

PROPOSAL FOR A MUSEUM IN JOUN

A GUIDE

HIGHLIGHTING THE HISTORY, CULTURE, AND HERITAGE OF JOUN



Antoine J. Burkush, Phd

PROPOSAL FOR A MUSEUM IN THE TOWN OF JOUN

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First and foremost, I extend my heartfelt gratitude to the residents of Joun, whose voices, ideas, and aspirations have been the foundation of this work. Your willingness to share your thoughts and dreams for our town has been invaluable in shaping proposals that truly reflect our community's spirit and goals. Your participation in discussions, surveys, and community gatherings has been a testament to your **commitment** to Joun's future.

Special thanks to all whose contributions were instrumental in refining our vision.

To the local leaders and stakeholders who championed this project, your support has been a vital source of encouragement. Your leadership and understanding of Joun's unique challenges and opportunities have given depth to these proposals, grounding them in both our town's history and its potential for growth.

Finally, I would like to thank everyone who worked behind the scenes—whether gathering data, conducting research, or organizing meetings—your efforts have been crucial in bringing this work to life.

Together, we have created a roadmap for Joun's future that honors our heritage and inspires a brighter tomorrow. I am truly grateful to each of you for your contributions, enthusiasm, and dedication to this endeavor.

With sincere appreciation,

Dr Antoine J. Burkush, PhD

الشكر والتقدير

هذه المجموعة من المقترحات هي نتيجة رؤية مشتركة ورحلة تعاونية ، تسترشد بمدخلات وتفاني ورؤى عدد لا يحصى من الأفراد الذين يحملون جون قريبا من قلوبهم. لم يكن ذلك ممكنا بدون الدعم والمساهمات الثابتة من أعضاء المجتمع والخبراء وأصحاب المصلحة والقادة المحليين ، الذين قدم كل منهم وجهات نظره الفريدة إلى الطاولة.

أولا وقبل كل شيء، أعرب عن خالص امتناني لسكان جون، الذين كانت أصواتهم وأفكارهم وتطلعاتهم أساس هذا العمل. لقد كان استعدادك لمشاركة أفكارك وأحلامك لمدينتنا لا يقدر بثمن في تشكيل المقترحات التي تعكس حقا روح مجتمعنا وأهدافه. كانت مشاركتك في المناقشات والاستطلاعات والتجمعات المجتمعية شهادة على التزامك بمستقبل جون.

شكر خاص للذين كانت مساهماتهم مفيدة في صقل رؤيتنا.

إلى القادة المحليين وأصحاب المصلحة الذين دافعوا عن هذا المشروع ، كان دعمكم مصدرا حيويا للتشجيع. لقد أعطت قيادتكم وفهمكم لتحديات وفرص جون الفريدة عمقا لهذه المقترحات ، مما جعلها راسخة في كل من تاريخ مدينتنا وإمكاناتها للنمو.

أخيرا ، أود أن أشكر كل من عمل وراء الكواليس - سواء في جمع البيانات أو إجراء البحوث أو تنظيم الاجتماعات - كانت جهودك حاسمة في إحياء هذا العمل.

معا ، أنشأنا خارطة طريق لمستقبل جون تكرم تراثنا وتلهم غدا أكثر إشراقا. أنا ممتن حقا لكل واحد منكم على مساهماتكم وحماسكم وتفانيكم في هذا المسعى.

مع خالص التقدير،

د. انطوان جان البرخش



مشاريع
مبادرات شخصية
"من أجل الصالح العام"

Joun Development Projects

"Pro Bono Publico"

Dr Antoine J. Burkush, PhD

رؤية واحدة، هوية واحدة، مجتمع واحد

Preface

In a world where rapid change is the new normal, the importance of strategic, sustainable, and community-centered development is paramount. Joun, with its rich cultural heritage, natural beauty, and resilient community, stands at a crossroads—one that presents both challenges and extraordinary opportunities. As we look toward Joun's future, it is essential that our plans honor the town's heritage, respond to today's needs, and set a course for future generations to thrive.

This series of proposals is the result of a deeply collaborative effort to envision Joun's path forward. Each plan reflects input from residents, local stakeholders, and community leaders, resulting in a shared vision that is both ambitious and respectful of our town's unique identity. These proposals encompass a comprehensive range of initiatives, from infrastructure and economic development to cultural preservation and environmental stewardship, with each component tailored to address Joun's specific strengths, challenges, and aspirations.

Our proposals emphasize a commitment to public infrastructure improvements, economic empowerment, environmental sustainability, and cultural continuity. From plans to enhance recreational facilities and community services to initiatives for sustainable tourism and green energy, each proposal aims to make Joun a model of progressive yet grounded development. The ultimate goal is to create a vibrant, inclusive, and resilient community—one that embodies the values, dreams, and talents of its people.

I extend my heartfelt gratitude to everyone who has contributed to this vision. Your dedication, ideas, and insight have been invaluable, illuminating the pathway to a future that aligns with Joun's core values while embracing growth and innovation. These proposals are an invitation to all residents of Joun to imagine, participate, and help build a community that harmonizes tradition with the possibilities of tomorrow.

As you review this collection, I encourage you to see not just plans, but a vision for what Joun can become. Let us move forward together, translating these ideas into action, and creating a brighter, thriving, and unified future for Joun.

With deep respect and optimism,

Dr Antoine J. Burkush, PhD

مقدمة

في عالم حيث التغيير السريع هو الوضع الطبيعي الجديد ، فإن أهمية التنمية الاستراتيجية والمستدامة التي تركز على المجتمع أمر بالغ الأهمية. تقف جون ، بتراتها الثقافي الغني وجمالها الطبيعي ومجتمعها المرن ، على مفترق طرق - مفترق طرق يمثل تحديات وفرصا غير عادية. بينما نتطلع إلى مستقبل جون ، من الضروري أن تكرم خططنا تراث المدينة ، وتستجيب لاحتياجات اليوم ، وتضع مسارا للأجيال القادمة لتزدهر.

هذه السلسلة من المقترحات هي نتيجة جهد تعاوني عميق لتصور مسار جون إلى الأمام. تعكس كل خطة مدخلات من السكان وأصحاب المصلحة المحليين وقادة المجتمع ، مما يؤدي إلى رؤية مشتركة طموحة وتحترم الهوية الفريدة لمدينتنا. تشمل هذه المقترحات مجموعة شاملة من المبادرات ، من البنية التحتية والتنمية الاقتصادية إلى الحفاظ على الثقافة والإشراف البيئي ، مع تصميم كل مكون لمعالجة نقاط القوة والتحديات والتطلعات المحددة لجون.

تؤكد مقترحاتنا على الالتزام بتحسين البنية التحتية العامة ، والتمكين الاقتصادي ، والاستدامة البيئية ، والاستمرارية الثقافية. من خطط تعزيز المرافق الترفيهية والخدمات المجتمعية إلى مبادرات السياحة المستدامة والطاقة الخضراء ، يهدف كل اقتراح إلى جعل جون نموذجا للتنمية التقدمية والمرتكزة. الهدف النهائي هو إنشاء مجتمع نابض بالحياة وشامل ومرن - مجتمع يجسد قيم وأحلام ومواهب شعبه.

