



Everyone Is Welcome

Campus Transformation | 2018-2021

STAENBERG

OMAHA

JCC



Thank you.

The Jewish Community Center has always been “home.” A village square of sorts where all people belong, together. Many longtime members count their experiences at the Omaha JCC in generations. And now, thanks to your generosity and the vision of Michael Staenberg and many others, the J will be home for generations to come.

“People said there would be no way we’d raise \$10 million, let alone what we needed to renovate this space. We’ve raised \$33 million. We made the Omaha JCC relevant again, by making it into a place people once again feel they want to belong.”

– Michael Staenberg



An opportunity for transformation.

Seeking to inspire others, Michael Staenberg visited our space in 2014 and saw potential. His decades of experience in commercial real estate development taught him that a fresh coat of paint; new carpet; improved HVAC, plumbing and surfaces; and nuances like design, art and comfort could transform a 40-year old building into a community gem.

“People want nice buildings, and now, thanks to our donors, they have one,” says Michael. “We’ve designed it for families—from the six-week-old to the 100-year-old. The middle ‘C’ in our name stands for community. That’s who we are and what we will continue to be—a place that brings people of all skin colors, beliefs and ways of thinking together.”

This is our story.

The story of the Staenberg Kooper Fellman Campus transformation was written by all of us and will inspire achievement, acceptance and aspiration for decades to come. Like any good story, you deserve to know how it ends.

Welcome home.

The vision for the J has always been to create a world-class campus and adaptable facility where all feel welcome to gather and celebrate our shared values. It was, is and always will be a beacon of hope and mark of excellence in the Omaha community where everyone, regardless of race, faith or national origin, is welcome.

"I feel very at home at the JCC. It's been a part of me for my entire life; it's facilitated friendships and I trust them with shaping my children."

TERRY RUSH | JCC member



The fingerprints of our shared values that have guided us from the beginning are imprinted on the work that has been accomplished:

WE BELIEVE IN:

The power of community.

WE BELIEVE IN:

Taking care of each other.

WE BELIEVE:

That you belong here.

That work will allow the JCC and the JFO to thrive for generations to come.





An Undeniable Return on Investment

Anything worth doing requires effort, sacrifice and faith. That was definitely true of our campus modernization. Now complete, we are beginning to see the fruit of our labors.

The completion of the Phil Sokolof Fitness Center renovations in 2017 and the Goldstein Family Aquatic Center in May 2018 led to:

- 33% increase in membership.
- 34% increase in membership revenue.
- 52% increase in programming revenue.

JCC Executive Director Mark Martin grew up at the J. A member since 1978, he raised kids (the youngest of whom is now in her thirties) at the J. He understands what the improvements mean to members and the community and is ever thankful for them.

“We renovated in place, which is more difficult than building brand new. Five years ago, we asked, ‘What will make us relevant for the next twenty or forty years?’ We repurposed what we needed to make spaces more friendly. You

used to walk down a ladder to get to the pool. Now, the ladder is gone. In its place are stairs with textured cement coated in a non-slip surface: the same surface that now rims the redesigned indoor pool.”

MARK MARTIN | JCC Executive Director

Across the board, JCC programs are benefiting from these exciting changes. While salaries and benefits grew with inflation, programming and low unemployment, variable costs remained stable or decreased. Conscientious decision-making with regard to products and building controls has now led to:

- 11% reduction in electricity cost and consumption.
- 22% reduction in gas cost.
- 7% reduction in gas consumption.

With planned energy efficient equipment upgrades, we will realize a 20% savings (nearly \$100,000/yr.) in facility operating costs.



Financial Freedom to Direct Funds Toward Current Needs

Your investment has allowed the JFO to reprioritize funding that meets the current needs of our community. Had we not moved forward with our vision, more of our budget would be tied up in maintaining an aging and outdated building. Our efforts generated an operational surplus of \$323,000 for FY18-19, which was a net change of \$548,000.

The renovation project saved the JFO an estimated \$8.7 million in deferred maintenance costs, freeing up much needed money to meet pressing needs. The JCC/JFO roofs will all be replaced by the end of FY20-21 as a result of your investment.

In a Dark Year, You Brought Light

By the fall of 2020, our efforts transformed the JCC from a seasonal full membership facility into one that will retain memberships year-round. In a year that brought so much sadness and challenge to so many across America and around the world, we were able to complete the following transformational projects:

- Renovated indoor lap pool.
- New Baker Family Indoor Leisure Pool with lazy river and colorful water slides.
- New Mind/Body studio.
- New Family Changing Area with five separate fully equipped “cabanas”.
- New Newman Family Men’s Health Spa and locker room.

