



**THE  
ALEXANDER GRASS  
CAMPUS  
FOR JEWISH LIFE**







# IN THIS PRESENTATION

BACKGROUND .....	4
PLANS .....	7
GROWTH .....	19
SUSTAINABILITY .....	26
IMPACT .....	29



# HISTORY

1915

Formation of the Y  
by Louis Brenner



Y moved into expanded  
facility at 1102 N. 3rd St.

1931



JCC Building erected at  
3301 N. Front St.

1958



Dedication of  
renovated JCC

1996

2021

Time to envision  
a new home

## MISSION

HERE FOR US.

HERE FOR ALL.

HERE TO STAY.

**Centralizes, elevates, and celebrates** the services & resources of our Jewish community

**Created and sustained** by the Jewish and Harrisburg communities

**Open and accessible to any and all** who would benefit from the services offered, regardless of age, background, or faith

Bringing all of the educational, cultural, spiritual, wellness, and philanthropic services and programs under **one brand** fortifies the sustainability of the campus as opposed to elevating the programs individually.

# PROGRAMMING

## FOR THE ENTIRE COMMUNITY

Early Learning Center open to any child, infant - PreK

Senior programming

Social services

Arts & culture initiatives

Interfaith programming

Social justice programs

## FOR HEALTH + WELLNESS

Sports, fitness, health & wellness programming for all ages

Dedicated space for senior health & wellness activities

## FOR COMMUNITY CONNECTIONS

Cross-campus opportunities to engage both Jewish & non-Jewish communities

Multiple spaces & places for collaborative programming

# CAMPUS OVERVIEW

6 buildings

135,000 sq. ft.

6.42 acres

Each building has been  
meticulously maintained

Along the river with plenty of green  
spaces & underground parking



ADMINISTRATION BUILDING

# THE GRASS CENTER



- U-shaped driveway for pick-up/drop-off
- Fully ADA accessible
- Equipped with elevator & plenty of parking
- Small side lot & underground parking

40,737 SQ. FT. | BACK OF BUILDING FACES 2ND STREET



ADMINISTRATION BUILDING

# THE GRASS CENTER



## 1ST FLOOR

- Meeting and event space
- One area holds up to 200 people and opens up onto the green space overlooking the river

## 2ND FLOOR

- Fitness Center overlooking the river

## 3RD FLOOR

- JCC & Federation Staff
- Jewish Community Foundation of Central PA







# RICHARDS HALL



- Outdoor seating/ gathering area
- Equipped with elevator & fully ADA accessible
- Two-way driveway behind the building with a lane for handicap parking

14,793 SQ. FT.



# RICHARDS HALL



## 1ST FLOOR

- Large meeting space
- Art Gallery
- Catering kitchen

## 2ND FLOOR

- 2 large classroom/ meeting spaces

## 3RD FLOOR

- Game tables, spaces for gathering - from teens to new parents to seniors

14,793 SQ. FT.