وأعرب عن خالص امتناني لكل من ساهم في هذه الرؤية. لقد كان تفانيك وأفكارك ورؤيتك لا تقدر بثمن ، مما يضيء الطريق إلى مستقبل يتماشى مع القيم الأساسية لجون مع احتضان النمو والابتكار. هذه المقترحات هي دعوة لجميع سكان جون للتخيل والمشاركة والمساعدة في بناء مجتمع ينسق التقاليد مع إمكانيات الغد.

أثناء مراجعتك لهذه المجموعة ، أشجعك على رؤية ليس فقط الخطط ، ولكن رؤية لما يمكن أن يصبح عليه جون. دعونا نمضي قدما معا، ونترجم هذه الأفكار إلى أفعال، ونخلق مستقبلا أكثر إشراقا وازدهارا وموحدا لجون.

مع الاحترام العميق والتفاؤل،

د. انطوان جان البرخش

**PROPOSAL
FOR A MUSEUM IN THE TOWN OF JOUN**

Executive Summary

Joun museum focus is on the preservation and interpretation of the Town's history and heritage and its impact on the Region.

- Mission: To collect, preserve, and exhibit artifacts and stories that reflect the heritage and evolution of Joun, fostering a deeper understanding and appreciation of the town's unique identity.

Like many museums, the Museum must secure funding for operations and capital projects. Despite this challenge, the museum offers positive economic impacts and the stimulation of tourism for Joun and the Iqlim Al Kharroub and Chouf Region. In addition, by offering educational programming to local and regional schools the museum will provide a much-needed outlet for students interested in history and heritage. Moreover, the museum contributes to the cultural capital of Lebanon.



1-General Introduction

Steps for Consideration

Establishing a museum in Joun is a unique project. Here are some steps and considerations to establish Joun Museum:

1. Defining the Museum's Purpose and Theme

- The type of museum we want to create will be a combination of local history museum, an art museum, a heritage center.

2. Community Engagement

- Organizing community meetings will be important in order to gather input and support from Joun residents and those living overseas, businesses, and stakeholders. This ensures the museum reflects the community's interests and needs.

- Collecting feedback on potential exhibits, programs, and services.

3. Form a Board of Directors

- Assemble a diverse group of individuals who are passionate about the museum's mission. Include local historians, artists, educators, and business leaders.

- The board will help with governance, fundraising, and strategic planning.

4. Develop a Business Plan

- Outline the museum's operational plan, including staffing, budget, marketing, and fundraising strategies.

- Identify potential sources of funding such as grants, donations, and sponsorships.

5. Secure a Location

- Find a suitable location for the museum. Consider historical sites, unused public spaces, or new constructions.

- Ensure the space meets the needs for exhibits, storage, and visitor services.

6. Design the Museum

- Work with architects and exhibit designers to create engaging and educational displays.

- Plan for interactive exhibits, multimedia presentations, and spaces for temporary exhibitions.

7. Collections and Exhibits

- Start acquiring artifacts, artworks, and other items relevant to the museum's theme.
- Develop a collections management policy to guide the acquisition, care, and display of items.

8. Fundraising and Grants

- Launch fundraising campaigns and apply for grants from cultural organizations, government agencies, and private foundations.
- Host fundraising events and seek donations from local businesses and individuals.

9. Marketing and Outreach

- Create a marketing plan to promote the museum to residents and tourists.
- Use social media, local media, and partnerships with schools and community organizations to raise awareness.

10. Opening and Operations

- Plan a grand opening event to attract visitors and media attention.
- Establish regular operating hours, admission policies, and visitor services.

Potential Themes for Joun's Museum

- **Local Town's History:** Highlight the rich history of Joun, including notable figures, historical events, and cultural heritage.
- **Art and Culture:** Showcase works by local artists and artisans, and host rotating exhibitions of contemporary and traditional art.
- **Heritage, archeological sites, and Nature:** Create exhibits focused on the natural environment, local wildlife, and archeological discoveries.

Collaborations and Partnerships

- **Schools and Universities:** Partner with educational institutions to develop educational programs and workshops.
- **Local Artists and Artisans:** Collaborate with local creatives to feature their work and offer art classes.
- **Businesses and Organizations:** Seek sponsorships and partnerships with local businesses to support museum initiatives.

Community Involvement

- Engagement: Host community meetings to gather input and support from residents, local artists, businesses, and schools².
- Partnerships: Collaborate with local historians, cultural organizations, and educational institutions.

Museum Concept

- Type: A local history museum with sections dedicated to:
 - Historical artifacts and documents
 - Notable individuals from Joun
 - Local art and crafts
 - Heritage exhibits for children and families

Location and Facilities

- Site Selection: Identify a suitable location in Joun, considering accessibility and historical significance.
- Facilities: Plan for exhibition spaces, a community room, a gift shop, and administrative offices.

Funding and Budget

- Funding Sources: Explore grants, donations, sponsorships, and fundraising events⁴.
- Budget: Develop a detailed budget covering initial setup costs, ongoing operational expenses, and future expansion plans.

Governance and Staffing

- Board of Directors: Form a diverse board with members from various sectors, including education, business, and the arts⁵.
- Staffing: Hire a mix of full-time staff, part-time employees, and volunteers.

Marketing and Outreach

- Branding: Create a strong brand identity for the museum.
- Promotion: Use social media, local media, and community events to raise awareness and attract visitors.

Website Marketing Strategy

Joun Museum will utilize a website to enhance its marketing efforts. The website will use some corporate and promotional methods. The marketing campaign will be supported by the marketing manager through promotional events and public relations. website will have four basic website marketing strategies:

1. **Link Building:** in order to increase the possibility of people reaching us on the website, we plan to have a link building campaign to get links to our site from the Town of Joun website, as well as from other historical, educational, and recreational websites. There will be a cooperate section on our site to exchange links with other sites. In addition, the Joun Museum will set up its own Facebook and Twitter (X) pages where they could attract potential customers through social media.
2. **Phone Applications:** We can design the mobile app for cell phone users.
3. **Email:** We reach our target customers with direct email.
4. **Word of Mouth:** The content of our site will be attractive to people who naturally share their experiences and feelings to other people. All visitors can engage in the discussion of various topics. They can comment, leave reviews, and repost on the website

Implementation Plan

- **Timeline:** Develop a phased implementation plan with clear milestones.
- **Evaluation:** Set up mechanisms for regular evaluation and feedback to ensure continuous improvement.



2- The Goals and Strategies of the Museum

The goals and strategies of the museum are as follows:

1. To provide a means of education for locals, the traveling public, and surrounding school districts regarding the vast history of the Town of Joun, our population, and our culture and heritage.
 - The Joun Museum will work with local leaders, civic organizations, and our surrounding school districts to create programs in addition to our permanent displays and exhibits that will compliment curriculum being taught in schools.
 - In addition to students, locals and the traveling public will be able to learn about our history and how the town has transformed over the past two centuries.
2. To encourage the use of imagination through exhibits showcasing the trials and successes of past The Town of Joun generations in various sectors and areas.
3. To utilize interactive exhibits, displays, and programming that stimulates the senses and encourages adults and children to engage in hands-on learning.
 - In addition to our permanent and stationary displays, the Joun Museum Steering Committee recognizes the importance of providing interactive exhibits, displays, and programming as a form of education.
 - The Town of Joun and our surrounding area is home to an expansive variety of outdoor recreation resources for all ages and demographics. Recreational education is the act of creating more enjoyable leisure time through activities that educate while also providing a rest and recharge for the mind and body.
 - The Joun Museum will fill a large void in indoor recreation opportunities within our region. By providing an affordable indoor attraction, the museum will encourage locals and visitors to spend their leisure time in an environment designed to entertain, even during inclement weather.
 - Changing exhibits, programs, and events will keep the museum interesting and will provide something new to do year-round.
5. To acknowledge diversity and promote unity in all aspects of The Town of Joun 's history, thus inspiring future generations to continue the trend of betterment initiated by the generations of today.
 - By acknowledging the diversity within The Town, our leaders hope to promote unity for our future generations.