All of these features are now operational and enable year-round swimming in a world-class facility.

Empowering Expression, Inspiring Creativity

We are emotional, as well as physical, beings. Along with fitness improvements, your donation has enabled the opening of completely revamped and repurposed arts, education, entertainment and community engagement venues. At home in the corridor since November 2019, the following spaces are now open for use:

- Marlene and Marty Staenberg Arts and Education Corridor.
- The Shirley and Leonard Goldstein Community Engagement Venue.
- Four new dance studios as part of the Simon Family Performing Arts Academy.
- The Noshery, a space for our staff to meet or take a relaxing break.

The transformation of the auditorium into the Shirley and Leonard Goldstein Community Engagement Venue greatly increased the room’s functionality, both for internal use and external rentals. Our new facilities will allow classes and

meetings to run concurrently, expanding our programming capabilities and space.

The additional dance studios allow for one of the JCC’s most popular programs to continue to grow and remain competitive. Two new piano studios allow for lessons and live music recitals. The Noshery, a multiuse flexible space, helps recruit talent, train staff at a high level, build our organization’s culture, and service the ever-growing programming needs of the JCC and JFO.

Come join us for future cooking demonstrations to be held in The Noshery!





Looking to Tomorrow

While much work has been completed, there is more yet to be done. Projects completed in early 2021 include the following newly renovated spaces:

- Schlessinger Family Lobby.
- Learning Commons.
- Milton Mendel and Marsha Kleinberg Hall of History.
- Alan J. Levine Performing Arts Theater.
- Linda and Nelson Gordman Black Box Theater.

A sewing studio and new dressing rooms for men and women offer functionality as well as areas for creative and personal space. Our 317-seat, state-of-the-art theater was designed by a theater architect, and as such, features electric pulleys and a light and sound system that can be adjusted with an iPad to enhance everything from an individual recital to a stage play or orchestral performance.

These exciting areas will fulfill our vision of creating a cultural arts hub for West Omaha while building and sharing Jewish culture and traditions with the entire community.

Additional projects to be completed in 2021 include:

