



Final Project

JCC TOWNSHIP

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EXECUTIVE SUMMARY

1

TARGET AUDIENCE

Millenia Families: Parents as the main decision makers, kids and grandparents as 2 motivators

2

BRAND POSITIONING

Holistic development: individual and family growth

3

4 PILLARS

Individual & Family Growth: self-actualization, healthy living, and lifelong learning, family bond

4

FUTURE DIRECTION

Interaction & connection: Apps and Welcome Centers

In Scope vs Out of Scope

- **Millennial Families (Parents 30-50s)**
 - Found as most likely to attract and “capture” demographic
- **Evaluating final brand positionings**
 - Failed brand positionings & reasoning described as well
- **Programs & Partnerships**
 - Ex: University of Rochester - Warner School of Education
- **Delivering multiple pillars and ideas**
- **Provide work plan**
 - Survey and interviews for primary data
 - Contact with members, employees, clients (you all)
 - Responsibilities, dates, check ins, and contact
- **Not be discussing a fully developed, year long marketing plan**

Situation/Complication/Key Question

- **Situation:** Jewish Community Center is a multi-faceted community center looking to undergo township expansion
- **Complication:** Attract more users and members with a large expansion that fall within JCC values while “unit[ing] the community by providing a state-of-the-art facility and exceptional programs in a friendly, low-key environment defined by Jewish values and culture”.
 - Permanency and “long membership” use
 - Seeking to attract a larger crowd of people as JCC expands
 - Potential Competition of daycares, day camps, and store areas in Greater Rochester Area
 -
- **Mission:** To revitalize and transform the JCC Wolk Community Center into a dynamic hub that continues to uplift the community through a blend of Jewish traditions and inclusive activities, fostering connections, well-being, and growth for all ages and backgrounds.
- **Key Questions:**
 - Who is our target audience?
 - What (within the four pillars) would appeal and attract our target audience?
 - Why will our final brand positioning work best with our target audience?

Tactical Assumptions

Access to data

- Access to local demographic data in Rochester via public records, schools, and social services.
- Data includes age distribution of parents and children, interests, and leisure activities.
- Feedback from current JCC members through surveys for insights on family-friendly facilities/programs desired by young families.

Main Focus

- Prioritize different family-friendly programs based on demand and cost-effectiveness.
- We are doing exploration with the pillar ideas however they may not be feasible
 - Not personally spoken to the potential partners
 - Strong suggestions & possibilities for you to explore & pursue

Stakeholders

- Young families in the Rochester area, specifically those with children, seek a community-centric environment.
- The development should positively impact existing JCC members' experience and satisfaction.
- JCC staff and management will operate and maintain the new facilities.
- Architects and suppliers who are involved in the creation of the new facilities.

Success Criteria

- Increased Membership: Noticeable rise in young family memberships within 6 to 12 months post-development.
- Satisfaction: Positive feedback from both new and existing members on new programs, gathered via surveys, social media, and direct communication.
- Community Reputation: Enhanced visibility and reputation locally, drawing in potential new members.

Feedback on Deliverables

- The feedback highlighted that the focus should be on exploring and validating strategic hypotheses, not just proposing solutions.
- The goal is to tailor JCC's approach to specifically address the needs and preferences of young families, making it a more attractive and engaging community option.

TARGET DEMOGRAPHIC

Parents in the Millennial Families in Rochester City, Brighton, and Pittsford, aged 30-50, with kids aged 0-12

Statistically: large

- About 40% of the population in all 3 regions
- Household Income ranged from 50k-200k, accounting for 50% of the population

Behaviorally: good for long-term development

- Millennial customers show strong brand loyalty if brand innovation is perceived

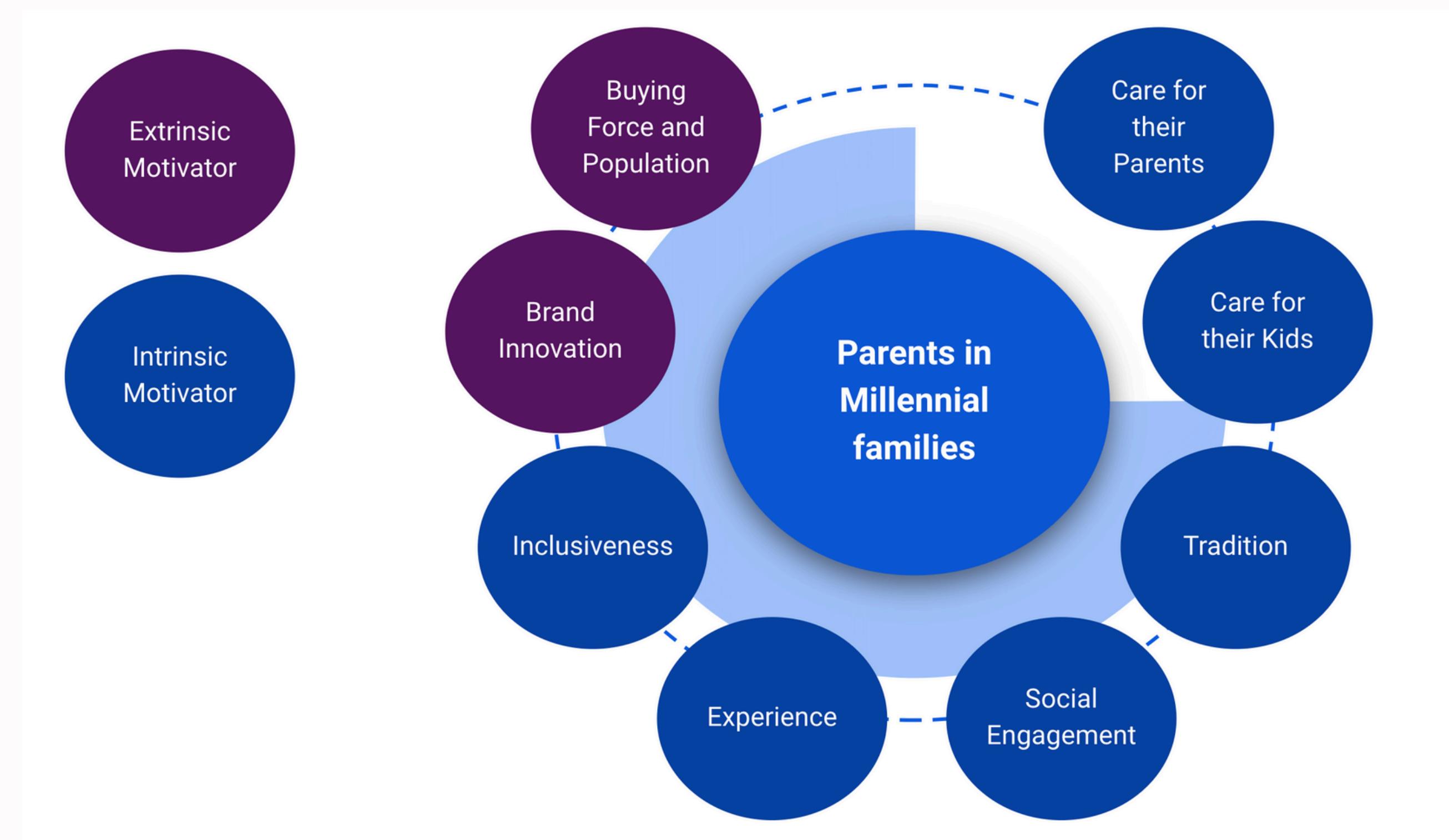
Psychologically: match with the JCC values

- Commitment to unity and inclusivity
- Value experience over material possessions
- Sociable and collaborative
- Value traditions

Familiarily: kids & parents are essential motivators

- For kids:
 - Care for holistic health
 - Value togetherness
 - Willing to support
- For parents:
 - Financially care
 - Physical and mental health
 - value togetherness

Finalized 8 Motivators: extrinsic & intrinsic



BRAND POSITIONING

The Growth Partner for Multi-Generational Millennial Families

"For millennial family parents, our township acts as a catalyst for holistic development, designed to nurture both individual and family growth. We offer a comprehensive approach that integrates mind, body, and spirit to help each member achieve their fullest potential.

