



**THE
ALEXANDER GRASS
CAMPUS
FOR JEWISH LIFE**



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HISTORY

1915

Formation of the Y
by Louis Brenner

1931



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

1958



JCC Building erected at
3301 N. Front St.

1996



Dedication of
renovated JCC

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

- Federation Staff offices



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



14,793 SQ. FT.

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

DUNCAN HALL

BRENNER FAMILY EARLY LEARNING CENTER

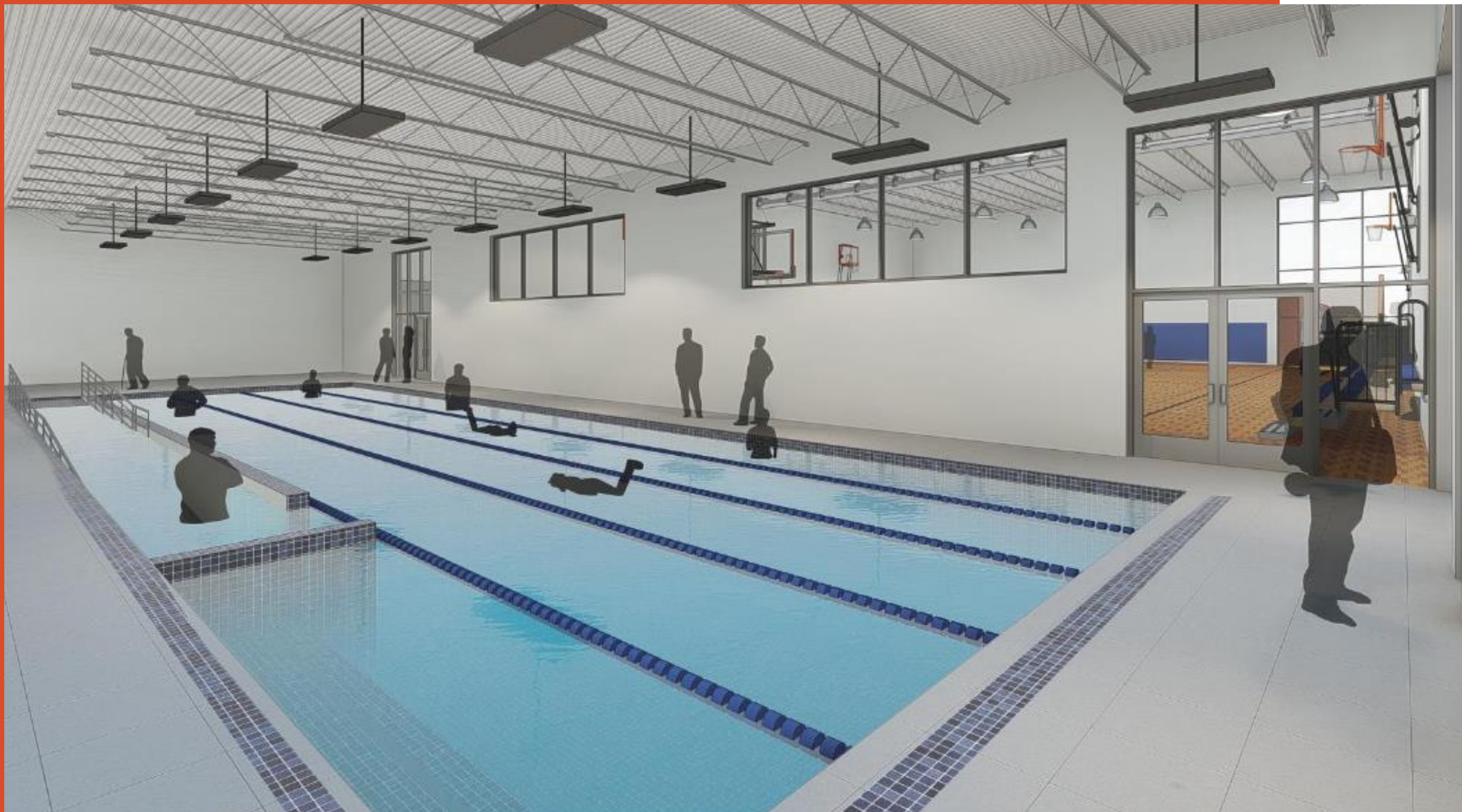


- Plenty of classroom space for infants through PreK
- Space for a dedicated fenced in playground
- Connects directly to new Sports Center
- Equipped with elevator & dedicated parking lot

