

1/26/2010

Dear Friend,

For the first time since our inception, we have the opportunity to create a unique Visitor's Center. We would like you to share in this exciting and time-sensitive initiative as our partner.

The Visitor's Center, a storefront in a tenement building, will be centrally located on a Lower East Side street. As we continue to lead tours highlighting the neighborhood's architectural treasures, the Visitor's Center will be a vital resource reflecting the current vibrancy and remarkable history of this neighborhood, and a symbol for perpetuating the cultural heritage of the diaspora. Its location will be custom-made for us and for all who visit America's premier immigrant neighborhood.

In continuing to provide high quality tours, we envision the Visitor's Center as the focal point of our programs and events. We hope you will share our vision and our reasons for establishing the Visitor's Center:

- By providing a space to learn about America's most famous immigrant neighborhood, the Visitor's Center will serve as our "face to the world," highlighting the Lower East Side's rich past, vibrant present, and promising future. It will showcase how this renowned neighborhood continues to be a home for thousands who live its rich cultural heritage daily.
- As the LESJC's base of operations, the Visitor's Center will keep you informed about current preservation projects of the Conservancy such as the restoration of the majestic Beth Hamedrash Hagadol.
- Those who come to our Visitor's Center will learn about other opportunities for shopping, dining, and cultural experiences on the Lower East Side.
- It will provide elementary school children who visit the Lower East Side with opportunities to enhance their education with interactive and hands-on learning experiences through our innovative educational curriculum, "A Day in the Life of an Immigrant Child."
- The Visitor's Center will be staffed by our tour leaders. It will provide the touring public with enhanced access to tours on a more frequent and more spontaneous basis.
- Lastly, the Visitor's Center is a logical venue from which to begin our tours, as well as a comfortable place for tour participants to relax and get a taste of the Lower East Side.

How can you help?

As a non-profit organization, the Lower East Side Jewish Conservancy receives donations and grants to support our programs. For the first time, we are launching a campaign to construct this Visitor's Center in space we have been offered at below-market rent.

Every donation is important and there are naming opportunities in the Center. If you would like to learn more about our plans for the Visitor's Center, or be invited to the ribbon cutting ceremony, please call Laurie Tobias Cohen, Executive Director, at 212-374-4100, ext. 1.

When your tour ended, you may have felt the need to help the Conservancy further its work. This is a perfect opportunity to make a real difference in this historic neighborhood. We hope you will, and thank you in advance for your support.

Sincerely,

Joel Kaplan, Esq.
Executive Director
United Jewish Council of the East Side

Laurie Tobias Cohen
Executive Director
Lower East Side Jewish Conservancy

PS. It is not often that one gets an opportunity to be part of the future of a cultural icon. This is your chance to make a difference in a community that holds the key to so many stories.