

# INFRASTRUCTURE



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## PROPOSAL FOR BUILDING A LANDMARK FOR THE TOWN OF JOUN

The Beacon of Joun represents an opportunity to elevate the town's status as a cultural and tourist destination. By blending historical storytelling with modern architecture, this landmark will not only celebrate Joun's identity but also create lasting economic and social benefits for the community.

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# Proposal: Building a Landmark for the Town of Joun

## Executive Summary

The Beacon of Joun is a proposed landmark that will serve as a cultural, economic, and social centerpiece for the town of Joun, Lebanon. This iconic structure will blend modern architectural elements with historical and cultural significance, symbolizing Joun's identity while driving tourism and fostering community pride.

The landmark will feature a 25-30-meter observation tower inspired by Phoenician sails, offering panoramic views of the seven hills, the eastern mountains, the pine trees and the olive groves, as well as overlooking the Mediterranean sea, and the Awali River Valley.

At its base, a cultural pavilion will house exhibits highlighting Joun's rich history and archaeological significance, complemented by landscaped gardens and a community plaza designed for events and recreational use.

This project aims to enhance Joun's visibility as a tourist destination while creating economic opportunities and preserving its heritage. Revenue streams will include ticket sales, gift shop and café earnings, event rentals, and sponsorships. The landmark is projected to attract 50,000 annual visitors, generating \$375,000 in revenue and \$230,000 in net profit annually.

With a focus on sustainability, the project will incorporate solar energy, water recycling systems, and eco-friendly landscaping to minimize its environmental impact. The total estimated startup cost is \$1.43 million, with operational costs projected at \$145,000 annually.

The Beacon of Joun will not only celebrate the town's heritage but also act as a catalyst for economic growth and community engagement, making it a transformative project for the region.



## What does the beacon generally symbolize?

Beacons have been around for centuries, and they continue to be an important part of maritime culture. But what does a lighthouse symbolize? Here are a few different interpretations:

- **A beacon of hope:** Lighthouses are often associated with safety and guidance. In stormy weather or during periods of darkness, their light can be a reassuring sign that land is nearby. For many people, lighthouses represent hope and reassurance in times of trouble.
- **A warning sign:** Lighthouses can also be seen as warning signs, cautioning sailors about dangerous rocks or shoals that lie ahead. Their purpose is to prevent ships from running aground, and their bright light serves as a reminder to stay on course.
- **A symbol of strength:** Lighthouses are built to withstand the harshest conditions, from high winds and waves to driving rain and snow. They stand tall and strong against the elements, serving as a reminder that even in the darkest night there is always light to guide the way home.

## The Spiritual Significance of the Beacon of Light

The beacon of light carries a deep spiritual meaning that transcends cultural boundaries. Here are some of its key interpretations:

1. **Illumination:** The most fundamental aspect of the beacon is its ability to illuminate darkness, both literally and metaphorically. In a spiritual context, this symbolizes our journey towards self-awareness and inner growth. It encourages us to seek truth, knowledge, and understanding in order to dispel ignorance and negativity within ourselves.
2. **Guidance:** As a guiding light, the beacon helps us navigate through life's challenges and find our way to the path of righteousness and spiritual fulfillment. It reminds us that there is always a way forward, even in difficult times, as long as we remain steadfast in our pursuit of truth and wisdom.
3. **Hope:** The beacon of light serves as a symbol of hope, reminding us that even in the darkest moments, there is always a glimmer of light that can guide us towards brighter days. This encourages us to maintain faith and perseverance

during challenging times, knowing that better things lie ahead for those who continue to strive for enlightenment.

4. **Enlightenment:** The ultimate spiritual goal is to attain enlightenment – a state of complete awareness, understanding, and unity with the divine. The beacon of light symbolizes this journey towards self-realization and transcendence, as well as our capacity for growth and expansion beyond our current limitations.

# Building a Landmark for the Town of Joun

## Introduction

Joun's rich cultural and natural heritage deserves a centerpiece that reflects its significance and drives tourism. A landmark will symbolize the town's identity, attract visitors, and serve as a community hub. Despite being a historic town rich in culture and natural beauty, yet it lacks a central landmark to embody its identity and attract visitors.

This proposal outlines the construction of a landmark that reflects the town's heritage, serves as a cultural beacon, and becomes a focal point for tourism and community gatherings.

## Objective

The primary aim is to create a landmark that:

1. Celebrates Joun's historical, cultural, and natural identity.
2. Attracts domestic and international tourists.
3. Acts as a space for community events and cultural exhibitions.
4. Generates economic benefits through increased tourism and business activities.

## Proposed Landmark Concept

### 1. Design Concept

- Theme: A blend of tradition and modernity, inspired by Joun's unique geography, archaeological significance, and cultural heritage.
- Structure:
- A tower, monument, or art installation symbolizing Joun's connection to the Awali River, its historic roots, and the surrounding Chouf region.

- Incorporation of sustainable materials and renewable energy (e.g., solar panels).

## 2. Features

- **Observation Deck:** Offers panoramic views of Joun, the seven hills, the eastern mountains, the pine trees and the olive groves, as well as overlooking the Mediterranean sea, and the Awali River Valley.
- **Cultural Pavilion:** Displays artifacts, historical exhibits, and artwork showcasing Joun's heritage.
- **Community Plaza:** A gathering space for festivals, performances, and markets.
- **Landscaped Park:** Enhances the area with greenery, walking paths, and seating areas.

## Location

- **Proposed Site:** A hilltop location or a central area with high visibility, such as near the entrance of the town or overlooking the Awali River.

## Economic and Social Impact

### 1. Tourism Boost

- The landmark will attract visitors to explore Joun's rich heritage and natural surroundings.
- Increased tourism will benefit local businesses, such as restaurants, shops, and accommodations.

### 2. Job Creation

- Construction and maintenance will provide employment opportunities.

- The landmark's operations, such as guided tours or a gift shop, will create ongoing jobs.

### **3. Community Engagement**

- The space will serve as a hub for cultural events, fostering community pride and cohesion.
- It will encourage local artists and historians to contribute to its development and exhibitions.

## **Project Phases**

### **1. Feasibility Study**

- Assess potential locations, design options, and cost estimates.
- Evaluate environmental impact and community feedback.

### **2. Design and Planning**

- Hire architects and cultural consultants to develop a comprehensive design.
- Secure necessary permits and funding.

### **3. Construction**

- Build the structure and surrounding facilities in phases.
- Ensure sustainable practices and local workforce involvement.

### **4. Launch and Promotion**

- Host a grand opening event with local and regional media coverage.
- Develop promotional campaigns targeting tourists and cultural enthusiasts.

## Estimated Budget

The total budget will depend on the final design and features but is estimated to range between \$500,000 and \$1,500,000. Potential funding sources include:

- Government grants.
- Partnerships with cultural organizations.
- Private investments and sponsorships.

## Conclusion

The construction of a landmark in Joun presents a unique opportunity to celebrate its heritage, attract visitors, and unite the community. With careful planning and execution, this project can become a defining feature of Joun's identity and a catalyst for its economic and cultural development.

## Landmark Concept and Visualization

### 1. Design Overview

- Name: "The Beacon of Joun" (proposed).
- Structure: A multi-functional monument combining a cultural tower, observation deck, and landscaped surroundings.
- Height: Approximately 25-30 meters to provide stunning views of the town, Awali River, and surrounding valleys.