Our programs encourage lifelong learning to stimulate the mind, healthy living to strengthen the body, and self-actualization to nurture the spirit.

By fostering these pillars of development, we not only support personal achievement but also enhance the bonds of family, promoting collective success and shared well-being. Join a township dedicated to supporting each family's journey towards both personal achievement and collective family success."





BENEFITS TOWNSHIP BRING TO EACH MEMBER

Children

Encouraging creativity, curiosity, and social skills through self-actualization activities. Programs might include arts and crafts, science and technology clubs, sports teams, and social groups, helping children to develop a comprehensive set of skills and interests.

Parents

Supporting parents' own growth and development through programs aimed at career development, parenting skills, personal health, and well-being. Workshops might cover effective communication, work-life balance, and strategies for pursuing personal and professional goals while supporting their children's development.

Why It Attracts Millennial Parents: Personal Growth

01



- Millennial parents value balancing personal/career growth with family/social responsibilities.
- Learning and development opportunities are crucial, highly valued by millennials.
- There's a strong appreciation for resources aiding career ambitions and family duties.

03



- Millennial parents see the importance of acquiring new skills and fostering creativity for themselves and their children in a changing world.
- JCC Township provides lifelong learning programs, aligning with millennials' desires for self-improvement and skill acquisition.

02



Why It Attracts Millennial Parents: Children's growth

01



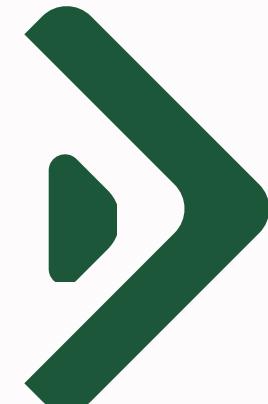
- Millennial parents advocate for a comprehensive education approach, valuing academic learning alongside emotional intelligence, social skills, and creativity, as per Harvard Educational Review research. JCC Township's programs cater to this by offering a varied curriculum that nurtures these aspects.

02

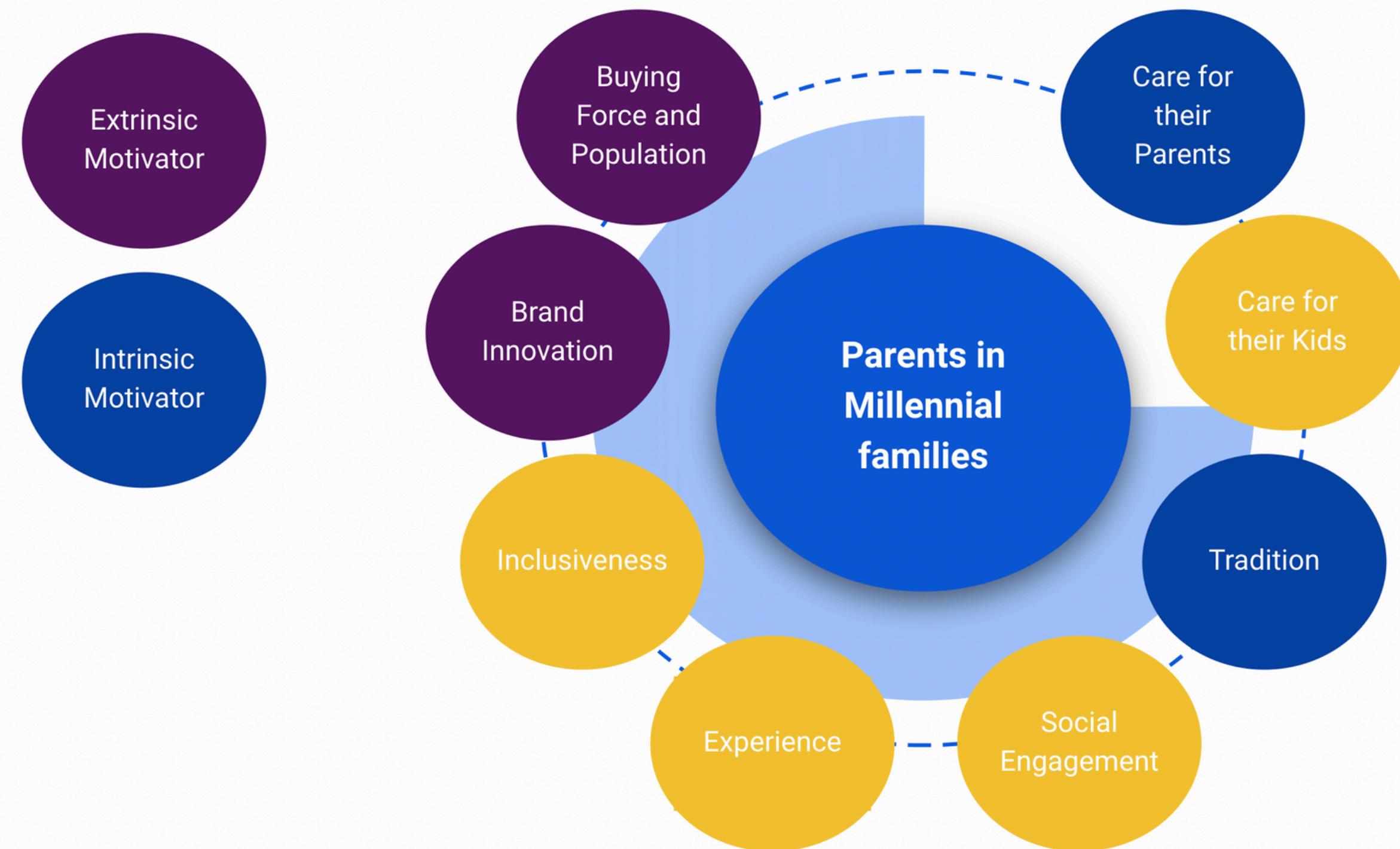


- The American Family Education Survey indicates millennial parents' unique willingness to engage in their children's educational journey, preferring homeschooling and creative extracurriculars. JCC Township meets this demand with its creative activities and homeschooling support.
- Thrive Together: Millennial parents tend to involve their children in family decision-making processes, enhancing the sense of the family as a team, and encourage children to participate in community activities, fostering a sense of social responsibility.

