Ambassador Toolkit – Reporting Summary   Host name: _____Date:_____

Group stats: Number of attendees: _12_____   Number born and raised in Edmonton _10_____

Number who moved to Edmonton _2_____   Average length of time in the city (years) _16_____

Review the discussion notes and highlight points/themes of the discussion.

1. What brought you to Edmonton? How long have you been here?
1.   parents

2. How do you find Jewish community life generally in Edmonton?

1.   Lots happening – NCSY, March of Living, BBYO

2.   BBYO membership/program suffering because there is no common space to gather (parents don't always want to host)
   a.   Some people not comfortable going to other's house – maybe they don't know them very well; for new members it's more intimidating
   b.   Inconsistency of program space makes it hard – people don't always know where to go

3.   Convention attendance suffering since we can only hold hotel conventions here

3. Thinking of your aspirations/expectations of community life, what would you like to see the community offer that would enrich your Jewish life? Do you see any challenges/barriers to realizing those aspirations?
1.   A gathering place for teens

2.   A gathering place for all community members – take classes

3.   Meeting space, gym for sports programs, library, "a place to create memories", fitness class/dance studio

4. What value might there be in having a central gathering place for the Jewish community, and <u>what purpose(s) might it serve</u>?

1.   Value – can interact with others; target group for facility should be young families

2.   Share space with another westend institution

3.   Put a coffee shop (Starbucks, Second Cup) in facility and it will draw people

<u>HOST FEEDBACK:</u>   Members were very engaged and passionate about what the loss of the JCC has meant to the program (negative impact).   Predominate feeling was that a neutral central gathering space would help BBYO reach more members; location consistency for programming would improve involvement