## Proposed Features and Layout

1. Observation Deck: Accessible via a spiral staircase or elevator, offering breathtaking views of Joun's natural beauty and historical sites.
2. Cultural Pavilion:
  - A gallery space on the ground level showcasing artifacts, local crafts, and historical narratives.

- Rotating exhibits focusing on Joun’s connection to the Chouf region, the seven hills, the eastern mountains, the pine trees and the olive groves, as well as overlooking the Mediterranean sea, and the Awali River Valley.

3. Landscaped Garden and Park:

- Includes water features symbolizing the Awali River.
- Benches, picnic spots, and walking paths for visitors and locals.

4. Community Plaza:

- An open-air area for hosting events, markets, and cultural performances.

## Cost Breakdown (Estimated)

Component	Estimated Cost (USD)
Feasibility Study & Permits	\$50,000
Architectural Design	\$75,000
Construction (Main Structure)	\$500,000 - \$800,000
Observation Deck Equipment	\$100,000 - \$150,000
Cultural Pavilion & Displays	\$150,000 - \$200,000
Landscaping & Park Elements	\$75,000 - \$100,000
Plaza Infrastructure	\$50,000 - \$75,000
Solar Panels & Sustainability	\$50,000 - \$75,000
Marketing and Launch Event	\$25,000 - \$50,000
<b>Total</b>	<b>\$1,075,000 - \$1,575,000</b>

## Visualization Details

Below is a description for the visual concept to illustrate the idea.

- **Central Tower:** A sleek, modern structure inspired by Phoenician sails, with intricate carvings referencing Joun's history and its connection to Sidon and the seven hills, the eastern mountains, the pine trees and the olive groves, as well as overlooking the Mediterranean sea, and the Awali River Valley.
- **Surrounding Park:** Green spaces with fountains, native trees, and decorative stone pathways leading to seating areas.
- **Observation Deck:** A circular deck with glass railings for an uninterrupted view of Joun.
- **Lighting:** The tower will be illuminated at night with energy-efficient LED lights, making it visible from afar.

## Economic and Social Benefits

### Tourism Boost

- Visitors will be drawn to the landmark as a unique attraction, increasing footfall to local businesses.
- The site could host guided tours, cultural events, and seasonal festivals, making it a year-round destination.

### Cultural Preservation

- The Cultural Pavilion will showcase Joun's archaeological significance, from its ties to Sidon to nearby ruins.

### Community Pride

- The plaza and garden will provide a space for residents to gather, fostering a stronger sense of belonging and pride.



## Sustainability and Environmental Integration

The landmark will incorporate sustainable features such as:

- Solar Panels: For powering the landmark's lighting and minimal electricity needs.
- Water Conservation: Recycled water for fountains and irrigation.
- Native Flora: Plants that thrive in Joun's climate to minimize maintenance.

## Implementation Plan

- 1. Feasibility Study (3 months)**
  - Evaluate potential sites and gather community input.
  - Assess environmental impact and ensure compliance with local regulations.
- 2. Design and Approvals (6 months)**
  - Develop a detailed architectural plan.
  - Secure permits and approvals from relevant authorities.
- 3. Construction (12-18 months)**
  - Build the main structure, plaza, and landscaped garden.
  - Install observation deck equipment and cultural displays.
- 4. Marketing and Launch (3 months)**
  - Plan an opening ceremony with cultural performances and media coverage.
  - Create promotional materials, including a dedicated website and brochures.

## Detailed textual description of the proposed landmark to help visualize the concept:

### Landmark Design: The Beacon of Joun

#### 1. The Tower

- **Height and Structure:**
  - The tower rises to approximately 25-30 meters, symbolizing progress and visibility.
  - The design draws inspiration from Phoenician sails, representing Joun's historical connection to maritime trade and its proximity to Sidon.
  - The exterior features a modern geometric form, blending smooth metal panels and textured stone.
- **Carvings and Details:**
  - The base is engraved with motifs representing Joun's historical roots, such as ancient script patterns, river symbols, and elements from the ruins around the town.
- **Observation Deck:**
  - Positioned near the top, the circular deck is surrounded by glass railings, offering unobstructed, panoramic views of Joun, the seven hills, the eastern mountains, the pine trees and the olive groves, as well as overlooking the Mediterranean sea, and the Awali River Valley.
  - The deck has telescopes for a closer look at landmarks, making it a focal point for both tourists and locals.
- **Lighting:**
  - The tower features LED accent lighting, illuminating the structure in warm, ambient tones during the evening, making it a visible icon from afar.
  - Solar-powered lighting reflects Joun's commitment to sustainability.

## 2. Cultural Pavilion

- A semi-circular gallery located at the base of the tower.
- Displays artifacts, photos, and digital exhibits that tell the story of Joun's cultural and archaeological history.
- Features modern design with glass walls, allowing natural light to flood the interior while offering views of the surrounding gardens.

## 3. The Landscaped Park

- The park surrounds the tower, providing a relaxing green space for visitors.
- **Pathways:** Curved stone paths connect the entrance to the tower, the gardens, and the community plaza.
- **Native Flora:** The garden is planted with cedar, olive, and cypress trees, alongside drought-resistant flowers like lavender and rosemary.
- **Water Features:**
  - A small series of fountains symbolizes the flow of the Awali River.
  - Recycled water systems power the fountains to promote environmental sustainability.
- **Seating Areas:** Benches and shaded spots are scattered throughout, providing resting points for visitors.

## 4. Community Plaza

- The plaza is a paved open space located in front of the tower.
- Ideal for hosting community events such as cultural festivals, farmer's markets, or outdoor performances.
- **Equipped with:**
  - Movable seating and decorative planters.
  - A small stage for performances or public addresses.

- Subtle ground-level LED lighting for evening events.

## 5. Sustainability Features

- **Solar Panels:** Mounted on the pavilion's roof and integrated into the tower's design to generate clean energy.
- **Water Recycling:** Used for fountains and park irrigation.
- **Minimal Environmental Impact:** All materials used for construction, such as local stone, are eco-friendly and sourced sustainably.

## Overall Setting

- The landmark is strategically located on an elevated area, ensuring its visibility from multiple vantage points in Joun.
- Surrounding the site are natural hills and views of the Awali River, creating a harmonious blend of architecture and nature.

## JOUN BEACON VISUAL INTERPRETATION



The symbolism of The Beacon of Joun reflects the rich heritage, natural beauty, and aspirations of the town. Its design and purpose serve as a cultural and spiritual representation of Joun's identity and its role in the region.

**Below are the key symbolic elements:**

### 1. Light as a Beacon of Hope

- The light emanating from the structure represents guidance, unity, and hope, emphasizing Joun's role as a community that connects its people and welcomes visitors from near and far.
- As a "beacon," it symbolizes leadership and Joun's vision for a brighter future rooted in sustainability and heritage.

### 2. Connection to Phoenician Legacy

- Inspired by the sails of Phoenician ships, the design pays homage to the ancient maritime heritage of the region.
- This evokes Joun's proximity to Sidon, a historical Phoenician city, and highlights the town's cultural significance as a bridge between the past and the present.

### **3. Overlooking the Awali River**

- Situated on a hill, the beacon overlooks the Awali River (Bostrenos), which has historically been a lifeline for the region. This connection symbolizes the flow of life, sustenance, and renewal.
- The location serves as a metaphor for reflection and harmony with nature, showcasing Joun's respect for its natural surroundings.