03



Connection to Demographic Motivators



Health & Wellness



Outdoor
Family Golf
Program



Family Yoga
Program



Nutritional
Advisor
Workshops



Family
Cooking
Classes

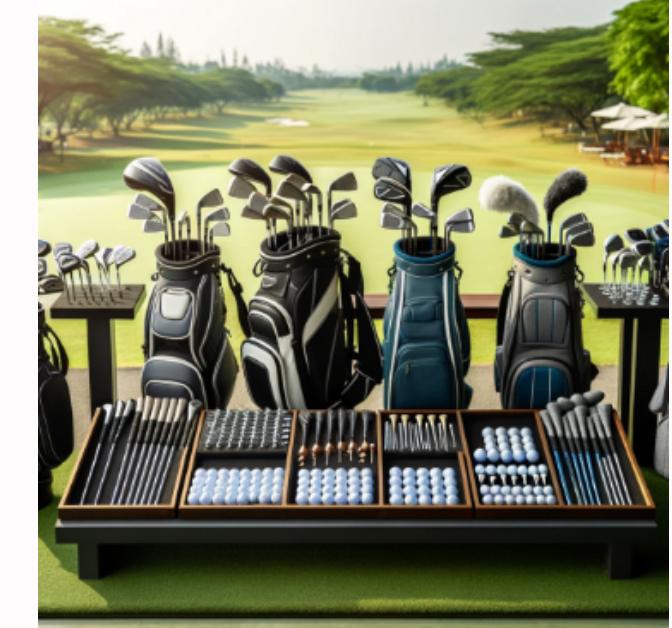
Outdoor Family Golf Program: Family Growth & Healthy Living

Offering:

- Partner with local golf courses or clubs to access facilities
 - Offer equipment & apparel rental
 - Offering golf workshops tailored to different family demands and experience with golf
- Family Bonding Scorecard
 - Rewards like “Best Teamwork Hole”

Reasons for offering:

- Meet the demands of millennial parents for caring their children
 - A study by Physical Activities Council: 84% of parents concerned about lack of social interaction and outdoor exercise are supportive of getting their kids involved in golf. (Club + Resort Business)
- Substantial health benefits
 - A Swedish study: Playing golf regularly leads to a 40% reduction in mortality across men and women in all age groups. (Golfsupport)



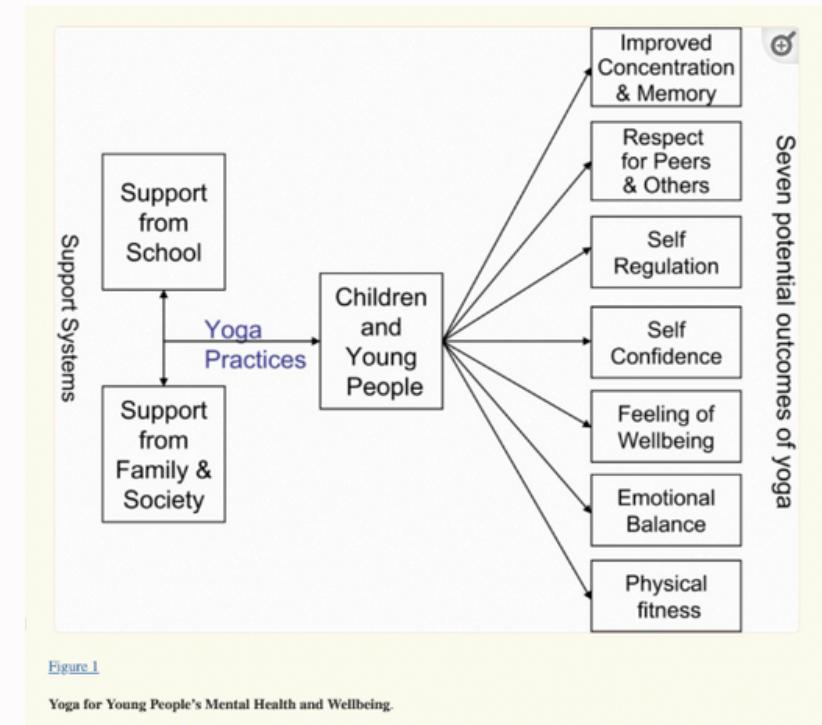
Family Yoga Program: Family Growth & Healthy Living & Family Bond

Offering:

- Collaborate with local sports apparel shops
 - Offer rental or purchase options for high-quality, comfortable yoga clothing
 - Offering Yoga Workshops cater to different interests and skill levels
 - Power Yoga
 - Restorative Yoga
- Parent-Child Pair-Up
 - Include poses designed for teamwork, making the experience fun, memorable, and interactive

Reasons for offering:

- Physiological and Emotional Wellness
 - Blue Cross Blue Shield Health Index: There has been a major increase in mental health issues (ex. stress, anxiety, depression) amongst millennials since 2013. (Thrive Global)
 - A 2015 systematic review of 16 studies found that yoga interventions generally reduced anxiety levels in children and adolescents. (Hagen & Nayar, 2014)



Nutritional Advisor Workshops: Family Growth & Healthy Living & Lifelong Learning

Offering:

- Collaborations with health & wellness center
 - Diverse Workshop Offerings to Suit Every Family Member
 - Quick Healthy Meals for Parents
 - Nutrition for Active Families
 - Interactive Nutrition Activities for Children

Reasons for offering:

- Millennial Families Prioritize Health and Convenience in Food Choices
 - International Food Information Council: 80% of millennials consider health benefits when selecting foods. (Texas Health)
- The need to boost immunity
 - Innova's 2020 Consumer Survey: Millennials showed the most significant increases in concern about their immune health since the pandemic.
 - More than half (52%) of Millennials respondents said that they are interested in immunity-boosting foods that can fortify the body against sickness and disease.



Family Cooking Classes: Family Growth & Healthy Living & Lifelong Learning

Offering:

- Collaborations with local food supplier
 - Offer exclusive deals on local healthy ingredients
- Promote nutritional education and culinary skills
 - Teach healthy and delicious recipes for all ages
 - Encourage teamwork, communication, & shared experiences
- Monthly Chef Showcases
 - Local chefs lead classes each month
- Seasonal Celebration Classes
 - Focus on preparing meals for cultural and seasonal

Reasons for offering:

- Millennial Parents Value Cooking Classes for Quality Family Bonding
 - A new poll of 2,000 US parents: 56% believe that having a shared meal together is one of the best ways to bond with their family
 - 73% said eating meals together are more enjoyable if they're also made together (New York Post)
- Boost Children's Confidence and Healthy Eating Habits
 - A healthy cooking program was perceived as effective in improving food acceptance, dietary habits, and confidence in the kitchen & might help children develop long-lasting healthy habits. (Farmer & Cotter, 2021)



Arts & Culture



Outdoor
Theatre



Family Art
Studio



Gallery



Butterfly
Garden

Outdoor Theatre: Healthy Living

Offering:

Transform the current outdoor theatre tent and develop into a fully built out, in ground theatre space for summer shows, concerts, speakers, and more for the family to enjoy collectively.

Details:

- Stadium Seating
- Slight dome shape for sun protection
- Used for summer concerts, current theatre program, summer shows, & as general theatre
- Ties community together & creates a social hub for millennial parents/family unit
 - Right in the township
 - Create an ecosystem
- Enhances current theatre
 - More built out version

Reasons for offering:

- Outdoors
 - Being outdoors improves sleep, boosts mood, improves immune system, breathing
 - Spending just 20 minutes connecting with nature can help lower stress hormone levels, according to a 2019 study in *Frontiers in Psychology*
- Music improves health
 - Reduce heart rate, lower blood pressure, decrease cortisol, increase serotonin and endorphins according to North Shore Health



Family Art Studio: Healthy living

Offering:

Create and Arts & Crafts building for individual and/or the whole family that serves as a catalyst for holistic development. Camp lessons ranges from sessions pertaining to watercolor, oils, acrylic paint to clay, pottery, and paper mache!

Details:

Township Exclusive Classes include:

- Pet Art
 - Partner with local shelter animals to make fun paintings with furry friends
- Competitions between members of the family
 - “Art Wars” - week long competition where everyday is a new art challenge
 - Winners art gets entered into in Corn Hill Arts Festival Saturday & Sunday July 13th & 14th!

