

J TOMORROW!

STATUS REPORT WINTER, 2018

*Our vision for the New Louisville J: A hub for the Jewish and greater Louisville community to **connect, engage, and grow!***

ACCOMPLISHMENTS TO DATE

- Problem identified & vision established
- Solicited services of industry professionals: Project Manager Chris Bingaman of SyncCore and PR Consultant Karen Sherman
- Established Steering Committee and Workgroups
- Developed proposed utilization plan for the Dutchmans Lane campus including retail space and senior living facility on property
- Developed potential utilization plan for Standard Club property
- Declined first right of refusal for Anshei Sfarad property purchase
- Worked with local architectural firm to create preliminary site plan drawings and artistic renderings
- Facilitated meetings/charrettes with the community and JCC user groups
- One-on-one meetings with Louisville Board of Rabbis and Cantors, congregation leadership and JFCS
- JCL Board formally approved project
- David Valinsky, Valinsky and Associates, hired as Capital Campaign Consultant. Mr. Valinsky completed a successful feasibility scan in Fall 2017 that indicated significant support by key stakeholders.
- Identified and engaged potential corporate partners and developers.
- Site Survey of the Dutchmans Lane property completed.
- Financial Performas completed by The J Health & Wellness and Aquatics staff in partnership with WTS International, experts in the lifestyle and fitness industry.
- Review of RFP's for Architectural & Engineering firms completed. Special thanks to volunteers Laurence Nibur, Craig Greenberg and Steve Poe for their leadership and oversight during the RFP review process.

CURRENTLY IN PROCESS

- Philanthropy Steering Committee meeting to plan and begin implementation of the fundraising portion of the capital campaign - January 2018.
- Final selection of Architectural & Engineering firm - January 2018.
- Final analysis of the Standard Club property as potential location for Summer Camp and other Jewish programming is in progress – Winter 2018

NEXT STEPS

- Campaign Planning & Preparation Phase, including:
 - Revised Case for Giving
 - Revised space & business plans
 - Recruit & formally appoint campaign leadership and committee
- Enhance PR & Communications plan