### **4. The Circular Design of the Observation Deck**

- The circular platform embodies wholeness, unity, and inclusivity, inviting people from all walks of life to gather and celebrate their shared heritage.
- The design encourages visitors to look outward, symbolizing the town's openness and its connection to the broader world.

### **5. Tribute to the Spirit of Joun**

- The beacon stands as a guardian of Joun's history and a tribute to the resilience of its people, who have maintained their traditions while embracing progress.
- It serves as a cultural and historical lighthouse, drawing attention to Joun's archaeological, natural, and spiritual treasures.

### **6. A Modern Symbol of Aspiration**

- With its sleek and contemporary design, the structure bridges the traditional and the modern, representing Joun's aspirations for innovation and sustainable growth.
- The landmark reflects the town's commitment to being a cultural and tourism hub, inspiring its residents to dream big and look forward.

## Narrative for Promotional Materials or Speeches

### Title: The Beacon of Joun – Guiding Light, Timeless Legacy

Perched majestically on a hill overlooking the serene Awali River and the distant Mediterranean horizon, The Beacon of Joun is more than just a landmark; it is a symbol of unity, heritage, and hope.

For centuries, Joun has stood as a bridge between the natural beauty of the Chouf region and the vibrant history of Sidon, one of the great Phoenician cities. The beacon's sleek, modern design honors this legacy, drawing inspiration from the sails of ancient Phoenician ships that once traversed these waters, carrying the spirit of exploration and innovation.

Its radiant light serves as a guiding symbol, reminding us that Joun is a town rooted in history yet reaching for a brighter, sustainable future. The circular observation deck reflects wholeness and inclusivity, offering visitors panoramic views of a landscape that has shaped the lives and stories of its people for generations.

Overlooking the life-giving Awali River, The Beacon of Joun stands as a tribute to the resilience and creativity of its community. It invites us to reflect on our shared past while envisioning a future where culture, nature, and modernity coexist harmoniously.

As day turns to night, the beacon illuminates the skies—a shining testament to the aspirations of a town proud of its heritage and eager to welcome the world. It is a light of hope and progress, celebrating the spirit of Joun and its unwavering commitment to preserving its treasures while embracing new possibilities.

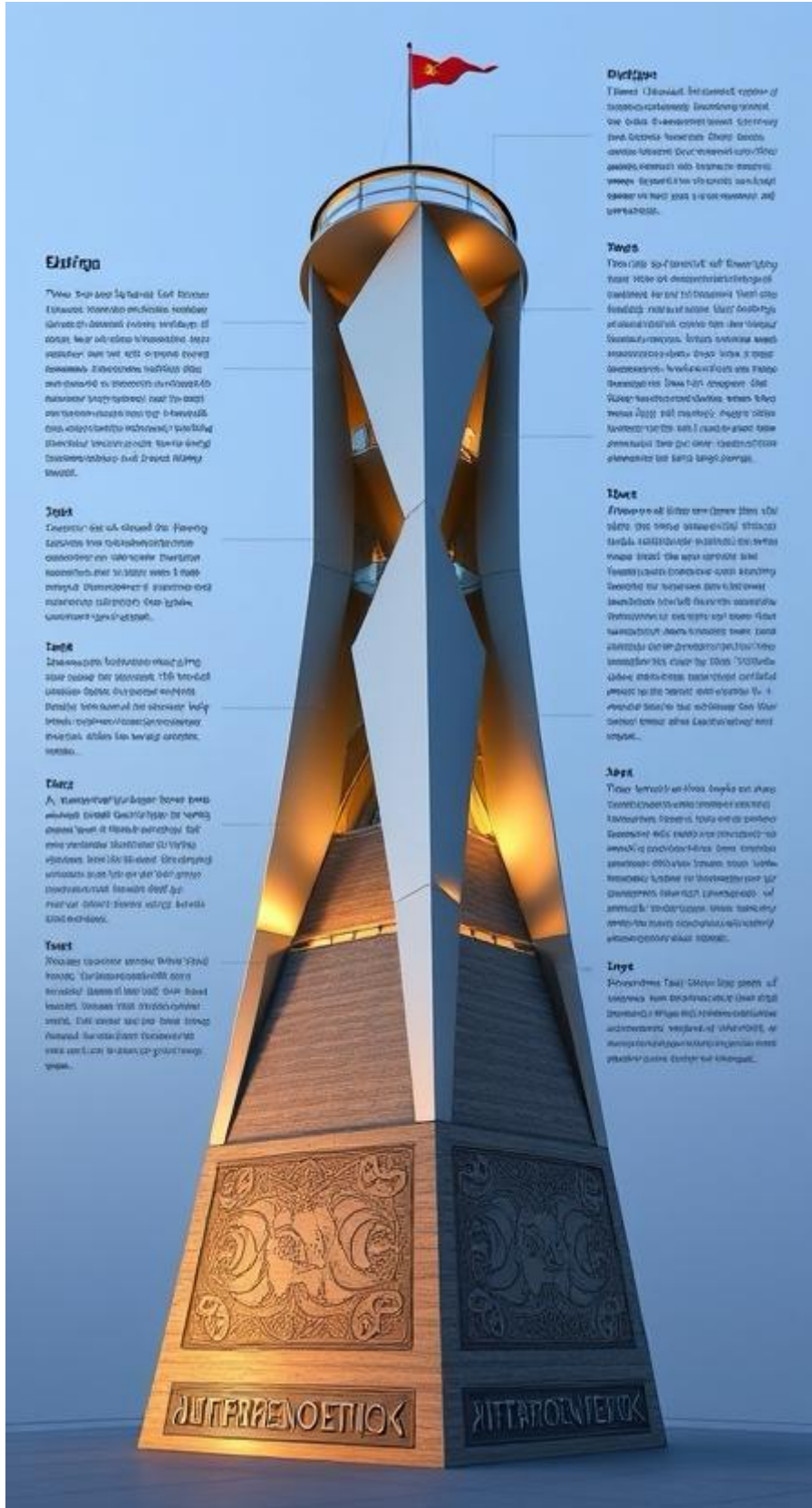
“The Beacon of Joun is not just a landmark; it is a symbol of who we are and where we are headed—a timeless legacy for generations to come.”

## OTHER POSSIBLE OPTIONS









**Επίπεδο**

This top level is the most important part of the tower. It is the place where the tower's mission is defined and its purpose is clear. The tower's mission is to provide a platform for the community to share their ideas and experiences. The tower's purpose is to create a space where people can connect and learn from each other.

**Στήλη**

The tower's column is the central part of the structure. It is the place where the tower's mission is defined and its purpose is clear. The tower's mission is to provide a platform for the community to share their ideas and experiences. The tower's purpose is to create a space where people can connect and learn from each other.

**Βάση**

The tower's base is the foundation of the structure. It is the place where the tower's mission is defined and its purpose is clear. The tower's mission is to provide a platform for the community to share their ideas and experiences. The tower's purpose is to create a space where people can connect and learn from each other.

**Πύργος**

The tower's body is the main part of the structure. It is the place where the tower's mission is defined and its purpose is clear. The tower's mission is to provide a platform for the community to share their ideas and experiences. The tower's purpose is to create a space where people can connect and learn from each other.

**Στέγη**

The tower's roof is the top part of the structure. It is the place where the tower's mission is defined and its purpose is clear. The tower's mission is to provide a platform for the community to share their ideas and experiences. The tower's purpose is to create a space where people can connect and learn from each other.