- Educating museum visitors on our diversity will provide a means for understanding cultural norms and differences in light of societal changes, while also teaching the value of different religions, and genders.
- This celebration of diversity will foster and promote a sense of social cohesion and unity not only for the citizens of The Town of Joun, but for the people of Lebanon.

6. To promote tourism in The Town of Joun by providing a snapshot of many of our key assets and resources through storytelling.

- The promotion of tourism to and in Joun will allow Joun Museum to enhance one of its main driving forces: economic development.
- By providing an attraction that is visible and accessible, the Joun Museum will be perfectly positioned to not only tell the story of The Town of Joun 's past, but allow visitors to experience it in the present.
- Exhibits will be designed to tell historic Joun stories, while tourism information within the gift shop will provide a designated place to learn more about the additional destinations and attractions in our county for visiting that tie back into our exhibits, displays, and programs.
- By bridging this gap between visitors and local attractions, the Joun Museum will create an indirect impact on the economy of Joun and a direct impact on tourism offerings.
- The utilization of a Visitors Center within the museum will appropriately place information on the plethora of historic, cultural, agrarian, and natural resource tourism assets within The Town and the region. The Visitors Center will also create an additional draw, encouraging more travelers to stop off and visit the museum.

7. To create volunteer opportunities for high school and college students, senior citizens, and students seeking further job skill sets.

- Students, and senior citizens looking for volunteer opportunities will largely benefit from the museum. Volunteers will be able to assist in a variety of roles such as offering guided tours, assisting visitors with questions on area resources, fundraising, special event initiatives, or planning stages for our programs.
- Through their involvement with the museum, volunteers will be able to develop or enhance their soft skills, something not offered by all types of jobs.
- Museum leaders will work with the Chouf region's officials, regional and local school districts, Lebanon colleges and universities, social groups, leaders, and senior citizen groups to develop volunteer opportunities to enhance the lives of those serving the museum.

3-Museum Concept

The Joun museum is envisioned as an innovative learning center focused on exploring Lebanese villages culture and heritage.

Core Values

- Active Outreach and Universal Access
- Educational Focus & Partnerships with Allied Educational and Cultural Organizations
- Collaborative Synergy with Allied Creative Groups
- Optimize Community Benefits
- Environmental, Social and Economic Sustainability

4-Museum Components

The museum is proposed to be organized around three key exhibition/educational components, each presenting artifacts, interactive exhibits, and educational programming in unexpected and meaningful ways:

- Permanent Exhibit: Evolution of the Town's Culture
- Changing Exhibits: Contemporary Joun Culture
- Theater / Education Spaces

Additional key facility components are proposed to include:

- Arrival Lobby:
Adjoining the Arrival Gallery/Lobby; appropriate size & commercial success of this space will be fundamental to museum's financial sustainability.
- Offices, Curatorial, and Support Spaces
- Café/ Events Space: This would be a desirable component either operated by the museum or by an allied vendor. This could be outside the base building scope depending on co-development opportunities.

5-Educational Opportunities and Partnerships

The potential educational opportunities and partnerships for the Joun Museum are very significant, including the following key areas of opportunity:

- Primary and Secondary Education
- Higher Education

6-Target Audiences for the Museum

Our goal is to provide a museum that visitors of all ages will visit and enjoy. Our Steering Committee feels the following specific groups will be primary targets for visitation:

- Families with children under the age of 15
- Retirees with grandchildren who come to visit them
- School groups on field trips
- Day care centers
- Home school groups
- Social groups
- Visitors/tourists to The Town of Joun or those passing through to other destinations

7-Programming of the Museum

The suggested exhibits at the Joun Museum will cover the following broad categories with detailed displays for interpretation or interaction as a means of education on The Town of Joun:

- History of the Town
- Natural Resources
- Education
- Sports
- Agriculture
- Art
- Architecture
- Cultural History
- Chouf History
- Culinary History

The Museum venue must be attractive to:

- people of all ages and backgrounds with a non-specialist interest in the heritage of Joun
- families looking for constructive entertainment
- people not normally attracted by the existing heritage offer
- teachers involved in delivering all aspects of the national curriculum
- life-long learners, students and all those involved in education
- people with special needs.

In addition, the venue will aim to:

- widen visitor perceptions of the development of Joun
 - show that archaeology and historical processes are relevant to everyday life
 - engage and enthuse visitors in current historical and environmental discoveries
- stimulate enquiry-based learning
- provide different means of accessing the venue and its information for particular groups of visitors
 - broaden the income base of the museum through the attraction of local people and tourists
 - increase the number of repeat visitors (particularly out of the traditional Joun season).

8-Museum Space Requirements

The building space requirements are suggested below

Arrival 92 sq. meter

- Entry Lobby
- Ticketing/Reception
- Cash Room

Exhibit and Presentations Space 557 sq. meter

- Interior Exhibit Space A
- Interior Exhibit Space A
- Theater

Public Support Spaces 130 sq. meter

- Gift Shop
- Café
- Public Restrooms
- Catering Kitchen

Staff Spaces 32 sq. meter

- Executive Director
- Events/Marketing
- Staff Open Offices
- Copy Rm / Storage
- Conference/Board Room
- Rest/Change Room Men
- Rest/Change Room Women

Building Support Spaces 83 sq. meter

- Server room
- Electrical
- Tele/Data
- Security Equipment
- Mechanical room
- Building Engineer Office
- Storage

Total Gross Area: 894 sq. meter

Car parking

Car parking is at a premium in Joun, and it is anticipated that a large number of spaces will be re-provided in the Museum Area at some future date. The museum also requires dedicated parking for staff, visitors and users of the more commercial elements of the project, particularly the restaurant and the evening use of the venue for, for example, corporate events. For these reasons, the venue is planned to create additional car parking (50 spaces) for its own use and for the benefit of visitors.

9-Marketing

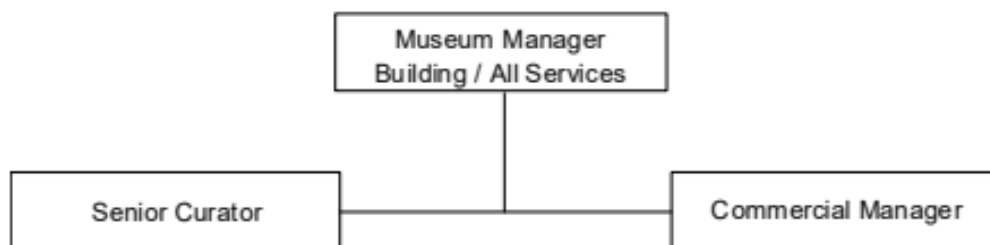
- Websites and Social Media
- PR - radio and TV interviews Articles in national newspapers
- Advertising in magazines
- Leaflets in other Joun attractions prior to opening

- Leaflets in Take-away launch pack



10- Staff and Job Descriptions

The proposed staffing structure is designed to meet the demands of the core business of the museum, which is to plan and deliver a year round Programme of exhibitions and supporting events and activities that will engage local people and visitors of all ages in enjoyable and educative experiences, and that comprises both museum and arts-focused experiences and events. The non-museum activities will be run by a commercial organization(s).



