**The Beit Ussishkin Museum Foyer:**

**A Space for Culture, Leisure, and Entertainment**

**Background**: **max 220 characters in English**

213 characters (no spaces) /252 characters (with spaces)

The Beit Ussishkin Museum (est. 1955) seeks to refurbish its foyer, which connects the museum wings. The proposed project will restore the original historical appearance of the building, within a modern enclosure that will preserve it into the future.

**Goals**: **max 220 characters in English**

214 characters (no spaces) /253 characters (with spaces)

1. To maximize use of the foyer, creating separate spaces and facilitating guided tours.
2. To create a learning space that connects the nature outside and the exhibits inside.
3. To create a cultural and leisure space that will generate additional funds.

**Work Plan: max 518 characters in English**

515 characters (no spaces) /587 characters (with spaces) **Project Timetable:**

• Feb. 2021 –Submit grant proposal to a relevant foundation

• Oct. – Dec. 2021 – Prepare detailed plans and gather bids from suppliers

• Jan. – Mar. 2022 –Construction

• Apr. 2022 –

Foyer inauguration

**Target Success Metrics:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| YEAR | % Increase in Visitors | Number of Visitors | % Increase in Income from Entrance Fees | Income from Entrance Fees in NIS | Income from the Cafe |
| 2019 |  | 12,500 |  | 113,000 |  |
| 2022 | 20% | 15,000 | 45% | 168,000 | 22,500 |
| 2023 | 20% | 18,000 | 20% | 202,000 | 27,000 |
| 2024 | 20% | 21,600 | 20% | 243,000 | 32,400 |

**Increasing the number of permanent museum employees**: the upgrade is expected to allow for additional hires.

**Funding: max 220 characters in English**

217 characters (no spaces)/ 259 characters (with spaces)

The ICA Foundation grant will cover expenses for the physical construction and for content development, branding, and marketing. The total cost of the project stands at 800,000 NIS. More than half of this amount is for the physical construction of the foyer.

**Appendix to the translation:**

**Estimate for developed foyer, including content development**

|  |  |  |
| --- | --- | --- |
| **Estimated cost** | **Detail** |  **Item** |
|  | Demolition and dismantling of the entrance booth, carts for debris removal  |  |
|  | Plaster and acoustic ceilings |
|  | Security measures (alarm, etc.; assessment) | **Construction** |
|  | Aluminum work |
|  | Air conditioning |  |
|  | Electricity |
|  | Plumbing |  |
|  | Carpentry |
|  | Fencing |  |
|  | Consultants |
|  |   | **Total Construction** |
|  | Details in Afik’s offer, without the film production | **Content** |
|
|
|
|  | Designer, project management, production (without insurance, bank guarantee) | **General** |
|
|
|  |  | **Total without VAT** |
|  |  | **Total including VAT** |
|  |   |  |
|  | Project Management – Anat Nisim – 30%, 6 months  | **SPNI staff** |
| Budget and content – Saar Nodel – 30%, 6 months  |  |
|  |   | **Total: SPNI staff** |
|  |   | Unanticipated expenses 5% |
|  |  | **Total in NIS** |
|  | Calculated acc. to 3.28 exchange rate | **Total in USD** |
|  | 50% | ICA grant request |
|  | 50% | SPNI contribution |
|  |  |  |