**Κύρια**

The tower's main part is the central part of the structure. It is the place where the tower's mission is defined and its purpose is clear. The tower's mission is to provide a platform for the community to share their ideas and experiences. The tower's purpose is to create a space where people can connect and learn from each other.

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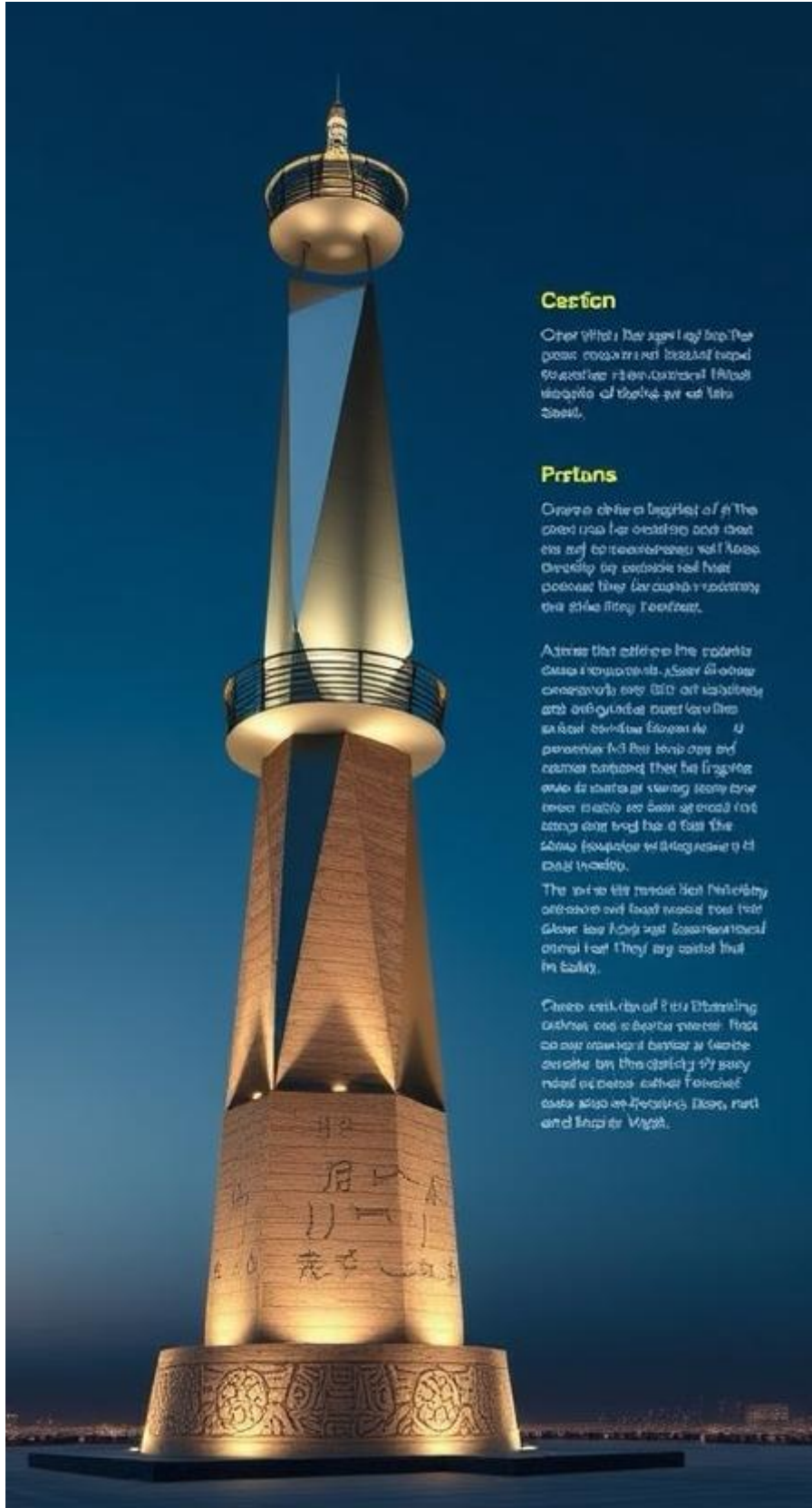
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**Cerfen**

Other titles for the top of the tower are Cerfen and Cerfen. The tower is a symbol of the city and is a landmark. It is a symbol of the city and is a landmark. It is a symbol of the city and is a landmark.

**Prifans**

Other titles for the top of the tower are Prifans and Prifans. The tower is a symbol of the city and is a landmark. It is a symbol of the city and is a landmark. It is a symbol of the city and is a landmark.

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# Business plan for building the proposed landmark for Joun:

## 1. Executive Summary

The Beacon of Joun is a proposed landmark to symbolize the town's heritage, drive tourism, and foster community engagement. This multi-functional landmark will feature an observation tower, a cultural pavilion, landscaped gardens, and a community plaza. It aims to become a central attraction, enhance the town's visibility, and contribute to its economic and cultural development.

## 2. Business Objectives

- Create a tourist attraction to boost the local economy.
- Preserve and promote Joun's cultural and historical heritage.
- Provide a community hub for events and gatherings.
- Generate long-term revenue through tourism-related activities and services.

## 3. Market Analysis

### Target Audience

- 1. Tourists:**
  - Domestic travelers from Lebanon seeking cultural and historical attractions.
  - International visitors exploring Sidon, the Chouf region, and nearby archaeological sites.
- 2. Local Residents:**
  - Families and individuals looking for recreational and cultural spaces.

### 3. Cultural Enthusiasts and Historians:

- Scholars and heritage organizations interested in archaeological significance.

## Competitor Analysis

- Competing landmarks include Beiteddine Palace, Deir el-Qamar, and attractions in Sidon.
- The Beacon of Joun will stand out by combining historical storytelling, scenic views, and a modern design integrated with sustainable features.

## Market Opportunity

- Joun's strategic location near the Awali River and its proximity to Sidon make it a convenient stop for visitors exploring South Lebanon.
- The lack of existing landmarks in Joun creates a niche opportunity for a flagship attraction.

## 4. Project Components and Revenue Streams

### Main Components

1. **Observation Tower:**
  - Ticketed entry for panoramic views.
2. **Cultural Pavilion:**
  - Museum exhibits, historical displays, and gift shop.
3. **Landscaped Gardens:**
  - Free public access with optional guided tours.
4. **Community Plaza:**
  - Rental space for events, festivals, and markets.

## Revenue Streams

1. **Ticket Sales:**
  - Observation deck entry fees.
2. **Gift Shop and Café:**
  - Souvenirs, local crafts, and refreshments.
3. **Event Rentals:**
  - Weddings, cultural events, and corporate gatherings.
4. **Sponsorships and Donations:**
  - Partnerships with local businesses and cultural organizations.

## 5. Financial Plan

### Startup Costs

Category	Cost (USD)
Feasibility Study & Permits	\$50,000
Architectural Design	\$75,000
Construction	\$800,000
Landscaping	\$100,000
Observation Deck Equipment	\$150,000
Pavilion Interior & Exhibits	\$200,000
Marketing and Launch Event	\$50,000
<b>Total Startup Costs</b>	<b>\$1,425,000</b>

## Operational Costs (Annual)

Category	Cost (USD)
Maintenance & Utilities	\$50,000
Staff Salaries (Guides, Admin)	\$60,000
Marketing & Promotions	\$20,000
Security and Insurance	\$15,000
Total Annual Costs	\$145,000

## Revenue Projections (Annual)

Revenue Source	Amount (USD)
Ticket Sales (50,000 visitors x \$5)	\$250,000
Gift Shop & Café	\$75,000
Event Rentals	\$30,000
Sponsorships & Donations	\$20,000
Total Revenue	\$375,000

Net Annual Profit: \$230,000

## 6. Marketing Plan

### Branding

- Position The Beacon of Joun as a “Gateway to History and Scenic Beauty.”