The following brief job descriptions of the senior staff are provided.

Museum Manager

- To manage the venue, its personnel and resources to maximize its benefits for the local community and visitors and to develop policies and strategies through income development
- To give effective leadership to the venue

- To develop services and activities that will be attractive to local people and visitors
- Responsibility for the management of the building and the security of personnel, visitors and the venue's assets
- To plan and deliver an income-earning strategy for the venue
- To represent the venue to external agencies in order to advance its mission
- To be the main contracts holder for the venue.

Senior Curator

- To manage the collections at the venue and to plan and deliver a continuous Programme of exhibitions and supporting activities in conjunction with the commercial manager.
- Leadership of the curatorial team
- Exhibition planning and management
- Management and curation of collections at the venue
- Planning a life-long learning Programme for staff
- Contact with museum education, arts and “heritage” agencies to further the Programme.

Commercial Manager

- To plan and manage an effective marketing strategy for the venue to meet agreed targets.
- Marketing the venue and its activities to increase support and public involvement
- Publicity and PR activities to support the venue and its Programme
- Managing “front of house”, reception and visitor services staff
- Oversight of all commercial and franchised operations to contract compliance.

Need to Create A “Feasibility Study”

Then there will be the need to create a “Feasibility Study”, to assess that the museum is financially viable.



11- Museum Funding Options

1. Grants from Charitable foundations and trusts

These funds have carefully defined criteria; if a project matches their criteria it may still fail in the face of many other applications. Small grants from this source are most likely to support specific elements of a museum project, like cataloguing and conserving collections, or developing learning and community projects.

2. Sponsorships

- Corporate Sponsorships: Partner with local and national businesses to secure sponsorships. Companies often support cultural and educational initiatives as part of their corporate social responsibility (CSR) programs.
- Naming Rights: Offer naming rights for galleries, exhibits, or even the museum building itself in exchange for significant financial contributions.

3. Donations

- Individual Donations: Launch a fundraising campaign targeting individual donors. This can include membership programs, where donors receive benefits such as free admission and special event invitations.
- Major Gifts: Seek out philanthropists and high-net-worth individuals who have an interest in cultural and historical preservation.

4. Fundraising Events

- Gala Dinners and Auctions: Host events such as gala dinners, silent auctions, and charity balls to raise funds. These events can also help raise awareness and build community support.

5. Government and International Funding

- National and International Grants: Apply for grants from regional, national and international bodies that support cultural and heritage projects.

6. Foundations and Trusts

- Cultural Foundations: Many foundations offer grants specifically for cultural and historical projects.
- Community Foundations: Community foundations often support projects that benefit the local area.

7. Earned Revenue

- Admission Fees: Charge admission fees for entry to the museum. Consider offering tiered pricing for different age groups and membership levels.
- Gift Shop and Café: Generate revenue through a museum gift shop and café, selling items related to the museum's exhibits and local culture.

Getting Sponsorships Support

When highlighting the benefits to sponsors, it's crucial to focus on aspects that align with their goals and demonstrate the value they will receive. Here are key points to emphasize:

1. Brand Exposure

- Visibility: Explain how the sponsor's logo and name will be prominently displayed on promotional materials, the museum's website, social media, and at the museum itself.
- Media Coverage: Highlight any planned media coverage, including press releases, local news features, and online articles that will mention the sponsor.

2. Audience Reach

- Target Audience: Provide demographics and statistics about your museum's visitors, including age, income, education level, and interests. Emphasize how this audience aligns with the sponsor's target market.
- Visitor Numbers: Share data on the number of visitors to the museum and any expected increases due to the new project or event.

3. Community Engagement

- Positive Impact: Describe how the sponsor's support will contribute to the community, such as preserving local history, providing educational opportunities, and enhancing cultural experiences.
- Corporate Social Responsibility (CSR): Emphasize how the sponsorship aligns with the sponsor's CSR goals and demonstrates their commitment to community development.

4. Exclusive Opportunities

- VIP Access: Offer exclusive access to museum events, such as private tours, opening receptions, and special exhibitions.
- Networking: Highlight opportunities for the sponsor to network with other community leaders, business owners, and influential individuals at museum events.

5. Marketing and Promotion

- Customized Marketing: Offer tailored marketing opportunities, such as co-branded campaigns, social media shout-outs, and feature articles in the museum's newsletter.
- Event Sponsorship: Provide options for sponsoring specific events or programs, which can include naming rights and special recognition during the event.

6. Long-Term Partnership

- Sustained Recognition: Ensure that the sponsor's support is recognized not just during the event but throughout the year, maintaining a long-term presence in the community.
- Future Collaborations: Mention the potential for future collaborations and ongoing partnerships, creating a lasting relationship between the sponsor and the museum.

7. Measurable Impact

- Impact Reports: Commit to providing detailed reports on the impact of the sponsorship, including visitor feedback, media reach, and community benefits.
- ROI Metrics: Offer to track and share metrics that demonstrate the return on investment (ROI) for the sponsor, such as increased brand awareness and engagement.

Offering creative and exclusive opportunities can make the sponsorship proposal more attractive. Examples:

1. VIP Events and Experiences

- Private Tours: Offer sponsors exclusive, behind-the-scenes tours of the museum, including access to areas not open to the public.
- Opening Receptions: Invite sponsors to special opening receptions for new exhibits, giving them the chance to meet curators, artists, and other VIPs.
- Exclusive Previews: Allow sponsors to preview new exhibits before they open to the public.

2. Naming Rights

- Exhibit Naming: Offer naming rights for specific exhibits or galleries within the museum.
- Event Sponsorship: Name an annual event or special program after the sponsor.
- Facility Naming: Provide the opportunity to name a room, wing, or even the entire museum after the sponsor.

3. Customized Marketing Opportunities

- Co-Branded Campaigns: Develop co-branded marketing campaigns that highlight the sponsor's support and the museum's mission.
- Social Media Features: Create dedicated social media posts and stories featuring the sponsor, including interviews or behind-the-scenes content.
- Newsletter Spotlights: Feature the sponsor in the museum's newsletter, including a profile or interview.

4. Exclusive Merchandise

- Branded Merchandise: Create limited-edition merchandise featuring both the museum's and the sponsor's branding.
- Sponsor Gifts: Offer exclusive gifts or merchandise to the sponsor's employees or clients.

5. Special Recognition

- Plaques and Signage: Install plaques or signage in the museum recognizing the sponsor's contribution.
- Digital Recognition: Feature the sponsor on the museum's website, in digital exhibits, and in virtual tours.
- Event Recognition: Publicly acknowledge the sponsor at events, in speeches, and in printed programs.

6. Employee Engagement

- Volunteer Opportunities: Offer the sponsor's employees opportunities to volunteer at the museum, such as helping with events or educational programs.
- Corporate Days: Host special days where the sponsor's employees and their families can visit the museum for free or at a discounted rate.

7. Educational Programs

- Sponsored Workshops: Create educational workshops or programs sponsored by the company, with their branding included in all materials.
- Lecture Series: Develop a lecture series or speaker events sponsored by the company, featuring topics related to the museum's exhibits.