DUNCAN HALL

# BRENNER FAMILY EARLY LEARNING CENTER



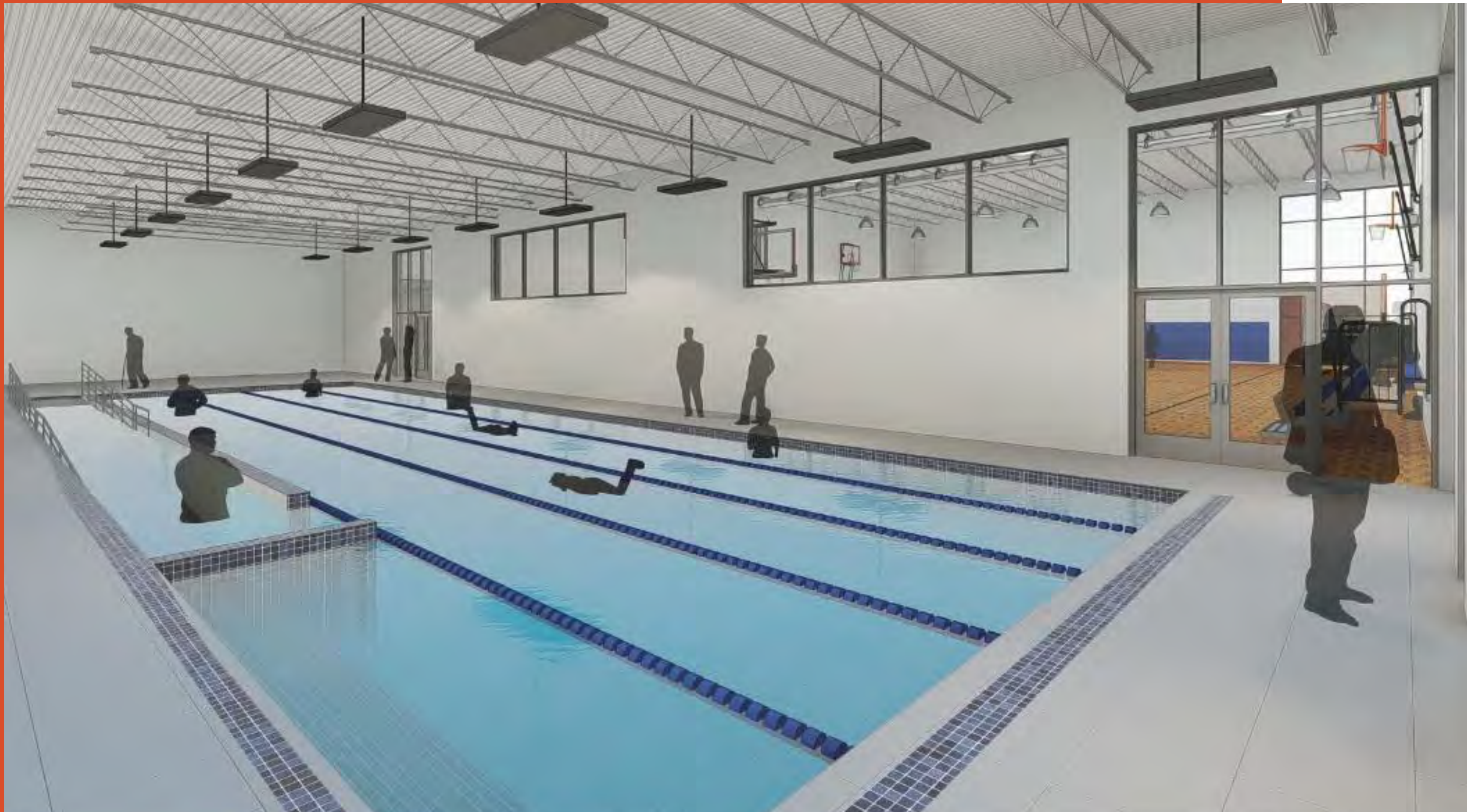
- Plenty of classroom space for infants through PreK
- Space for a dedicated fenced in playground
- Connects directly to new Sports Center
- Equipped with elevator & dedicated parking lot

17,530 SQ. FT.



BEHIND DUNCAN HALL

# SPORTS CENTER



- PIAA-regulation sized basketball court with 200+ bleacher seating
- 4 Pickleball Courts
- Converts to an auditorium and event space
- Pool for swimming laps, aquatherapy, lessons, and classes

17,530 SQ. FT.







SOUTH HALL

# SILVER ACADEMY



- 4 floors of classrooms that are fully outfitted with AV and latest technology & equipment
- Equipped with elevator & easy pick-up/drop-off driveway with added turnaround space

10,547 SQ. FT.



MCCORMICK HOUSE

# JEWISH FAMILY SERVICE



5,355 SQ. FT.

- Separate access via Graham St.
- Convert residential property to meet the needs of JFS:
  - ◆ Add elevator for accessibility
  - ◆ Convert rooms for office staff and optimal service delivery



HUGHES HALL

# OFFICE SPACE



- Equipped with elevator & fully ADA accessible
- Dedicated parking lot
- 4 Floors of office and meeting spaces
- Office spaces available for rent for nonprofit organizations
- Future growth opportunities as needed

10,547 SQ. FT.