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

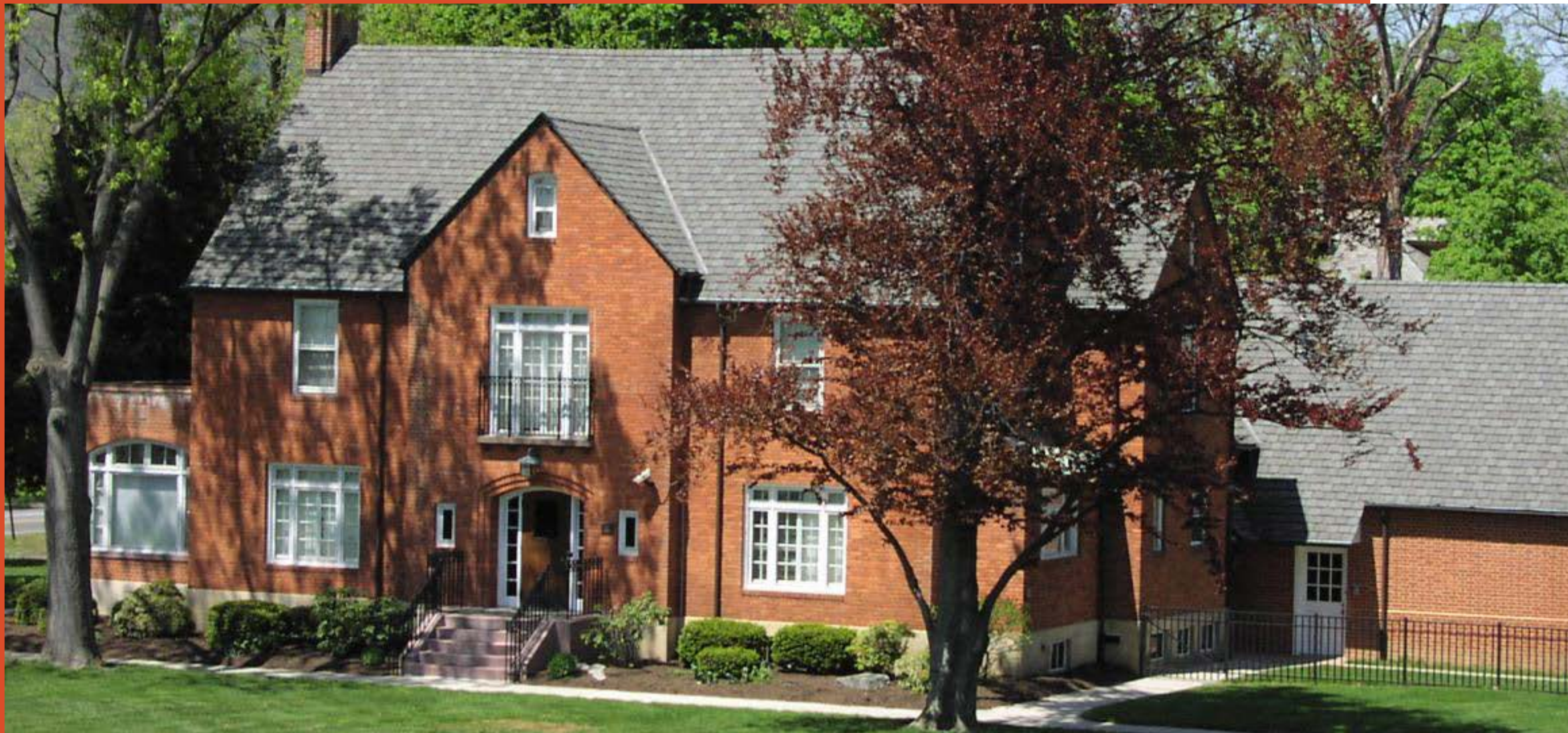


- 4 floors of classrooms that are fully outfitted with AV and latest technology & equipment
- Equipped with elevator & easy pick-up/drop-off driveway with added turnaround space

10,547 SQ. FT.

MCCORMICK HOUSE

JEWISH COMMUNITY FOUNDATION OF CENTRAL PA



- Separate access via Graham St.
- Convert residential property to meet the needs of JCF:
 - ♦ Convert rooms for office staff and optimal service delivery

5,355 SQ. FT.

LEHRMAN HALL

JEWISH FAMILY SERVICE



- Equipped with elevator & fully ADA accessible
- Dedicated parking lot
- 4 Floors of office and meeting spaces

10,547 SQ. FT.