8. Networking Opportunities

- Exclusive Networking Events: Host exclusive networking events for sponsors, allowing them to connect with other business leaders, community influencers, and museum supporters.
- Sponsor Dinners: Organize intimate dinners or luncheons where sponsors can meet and network with key stakeholders and museum leadership.

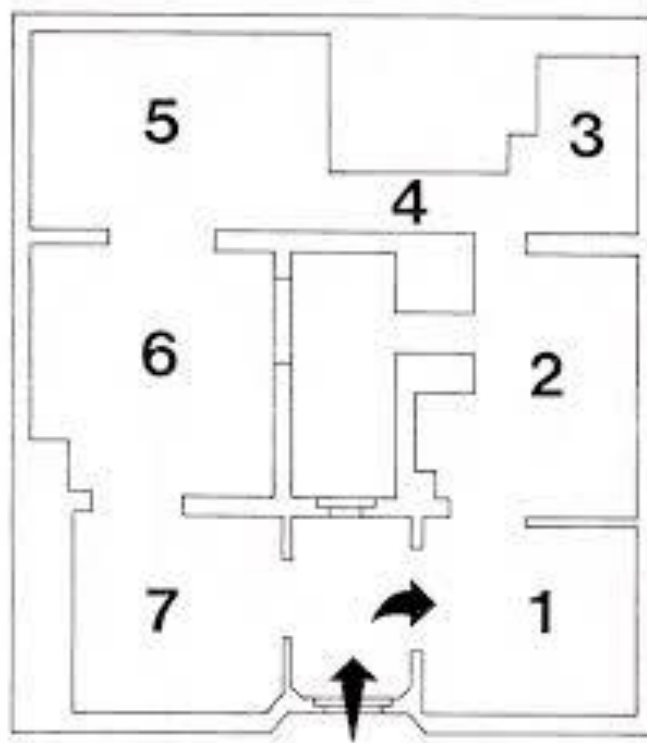
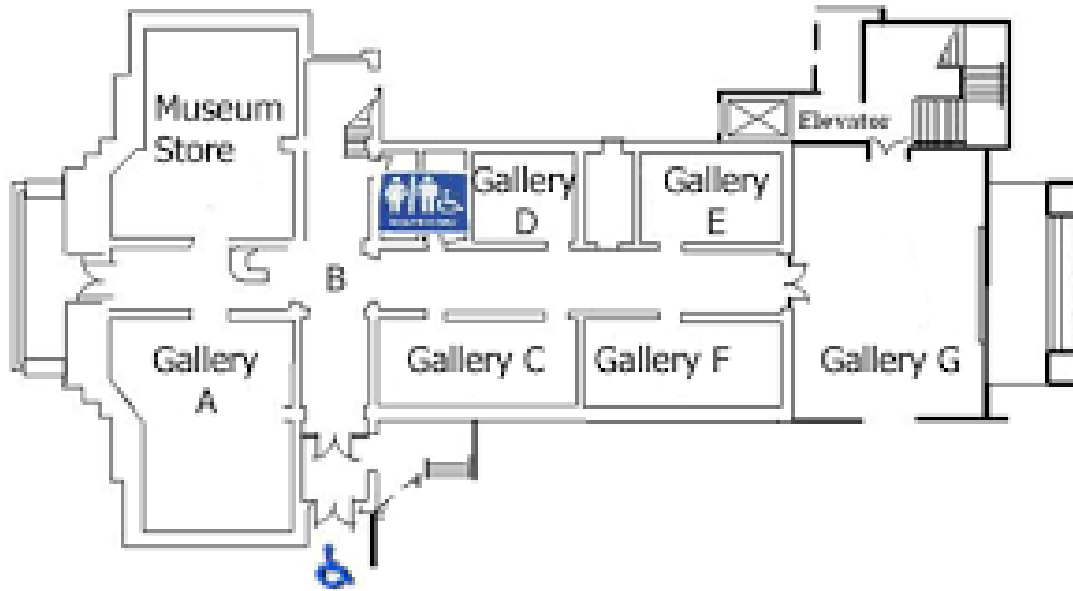
9. Customized Experiences

- Personalized Tours: Offer personalized tours for the sponsor's top clients or executives, tailored to their interests.
- Interactive Exhibits: Develop interactive exhibits or installations that incorporate the sponsor's brand or products in a meaningful way.

10. Long-Term Partnerships

- Sustained Engagement: Create opportunities for ongoing engagement, such as annual sponsorship renewals, long-term exhibit sponsorships, or multi-year partnerships.
- Advisory Roles: Invite sponsors to join an advisory board or committee, giving them a voice in the museum's future planning and development.

12- Simple Museum Floor Plans



13- Museum Halls Examples

All halls will include informational posters, Galleries of photos, and videos

Hall of History and Archeology

Historical Background

- Ancient Roots: Joun's history dates back to ancient times, with evidence of early settlements and agricultural activities. The town's name is believed to be derived from the Phoenician word "Joun," meaning "a place of shelter."

- Religious Significance: The town is known for its religious diversity and historical significance. The Deir el-Moukhalles monastery, founded in 1711, is a prominent Greek Catholic monastery that has played a vital role in the town's religious and cultural life. The ancient Mohammad Al Fadil Mosque is equally an important Land marks in Joun. More details will be provided late for both landmarks.

- Ottoman Era: During the Ottoman period, Joun was part of the administrative region of Mount Lebanon. The town saw various developments in infrastructure and agriculture during this time.

History of Joun

Joun, also known as Joon or Djoun in Phoenician, is a picturesque Lebanese village nestled on seven hills within the Chouf district of Mount Lebanon. It lies approximately 13 kilometers away from the city of Sidon. The name "Joun" translates to "the corner" in Aramaic, and its unique location places it at the intersection between Mount Lebanon and South Lebanon, forming a distinctive corner shape¹².

Here are some fascinating details about Joun:

Historical Significance:

Joun is an ancient village situated above the temple of the Phoenician god Eshmun, near Sidon.

In 1887, the Ottomans established the first commission for Joun, responsible for land management, environmental regulation, and local security supervision.

By 1898, the commission had its own logo and individual stamps for official statements.

In 1903, the Ottoman Empire mandated elected officials for the municipality, ensuring local governance and national authority coordination¹.

Architectural Heritage

Joun's architecture is a testament to its rich history and cultural diversity. The town boasts a variety of architectural styles, reflecting the different eras and influences that have shaped it. Traditional Lebanese houses, with their red-tiled roofs and arched windows, are a common sight, offering a glimpse into the town's past. Many of these houses are adorned with intricate stone carvings and beautiful courtyards, showcasing the craftsmanship of local artisans.

Joun's Geography

Geographically, Joun is situated in the Chouf District of Mount Lebanon, approximately 13 kilometers from the city of Sidon¹. The town is uniquely positioned on seven hills, offering stunning panoramic views of the surrounding landscape¹. The elevation of Joun ranges from 50 meters to 448 meters above sea level, with an average elevation of 286 meters². This varied terrain contributes to the town's rich agricultural heritage, particularly known for its olive trees and grapevines¹.

Hall of Culture and heritage

Cultural and Social Aspects

- Interfaith Harmony: Joun is known for its interfaith and social cohesion, with a community that includes various religious and ethnic groups living in harmony.
- Notable Residents: The town has been home to many notable figures, including clergy members, journalists, and media personalities who have contributed to its rich cultural tapestry.