- Jewish Family Services
- Elevator
- Office Space (tenants)
- Surface Parking
- Commerical Kosher Kitchen
- Service Courtyard
- Office Space
- Fitness Center
- Meeting/Conference
- Below Grade Parking
- Health Practice Partner
- Program Space
- Silver Academy
- Drop Off
- Turn-Around
- Playgrounds
- Brenner Family Early Learning Center
- Sports Complex (proposed)

THE ALEXANDER GRASS CAMPUS FOR JEWISH LIFE

# CAMPUS MAP





**GROWTH**



# REGIONAL DEMOGRAPHICS

Harrisburg Region is defined as Dauphin, Cumberland, and Lebanon Counties\*

Data is from Brandeis' American Jewish Population Project

\*AJPP does not include Perry County though it is in our catchment area and has some Jewish population

## TOTAL JEWISH POPULATION

LOW	ESTIMATE	HIGH
7,100	9,500	12,200

## ADULTS WHO IDENTIFY THEIR RELIGION AS JEWISH

LOW (<1%)	ESTIMATE (1.1%)	HIGH (1.5%)
4,600	6,100	7,900

SYNAGOGUE MEMBERSHIP IS APPROXIMATELY 1,300 MEMBER UNITS





## ASSUMPTION 1

JCC programs can - and should - be profitable and self-sustaining based on peer communities, all of which face the same competition for gym membership and programming

## GROWTH OPPORTUNITIES

### Diversity Programming

Avoid reliance on too few programs for revenue

- Opportunity to partner with other community organizations, (i.e. healthcare providers)

### Consider Profitability

Increase fees: New facility justifies modest increases

- Facility & room rentals

- Consider both mission *and* revenue in programs



## ASSUMPTION 2

Based on peer community data, **JCC Membership can increase** (flat for over a decade at 738 individuals/households)

There is ample opportunity to increase JCC membership in both the Jewish & non-Jewish communities

## GROWTH OPPORTUNITIES

### Identify Value Proposition

Offer value-add with membership (special access/ fees for members, etc.)

- Drive new members with high-end facility and offerings

### Goals to Grow

Dedicated staff to drive membership

- Leverage data to drive growth from targeted segments of the population to increase Jewish & non-Jewish membership



## ASSUMPTION 3

Given regional demographics  
**Annual Campaign Donors**  
(885 individuals/ households) is  
low compared to peer communities

There is opportunity for greater  
Jewish community engagement.

## GROWTH OPPORTUNITIES

### **Deepen & Broaden Annual Campaign Participation**

Energize the community  
around a new centralized  
home

- Increase the number of  
donors and size of gifts

### **Allocate Funds to Jewish Community Priorities**

Increase amount allocated  
to Jewish agencies

- Reinststate an allocation  
to Israel



# GROWTH OPPORTUNITIES

- ASSUMPTION 1** → Through profitable, diversified, and self-sustaining JCC programs,
- ASSUMPTION 2** → And by focusing on and maximizing membership growth,
- ASSUMPTION 3** → The annual campaign can be an opportunity to advance Jewish life in Harrisburg and deepen our connection to Israel.