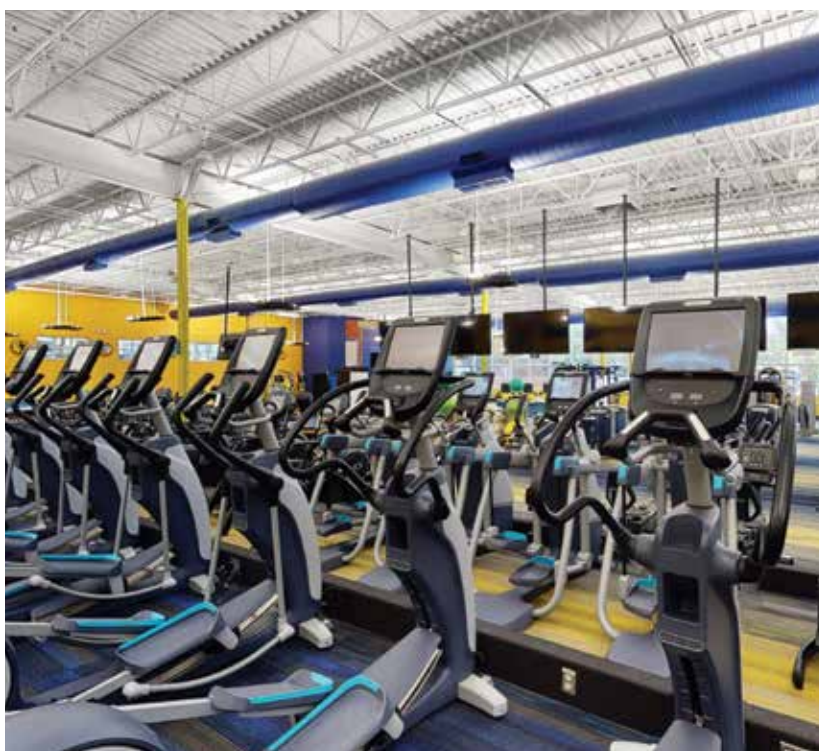
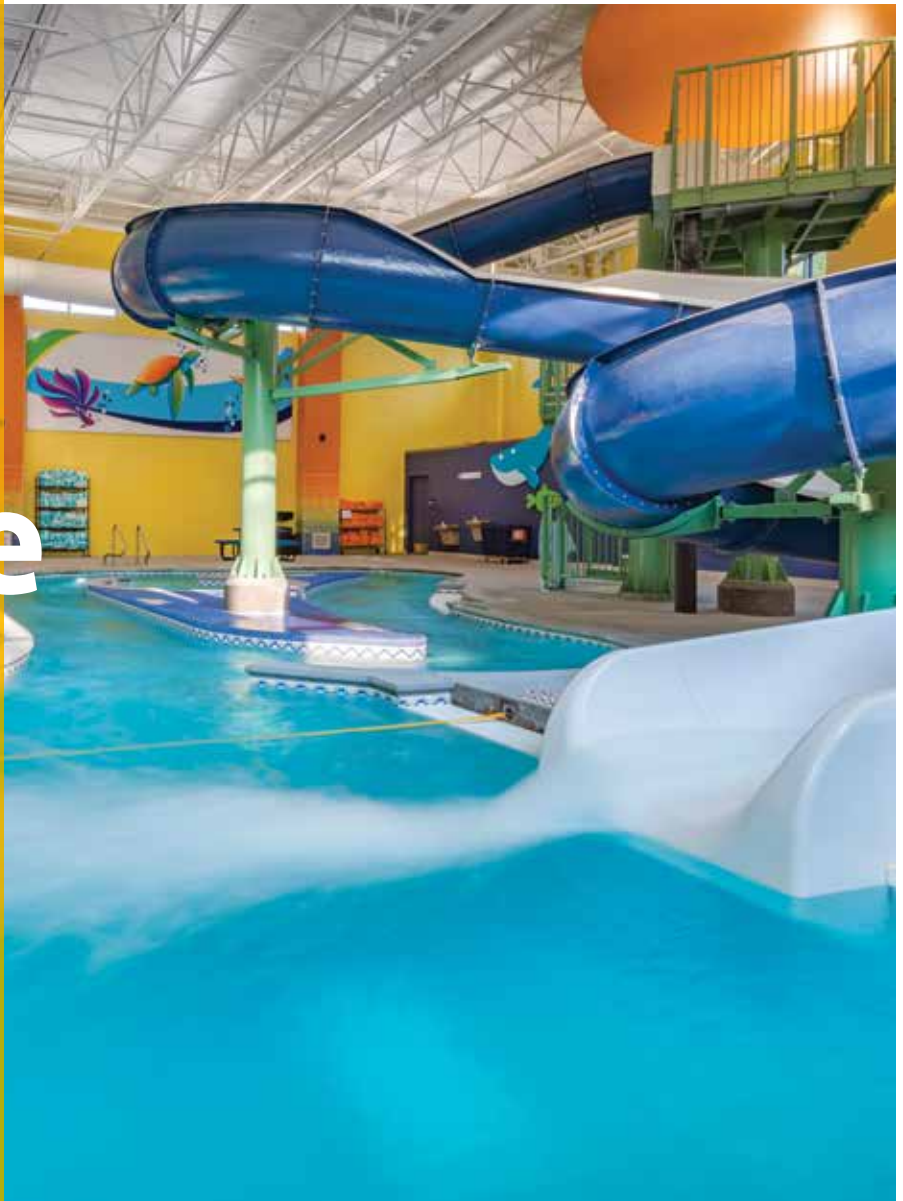
- Renovation of the women's locker room and health spa.
- Renewed Member Services entrance.
- Expanded Fit & Sit space.
- New physical therapy and massage suites.
- New party room.

These spaces not only enhance the visitor experience, they improve our bottom line, allowing us to reallocate funding throughout our organization. There are many more chapters to write. We hope you are inspired to continue writing the story of our JCC.



Dive in to the Details

Do you like to read the footnotes and appendices of every book you crack? If so, savor the following pages, which outline all the work accomplished through your donation and projects yet to come.



“I’ve built around 300 shopping centers along with other projects, but my greatest achievements are the JCC buildings I’ve been a part of.”

– Michael Staenberg



COMPLETED PROJECTS

PHASE 1 AND PHASE 2

> FITNESS

PHIL SOKOLOF FITNESS CENTER AND GYMNASIUM RENOVATION | \$1 MILLION

New carpet, flooring, track, painting, LED lighting, state-of-the art equipment, Wi-Fi and ability to stream content are just the start of the facelift our gym went through. New artwork adorns the walls and space was repurposed to meet the needs of today's members. Now that malls are not as friendly for walking, a new track floor is attracting people who become members just to walk it each day.