Reasons for offering:

- Improve mental health and overall well-being
- 43% reduction in a physiological indicator of anxious activation with animal therapy.
- 78% of healthcare institutions deliver art programming because of their healing benefits to patients



Gallery: Life Long learning & Self Actualization

Offering:

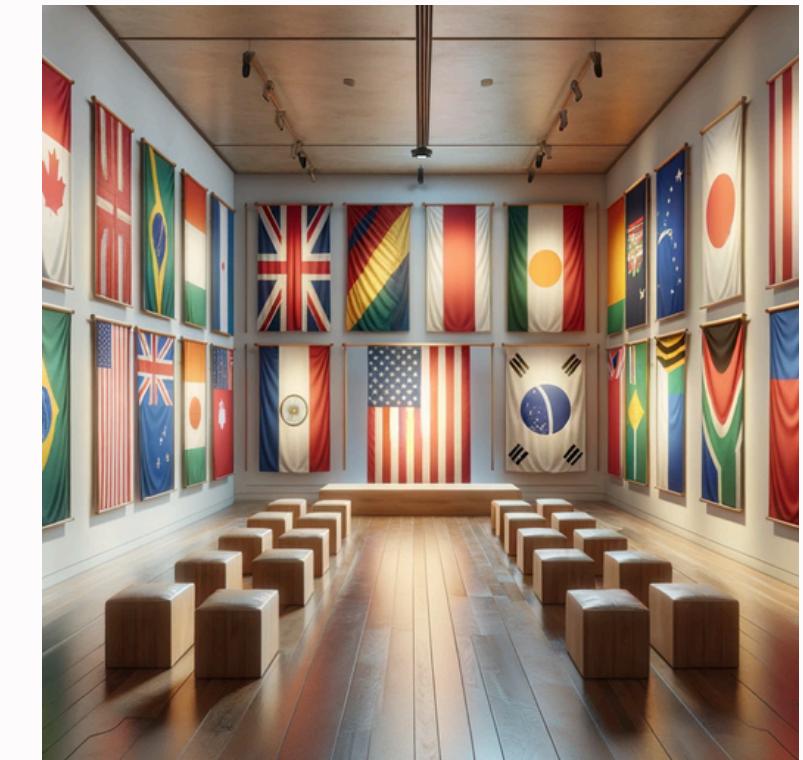
Create own miniature “Township Museum” commemorating memories between the whole family unit!

Details:

- Family Art from “Art Wars”
- Family Memory Hall
 - Members can create & have a “square” or “section” of museum where all pictures & memories created from the township can be shown
 - Members revisit & incentive to come back & reflect
- Cultural Hall
 - Members add family heritage & culture (pictures, traditional artwork, clothing)
 - “Flag Lounge” area - flags from places where everyone comes from hung up

Reasons for offering:

- Lifelong learning (cultural & DEI lenses)
 - Awareness & expand knowledge
 - 34% of school districts highlight the importance of diversity, equity and inclusion efforts in their mission statements
 - 56% of employed U.S. adults, focusing on increasing DEI at work is a good thing
- Self-actualization (family connections)
 - 75% of these parents save photos and videos of their children in multiple locations
 - 52% say they have not done anything with the tons of photos/videos they have of their children to preserve



Butterfly Garden: Life Long Learning

Offering:

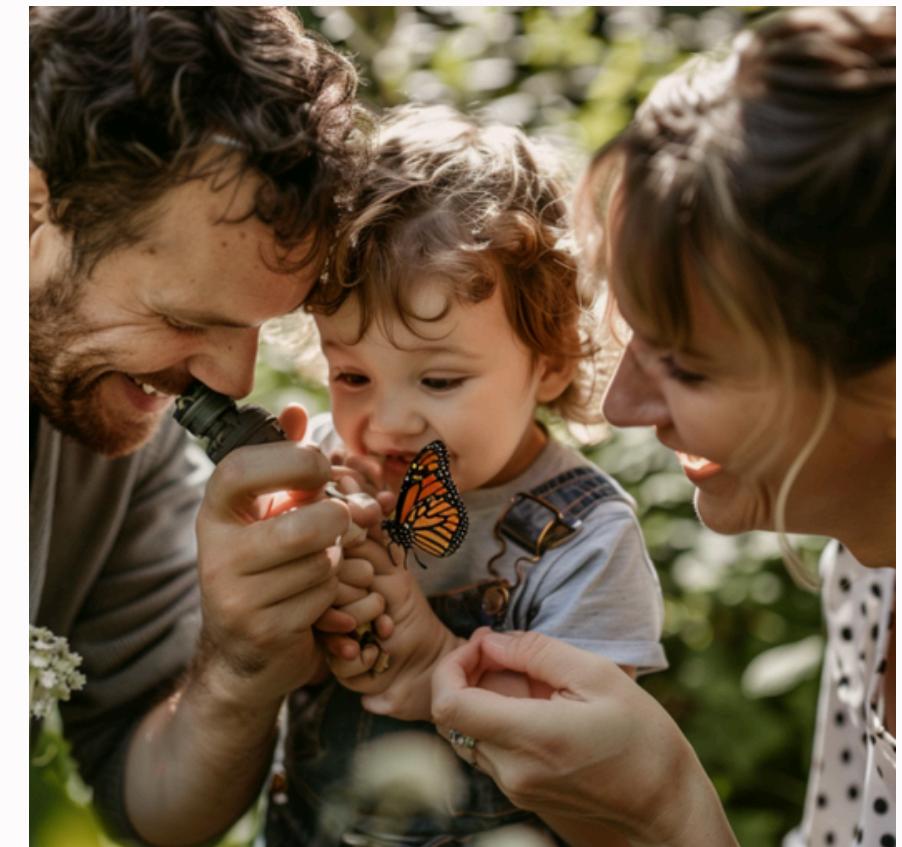
Implement a butterfly garden in the township as way for family members to learn about conversation and gardening culture! There would be an enclosed tunnel with over 50+ different kinds of butterflies, and plants where the whole family to learn and grow from. Structure would resemble a tube with a mesh dome

Details:

- Can “adopt” a butterfly
 - Name & monitor your butterfly
 - Similar “name a star”
- “Project Monarch”
 - Raise your own from egg to butterfly in release in August & September with the family
- Fun facts & educational stands/posters
 - Butterfly types
 - Importance of biodiversity conversation

Reasons for offering:

- Community engagement
- Education & Awareness
 - 88% believe there is a more urgent need to educate people about climate issues than when they were in school
- Project Monarch
 - 94% of parents want their children to learn responsibility
 - May not be traditional pet but pets can reduce stress, loneliness, depression, and anxiety



Retail Stores



Educational
Bookstore



Hobbies
and Interests
Shop



Health-
focused Food
Stores



Parent-Child
Cafés and
Restaurants

Educational bookstore : Family Growth & Life Long Learning

Offering:

- Customized Reading and Learning Plans
 - Wide range of genres: STEM, arts, humanities, personal development.
 - Personalized Learning Pathways: Provide customized reading and learning plans, especially tailored for college students and professionals seeking continuing education.
 - Family Learning Packages: Design a series of interactive and educational activities for family members to promote learning and growth among.
- Workshops and Educational Events:
 - Partner with the University of Rochester and other educational institutions to develop specialized courses and seminars: ranging from literacy improvement classes for young children to professional development seminars for adults.
 - Topics include financial literacy, creative writing, coding for kids, DIY science projects.

Reasons for offering:

Demand for Bookstores and Educational Resources:

- American Retail Association reports increasing sales in educational bookstores.
- Millennial Parents: Over 60% prefer bookstores that provide additional educational resources and activities.

Focus on Children's Education:

- U.S. Department of Education and National Center for Statistics: Millennial parents spend nearly 40% more on their children's education, including educational toys, books, and related activities, compared to the previous generation.

Emphasis on Personal Development:

- According to the Pew Research Center, the survey highlights millennials' strong demand for continuing education and personal skill enhancement
- 48% of millennials have participated in at least one course in the past 12 months.