# SUSTAINABILITY

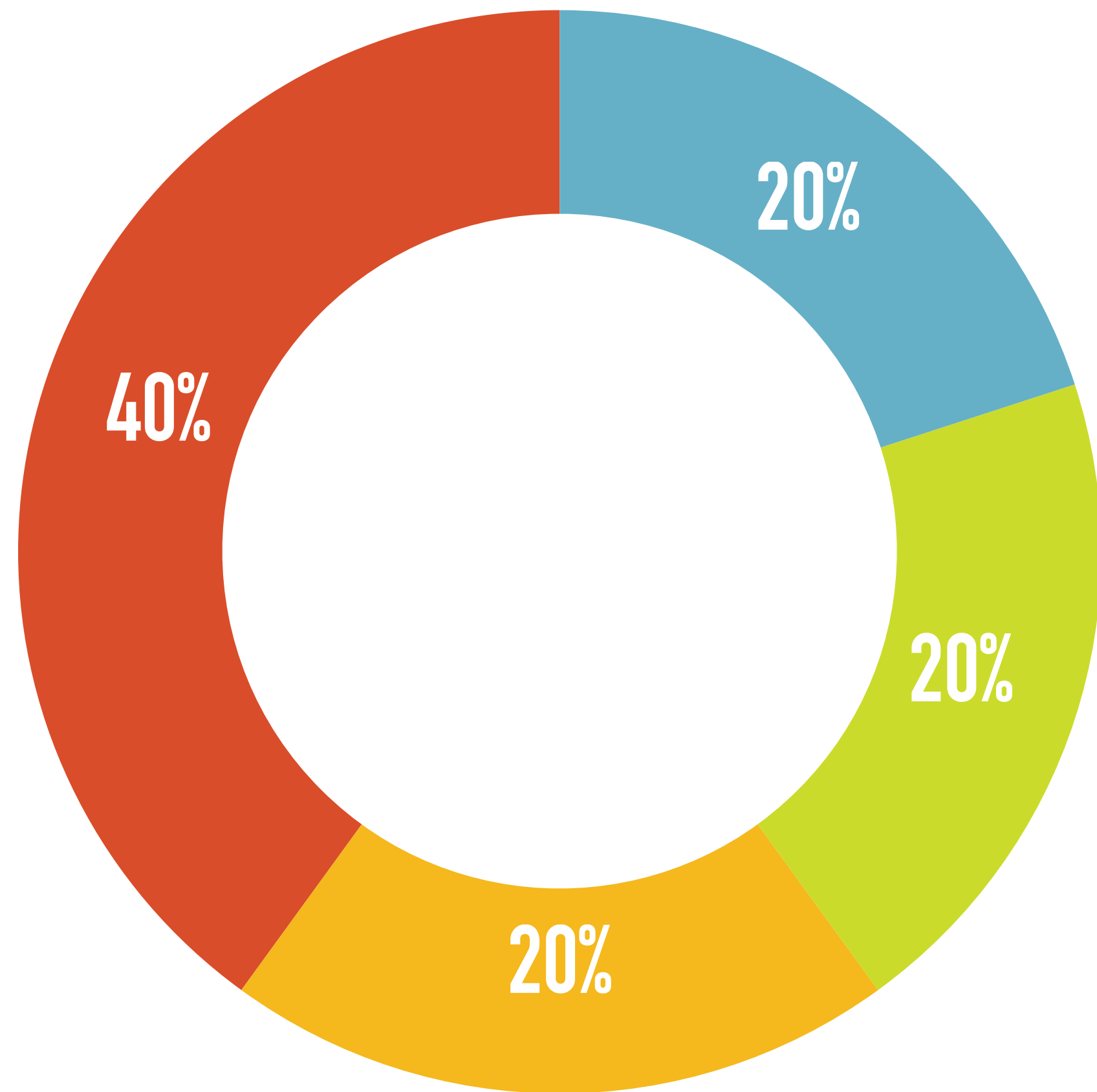


# CREATE CAMPUS ENDOWMENT FUNDS

- Lessons learned from previous renovation
- 20-30% of budget by Year 6 comes from endowment funds
- Naming rights in perpetuity to cover ongoing operating costs for the facility



# PROJECTED REVENUE BREAKDOWN - IN LINE WITH PEER JCCS



**Membership is currently just 11% of revenue;** increasing to 20% assumes both more total members and slight increase in fees.

**Current Grants & Donations are at 42%**  
This is a much more balanced revenue structure.



# IMPACT

**WITH ONE GIFT, YOU'LL  
SUPPORT THE NEEDS OF OUR  
COMMUNITY, DAY BY DAY, AND  
BUILD AN EVEN BRIGHTER  
FUTURE, BRICK BY BRICK.**



