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Josh Weinstein

Dear Community Members,

This spring, we shared that JCC leadership was engaged in a planning process designed to re-conceptualize our 1200 Edgewood campus in a way that right-sizes the JCC's physical footprint, preserving our mission and ensuring our long-term viability. These plans concern only the campus at 1200 Edgewood, not the camp property on Seneca Lake.

Imagine our vibrant JCC as part of a broader community of organizations committed to providing you and your family activities and space to nurture your brain, your body and your soul. The JCC will continue to deliver on its primary programs – childcare, camp, Jewish life, arts and culture, and wellness - albeit in a smaller footprint within our building. Our plan is to surround ourselves with community-focused neighbors who will make every visit to our campus a more enriching one by offering more programming than we can alone.

We will take a major step in transforming the campus toward a vibrant, sustainable future by sharing the possibilities of the 1200 Edgewood campus with prospective tenants, both Jewish and secular alike. The campus we envision will be a destination for parents raising well-rounded children and adults looking to expand their horizons and explore new interests. From wellness and recreation to arts, academics and music, this will be a place where people of all ages will enrich their lives and grow together. Our current working name for the campus is Canalside Community.

And while it is too soon to say precisely what impact this will have on our offerings, we can assure you that a thriving JCC will be one of the anchor organizations on this community campus. We will do everything we can to preserve what you value here at the JCC and keep you informed as the campus vision progresses. One thing is certain - our work will be guided by our mission and our duty to create a sustainable path for generations to come.

We encourage you to visit [jccrochester.org/canalside-community](http://jccrochester.org/canalside-community) to learn more about our campus vision. Of course, if you have any questions, please email us at [communitycampus@jccrochester.org](mailto:communitycampus@jccrochester.org).

Josh Weinstein, CEO

Karen Menachof, Board President