- Highlight its unique design and cultural significance in promotional materials.

## Promotional Strategies

### 1. Digital Marketing:

- Create a website and social media accounts featuring virtual tours, event calendars, and online ticketing.

### 2. Collaborations:

- Partner with travel agencies and tour operators.
- Collaborate with schools and universities for educational programs.

### 3. Events and Launch:

- Host an inaugural cultural festival to attract media coverage.

## 7. Management and Operations

### Management Team

- **Project Manager:** Oversees construction and operations.
- **Cultural Curator:** Manages exhibits and cultural programs.
- **Marketing Specialist:** Handles promotions and partnerships.

### Operational Roles

- Guides for tours and events.
- Staff for the gift shop and café.
- Maintenance and security personnel.

## 8. Sustainability Plan

- Utilize solar energy for lighting and operations.
- Incorporate recycled materials in construction and water systems.
- Emphasize eco-friendly landscaping to preserve Joun's natural beauty.

## 9. Risk Management

- 1. Risk: Insufficient visitors due to competition.**
  - Mitigation: Aggressive marketing campaigns and partnerships with travel agencies.
- 2. Risk: High maintenance costs.**
  - Mitigation: Use energy-efficient systems and minimal-maintenance materials.
- 3. Risk: Environmental concerns from construction.**
  - Mitigation: Conduct thorough environmental impact assessments and ensure compliance with regulations.

## 10. Conclusion

The Beacon of Joun represents an opportunity to elevate the town's status as a cultural and tourist destination. By blending historical storytelling with modern architecture, this landmark will not only celebrate Joun's identity but also create lasting economic and social benefits for the community.

## Securing Funding

Securing funding for “The Beacon of Joun” landmark can be approached through a mix of public, private, and community-driven sources. Below is a funding plan tailored for the project:

### Funding Plan for The Beacon of Joun

#### 1. Public Sector Grants and Funding

- Ministry of Tourism and Culture (Lebanon):
  - Apply for funding under cultural and tourism development programs.
  - Justify the landmark’s role in promoting Joun and South Lebanon as a tourist destination.
  - Estimated Contribution: \$300,000 - \$500,000
- International Development Funds:
  - Partner with organizations like the United Nations Development Programme (UNDP) or UNESCO, highlighting the landmark’s role in preserving heritage and promoting sustainable development.
  - Estimated Contribution: \$200,000 - \$300,000
- Local Municipality Contribution:
  - Secure partial funding from the Joun Municipality’s infrastructure and cultural promotion budget.
  - Estimated Contribution: \$100,000 - \$150,000

#### 2. Private Sector Partnerships

- **Corporate Sponsorships:**
  - Partner with businesses, especially those in tourism, real estate, and hospitality, to sponsor specific parts of the project (e.g., observation deck, gardens).

- Offer branding opportunities such as naming rights for facilities or recognition on promotional materials.
- Estimated Contribution: \$250,000 - \$400,000
- **Local and Regional Investors:**
- Approach Lebanese expatriates and regional investors interested in cultural or tourism projects.
- Highlight potential long-term economic returns through ticket sales, event rentals, and increased tourism.
- Estimated Contribution: \$200,000 - \$300,000

### 3. Community Contributions

- **Crowdfunding Campaign:**
- Launch an online campaign targeting the Lebanese diaspora and locals.
- Use platforms like GoFundMe or Kickstarter to raise funds, offering rewards like engraved plaques or lifetime access passes.
- Estimated Contribution: \$50,000 - \$100,000
- **Community Donations and Fundraisers:**
- Organize local fundraising events such as heritage festivals, charity dinners, or cultural performances to rally community support.
- Estimated Contribution: \$30,000 - \$50,000

### 4. Loans and Other Financial Mechanisms

- **Development Loans:**
- Secure low-interest loans from organizations like the World Bank or Lebanese Development Bank for infrastructure projects tied to cultural and tourism growth.
- Estimated Contribution: \$200,000 - \$300,000
- **Revenue Bonds:**



- Issue bonds backed by future revenue from the landmark (ticket sales, events, etc.).
- Estimated Contribution: \$150,000 - \$200,000

## 5. Total Projected Funding

By diversifying funding sources, the project can meet its estimated startup cost of \$1.43 million, broken down as follows:

- Public Sector: \$600,000 - \$950,000
- Private Sector: \$450,000 - \$700,000
- Community Contributions: \$80,000 - \$150,000
- Loans/Bonds: \$200,000 - \$300,000

# Project Proposal: The Beacon of Joun

## 1. Introduction

The town of Joun, Lebanon, is rich in history, culture, and natural beauty. To celebrate its heritage and position it as a tourism and cultural hub, we propose the construction of The Beacon of Joun — a landmark designed to embody the spirit of the town while driving economic, cultural, and social growth.

The Beacon will serve as a centerpiece for the community, blending architectural beauty with functionality. It will feature an observation tower inspired by Phoenician sails, a cultural pavilion, landscaped gardens, and a community plaza, making it an iconic destination for residents and visitors alike.

## 2. Objectives

- Enhance Joun's identity as a cultural and tourist destination.
- Boost local economy through tourism and events.
- Foster community pride by celebrating Joun's heritage.
- Provide sustainable infrastructure for future generations.

## 3. Key Features of the Beacon of Joun

### 3.1 Observation Tower

- A 25-30-meter modern tower inspired by Phoenician sails.
- Features a circular observation deck offering panoramic views of the Awali River, the seven hills, the eastern mountains, the pine trees and the olive groves, as well as overlooking the Mediterranean sea, and the Awali River Valley, and the Chouf region.

### 3.2 Cultural Pavilion

- Houses historical exhibits and displays.
- Includes a gift shop offering local crafts and souvenirs.

### 3.3 Landscaped Gardens

- Native trees, stone pathways, and fountains inspired by the Awali River.
- Eco-friendly design using recycled water systems.

### 3.4 Community Plaza

- Open space for events, markets, and cultural performances.
- Equipped with seating, decorative lighting, and accessibility features.

## 4. Project Benefits

### 4.1 Economic Impact

- Increased Tourism: Expected to attract 50,000 visitors annually.
- Job Creation: Direct and indirect employment in construction, operations, and tourism.
- Revenue Generation: From ticket sales, gift shop, café, and event rentals.

### 4.2 Social Impact

- Strengthens community ties by offering a space for gatherings and celebrations.
- Encourages cultural education and pride in local heritage.

### 4.3 Environmental Impact

- Sustainable design with solar energy, water recycling systems, and eco-friendly materials.
- Landscaping preserves and enhances Joun's natural beauty.