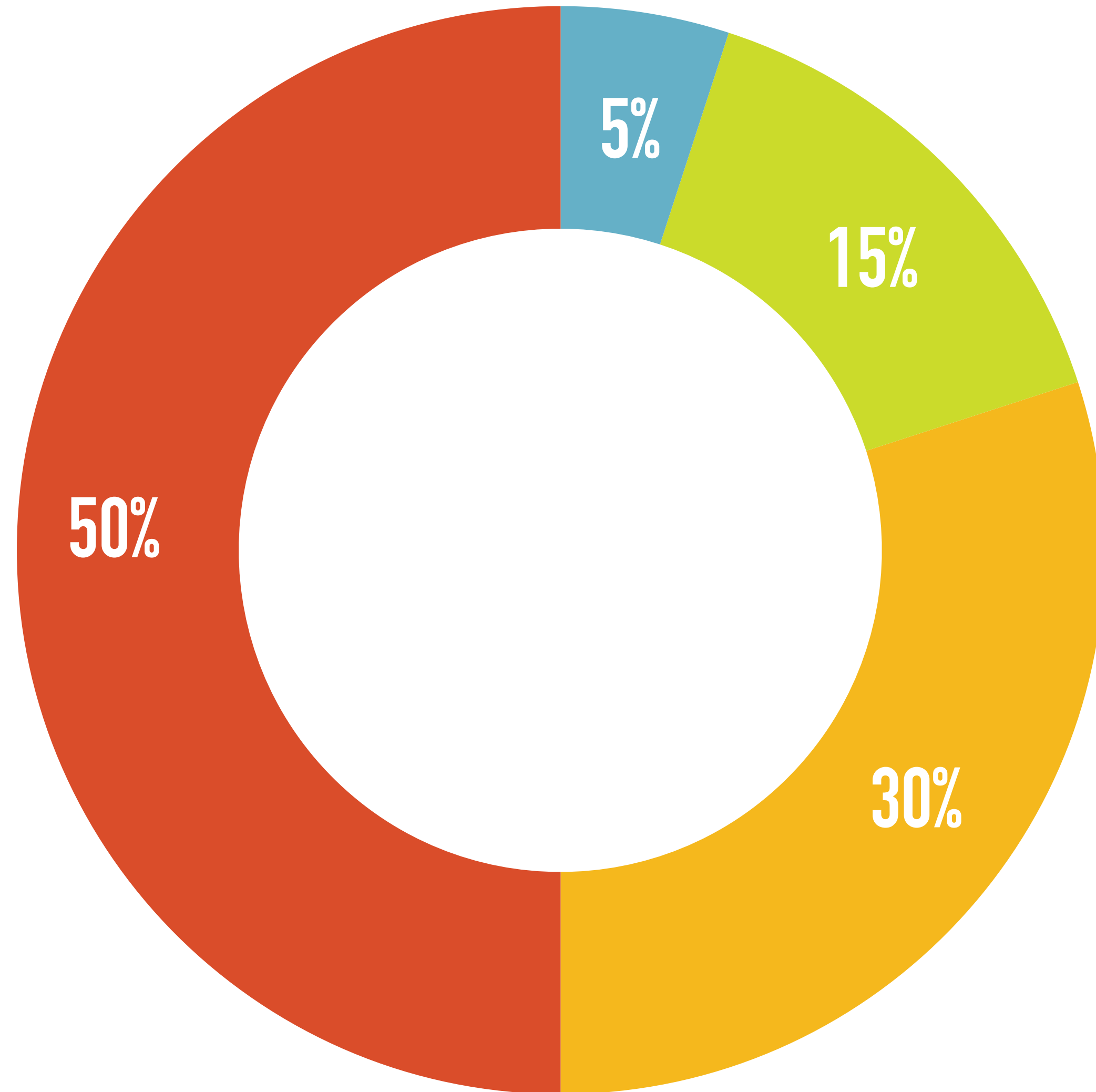
# BECOME A STAKEHOLDER IN CHANGE

- Opportunity to be impact investors in Jewish Harrisburg
- Annual campaign is folded into this campaign  
*You won't receive multiple 'asks' from the Federation during this campaign*
- Consider a multi-year pledge
- Many types of gifts - not just cash; consider transfer of stock, retirement plan gift, life insurance gift, etc.



# WHERE YOUR DOLLARS GO

- CAPITAL
- PROGRAM/OPERATIONS
- SECURITY/INFRASTRUCTURE
- ENDOWMENT





I DID NOT FIND THIS WORLD DESOLATE WHEN I ENTERED IT. MY ANCESTORS PLANTED FOR ME BEFORE I WAS BORN. SO DO I CHOOSE TO PLANT FOR THOSE WHO WILL COME AFTER ME.

TALMUD, TA'ANIT 23A





**THE  
ALEXANDER  
GRASS  
CAMPUS  
FOR  
JEWISH LIFE**