"We realized people didn't want four racquetball courts now," says Mark Martin. "We turned two of them into functional fitness rooms, added pickleball courts, and created exceptional yoga and Reformer Pilates studios, because that's what members want today."

GOLDSTEIN FAMILY OUTDOOR AQUATICS CENTER | \$6 MILLION

A new six-lane, 25-meter lap pool; gutter circulation system; diving board; climbing wall; lazy river; large waterslide; and kids area with zero-depth entry, sprayers and an aqua play structure offer ample space for floating, play and exercise. A heated splash pad, swim lesson area, outdoor lockers, and covered shade and eating areas with spacious pool deck seating make the J a true destination for recreation and competition.

The new, secure pool house includes a direct summer entry point, Member Services station, lifeguard office and unisex/family change room. A new entry path from an expanded parking lot along with concessions make it easier for people to arrive and stay.

"I really appreciate the improvements to the aquatic facilities. For the ages of our kids, the outdoor pool is a terrific space. I most appreciate the kids getting use of the pools and splash pads while at the ELC and JCamp."
– Terry Rush

INDOOR AQUATICS CENTER RENOVATION (NOVEMBER 2019) AND ADDITION (JUNE 2020) | \$7.8 MILLION

Our sparkling new 16,500 sq. ft. indoor pool facility features a completely renovated lap pool area with a six-lane, 25-yard lap pool, complete with a new gutter water circulation system. A deep end and separate water temperature control system accentuates the new Baker Family Indoor Leisure Pool addition, which offers members a warm water, zero-depth entry leisure pool; aqua play area with sprayers; aqua play unit; slide for younger children; waterslide for older children and adults; water exercise area; and swim lesson area.

"We made the most of every square inch of space to give people a truly enjoyable, safe, and fun experience," says Mark Martin. "From the new water therapy vortex to a lazy river with a walking current channel and upgraded ADA-compliant restroom and family changing area with





five, large, cabana-style stalls complete with individual toilets, sinks, showers and changing areas, there's nothing we didn't think of."

Not as glamorous, but no less meaningful, were the addition of family restrooms, refreshing of finishes throughout the building, and new energy-efficient HVAC, lighting and electrical systems in all renovated areas.

"People don't see it, but the guts of this place look and run well now, too," says Martin. "Our laundry room now operates efficiently 18 hours a day and includes a chute and elevator system to help staff carry towels throughout the facility more efficiently. Everything is cleaner and healthier. Our donors made that possible."

MIND/BODY STUDIO | AUGUST 2019

Members now have a private, comfortable and serene space for yoga, mat Pilates, barre, tai chi, and active senior programming. Dedicated large and small group exercise areas with suspended flooring and integrated sound capabilities now greet members around every corner.

MEN'S LOCKER ROOM STACK | AUGUST 2020

The men's renovated locker room is a preview of what will soon be finished for the women. Executive lockers, showers, restrooms, and a grooming area are available for all members. For adults, an upgraded membership grants access to the Newman Family Men's Health Spa, which features separate executive lockers and showers, restrooms; a steam room; dry sauna; whirlpool; grooming area; massage therapy area; and lounge with TVs and coffee service.

"In a world of large chains and big box gyms, a true community center is unique. It's truly a treasure to have a place that offers so much and has gone out of its way to accommodate everyone." – Terry Rush

MARLENE AND MARTY STAENBERG ARTS AND EDUCATION CORRIDOR | \$1.8 MILLION

SHIRLEY AND LEONARD GOLDSTEIN COMMUNITY ENGAGEMENT VENUE (FORMERLY AUDITORIUM) | NOVEMBER 2019

Completely remade into a stunning space, the Community Engagement Venue features new floor to ceiling finishes, lighting and mechanical; a new foldable wall partition to separate the room into two spaces; new AV technology; duct work and HVAC for better efficiency and customer experience; and a room

with 400-seat (250 with tables) capacity that will facilitate an increase in educational programming, life celebrations, corporate functions, and other occasions in a technologically and aesthetically updated venue.

'School Day at the J' is just one program donors made possible," says Mark Martin. "During the pandemic, not everyone can work remotely, which makes schooling a challenge. We opened our space with two retired, certified teachers, to help school students continue learning in a safe and welcoming environment."

