong. Friends and loved ones help you deal with life's daily stresses, and are often key to encouraging you to live a healthier lifestyle, too.

## Working Together to Serve the Senior Community

Within the City of La Crosse there are various organizations that work to serve the needs of our Senior Community; including:

- City of La Crosse Parks, Recreation, and Forestry Department
- Aging & Disability Resource Center of La Crosse County
- La Crosse County Aging Department
- La Crosse Public Library
- South Side Senior Group
- Harry J Olson Senior Center
- YMCA

### Benefits of collaboration between organizations:

Collaboration in organizations bring with them potential benefits such as the following:

1. **Synergy.** The sum of the whole is bigger than the sum of each part. Working together collaboratively can result in greater accomplishments as compared to each organization working on its own separately.
2. **Sharing resources.** When collaborating with another company, there will always be things and resources that they can share. One company may be an expert in one field and can help the other company learn about it.
3. **Overcoming obstacles.** When an organization encounters problems that hinder it from achieving its goals, the other organization may be able to help out. Besides, partnerships, coalitions and networks are more powerful than organizations that operate on their own.
4. **Increased community awareness.** By getting involved and by being a part of bigger organizations and groups, your organization's message is better relayed to the community.
5. **Access to constituents and funding.** Partnering with other organizations can give you the benefit of more grant opportunities as well as make a bridge for more exposure.

### Organization collaboration: Team efforts and collaboration

While collaboration organization can greatly benefit partner organizations, this holds true with project team collaboration.

1. **The team members work together to achieve common goals.** Team collaboration presents the teamwork principles because they know that people achieve more when they are in a collaborative mode.
2. **Synergy.** Working together makes everyone win and synergy manifests itself in reduced costs, more flexibility in adapting to changes, and increased capabilities.
3. **Innovation.** Collaboration in organizations especially team collaboration offers various perspectives for problem solving and innovation.
4. **Stability and information.** As one of the **benefits of collaboration between organizations**, collaborating between team members also results in the transfer of knowledge and since this information is being practiced, there is a strong possibility of retention.

The *benefits of collaboration between organizations* as well as team collaborations don't exist without a few challenges. As with team collaboration, there is a need to keep team resources functional and the organization's structure needs to be adapted for a teamwork-conducive environment. Among the other challenges in a successful organization collaboration or team collaboration are the lack of trust, ineffective communication, and unstable momentum.

By combining knowledge, skills and experiences, organizations and team members can accomplish more than if they worked alone. It is important that collaborative organizations or collaborating teams trust each other and communicate effectively so that they can overcome the challenges brought about by the benefits of collaboration. The benefits don't come for free. Amidst its benefits are the challenges that need to be overcome. Organization management and project managers as well need to find ways to create a successful collaboration.

### **Benefits of 1407 St Andrews**

- The 8,000 square feet of flexible planning space allows for various sized rooms and program needs
  - Ability to divide the room into sections, allowing for multiple programs to ensue at the same time, maximizing program efficiency
- Welcoming historical atmosphere equipped with a restaurant/bar and outdoor patio onsite
- Centrally located within City limits
- Americans with Disabilities Act (ADA) compliant
- One level (no stairs)
- Ample Parking
  - 2 lots available for use
  - 10 dedicated handicapped street accessible parking spots
- Increased collaboration opportunities with La Crosse County
  - Will include funding for a newly renovated kitchen for meal programs
- Increased collaboration with the La Crosse Library and La Crosse County programing
  - Eliminate duplicate programing, more inclusive
- Recently renovated building
  - Up to code
- "Turn Key" No maintenance, no utility
- Multiple entrances for easy access
- Opportunity to free up space at Neighborhood Centers increasing availability for reservations
- Snow removal and lawn care included
- Dedicated music/dance space
- Dedicated exercise space

## Projected Operating Budget & Financial Plan

### Monthly Expenses

<u>Item</u>	
Rent* .....	\$7,791
Startup Materials .....	TBD
Office Supplies .....	\$50
Cell Phone .....	\$45
Internet .....	\$100
Insurance .....	\$0
Staffing (200 hours @ \$10/hour) .....	\$2,000
<b>Total Monthly Expenses</b> .....	<b><u>\$9,986</u></b>

*\*INCLUDES:*

*Electric, Gas, Water, Sewer, Garbage Pick-Up, Lawn Care, and Snow Removal  
Mechanical Repairs: Plumbing Electrical, HVAC, and Light Ballasts  
Basic Supplies: soap, toilet paper, paper towels, garbage bags, etc.*

### June – December 2020 Funding Source

**Rent:** Per Resolution, to be appropriated from 2019 Contingency Fund carryover for 2020

**Office Supplies, Cell Phone, Internet & Staffing:**

Expenses to be absorbed in current Department operating budget

### January 1, 2021 – December 31, 2022 Source

**Rent:** Per Resolution, to be included in the annual Operating Budget for each respective year, in the amount of \$93,492 annually,

**Office Supplies, Cell Phone, Internet & Staffing:**

These items will be absorbed by line items already introduced to the Operating Budget in the amount of \$20,000, annually for the Senior Centers that would no longer be operating.