Educational bookstore : family grow together & lifelong learning

Offering:

- Interactive Multimedia Learning Zones
 - Interactive Exhibits: Design interactive exhibits combining touch screens, multimedia displays, and interactive games to make learning more engaging.
 - Smart Book Technologies: Utilize smart books and apps that bring book content to life through augmented reality, enhancing the interactivity of learning.
- Literary Events
 - Literary Competitions and Creative Challenges: Organize poetry slams, novel writing marathons, and other activities to inspire the community's creative spirit.
 - Partner with Writers & Books organization to organize events like authors reading and book signing with authors.
 - Offer book clubs, discussion groups, and community engagement projects designed to intellectual exchanges.

Reasons for offering:

Attraction of Interactive Multimedia Learning Zones

- Millennial parents support the use of technology to improve educational experiences, with 74% of respondents believing that technology helps students learn more effectively.(Pearson education report)

Appeal of Literary Activities to Millennial Families

- Families involved in literary and arts activities are more likely to develop children's creativity and critical thinking skills.(National Endowment for the Arts)
- 94% of millennial parents believe these activities are very important for their and their children's holistic development.



Family Hobby Shops: Family Growth & Self-actualization

Offering:

EX1. DIY and Craft Supplies:

Personalized Customization and Consultation Services

- Provide custom art and home decor design services tailored to the characteristics, hobbies, and home styles of customer families.

Parent-Child Workshops

Regularly organize workshops led by professional artists or craftsmen that bring families together to complete creative projects

- Workshop offerings include seasonal decorations, home DIY projects, and making special gifts, all practical and themed activities.

Community Involvement and Art Exhibitions

Utilize store space to regularly host community art exhibitions showcasing the works of local artists and customers, including both adults and children.

Reasons for offering:

Stress Reduction Through Crafts:

- According to the Craft and Hobby Association, over 56% of millennials engage in hobbies activities, primarily motivated by stress reduction and the enjoyment of creation.
- According to a report by the Consumer Technology Association, 85% of millennials invest in personal hobbies and interests every month, a higher percentage than any other age group.



Family Hobby Shops: Family Growth & Self-actualization

Offering:

EX2. Music and Arts Supplies

- Sell a variety of musical instruments, vocal training equipment, and dance supplies, as well as artistic creation tools, including photography, drawing, and digital arts equipment.

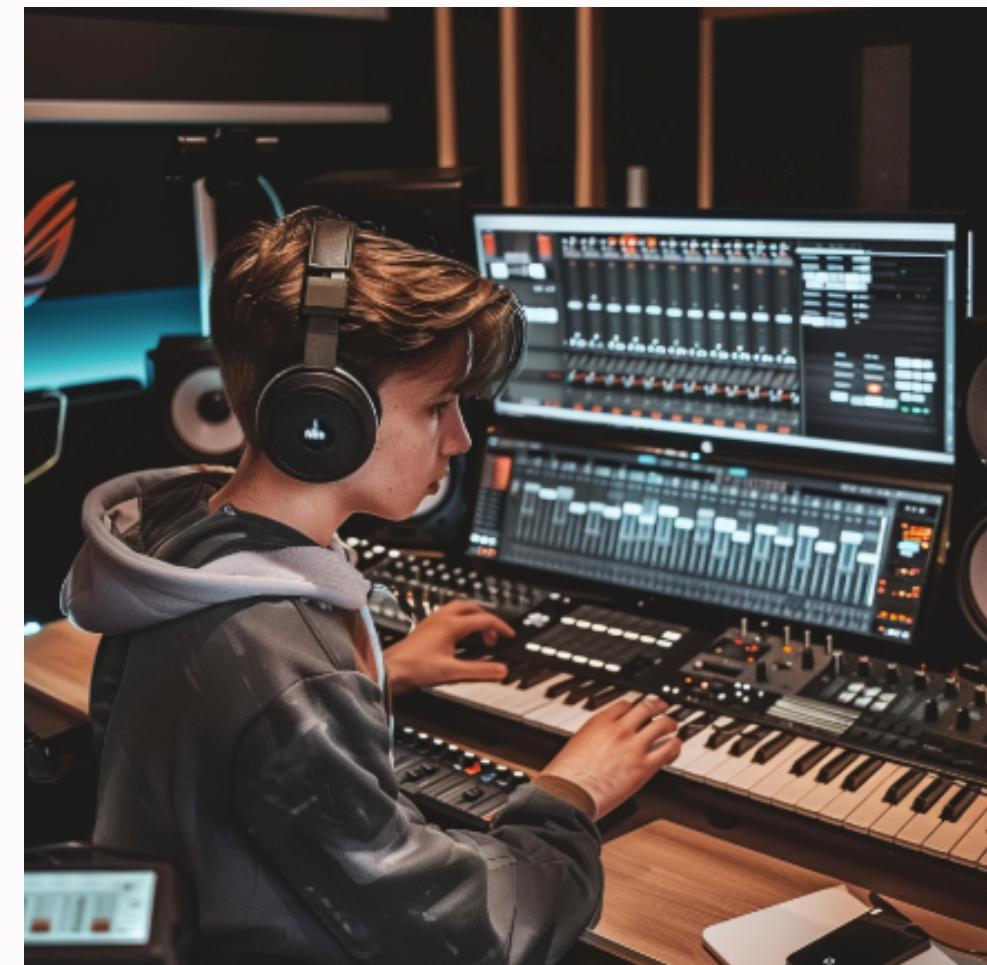
• Artist and Musician Residencies:

- Regularly invite local artists and students or faculty from Eastman School of Music to conduct live performances, lectures, and interactive teaching sessions in the store.
- Collaborate with the University of Rochester's Audio and Music Engineering department.
- Utilize the latest music technology, including audio editing software and electronic music production equipment.
- Provide hands-on music production experiences.
- Offer short courses and workshops on using these tools for music creation.

Reasons for offering:

Millennial Parents' Attitude Towards Children's Education:

- Education Trust Fund and Public Education Network shows that **92% of millennial parents believe early education should include hobbies and interests**, considering them crucial for children's holistic development.



Family Hobby Shops: Family Growth & Self-actualization

Offering:

1. Wide Selection of Healthy Foods:

- Provide a variety of healthy food options including organic, non-GMO, and additive-free products
- Sell seasonal and locally sourced products

2. Nutritional Labeling and Transparency:

- Clearly label food components and nutritional information
- Offer detailed information about the origins of food products

3. Professional Nutritional Counseling Services:

- Employ trained nutritionists or health advisors to offer personalized dietary advice and nutritional guidance to customers.

Reasons for offering:

1. Preference for Healthy Foods:

- According to a Nielsen report, **over 70% of millennials are willing to pay extra for healthy foods**, significantly more than other age groups.

2. Need for Education and Information:

- Data Source: Research by the Food Marketing Institute shows that **millennials place greater importance on nutritional labels and ingredient information than older generations.**



Parent-Child Cafés and Restaurants: Family Growth

Offering:

Child-Friendly Menus:

- Offer healthy menu options designed specifically for children, using organic ingredients and avoiding excessive sugar and salt, presented in appealing shapes and colors.
- Provide special children's utensils that are safe and easy to use, such as non-slip plates and easy-grip spoons.

Safe and Comfortable Environment:

- Ensure that the restaurant interior meets safety standards, featuring non-slip flooring, furniture without sharp edges, and appropriate noise control to create a child-friendly environment.
- Provide nursing rooms for mothers to breastfeed and change diapers comfortably.

Dedicated Play Areas:

- Provide safe, engaging play areas within sight of dining areas, so parents can supervise their children while enjoying a meal or coffee.

Details:

Parent Workstations:

- Offer workstations with reliable Wi-Fi and power outlets in areas where parents can still see their children, accommodating the needs of parents who may want to work or study during their visit.