## 5. Project Budget

### 5.1 Estimated Costs

Category	Cost (USD)
Feasibility Study & Permits	\$50,000
Architectural Design	\$75,000
Construction	\$800,000
Landscaping	\$100,000
Observation Deck Equipment	\$150,000
Pavilion Interior & Exhibits	\$200,000
Marketing and Launch Event	\$50,000
Total	\$1,425,000

### 5.2 Funding Sources

- Public Sector Grants: \$600,000 - \$950,000
- Private Sector Sponsorships: \$450,000 - \$700,000
- Community Contributions: \$80,000 - \$150,000
- Loans/Bonds: \$200,000 - \$300,000

## 6. Timeline

Phase	Duration	Estimated Completion
Feasibility Study & Approvals	3 Months	Month 3
Architectural Design	4 Months	Month 7
Fundraising & Partnerships	6 Months (Ongoing)	Month 12
Construction	12-14 Months	Month 24
Landscaping & Interiors	3 Months	Month 27
Launch Event	1 Month	Month 28

## 7. Funding Proposal

### 7.1 Request for Support

We request your support to make The Beacon of Joun a reality. Your contribution will:

- Build a cultural and tourist destination that will uplift Joun.
- Create long-term economic and social benefits for the community.
- Showcase your commitment to preserving Lebanon's heritage and fostering sustainable growth.

### 7.2 Sponsorship Opportunities

- Naming Rights: Sponsor major features like the observation deck or gardens.
- Branding: Recognition in all marketing materials and on-site plaques.
- Event Partnerships: Host events and promotions in collaboration with The Beacon of Joun.

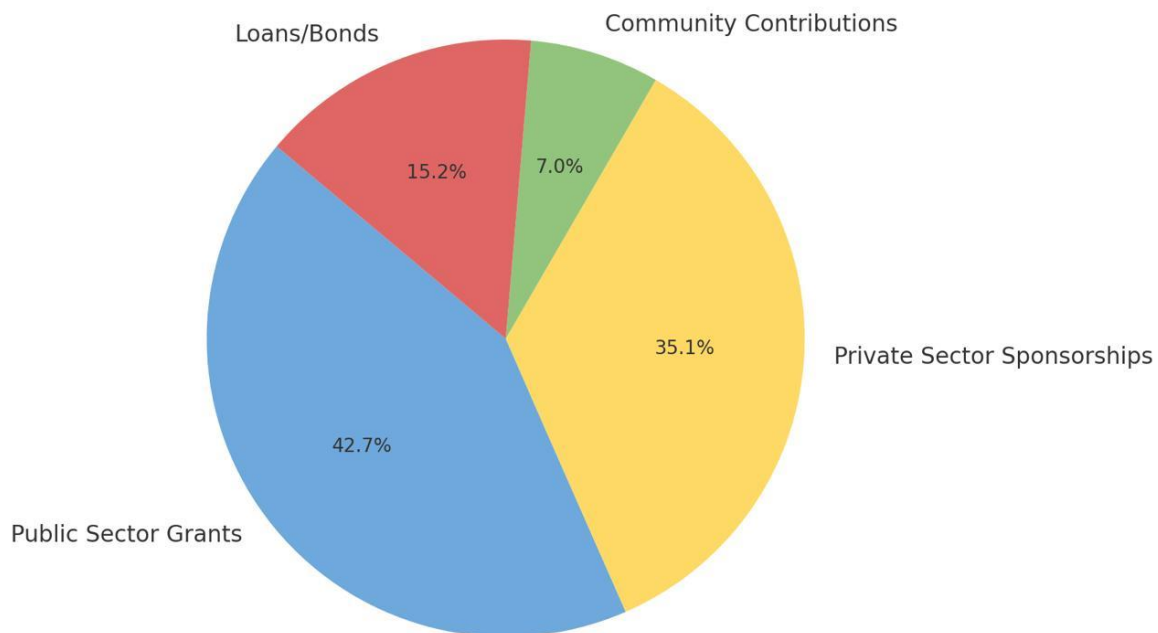
## 8. Conclusion

The Beacon of Joun is not just a landmark; it is a symbol of hope, pride, and progress for the town and its people. By supporting this project, you will play a key role in shaping Joun's future while honoring its past. Together, we can transform Joun into a beacon of culture, sustainability, and community.

### Funding Sources Pie Chart for The Beacon of Joun

Here is the funding sources pie chart for The Beacon of Joun, showing the proportional contributions from various funding streams. The chart breaks down the estimated amounts from public grants, private sponsorships, community contributions, and loans/bonds.

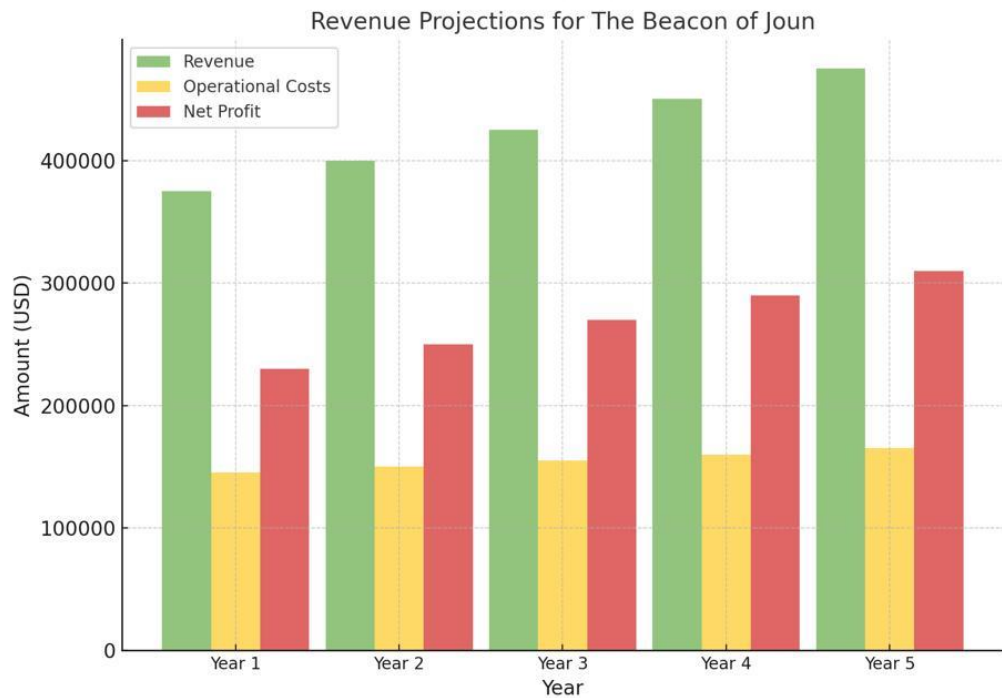
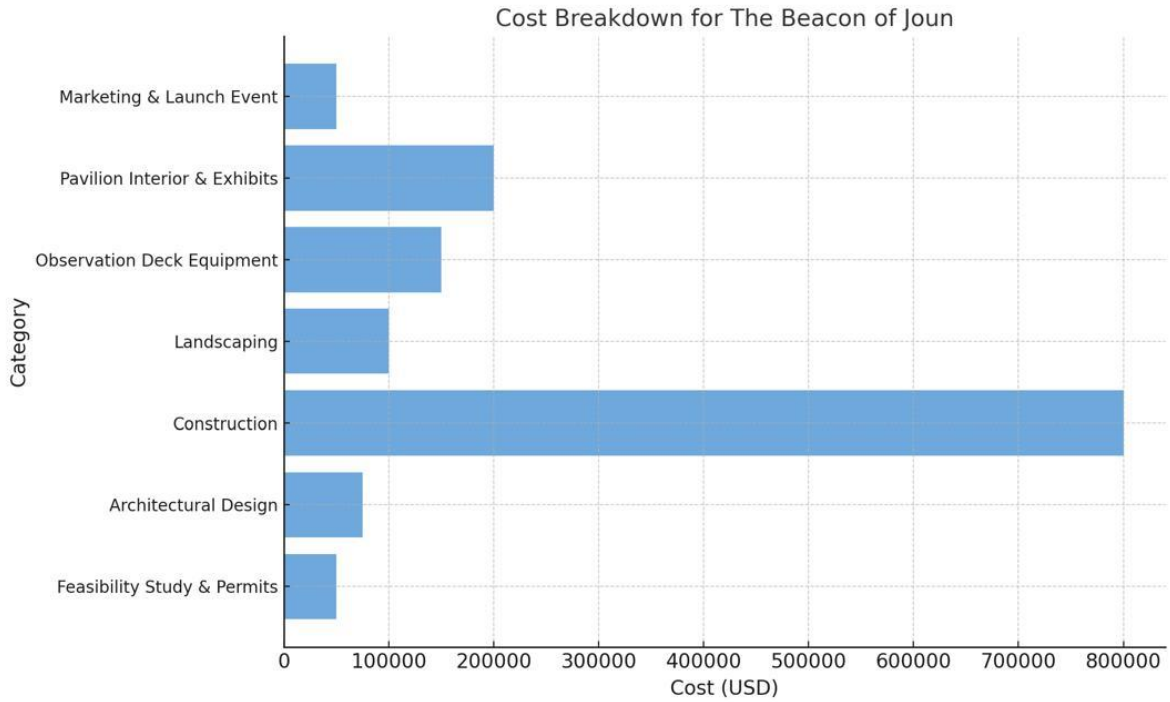
Funding Sources Breakdown for The Beacon of Joun



