

Jewish National Fund Housing Development Fund Mission

February 23 – 26, 2014

Leadership

Jeffrey Schwartz, *Chairman, Housing Development Fund*

Professional Staff

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Itinerary Subject to Change



Jerusalem

SUNDAY FEBRUARY 23 • JERUSALEM

Welcome to Israel! Upon individual arrivals into Israel (today or beforehand), transfer to Jerusalem and check into the hotel. At 9:00 am, meet at the **JNF-USA headquarters** in Jerusalem to officially commence the mission.

After a brief introduction, meet representatives from the **Ministry of Housing** to learn about their role in community development, including planning, zoning, determination of prices for individual lots and financing of projects.

Following lunch, meet with representatives from **Nefesh B’Nefesh** to learn more about their programs to provide Olim with employment resources, housing assistance, assistance with government absorption and community based guidance and support to make each individual’s Aliyah as successful as possible. Gain insight into JNF’s partnership with Nefesh B’Nefesh on the Go North initiative, a strategic plan for the development and revitalization of northern Israel.

This evening, enjoy **dinner** at a local restaurant in Jerusalem.

Overnight, Dan Panorama Hotel, Jerusalem



Dan Panorama Hotel

MONDAY FEBRUARY 24 • NEGEV

Following breakfast and check-out, drive south to the Negev. Continue to **Be’er Sheva**, the capital of the Negev. Learn how this innovative urban renewal project is becoming an anchor for tourism and commerce and transforming Be’er Sheva into a green, vibrant, modern city. Visit the **Be’er Sheva River Park**, the centerpiece of JNF’s efforts to provide a renaissance for the city and to turn the Negev into an attractive place for a new generation of Israelis to call home. Development in Be’er Sheva is the key factor in developing new communities and expanding existing communities in the northern and central Negev as it is the cultural and economic hub of southern Israel.

Continue to the **Gateway to the Negev Information Center**, established through a partnership between JNF and the OR Movement. A representative from the OR Movement will provide an overview of the various services the center provides to current and prospective Negev residents as well as tourists.



Be’er Sheva River Park



Gateway to the Negev Information Center

Itinerary Subject to Change



Carmit Plants

Learn how they help potential residents find quality employment & affordable housing while promoting tourism in Be'er Sheva and the surrounding area.

Afterward, meet with **Judah Richman**, senior partner and project manager of Cornerstone Development in Israel. Born in the United States, Mr. Richman received engineering degrees from Columbia University and the Massachusetts Institute of Technology before making Aliyah in 1995. In addition to his work at Cornerstone Development, Mr. Richman also serves as the JNF Housing Fund's engineering consultant to review and audit projects.



Rendering of the future Military Training Base City

Continue driving south to see the future site of the **Military Training Base City** that the IDF is building to accommodate those moving down to the new military training bases in the Negev. The city will provide residential housing, hotels, restaurants, entertainment and local services for IDF soldiers and their families and help create a boon to the Negev's economy.

Following **lunch**, proceed to the future site of **Carmit**, the largest of the new communities being developed by JNF and partners from the OR Movement. Designed to attract a diverse population - new immigrants and native Israelis, religious and secular, Carmit will be a modern, progressive and diverse community that will play a central role in redefining the image of Israel's southern region. See the groundwork that will transform Carmit into a model of modern Israeli living, offering housing options, upscale amenities and recreational facilities. Hear a status report from the Or Movement and asses the opportunity for the Housing Development Fund to participate in the infrastructure development.



Givot Bar

Continue to the new community of **Givot Bar**. In partnership with the OR Movement, JNF is developing communities for a new generation of modern-day pioneers who want an alternative to Israel's crowded and expensive center. Movement, JNF is developing communities for a new generation of modern-day pioneers who want an alternative to Israel's crowded and expensive center. Givot Bar is the first of these communities, and to some extent a model for other new housing developments, including Carmit.



New home in Givot Bar

Afterward, continue south to **Mitzpe Ramon** and check into the spectacular Beresheet Hotel. Situated on the edge of a cliff overlooking the Ramon Crater, the hotel offers breathtaking views of this unique geological phenomenon.