Interactive Digital Menus for Kids:

- Offer tablet-based interactive menus at each table, designed for kids.
- Menus include educational games and activities related to their meals, teaching nutrition in a fun, engaging way.

Family Cooking Classes:

- Chef-guided family culinary classes.
- Details: Focus on preparing meals from diverse cultures or healthy, family-friendly recipes, enhancing family bonding through cooking.

Parent-Child Cafés and Restaurants: Family Growth

Reasons for offering:

Demand for Family-Friendly Dining Experiences:

- Data Source: According to a survey by the National Restaurant Association, over 70% of parents say a kid-friendly environment is a key factor when choosing a restaurant, with millennials placing even greater emphasis on this aspect due to their lifestyle.
- According to a report by the global market research firm Mintel, 85% of millennial parents prefer restaurants that offer special children's menus and child entertainment facilities.
- A consumer survey conducted by Mintel shows that 78% of millennial parents find eating out with their children stressful when adequate facilities are not available. Conversely, when appropriate amenities are present, such as play areas, the experience is significantly more enjoyable, leading to repeat visits.



Housing



Apartment
with Childcare



Apartment
with Movie
Room



Sleepaway
Camp



In-building and
Outdoor
Recreations

Apartment with Child Care: Family Growth & Self-actualization

Offering:

Apartment with child care provides child care services during holidays, weekends, and after-schools. The services will be provided right in the common areas of the apartment, with volunteer teen physical education instructors and academic tutors.

Details:

- Uniqueness
 - Provided at the apartment
 - Not only daycare, but also tutorings
- Family Growth & Self-actualization
 - Parents will have time for their career development
 - Kids will have a stimulating environment
 - Teen tutors will have a chance for contributing to the community

Reasons for offering:

- Millennial parents care about togetherness (KinderCare, 2024)
- For parents (Prudy, 2023)
 - Relief of the stress of working parents
 - Job security & Work productivity
 - Lack of access to childcare centers cost America \$31.9 billion wages lost annually
 - A balanced life for parents
 - Take a break away from kids
 - Less time but higher quality of time
- For kids
 - Encourage routine (Wolery et al., 2002)
 - Professional education providers will help set up consistent daily plans
 - Mentally safe
 - Emotionally flourish
 - Stimulating environment (Bradley et al., 2007)
 - Professional education providers will help achieve developmental milestones
 - Physically
 - Mentally



Apartment with Movie Rooms: Family Growth & Togetherness

Offering:

Apartment with movie rooms offers routinely movie nights during the weekdays, and movies days during the weekends and holidays for residents in the apartment. Family member can sit together and share a cozy sofa while enjoying movie.

Details:

- Uniqueness
 - Provided at the apartment
 - Family members could sit together and enjoy the big screen: a terrific experience for apartment residents where there are no family movie rooms
- Family Growth
 - Family members will enjoy quality time together
 - Relaxation for both kids and parents

Reasons for offering:

- Millennial parents care about togetherness (KinderCare, 2024)
- Shared experience and memories (Zeligs, 2023; Durko et al., 2016)
 - Improve communication within relationships
 - Strengthen lifelong family bonds
 - Increased sense of well-beings in adults and kids
- Relaxation and replenishing time (Eden et al., 2017; Sharman et al., 2020; Yim, 2016)
 - Express of emotion reduces cortisol level
 - Laughter
 - Cry
- Therapeutic purpose (Sacilotto et al., 2021)
 - Recover from emotional setbacks
 - Greater courage to face the challenges



Sleepaway Camp: Individual Growth

Offering:

Sleepaway camp is a routine activity held for residents of the building/community, by the JCC officially. Equipment excluding personal belongings and toiletries are provided by the camp. Events will be held at the JCC community, where it's very close to the homes

Details:

- Uniqueness
 - Provided at the apartment and ensure safety
 - Near home, so that parents can come and check whenever they want
- Individual Growth
 - Enable kids to build connection with peers from the community
 - Independence, and various kinds of cognitive & health advantages will be brought by the camp

Reasons for offering:

- 80% of the millennial parents think mental health and cognitive emotional well-being are very important for kids' holistic development (Children's Hospital of Chicago, 2024)
- **For kids**
 - **Independence** (Henderson et al., 2007)
 - Parents value youth growth for their children
 - 44% of the parents see significantly increased independence in their kids after sleep camps
 - **Health Benefit** (Woods et al., 2013)
 - Decreased rate of chronic disease
 - Enhanced health-related quality of life (HRQOL)
 - **Resilience** (The CampExperts)
 - Camps offer opportunities for challenges and practices
 - Learn how to bounce back from challenges, adversity, or setbacks
 - Improved mental health,



In and Out-door Recreations: Individual Growth & Health Living

Offering:

In-building recreations include indoor gym sets and play sets for kids, with comfortable and breathable cloths. Professional caregivers and security guards will be on-site all the time.

Details:

- Uniqueness
 - Provided at the apartment and ensure safety
 - No need for parents to be on-site
- Individual Growth
 - Enable kids to grow holistically: socially and physically
 - Health benefits

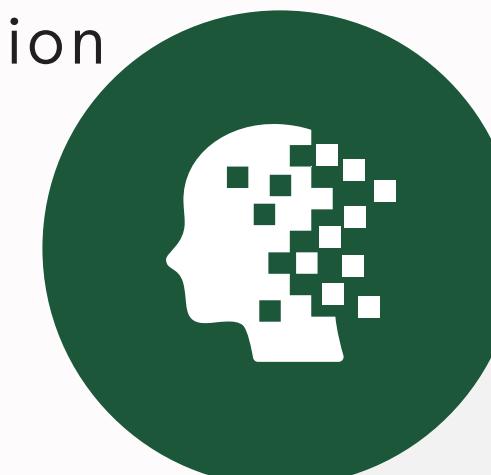
Reasons for offering:

- 52% of millennial families pay close attention to their kids' health and development (NCR Health, 2024)
- For kids
 - Social Skill (Rocket World, 2019)
 - Have the opportunity to encounter and socialize with others their age
 - Teamwork
 - Social intelligence and confidence with speaking to other people in the future
 - Motor Skill (Rocket World, 2019)
 - Getting to explore a large, safe playground space will allow them opportunities to climb, swing, hang
 - Train themselves in physical actions that will develop their bodies
 - Long-term Health Benefits (Janssen et al., 2010)
 - Decreased obesity and heart disease
 - Improved skeletal properties
 - Improved cognitive and psychosocial





- **Develop an App**
 - Ensure the outline of the core features
 - Create mockups
 - Plan app security
 - Test with target audience
- **Why**
 - Stronger connection with customers
 - Utilize social media channels
 - Improve customer interaction



Interactive
forums and social
feeds



Personalized
recommendations



Activity
booking system and
calendar



Map
for the township



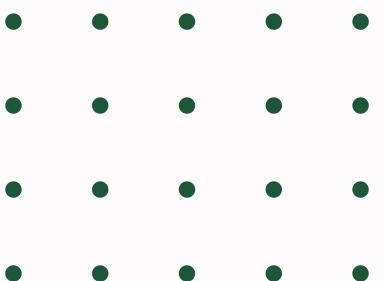
Realtime Info
about what's going
on in the community

Next Step Develop an app

THANK YOU



Appendix



Demographic: College Students



Why not

- High Population Mobility
 - Hard to form brand loyalty
 - Less connection to the city/region/community
- Small population Size
 - Only a small portion of the population
 - Not worth exploring
- Overly Diverse background
 - Hard to create a strategic positioning
- Less Sense of belonging
 - Already tied to the University's own community
 - Less motivation
 - University's own community provides most of the needs
- Less disposable income/saving
 - Mostly depends on family for financial support