### The charts:

1. Cost Breakdown: A horizontal bar chart showing the distribution of costs across major project categories, such as construction, landscaping, and marketing.

2. Revenue Projections: A bar chart comparing annual revenues, operational costs, and net profits over the first five years of operations.



# Marketing Plan for The Beacon of Joun

## Objective

To establish “The Beacon of Joun” as a premier cultural and tourism destination, attracting local, national, and international visitors while fostering community pride and engagement.

## 1. Target Audience

- **Local Residents:** Families, schools, cultural organizations, and local businesses.
- **Lebanese Tourists:** From urban centers such as Beirut, Sidon, and the Chouf region.
- **International Visitors:** Lebanese expatriates, Middle Eastern tourists, and cultural heritage enthusiasts.

## 2. Branding Strategy

- Tagline: “The Beacon of Joun – Where Heritage Meets the Future”
- Visual Identity:
- Logo inspired by Phoenician sails and local heritage.
- Earthy tones and sleek design reflecting modernity and nature.
- Incorporate the Awali River and hilltop setting in imagery.

## 3. Promotional Channels

### 3.1 Digital Marketing

- **Website:**
- Develop a visually appealing, mobile-friendly website.
- Key features: Virtual tours, event calendar, ticketing system, and historical insights.



- **Social Media:**
- Platforms: Facebook, Instagram, Twitter, and YouTube.
- Content:
  - Photos and videos showcasing the landmark’s design and construction progress.
  - Stories about Joun’s history and culture.
  - Announcements for special events and offers.
- Search Engine Optimization (SEO):
  - Optimize content for keywords like “landmarks in Lebanon,” “Joun tourism,” and “cultural destinations near Sidon.”
- **Email Marketing:**
  - Monthly newsletters targeting local communities and Lebanese expatriates.
  - Updates on construction progress, upcoming events, and exclusive offers.

### 3.2 Traditional Media

- **Television and Radio:**
  - Partner with Lebanese networks to feature The Beacon of Joun in travel and culture programs.
- **Print Media:**
  - Publish articles and advertisements in national and regional newspapers and magazines like L’Orient-Le Jour and Executive.
- **Billboards:**
  - Place visually striking billboards on key highways and tourist routes, emphasizing proximity to Sidon and the Chouf.

### 3.3 Events and Collaborations

- **Launch Event:**

- Host a grand opening ceremony with cultural performances, guided tours, and media coverage.
- **Community Engagement:**
  - Partner with schools and universities for educational tours.
  - Host local festivals, markets, and cultural celebrations in the plaza.
- **Cultural Tourism Campaigns:**
  - Collaborate with Lebanese tourism boards and travel agencies to include The Beacon of Joun in itineraries.
- **Influencer Partnerships:**
  - Work with travel bloggers, photographers, and heritage enthusiasts to promote the landmark.

## 4. Timeline

Activity	Timeline
Website Development	Months 1–3
Social Media Campaign Launch	Month 4 (Ongoing)
Collaborations with Media	Month 6
Pre-Opening Events	Months 24–27
Grand Opening	Month 28

## 5. Budget

Category	Estimated Cost (USD)
Website Development	\$20,000
Social Media Advertising	\$10,000
Traditional Media Campaign	\$15,000
Launch Event	\$25,000
Influencer and Blogger Fees	\$5,000
Print Materials (flyers, banners)	\$5,000
Total	\$80,000

## 6. KPIs (Key Performance Indicators)

- **Visitor Metrics:**
  - Number of visitors within the first year of operation (target: 50,000).
  - Ticket sales revenue growth over the first 5 years.
- **Online Engagement:**
  - Social media followers, post engagement rates, and website traffic.
- **Community Involvement:**
  - Number of local partnerships and community events hosted.
- **Media Coverage:**
  - Number of mentions in national and international media.

## Marketing Calendar for The Beacon of Joun

### Phase 1: Pre-Launch (Months 1–12)

Focus on building awareness, engaging the community, and creating anticipation for the project.

Month	Activity	Details
1	Website Development Starts	Launch work on a mobile-friendly website with sections for updates, heritage information, and future plans.
2	Branding Finalization	Finalize logo, tagline, and design templates for digital and print materials.
3	Social Media Pages Launch	Create pages on Facebook, Instagram, and Twitter; share teaser visuals and progress updates.
4	Local Community Campaign	Host town hall meetings to introduce the project and invite feedback.
6	Press Conference	Announce The Beacon of Joun to local media outlets; distribute press kits.
9	Progress Update Video	Share a short video on social media showcasing the construction progress and behind-the-scenes work.

12	Holiday Campaign	Engage local residents with holiday-themed visuals and share future plans for hosting events at The Beacon.
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## Phase 2: Launch Preparation (Months 13–27)

Build excitement and drive pre-opening engagement through targeted campaigns.

Month	Activity	Details
14	Influencer Collaborations	Partner with travel bloggers and photographers to promote Joun and the project.
16	Early Bird Ticket Campaign	Offer discounted pre-sale tickets for opening events and observation deck visits.
18	Media Tour	Invite journalists to preview the site and provide exclusive stories.
20	Community Events	Host cultural workshops and tours showcasing Joun's history and the project's vision.
24	"Countdown to Opening" Campaign	Share daily construction updates, trivia about Joun, and event highlights on social media.

26	Official Media Launch Announcement	Announce grand opening dates through press releases, TV, and radio.
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### Phase 3: Launch Event (Month 28)

Create a memorable launch experience to generate buzz and maximize attendance.

Week	Activity	Details
Week 1	VIP Preview Event	Invite local officials, sponsors, and community leaders for an exclusive tour and ribbon-cutting ceremony.
Week 2	Social Media Live Streams	Broadcast live on Facebook and Instagram during the grand opening ceremony.
Week 3	Cultural Performances & Events	Organize traditional music, dance, and art performances in the community plaza.
Week 4	Feedback Campaign	Gather visitor feedback through surveys and share positive testimonials online.

