



# 2025 UPSES Marketing Committee Annual Report

**Reporting Period:** January 1 – December 31, 2025

[AlgoWithYou LLC](#) supports the UPSES Marketing Committee by maintaining and managing the organization's digital presence, including the community website ([upses.com](#)) and the online Portuguese Market ([shop.upses.com](#)). These platforms support cultural programming, provide access to community information, and help extend Portuguese traditions beyond the Hall.

In 2025, UPSES experienced a year of stability following the website rebuild and digital improvements completed in 2024. Throughout the year, both the community website and the online Portuguese Market continued to operate reliably and effectively without the need for paid advertising. Event information, including Festa and Bingo, remained highly visible online, and members and the public (nationally and locally) consistently used UPSES.com to stay informed and engaged.

The online Portuguese Market continued to serve as a complement to the in-person Market, providing access to Portuguese food and cultural offerings on a global scale. Demand remained steady throughout the year, with increased activity during cultural events and the holiday season. The Market continues to support UPSES' mission by extending cultural reach while remaining closely connected to on-site operations and events.

Overall, the digital processes in place proved effective and dependable in 2025. AlgoWithYou worked closely with the Marketing Committee and other members of the Hall on weekly operations and event updates. Digital support and team communication remained strong throughout the year, allowing UPSES to maintain consistent online visibility and community engagement.

Looking ahead to 2026, our marketing team at AlgoWithYou and the Marketing Committee will continue focusing on keeping event information current, maintaining strong visibility for Festa and recurring programs, and ensuring UPSES' digital platforms remain accessible, accurate, and easy to use for members and the broader community.

**Respectfully submitted,**  
**Alana Redmond**  
AlgoWithYou LLC  
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