THE NOSHERY — A FLEXIBLE SPACE/BREAKROOM ADDITION | NOVEMBER 2019

The Noshery is a flexible space that includes a kitchen area, ample seating, casual work/meeting space, and vending kiosks for employees. The space will be used to help recruit talent, build company culture and service the expanding internal and external programming needs of the JCC and JFO.

Cooking demonstrations will be held in the fully equipped kitchen. The area includes all new finishes, lighting and needed mechanical updates. A prep kitchen can be used by caterers to service special events and rentals. Abandoned kitchen space was reclaimed for storage.

FOUR NEW DANCE STUDIOS (FORMERLY COMMUNITY ROOM/SOCIAL HALL) | NOVEMBER 2019

New finishes, sprung flooring, bars, lighting, sound-absorbing panels, Wi-Fi and AV technology enabled virtual classes during the pandemic and will empower lessons, classes and recitals for more than 300 dance students going forward.

GROUND'S UPDATES | \$700 THOUSAND

Impressive upgrades to the existing Sarah and Ted Seldin Porte-Cochere (front entrance canopy), exterior building signage and building façade greet people now when they approach the J. Updated paint finishes breathed new life into the existing canopy and façade. Donated or loaned artwork in the amount of \$350,000 has added nuances to campus grounds and interiors that transform them from functional spaces into inspirational ones. "Converging Ripples", an installation by internationally renowned artist Boris Bally, now proudly adorns the building's west-facing façade.

Exterior painting; the elimination of old, non-functional hardware from building rooftops; and the addition of a walking path, landscaping, benches and sidewalk updates are a few of the finishing touches that make the

It's a place people want to come to and stay. Additional improvements include:

- Enhanced entry driveway and 74 new parking spaces by the Goldstein Family Aquatic Center.
- New LED parking light fixtures and poles in all existing parking areas, creating a brighter and safer campus.
- New digital sign with updatable reader board in the greenspace adjacent to 132nd Street.
- New monument sign advertising the welcoming nature of the JCC near the south entrance to the facility.

"We've taken a building over 45 years old and made it a place that will be relevant for the next 20 years. We fixed all the deferred capital issues, made the building energy efficient, more secure, and walkable. People know where they're going now and can get to places easily." – Michael Staenberg

DEFERRED MAINTENANCE

We commissioned a study of campus systems for prioritization based on pay back and implemented energy-efficient building controls throughout the campus. Water controls, LED retrofits, code updates, security and access control systems, and replacement of single pane windows have made dramatic impacts.

Each project eliminates the need for short-term annual deferred maintenance and capital replacement and offers an opportunity to reduce our \$5M backlog. By the end of the fiscal year, the older part of the campus will have received all-new roofing. These efforts have led to:

- 11% reduction in electricity cost and 11% reduction in consumption.
- 22% reduction in gas cost and 7% reduction in consumption.

In addition, the JCC's Pennie Z. Davis Early Learning Center Development Center received new exterior iron fencing, new restrooms and a wider automatic front door to increase security and convenience for parents with strollers.

"Our campus is somewhere parents feel safe dropping off their children." – Mark Martin

PHASE 3

> FITNESS

HEALTH CLUBS & LOCKER ROOMS RENOVATION (JANUARY 2021) | \$4.7 MILLION

The Women's Locker Room area is nearing completion

of being fully renovated to mirror improvements made to the Men's Locker Rooms. Enhancements include executive lockers, new showers, restrooms and a beauty bar available to all members. Upgraded memberships will enable adults to enjoy a new Women's Health Spa, including separate executive lockers, showers and restrooms; a steam room; dry sauna; whirlpool; lounge area with coffee service; beauty bar; massage therapy areas; physical therapy room; and a multiuse/party room.

MEMBER SERVICES RENOVATION (JANUARY 2021) | \$90 THOUSAND

A renovated fitness lobby entry area is nearly complete and will include a secured entry system, redesigned Member Services check-in desk and contemporary finishes throughout.

> PERFORMING ARTS

ALAN J. LEVINE PERFORMING ARTS THEATER (JANUARY 2021) | \$4.5 MILLION

The new performing arts hub of western Omaha is nearly complete and features new acoustics, rigging, stage, lighting, sound, curtains, audio/visual and seating, along with the following state-of-the-art enhancements:

- ADA-compliant, accessible facility and restrooms.
- New piano and voice studios.
- Updated dressing rooms and storage.
- Family restroom.
- New Performing Arts offices.
- Space available for public and corporate rentals.
- Theater Manager (in hiring process).