CAMPUS KEY

- McCormick House**
Jewish Community
Foundation of Central PA
- Lehrman Hall**
Jewish Family Service
- Surface Parking
- Commerical Kosher
Kitchen
- Service Courtyard
- The Grass Center**
Office Space
- Fitness Center
- Meeting/Conference
- Below Grade Parking
- Richards Hall**
Health Practice Partner
- Program Space
- South Hall**
The Silver Academy
- Drop Off
- Turn-Around
- Playgrounds
- Duncan Hall**
Brenner Family Early Learning Center
- Sports Complex (proposed)

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



Reinstate an allocation
to Israel

GROWTH OPPORTUNITIES

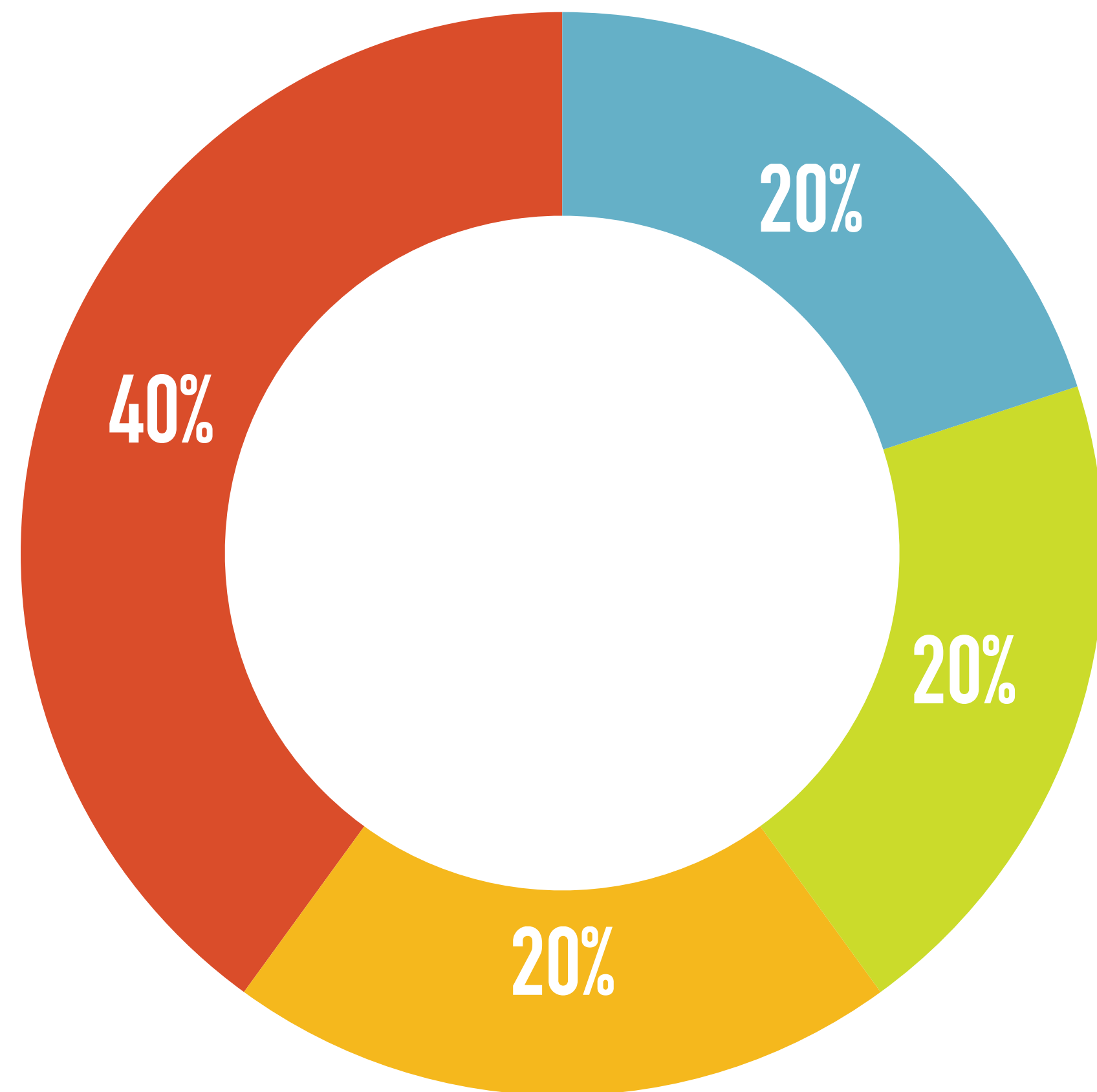
- ASSUMPTION 1** → Through profitable, diversified, and self-sustaining JCC programs,
- ASSUMPTION 2** → And by focusing on and maximizing membership growth,
- ASSUMPTION 3** → The annual campaign can be an opportunity to advance Jewish life in Harrisburg and deepen our connection to Israel.

