

## Temple Micah

### *The Storefront Project* • Innovation Grant

The Micah Storefront Project continues to maintain its original program goals of drawing from the Jewish toolbox to offer communal Jewish experiences in the spaces of the everyday. In this time of pandemic, however, the “spaces of the everyday” have changed. Though there are certain drawbacks to not being able to gather in person, there are still “spaces of the everyday” in which we continue to gather, namely, spaces in the virtual realm. It is within this space that we will continue to gather and continue to fulfill our mission of bringing people together for relevant, highly accessible Jewish learning and community.

#### Proposal

The Storefront Project

#### Funding

\$76,800

#### Category

Renewal - NextGen – Innovation

#### Program Goals

1. Maintain the current program attendance and keep news attendees engaged in future programming.
2. Maintain an average of 100 views per YouTube video.
3. Continue to develop the partnership with Sixth & I.
4. Continue to develop the calendar of learning opportunities for the winter and spring.
5. Identify leaders within our community and how our community can help sustain and grow what we do.

#### Metrics

**25** new attendees  
**Q1:** 25 new attendees  
**Q2:** No change

 100 unique attendees  
**Q1:** 50 unique attendees  
**Q2:** 164 unique attendees

**100** attendees to multiple Storefront programs  
**Q2:** Those within our community continue to stay involved, whether by watching the Young Family Shabbat videos, attending new programs such as the Inauguration Ritual and Shabbat Sh'Zoom, staying in contact with our rabbis, or attending our classes and workshops.

**100** attendees who participated in another related activity not hosted by Storefront  
**Q2:** Not formally tracked, however participants have shared that they have come to Storefront from other programs



100 individuals in the organizational database by quarter for the target population/geography

**200**

website visitors  
**Q1:** Over 4,000 unique visitors, 200 Instagram followers, and 277 reached through emails  
**Q2:** 5,000 unique visitors, 200 Instagram followers, and 303 individuals on our email lists



2 partnerships with other organizations  
**Q1:** 3 partnerships with other organizations



150 YouTube views  
**Q1:** Averaging 155 views per YouTube video  
**Q:** 3 partnerships with other organizations