## Phase 4: Post-Launch (Months 29–36)

Focus on maintaining interest, driving visitor numbers, and leveraging positive momentum.

Month	Activity	Details
30	Seasonal Event Promotion	Announce summer events, markets, and festivals to keep the plaza active and attract repeat visitors.
32	Visitor Story Campaign	Share user-generated content such as photos, reviews, and stories from visitors.
34	“Year in Review” Campaign	Celebrate milestones achieved since the opening, highlighting visitor numbers and cultural impact.
36	Partnership Expansion	Collaborate with tour operators, schools, and cultural organizations for more group visits and events.

## APPENDIX

### FOCUS ON THE BEACON OF KAUST

The Beacon is the focal point of the **King Abdullah University of Science and Technology**. The tower takes an organic form inspired by nature resembling coral forms at the base and rising to a more regular structure in the spire 60m above the ground.

#### Key technical challenges

The tower is divided into three sections, tapering from a base of approximately 30m x 25m to 3.0m x 2.5m at the top. It comprises of 187 individually cast hexagonal blocks, weighing up to 18 tonnes each. The individual internal hexagons were pre-cast off-site then lifted into place on site using a variety of cranes including one of the largest in the world, a 550 tonne mobile crane.

The outer skin of the lower spire was completed by fixing the external pre-cast hexagonal elements, which slotted on to the corresponding internal hexagons to seamlessly conceal the in-situ pour. The dramatic upper spire of the tower is made solely from these pre-cast blocks. All construction of the pre-cast elements was completed within 50kms of the site ensuring the project was consistent with the studio's sustainable design approach. Materials were selected for their durability and longevity, with a predicted life span of 100 years. For a high quality finish and appearance, a slightly off white concrete was chosen for all precast elements.

<https://www.arch2o.com/breakwater-beacon-urban-art-projects/>

The 60 meters high 'Breakwater Beacon' tower was designed by Daniel Tobin, Matthew Tobin and Jamie Perrow, of [Urban Art Projects](#) (UAP) design studio, in collaboration with architecture office [Bureau^Proberts](#). The tower is intended to be a landmark of the new [King Abdullah University of Science and Technology](#) (KAUST) master plan.





Its elliptical-spire geometry works as a lighthouse watching over the Jeddah's Safaa Harbor, on the Red Sea coast. The organic hexagonal pattern reminds both of the arabesques and of the marine gulf life. Inspired by traditional Arabic architecture, it also functions as a cooling tower encompassing a public amphitheater and a reflection pond at its base.



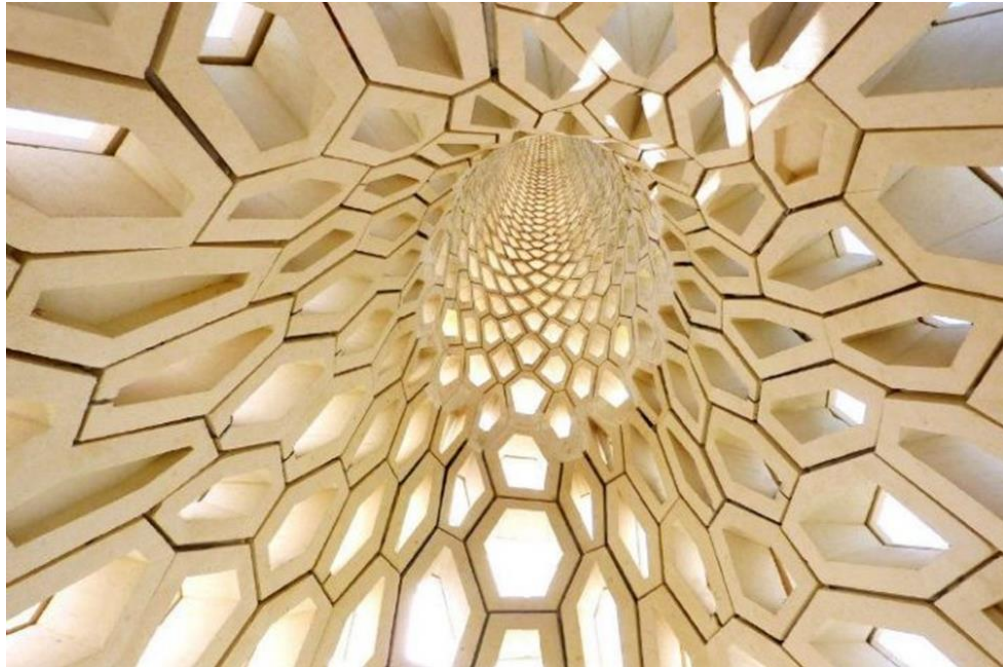
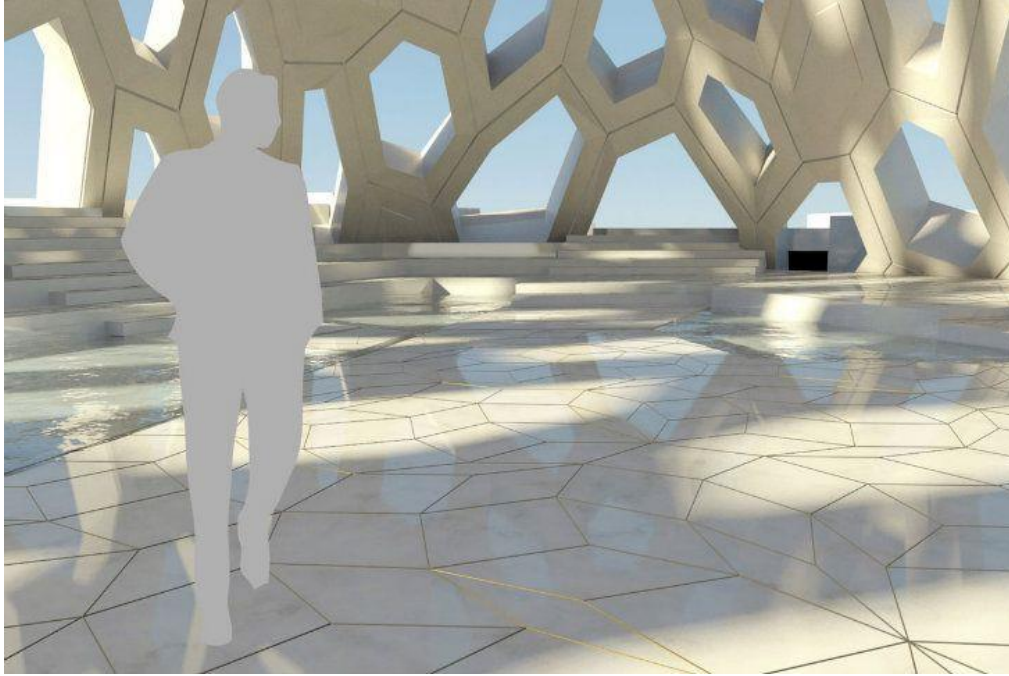
Photography by © Urban Art Projects

The see-through structure seems light. However, its 187 individually cast hexagonal blocks weigh up to 18 tons each. For the construction process, the tower was divided into 3 sections measuring from 30/25 meters at the base, to 3.0/2.5 meters at the top – world's largest cranes were used to put them in place.

Deeply rooted in the local building tradition and cultural heritage, this project is a true landmark not just for KAUST, but for Jeddah and Saudi Arabia as well.

By: Ana Cosma





**END OF THE DOCUMENT**