### Monthly Revenue

<u>Item</u>	
Programing .....	TBD
Rent .....	TBD





## **Current City of La Crosse Senior Programs (55+)**

- Senior Fitness
  - Boot Camp
  - Adaptive Yoga
  - Hatha Yoga
  - Yoga for Beginners
  - Yoga for Arthritis
  - Yoga with Renae
  - Yoga for Vibrant Living
  - Tai Chi
  - Morning Alignment
  - Chair Yoga
  - Shin Jin Do
  - Practical Self Defense for Seniors
  - Cane Self Defense for Seniors
- Community Balance Screening partnered with Mayo
- Smart Seniors, partnered with Bethany St. Joseph
- Dine at 5 (Dinner & Concert)
- Medicare 101
- Benefit Assistance
- Senior Computer classes
- Senior Excursions Bus Trips
- AARP partnered classes
- Senior Trolley Rides
- Thrivent Financial Workshop
- Social Security
- Before the After
- Real Estate and Downsizing Tips for Seniors
- Ten Things You Should Know About Aging
- What Senior Citizens Should Know About Selling Their Home

## **City of La Crosse Adult Programs (18+) (Also Available to Seniors)**

- Adult Creative Programs
  - Drawing Classes
  - Dare to Paint Abstracts
  - Creative Acrylic Painting
  - Watercolor Workshop
  - Craft Weekends
  - Art Club
  - Monthly Card Creations
  - Score'm & Fold'm Card Class
  - Vellum Card Class
  - Knitting Classes/Group
  - Art Journaling
  - Beginnings to Mixed Media Art
- Adult Cooking
  - Cooking with Chef Deb Hendrickson
  - Market Baskets
  - Composting at Home Made Easy
  - Grow your Own Microgreens
  - Mayo Mobile Teaching Kitchen
- Adult Fitness
  - Boot Camp
  - Adaptive Yoga
  - Hatha Yoga
  - Yoga for Beginners
  - Yoga for Arthritis
  - Yoga with Renae
  - Yoga for Vibrant Living
  - Tai Chi
  - Morning Alignment
  - Shin Jin Do
- Concerts & Dances
  - Harmony on the River
  - Harmony in the Neighborhood
  - Music Café
  - Bluegrass Jam
- Dementia Support & Education Programs
- Adult Health and Wellness
  - Carol Ebert programs
  - Essential Oils
  - Forest Bathing

- Adult Enrichment Programs
  - Simple Steps to Technology
  - Simple Changes: Ideas on Looking Younger
  - Special Needs Financial Planning
  - American Sign Language Programs
  - Wolflink Programs
  - Mah Jongg Club
  - Current Events Club
  - United Nations Sustainable Development Goals
  - UGetConnected Programs
  - Thrivent Financial Workshop
  - Economic Update
  - Retirement Income Planning
  - Navigating Ages & Stages
  - Board Games
  - Champion Lions Club Programs
  - Taste of Vietnam
  - Travelogues
  - Art History
  - Free Movie Night
  - Wise Wednesdays
  - Connect2Nature
  - Coping Skills, Keep it Simple
  - Visually Impaired Persons Support Group
  - La Crosse County Dementia Support Programs

### **City of La Crosse Library Programs**

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|--|---|
| <ul style="list-style-type: none"> <li>• Chapter Books Discussion</li> <li>• Adult Craft Programs</li> <li>• Monday Nights at the Movies</li> <li>• Music on Sunday Afternoons</li> <li>• Historical Walking Tours</li> <li>• Storytime for Adults</li> <li>• Basics of Storytelling</li> <li>• Books n' Brunch</li> <li>• Craft Show</li> </ul> | <ul style="list-style-type: none"> <li>• Music &amp; Memory</li> <li>• Memory Connections</li> <li>• La Crosse Area Genealogical Society Speaker</li> <li>• How to Discover your Intuition</li> <li>• Wisconsin's Gangster Past Presentation</li> <li>• Monday Mornings at Main</li> <li>• Computer Skills and Development Classes</li> <li>• Mind and Body Health</li> <li>• Foot and Nail Care Clinic w/Viterbo Nursing Students</li> </ul> |
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