Social and Interfaith Cohesion

Joun is a town that exemplifies interfaith harmony and social cohesion, reflecting Lebanon's rich tapestry of religious and cultural diversity. The town is home to a mix of religious communities, including Christians, Muslims, and Druze, who have lived together in peace and mutual respect for generations.

Interfaith Harmony

The residents of Joun have a long history of interfaith cooperation and dialogue. This spirit of unity is evident in the town's religious sites, such as the Church of Saint George and the Monastery of the Holy Savior (Deir el-Moukhalles), which coexist alongside mosques and Druze religious centers. These places of worship are not just spiritual havens but also symbols of the town's commitment to religious tolerance and understanding.



Community leaders and religious figures in Joun actively promote interfaith dialogue and cooperation. Events and festivals often include participants from different religious backgrounds, fostering a sense of shared community and mutual respect. This inclusive approach helps to strengthen the bonds between different faith groups and ensures that everyone feels valued and respected.

Social Cohesion

Social cohesion in Joun is also strengthened by the town's vibrant community life. Festivals, cultural events, and communal activities bring people together, creating opportunities for interaction and collaboration. The annual Olive Festival and Spring Flower Festival are prime examples of events that unite the community, celebrating the town's heritage and fostering a sense of belonging.

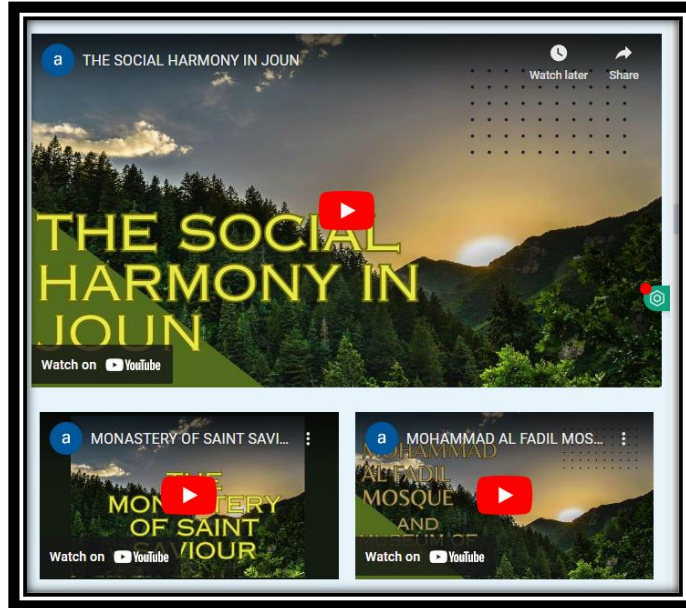


<https://youtu.be/Yi0kHZ-Y5XA>



<https://youtu.be/Hva77YqCUgg>

<https://youtu.be/FbiCy9gTxnA>



The town's educational institutions and local organizations play a crucial role in promoting social cohesion. Schools in Joun often emphasize the importance of diversity and inclusion, teaching students about the value of respecting different cultures and beliefs. Local organizations and NGOs also work to support community development and social welfare, ensuring that all residents have access to essential services and opportunities.

Mohammad Al Fadil Mosque





Deir el-Moukhalles Monastery

A few kilometers past the village of Joun lies the Monastery of the Holy Savior, known locally as Deir el-Moukhalles. Founded in 1711 on an even older site, this Greek Catholic monastery is a cornerstone of the town's religious and cultural heritage. The monastery overlooks fragrant orchards and wooded hills, providing a serene and picturesque setting.



<https://youtu.be/9vE8O0rKd9Y>

Hall of Joun Governance

Early Town Commission members:

- Greek Catholic: Gorges Chami, Mitri Msawbaa, Assaad Khoriaty, Mikhail Nabaa, Youssef Gibran Khoury.
- Shiite: Hossein Chamseddine, Hossein Saleh.
- Maronite: Ibrahim Youness, Youssef Estphan
- Protestant: Youssef Koussa

Their tasks were to take care of the land of Joun and regulate the environment and day-to-day work, such as agricultural life and water and also to supervise the local security.

In 1898, the commission had its own logo, and each member had his own stamp. And the members used it to sign official statements.

In 1903, the Ottoman Empire put a law that required electing the municipality members instead of recruiting them; And since then, Joun had its elected officials who took care of local matters as well as supervised the relationship with the national authority.

Emile Nabaa, Lawyer, Université Saint Joseph, Former President of the Municipal Council of Joun

Mayors

- Labibeh Al Borkhoche
- Antoine Habib Fawaz
- Elias Hanna
- Dr Roger Michel Jawish
- Salim Khoriaty
- George Makhoul

Hall of Early Emigrants from Joun

- George Borkush
- Shickry Burkosh
- Assaad Burkush
- Alexander Estphan
- Simon Estphan
- Habib Estphan

- Assaf Mekhail
- Peter Sammon
- John Sammon
- Wadih Talge
- Tamame Talge

Gallery of Joun Beauty

Natural Beauty

Joun is blessed with an abundance of natural beauty, making it a haven for nature lovers and outdoor enthusiasts. The town's landscape is characterized by rolling hills, lush valleys, and scenic vistas that offer breathtaking views of the surrounding countryside. The Joun Forest, with its diverse flora and fauna, provides a tranquil escape for those seeking to connect with nature. The forest is a popular spot for hiking, picnicking, and bird-watching, offering a peaceful retreat from the hustle and bustle of daily life.

The town's proximity to the Mediterranean Sea also adds to its natural allure. The coastal areas near Joun are known for their pristine beaches and crystal-clear waters, perfect for swimming, fishing, and other water activities. The combination of mountainous terrain and coastal beauty makes Joun a unique destination that offers the best of both worlds.

As you turn these pages, you will discover the **landmarks** that define Joun, the traditions that have been passed down through generations, and the faces of those who have shaped its history. Whether you are a resident, a visitor, or someone with a deep appreciation for history and culture, this book invites you to experience Joun in all its glory.

The Awali River

Adding to Joun's natural charm is the beautiful Awali River that meanders through the town. This river, with its gentle bends and clear waters, is a lifeline for the local ecosystem and a source of serenity for residents and visitors alike. The riverbanks are lined with lush vegetation, providing a habitat for various species of birds and wildlife. The soothing sound of the flowing water and the picturesque views make it a perfect spot for leisurely walks, picnics, and moments of reflection.

The Awali River, also known as the Asclepius River in ancient times, is a perennial river that flows through Southern Lebanon, including near the town of Joun³. Originating from

the Barouk and Niha mountains at an elevation of 1,492 meters, the river travels approximately 48 kilometers before emptying into the Mediterranean Sea³.

The Awali River is supplemented by two tributaries, the Barouk and Aaray rivers, and is known as the Bisri River in its upper section³. It forms a watershed covering an area of about 294 square kilometers³. The river's clear waters and gentle meanders create a picturesque landscape that enhances the natural beauty of Joun and its surroundings.

The riverbanks are lush with vegetation, providing a habitat for various species of birds and wildlife. This serene environment makes the Awali River a popular spot for leisurely walks, picnics, and nature photography. The river also plays a crucial role in the local ecosystem and supports agricultural activities in the region.