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.

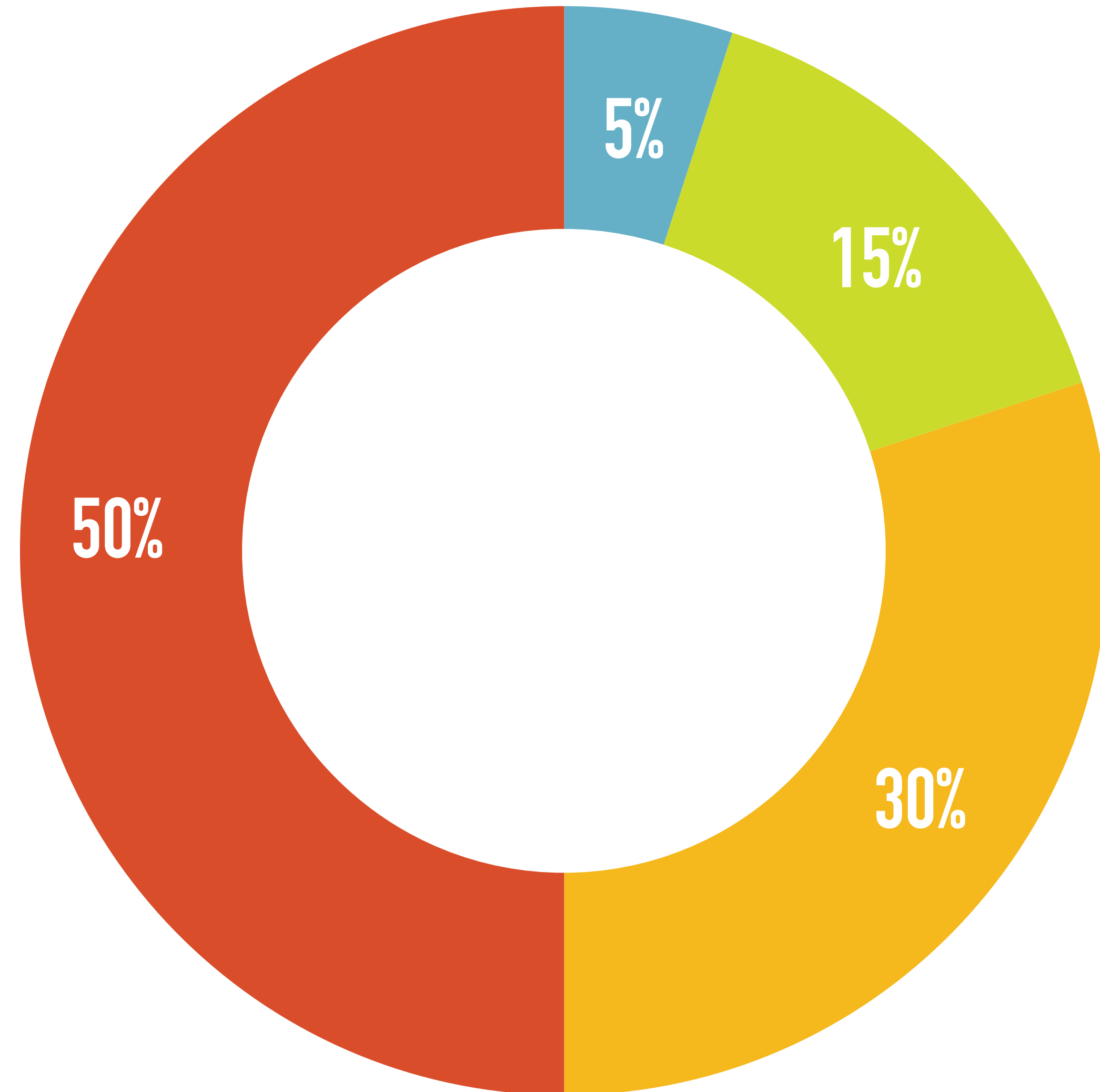
IMPACT

**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



**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



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