Brand Positioning 2

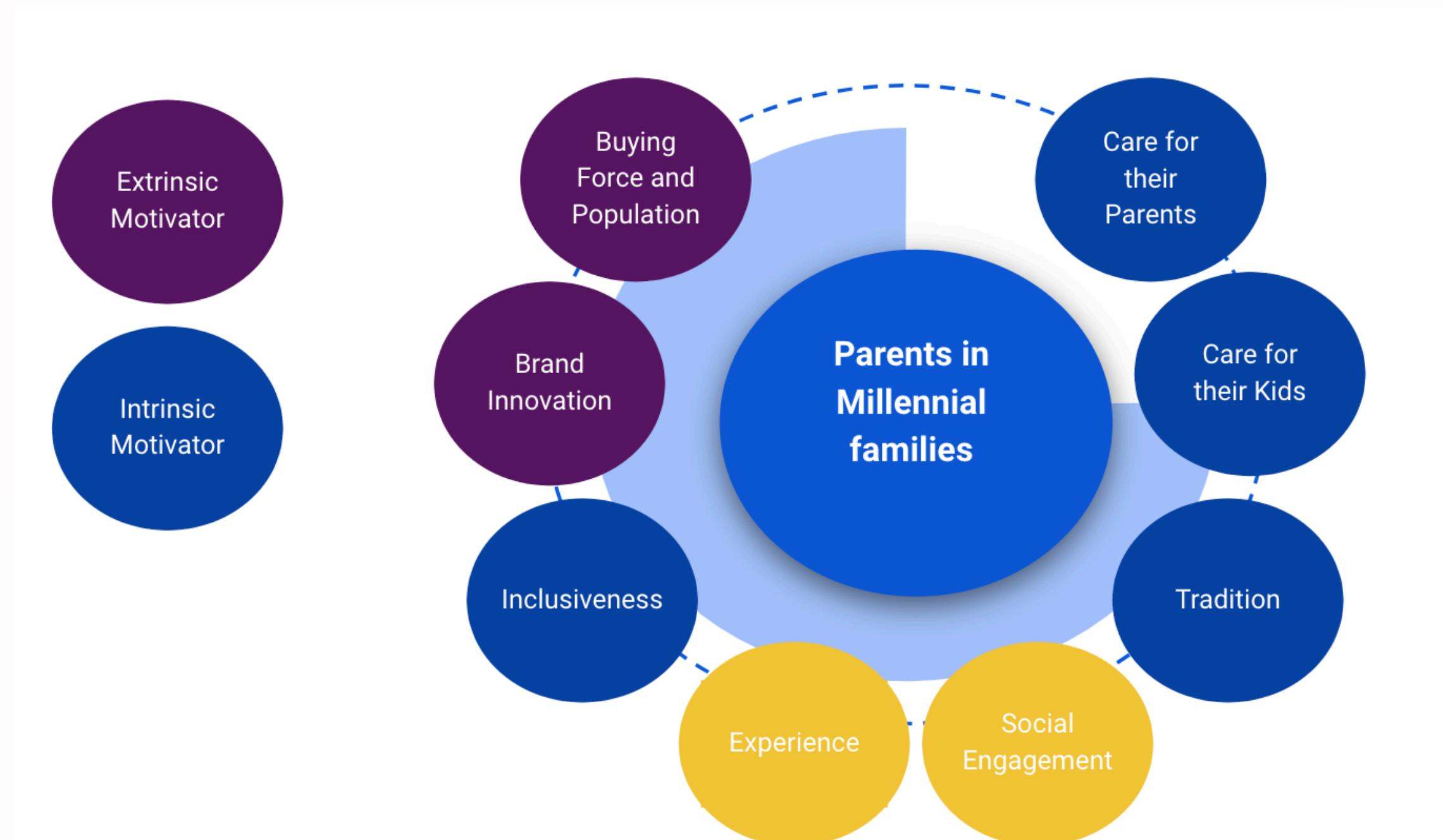
For Multi-Generational Millennial Families Aspiring to Impact Society

JCC Township is a beacon for millennial families eager to champion environmental social reform, and engage with the community. It distinguishes itself by transforming community cohesion into impactful sustainability actions, including volunteer work and the promotion of sustainable options. It redefines contributing to society, with every action and individual shaping a more sustainable future. The new township provides a platform for genuine participation and environmental improvement, not only strengthening connections within the community and among families but also instilling a deep sense of satisfaction and belonging in family members.



Brand Positioning 2

For Multi-Generational Millennial Families Aspiring to Impact Society



Brand Positioning 2 - Why Not?

For Multi-Generational Millennial Families Aspiring to Impact Society

- Public Service Declining at a fast rate
 - formal volunteer participation in America fell to 23.2% between 2019 and 2021
 - 7% decline from previous years
 - In 2018 had a 30.3% volunteer rate in the US
- Political turmoil regarding environmental & other types of law
 - \$13 billion withdrawn from funds from investors
 - Political concerns & issues regarding “green-washing” concerns, red-state boycotts and boardroom debates
 - In 2022 69% of Americans favored the U.S. taking steps to become carbon neutral by 2050
 - Oversaturated & overdone market
 - Laws in place & being formed on broader scale already

Brand Positioning 3

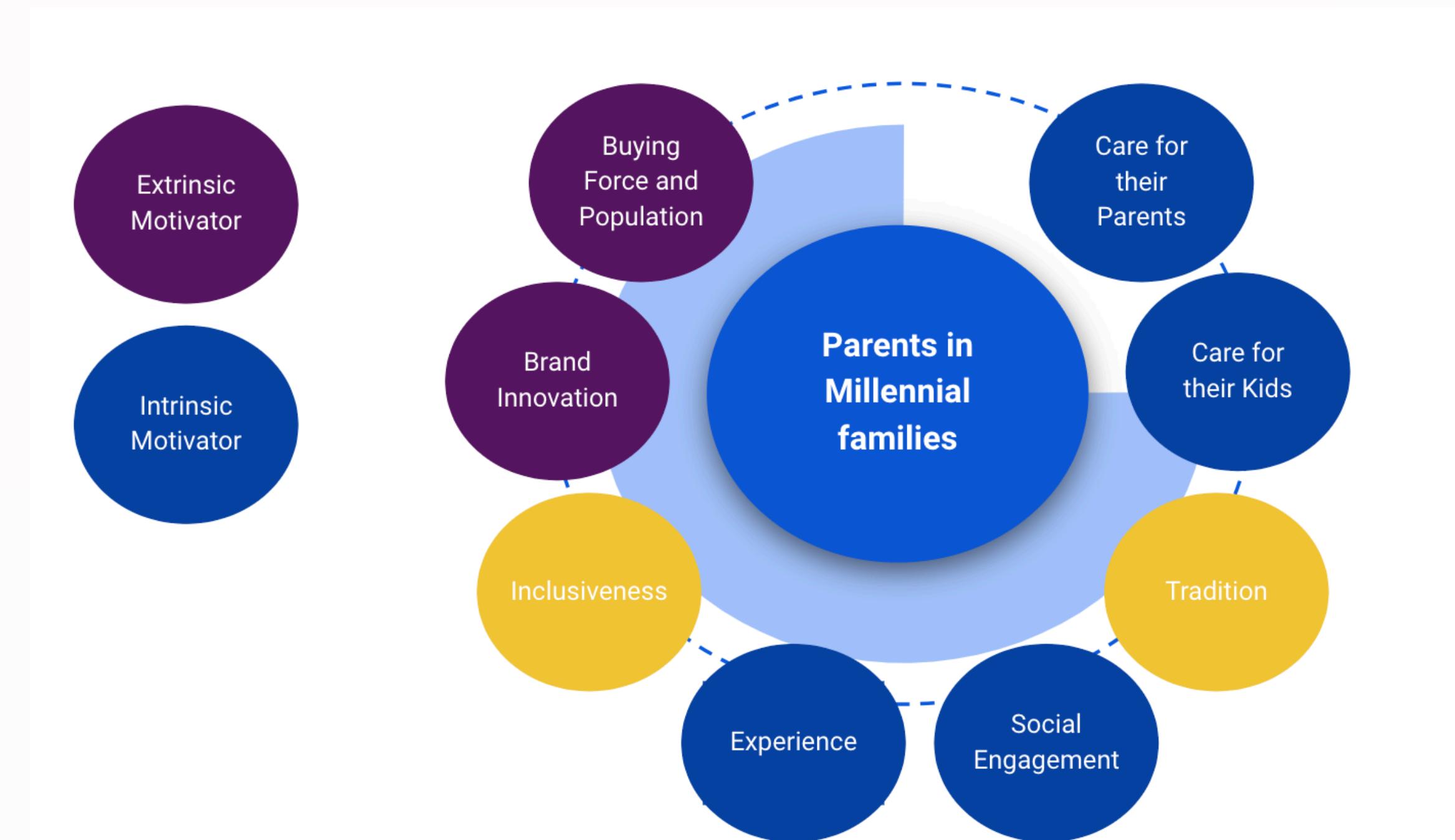
The Cultural Bridge for Multi-Generational Millennial Families