Hall of Arts and Music

Singers & Composers

- Nasri Chamseddine
- Nasser Makhoul
- Rabih Zaarour

Painters (Hall Includes Paintings Gallery)

- Samir Sammoun
- Rabih Zaarour
- Boutros Al Ojeimi 1814

Hall of Authors and Poets

- Mohammad Naim Barbar
- Sabah Barbar
- Wafaa Youssef Estphan
- Ali Majeed Ghosn
- Nikola Haddad / نقولا حداد
- Jean Maroun Khaled

Hall of Archeology

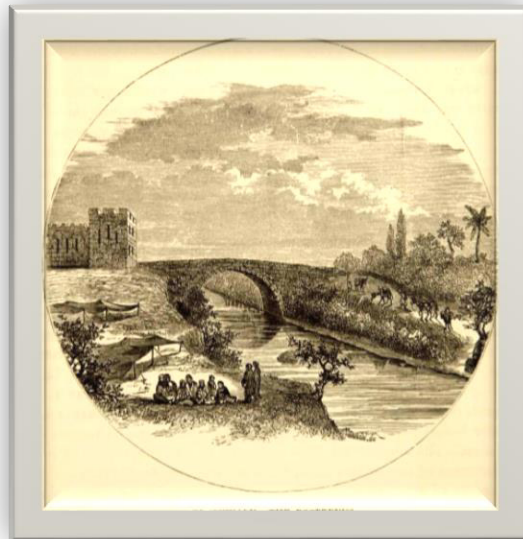
The Rich Heritage of the Awali River

The Awali (Arabic: نهر الأولي / ALA-LC: Nahr al-Awalī, ancient Bostrenus / Bostrenos) [1][2] is a perennial river flowing in Southern Lebanon. [3] In ancient times it was known

as Asclepius River. The 48 kilometres (30 mi) long Awali originates from the Barouk mountain at a height of 1,492 metres (4,895 ft.) and the Niha mountain.

The Awali is supplemented by two tributaries, the Barouk and Aaray rivers. The Awali is also known as the Bisri river in its upper section; it flows through the western face of Mount Lebanon and into the Mediterranean.

The Awali river has a discharge of 10.1625 m³/s (358.89 cu ft/s), it forms a watershed that has an area of about 294 km² (114 sq mi).[4] The river flows into Joun Lake, which is part of the Bisri Dam project to improve the supply of fresh water to the region.[5][6] A large portion of the Bisri Dam project funding, from the World Bank, was cancelled by the World Bank in September 2020.[7]



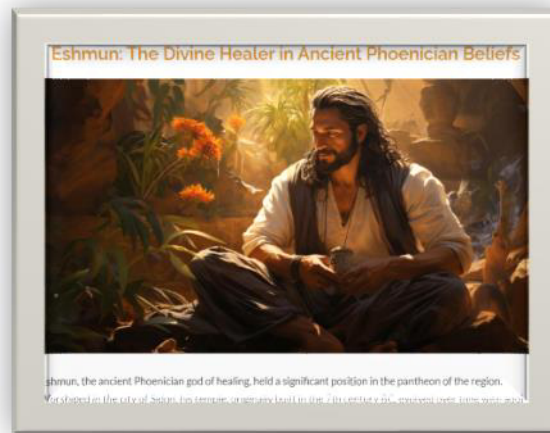
1886 Wood Engraving Art Awali River



The Temple of Eshmun

Located near the Awali River, just 2 kilometers northeast of Sidon, the Temple of Eshmun is an ancient place of worship dedicated to Eshmun, the Phoenician god of healing³. The temple complex dates back to the 7th century BC and was originally constructed by the Sidonian king Eshmunazar II during the Achaemenid era³.

Over the centuries, the temple was expanded by subsequent monarchs, resulting in a blend of architectural styles, including Phoenician, Achaemenid, Hellenistic, and Roman influences³.

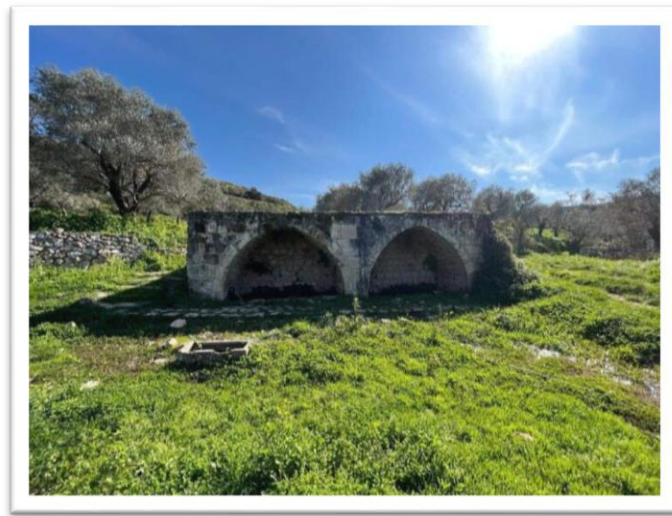


The sanctuary features a grand esplanade and a monumental podium that once supported Eshmun's Greco-Persian style marble temple³. Ritual ablution basins, fed by canals channeling water from the Awali River and the sacred "YDLL" spring, were used for therapeutic and purificatory purposes³. The site has yielded many valuable artifacts, including inscriptions in Phoenician, providing insight into the history of ancient Sidon³.

Despite being damaged by earthquakes and the advent of Christianity, which led to the construction of a church on the site, the Temple of Eshmun remains a significant archaeological and historical landmark³. It stands as a testament to the rich cultural and religious heritage of the region.



The Spring of “Ain Hayroun”



Historical Landmark: The Palace of the Lady Hester Stanhope



Lady Hester Stanhope, often referred to as the "Queen of the Desert," was a remarkable British adventurer and archaeologist who made Joun her home in the early 19th century¹². Born in 1776, she was the niece of William Pitt the Younger, the British Prime Minister. After a series of personal and financial setbacks, she left Britain in 1810 and embarked on extensive travels through Europe and the Middle East¹.

In 1814, Lady Stanhope settled in Joun, a village in Mount Lebanon². She was known for her unconventional lifestyle and strong personality, often dressing in male attire and adopting local customs. Her residence in Joun became a

sanctuary for many, including refugees from inter-clan and inter-religious conflicts¹. She was highly respected by the local Druze community and even earned the enmity of Emir Bashir Shihab II due to her influence and support for the local people¹.

Life in Lebanon

- Settlement in Joun: Around 1814, Lady Hester settled in Joun, Mount Lebanon. She lived in a house known locally as "Dahr El Sitt" or "Dar El Sitt" and became a prominent figure in the region⁴.

- Influence and Legacy: Known as "Queen Hester," she defied social conventions and became a respected figure among the local population. Her letters and memoirs made her famous as an explorer and adventurer³.

Later Years and Death

- Final Years: Lady Hester spent her later years in Joun, where she continued to receive visitors and correspond with notable figures of her time. She passed away on June 23, 1839¹.

Lady Hester Stanhope's life was marked by her adventurous spirit, intellectual curiosity, and defiance of societal norms. Her legacy as an explorer and pioneer in archaeology continues to be remembered.

BUSINESS PLAN FOR ESTABLISHING A COMMUNITY MUSEUM IN JOUN (JCM)

Here's a comprehensive business plan for establishing a Community Museum in Joun. This museum will serve as a cultural hub for residents and visitors alike, aiming to preserve and showcase the heritage of Joun while promoting educational and community engagement.