SCHLESSINGER FAMILY LOBBY FRONT ENTRANCE/ GALLERY/JFO LEARNING COMMONS/MILTON MENDEL AND MARSHA KLEINBERG HALL OF HISTORY/SELDIN FAMILY PORTE-COCHERE (JANUARY 2021) | \$3.6 MILLION

A renovated front entrance main lobby and gallery area welcome visitors to an impressive, inspirational space. In addition to new family restrooms and contemporary finishes throughout, updates to this area of the campus include:

- Repurposed JFO Kripke library and office space into a state-of-the-art Learning Commons Space that includes the Anna and Benjamin Wiesman Family Reception and Classroom, a multipurpose/meeting space with modern library features, new co-work spaces, and coffee bar.
- The new Kleinberg Hall of History museum space that will integrate The Henry & Dorothy Riekes Museum,

the Blumkin Family Institute for Holocaust Education Learning Center, and the Nebraska Jewish Historical Society's historical displays currently being designed thanks to the generosity of Robin and Bennett Greenspan.

DEFERRED MAINTENANCE

With updated equipment and controls, we aim to realize 20% savings over five years. A new playground with science and nature elements has been designed and will be implemented in the upcoming years at the Pennie Z. Davis Early Learning Center.

FUTURE PROPOSED PROJECTS

"Two or three years from now, no one will remember what this building used to look like. I've set a high bar, but I want people to exceed me. I want to inspire others to keep the work going." – Michael Staenberg

FITNESS CENTER ADDITION — GYMNASIUM ADDITION

A 10,000 sq. ft. addition to the existing fitness building would include:

- A new gymnasium with full-size basketball/volleyball court and adjustable glass backboards.
- Connection to and integration with the existing cardio and free/machine weight area.
- Offices/fitness support spaces.
- New restroom facilities.

PICKLEBALL ADDITION: A new pickleball complex with social gathering space will attract more people to our campus and enhance offerings for members.

A renovated fitness entry drive from 132nd Street with more efficient parking and circulation patterns will make it easier to access our first-class fitness facility.

Additional plans in the works include:

- Expansion and better use of existing space in the Pennie Z. Davis Early Learning Center to allow for additional programming and accommodation of more children.
- Relocation and construction of a new mikvah.
- Kitchen area updates.
- New fire sprinkler system.
- Remodeling, repurposing or demolition of the Livingston Plaza.
- Replacement of existing single-family residences located on 132nd Street with new senior housing.
- Renovation of existing JFO and agency office spaces to create more collaborative, modern workspaces and mobile stations and greater flexibility for staff.
- Expansion of the Rose Blumkin Jewish Home.

GROWTH AND IMPACT

As donors, you have contributed to the growth in membership in stunning ways. While it's hard to measure the full impact of your generosity, highlights include the following:

- JCC membership has increased 18% over the past two years (33% since 2015).
- There has been a 23% increase in programming since the renovation.
- The new indoor Aquatic Center will position the JCC as a year-round destination for family leisure time, swim lessons and water fitness.
- The JCC Performing Arts Department will accommodate more youth and adults with additional class offerings.
- Enhanced facilities have allowed us to grow our portfolio of offerings. New programs include popular mind/body classes and an expansion of adult activities such as pickleball and functional training.
- State-of-the-art athletic facilities have enhanced our reputation for youth programming within Omaha's youth sports and fitness community.
- 2019 saw record numbers in camp and swim team participation.
- The new Alan J. Levine Performing Arts Theater will become a go-to venue, create partnerships with other Omaha arts organizations and fill a void for the performing arts in West Omaha.
- We've updated the JCC website and are actively implementing a marketing campaign through social media and SEO.
- We've stayed nimble throughout the pandemic, offering new programs such as the Virtual J and School Day at the J. The Omaha JCC was one of the first JCCs in the country to offer such programming.
- We've rolled out member feedback software. Our current score ranks us in the "best in class" category, citing positives such as friendly staff, clean facilities, campus upgrades, modern equipment and programming.

This is only the beginning of what we can accomplish together. From all of us at the J, to each of you, thank you!



Staenberg Kooper Fellman Campus | 333 S. 132nd St. | Omaha, NE | jccomaha.org