

THE PRESIDENT'S INSPIRATION

Travis Chambers' career in the entertainment industry has been nothing short of impressive. Starting out as a successful D.J., club manager and promoter in Milwaukee, WI, he quickly gained a reputation for his adeptness at servicing a diverse clientele. As his reputation grew, he began taking on new opportunities and excelling in them. In 2019, Chambers graduated from Marquette University with honors and became the Market Manager for Fresh Empire, a hip-hop-focused, tobacco-free initiative funded by the F.D.A. During this time, he managed a two-million-dollar budget over four years while directing and mentoring thousands of young adults aged 13 to 18. It was during this period that Chambers had a moment of clarity and realized that he could combine his passions for community service and creating engaging experiences to build a system that fosters unity and provides resources. This realization was the driving force behind the founding of Uptown Society, where he aims to create events and experiences that generate revenue, provide community resources, and focuses on the four pillars of a strong community structure: Legacy, Empowerment, Compassion, and Education.

50% of event profits will support Uptown Society's youth leadership and community bridge-building programs. Let's invest in our future and make a positive impact together!

[@uptownmke](#)



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EXECUTIVE SUMMARY

Uptown Society is committed to community enrichment. The brand was created to bridge resources and cultures through events and experiential programming that foster unity and collectivism. We aim to encourage and promote Milwaukee's varied scenic offerings through distinctive experiences and socialization efforts centered on youth. We plan to empower our community through compassion, education, and positive exposure. Our systematic approach will secure Uptown Society's legacy and reverberate through households and communities for years to come.



MISSION

To unify Milwaukee's multicultural landscape through innovative and inspiring experiences.



Diversity
is DOPE

POSITIONING STATEMENT

For residents of the greater Milwaukee area who desire new and exciting event options, Uptown Society is a lifestyle brand focused on philanthropic events. Unlike other social groups, Uptown Society focuses on legacy-building. It is strategically dedicated to improving and reducing disparities youth face within the city. Each day, our core values guide us as we strive to build and create a stronger community collective that reflects the integrity of Uptown Society.