Foyer **to the Beit Ussishkin Museum:**

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

**Background**:

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In 2020, the archaeological exhibition of the Beit Ussishkin Museum (est. 1955), underwent extensive renovations, through the generous support of the YCA Foundation. In the wake of that success, the museum has prepared a program for refurbishing its entrance and the zoological wing. As a first step in implementing this program we seek to restore the museum’s foyer, which connects the two parts of the museum—the hall of settlement and the hall of nature, i.e., human beings and their landscape. The proposed project will restore the building’s distinctive original appearance, within a contemporary wrapping that will preserve it far into the future.

277/329 characters

The Beit Ussishkin Museum (est. 1955) seeks to refurbish its foyer, which connects the two parts of the museum—the hall of settlement and the hall of nature. The proposed project will restore the distinctive original appearance of this historic building, within a contemporary wrapping that will preserve it far into the future.

**Goals**:

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1. To take maximal advantage of the foyer space, enabling a division into three original spaces and facilitating guided tours in small groups.
2. To create a learning space that is organically integrated with the natural outdoors and creates a link between the world of nature outside and the exhibits within the museum’s interior spaces.
3. To create a space for culture, leisure, and entertainment that will generate additional funds, and will enable the museum to advance towards financial self-sufficiency.

**Work Plan:
Project Timetable:**

• February 2021 – Submit grant proposal to a foundation suited to the museum’s program.

• October - December 21 – Prepare detailed plans: construction and content; gather bids from suppliers.

• January - March 2022 – Implementation of construction and content

• April 2022 – Inauguration of the foyer.

**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 employees in the museum: the upgrade is expected to increase the number of existing employees and to allow for an intake of additional employees.