Business Plan for Joun Community Museum

Executive Summary

The Joun Community Museum (JCM) is envisioned as a cultural institution dedicated to preserving, celebrating, and educating the public about Joun's history, art, and traditions. The museum will feature permanent and rotating exhibits, educational programs, community events, and a gift shop, providing a space for both residents and tourists to engage with the town's heritage. By offering enriching experiences, the museum aims to foster community pride, attract cultural tourism, and contribute to Joun's economic development.

Mission Statement

To preserve and showcase the rich heritage of Joun, inspiring a sense of community pride and creating educational opportunities for people of all ages.

Objectives

1. Heritage Preservation: Establish collections and exhibits that capture the history, arts, and culture of Joun.
2. Community Engagement: Offer programs and events that bring residents together to celebrate their shared heritage.
3. Educational Impact: Provide workshops, lectures, and school tours to foster learning about Joun's history and cultural significance.

4. **Financial Sustainability:** Achieve financial stability through diversified revenue sources, including ticket sales, donations, grants, and a gift shop.

Market Analysis

Target Market

- **Local Community Members:** Residents of Joun who want to learn more about their heritage.
- **Schools and Educators:** Local schools seeking field trips and hands-on learning opportunities.
- **Tourists and Cultural Enthusiasts:** National and international visitors interested in Lebanese and Phoenician history.
- **Research and Academic Community:** Scholars and historians focused on archaeology, anthropology, and the cultural history of the region.

Market Need

- The museum will fill a gap in local cultural preservation and education, providing a dedicated space for people to connect with Joun's unique history and attract tourism to support the local economy.

Services and Features

1. Exhibition Spaces

- **Permanent Exhibit:** Displays covering Joun's history from ancient times to the modern day, including local artifacts, historical photographs, and interactive installations.
- **Rotating Exhibit Gallery:** Temporary exhibitions focusing on specific themes such as ancient artifacts, local crafts, and modern art.
- **Children's Activity Area:** Hands-on learning and interactive activities to engage younger visitors.

2. Educational Programs

- Guided School Tours: Curated educational tours for school groups tailored to different age groups.
- Workshops: Classes in traditional crafts, art, archaeology, and local history, encouraging hands-on learning.
- Lecture Series: Talks from historians, archaeologists, and experts to deepen understanding of Joun's heritage and related topics.

3. Community and Cultural Events

- Heritage Festivals: Celebrations of local traditions, food, and music, engaging the community and attracting tourists.
- Art Exhibitions and Performances: Collaborations with local artists for exhibitions and cultural performances.
- Volunteer and Internship Programs: Opportunities for locals to participate in museum operations and events.

4. Gift Shop and Café

- Gift Shop: Featuring locally inspired souvenirs, handmade crafts, historical reproductions, and books.
- Café: A cozy café offering local refreshments, snacks, and an outdoor seating area with views of the Awali River.

Facility Design and Layout

1. Entrance and Reception Area: Space for ticketing, information, and gift shop entry.
2. Permanent Exhibition Hall: A large hall dedicated to Joun's cultural heritage, featuring key artifacts, historical documents, and multimedia displays.
3. Rotating Exhibit Gallery: Space for temporary exhibitions with flexible design for seasonal or themed displays.
4. Children's Interactive Area: Educational and interactive exhibits designed specifically for children.
5. Lecture and Workshop Rooms: Multi-purpose rooms for lectures, workshops, and community events.

6. Outdoor Garden and Café Area: A garden space with shaded seating, suitable for hosting events, performances, or simply a quiet place for visitors to relax.

Financial Plan

Startup Costs

Category	Estimated Cost (USD)	Description
Property Acquisition/Renovation	\$200,000 - \$300,000	Purchase, renovations, landscaping
Exhibit Design and Setup	\$75,000 - \$125,000	Display cases, lighting, multimedia
Gift Shop and Café Setup	\$10,000 - \$20,000	Equipment, furnishings, initial stock
Marketing and Branding	\$15,000 - \$20,000	Launch advertising and promotion
Initial Operating Fund	\$25,000	Reserve for operational expenses

Total Startup Costs: \$325,000 - \$490,000

Monthly Operating Costs

Category	Monthly Cost (USD)	Annual Cost (USD)
Salaries and Benefits	\$8,000 - \$10,000	\$96,000 - \$120,000
Utilities and Maintenance	\$1,500	\$18,000
Program Supplies	\$500	\$6,000
Marketing and Advertising	\$500	\$6,000
Insurance	\$800	\$9,600

Miscellaneous Supplies \$500 \$6,000

Total Monthly Operating Costs: \$11,800 - \$13,800

Total Annual Operating Costs: \$141,600 - \$165,600

Revenue Streams

1. Admission Fees:

- General Admission: \$5/person (average 1,000 visitors/month) = \$5,000/month

- Student Admission: \$3/student (average 500 students/month) = \$1,500/month

Total Monthly Admission Revenue = \$6,500

2. Workshops and Programs:

- Adult Workshops: \$15/person (100 participants/month) = \$1,500/month

- Children's Programs: \$7/person (150 participants/month) = \$1,050/month

Total Monthly Program Revenue = \$2,550

3. Gift Shop Sales:

- Average Sales: \$10/person (300 items/month) = \$3,000/month

4. Facility Rentals:

- Room Rentals: \$200/event (5 events/month) = \$1,000/month

Total Monthly Revenue = \$13,050

Total Annual Revenue = \$156,600

Projected Annual Profit/Loss = \$-9,000 to \$15,000 (Initial shortfall is anticipated in early years, with profitability expected as visitor numbers increase).

Marketing Strategy

1. Community Partnerships: Collaborate with local schools, businesses, and cultural organizations for cross-promotions and discounts.
2. Online Presence and Social Media: Establish an informative and engaging website, and maintain active social media accounts to promote events, exhibits, and educational content.
3. Membership Programs: Offer annual memberships with perks such as free admission, event discounts, and exclusive exhibit previews.
4. Special Events and Open Days: Host open houses and discounted entry days to encourage first-time visitors and promote community awareness.

Management and Staffing

1. Museum Director: Oversees overall operations, financials, and strategic planning.
2. Curator: Manages collections, exhibit planning, and artifact acquisition.
3. Education Coordinator: Plans and executes educational programs, workshops, and partnerships with schools.
4. Retail and Café Manager: Manages the gift shop and café, including inventory and customer service.
5. Volunteers and Part-Time Staff: Assist in day-to-day operations, visitor services, and event support.

Funding Sources

1. Government and Cultural Grants: Apply for regional and national grants supporting cultural institutions and heritage preservation.
2. Corporate Sponsorships: Local and regional companies can sponsor specific exhibits or educational programs.
3. Donations and Crowdfunding: Run community fundraising campaigns and use crowdfunding platforms to engage with supporters.

4. Museum Memberships and Patrons: Offer annual memberships and a Patron Program with exclusive benefits for higher contributions.

Conclusion

The Joun Community Museum will be an invaluable asset for the town, preserving its history while providing a space for education, cultural exchange, and community pride. With strategic planning, sustainable financial management, and community engagement, the JCM will not only enrich the lives of Joun's residents but also become a significant cultural attraction, drawing visitors from across the region and beyond.

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Collaborations and Partnerships

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