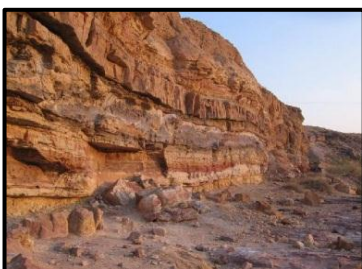
Beresheet Hotel

Meet with the new mayor of Mitzpe Ramon, **Roni Marom**, to learn of his vision for this central Negev city of 5,000 residents. Enjoy **dinner** at the hotel.

Participate in a special **star gazing** activity under the night sky of Mitzpe Ramon, also known as nature's planetarium.

Overnight, Beresheet Hotel, Mitzpe Ramon

TUESDAY FEBRUARY 25 • ARAVA



Inside the Ramon Crater

Following breakfast, join an archeology expert on an exciting **jeep ride** through the **Ramon Crater** and discover the colorful landscapes and hidden treasures that this natural phenomenon has to offer.

Afterward, depart for the **Central Arava** to see, first-hand, how JNF is transforming the region and revolutionizing the land and lives of the people who live there. Gain insight into the complex challenges and obstacles facing the region, hear updates on JNF's work to attract new residents and visitors to the region and see the progress and strides being made in the Arava.



Progress of the Central Arava Medical Center

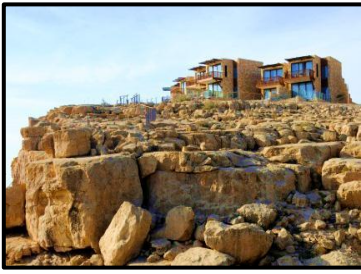
The lack of adequate medical care has been a barrier to settlement in the Central Arava. On the way to Ein Yahav make a brief stop at the new **Central Arava Medical Center**. In partnership with the Central Arava Regional Council and the Israeli government, JNF is building a world-class medical center to replace the dilapidated clinic and provide quality care to local residents.

Continue to **Ein Yahav** for a lunch meeting with **Mayor Eyal Blum**. Discuss and review the first project of the Housing Development Fund.



Yahel

Following **lunch**, proceed to **Kibbutz Yahel**, a vibrant agricultural kibbutz with a focus on the tourism industry. The JNF Housing Development Fund has made an initial investment for housing infrastructure for a new 39-lot development. Meet with Yahel officials to review progress on marketing the lots to the public. Assess if the Fund will make an additional investment to complete the project. Next, stop at the new **Paradiso Arava mall**. This five-acre compound will not only bolster the kibbutz's existing eco-tourism industry, but will also provide much-needed employment opportunities that will attract new residents and continue the growth and sustainability of the kibbutz.



Beresheet Hotel overlooking the Ramon Crater

Afterward, meet with a representative from the **Eilat Tourism Industry** to learn more about the job market in Eilat and how the housing market impacts hiring and retention.

Return to hotel in Mitzpe Ramon for **dinner** this evening. For those not too tired after a long day, consider a visit to the **Mitzpe Ramon Jazz and Blues Club** to unwind and enjoy live music.

Overnight, Beresheet Hotel, Mitzpe Ramon

WEDNESDAY FEBRUARY 26 • NEGEV

Following breakfast and hotel check out, proceed north for a visit to **Kibbutz Nahal Oz**, located on the border with Gaza. Learn more about the challenges, obstacles and assets of the community. Review a new community development project in cooperation with Ministry of Housing, as a potential new opportunity for the Housing Development Fund.

Following lunch, continue to Sderot for a brief visit to the **Sderot Indoor Recreation Center**, the largest indoor playground in Israel. This fortified facility provides Sderot's youth with a safe, secure place to have fun and simply be children. During the visit, learn how the Sderot Indoor Recreation Center has impacted the city and its residents over the last four years.

Afterward, continue to **Tel Aviv** for an in-depth meeting to review and recap the mission, prioritize objectives and set goals for the future.

Following dinner in Tel Aviv, transfer to the airport for return flights to the USA.



Sderot Indoor Recreation Center



Tel Aviv