For millennial families, the Township aims to develop a deeper appreciation for the richness of human experience through intercultural dialogue and exposure to different traditions. Allowing children and parents alike to spread kindness and become more empathetic people through fostering and teaching empathy, tolerance, and adaptability. At the Township, diversity isn't just celebrated—it's embraced as a cornerstone of family enrichment where every family thrives in a tapestry of cultures, united by the power of understanding and acceptance, where the millennial family leave as kind individuals.



Brand Positioning 3

The Cultural Bridge for Multi-Generational Millennial Families



Brand Positioning 3 - Why Not?

The Cultural Bridge for Multi-Generational Millennial Families

- Faith based integration would be difficult due to decline in religious decline
 - Pew Research statistics on Christianity
 - One-in-five adults (20%) are Catholic, down from 23% in 2009
 - Why look at christianity? → largest religion in America!
 - Integration if were to happen would be likely with Christians
 - 46.5% of the people in Rochester are religious
 - $\frac{1}{3}$ in Rochester identify as Catholic
 - Less than 1/2 of rochester is religious
- Religion & Culture go hand in hand
 - Cultural revolve around religion
 - “Religion operates in context of culture”
 - Cultural diversity and pride on the rise
 - Not make sense to pursue when religion is losing interest in target demographic
 - Too polarizing & conflict of interest

Brand Positioning 4

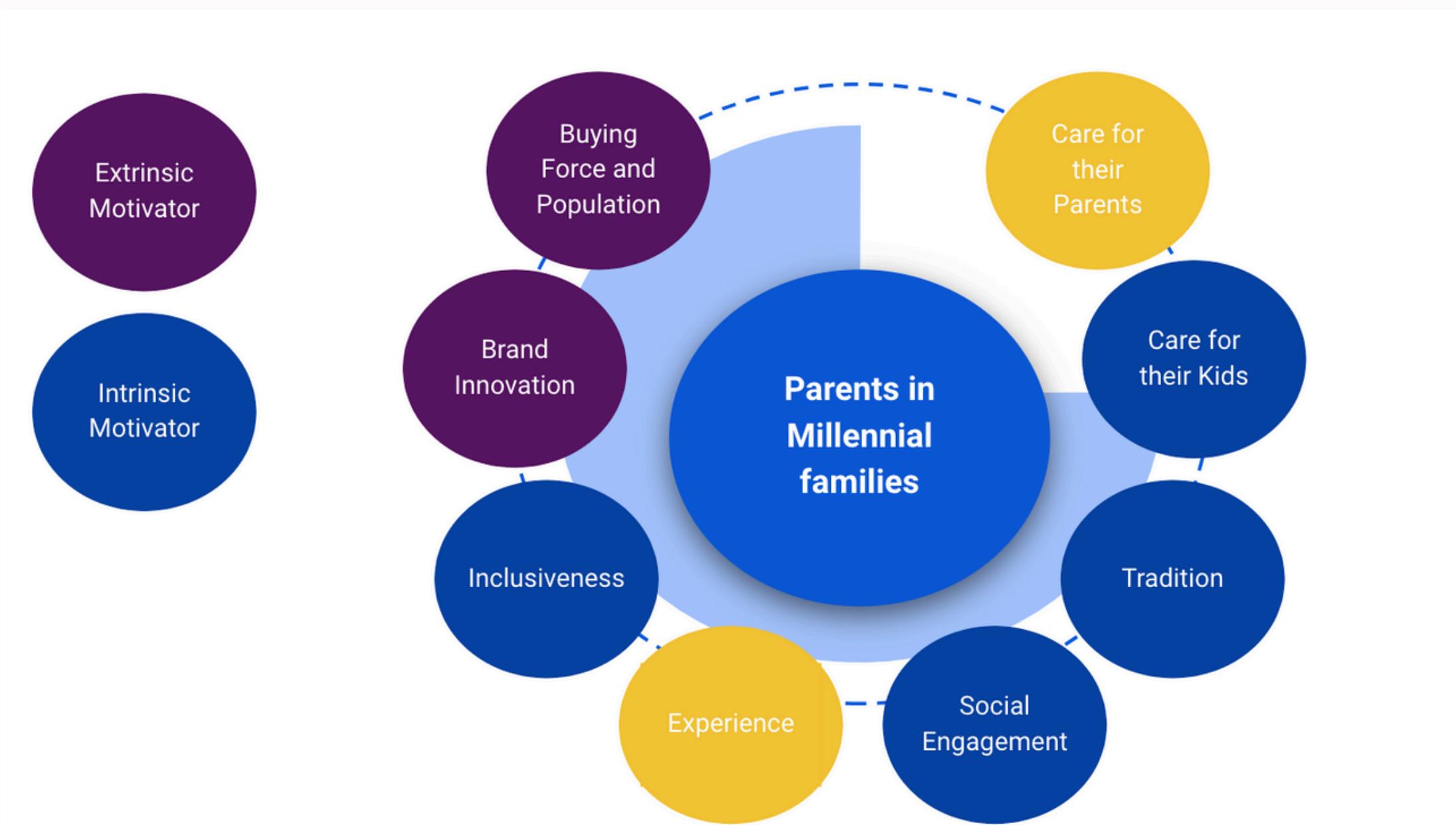
For Multi-Generational Millennial Families Seeking Comprehensive Wellness



For millennial families seeking a life full of wellness, happiness, and balanced living, the Township emerges as the nexus of joy and well-being. Among community centers, it distinguishes itself because of its holistic approach to wellness that marries physical health, mental well-being, and spiritual fulfillment, creating a vibrant space where health, happiness, and community spirit thrive for all ages.

Brand Positioning 2

For Multi-Generational Millennial Families Seeking Comprehensive Wellness



Brand Positioning 4 - Why Not?

For Multi-Generational Millennial Families Seeking Comprehensive Wellness

- Diverse Needs of Millennial Families:
 - Beyond health and happiness
 - concerns include career advancement, educational opportunities, and financial security.
 - A holistic approach to health and cultural integration may not fully address these varied interests
- Market Differentiation Challenges:
 - Current saturated health and wellness market
 - distinguishing a brand becomes crucial.
 - A focus on specific cultural ties may hinder differentiation in a competitive market