

Yeruham- Business Card



1. General Data

General information:	Established in:	1951
	Municipal status:	Local Authority
	Authority area in dunam and acres:	47500 Dunam 11737 Acres
	Number of residents:	9,890 (May 2014)
	Municipality budget in NIS (millions)	NIS 70m
Residents by age:	Children: up to the age of 14	30%
	Youth: between the ages 15-19	8.9%
	65 and up	8.5%



General Data

Accessibility: distance from central waypoints and highways	Distance to Be'er Sheva: 35 Km Distance to Dimona: 16 Km Distance to the Big Crater (Ha'Machtesh Ha'Gadol): 7 Km Distance to Sdeh Boker: 22 Km Distance to Jerusalem: 146 Km Distance to Tel Aviv: 152 Km Distance to Haifa: 232 Km
--	--



2. Additional information

2.1 Education

General education	Number of students:	Preschools: 547 Schools: 2,080	
	Number of elementary schools	5	
	Number of high schools	3	
	Number of municipal preschools	16	



2. Additional information

2.2 Culture and leisure

Number of community centers	48
Are some of them designated for specific populations?	<p>Otzma Center – women’s aid center</p> <p>“Social Super” – a social store for those under welfare aid</p> <p>Parent – children center</p> <p>Safe factory – employs people with disabilities and elderly</p> <p>Assisted living – for young women with mental and physical disabilities</p> <p>Beit Hava – cares for children and youth with mental and physical disabilities</p> <p>Warm home for at-risk female youth</p> <p>Warm home for at-risk male youth</p> <p>Warm home for religious youth</p> <p>Day center for the elderly</p> <p>Supporting community – for the elderly</p> <p>Neighborhood rehabilitation</p>



2. Additional information

Cultural institutions in the city

1. Culture, Youth & Sports center
2. Library
3. Community dentistry clinics
4. After school care facility for elementary school children
5. Conservatory
6. Local neighborhood clubs
7. "Our Home" immigrants club
8. Afternoon child care facility
9. Activity center – play room for children up to the age of
10. Club for at risk children ages 3-6
11. The Youth Unit (informal youth education activity)
12. Warehouse 52 – youth club
13. Bnei Akiva
14. The scouts
15. "Follow Me!" Organization
16. Ma'agalim [circles] project at schools, preparation for the military and pre-military service
17. Parents patrol unit
18. "Diller" teen fellows
19. "The Cart" consumers co-op
20. Volunteers organizations (Nitzan,
21. Community volunteers organizations (the Civil Guard, Latet, Meir Panim Relief Center, Hesder Yeshiva charitable foundation, Beit Chabad soup kitchen, second hand clothing funded by Negev Afikim Synagogue, different benefit societies of the Ultra-Orthodox community and a rights center).
22. The center for volunteering and civil society
23. Atid Ba'midbar [a future in the desert] – spirit, culture and Judaism
24. Beit Midrash Yotzer – center for Jewish roots studies
25. Veterans Club – World War II veteran combatants
26. Students Village of the Ayalim Association
27. Culture club of the Ayalim Association
28. Bnei Akiva Community
29. Beyahad College – for youth ideological settlement education
30. The Yeruham Hesder Yeshiva



2. Additional information

Major sports facilities in the city

Extreme sports center

Field studies center

Swimming pool

Sports center

Gymnasium hall

Municipal gym

All sports facilities are owned by the municipality



2. Additional information

2.3 Tourism

The number of guest rooms in the city's hotels	About 160 (hotels, hostels and guest rooms) About 600 beds
Major touristic attractions in the city	Yeruham Park Ha'Machtesh Ha'Gadol [the Big Crater] Har Avnon Walking and biking paths Center to leave on bike trips Yeruhan – an events tent



2. Additional information

2.4 Industrial, commerce and business areas

Eastern industrial area	dunam 900
Nano-industrial area	dunam 200
Commercial center (under construction)	31 dunam (gross)
Commercial center	dunam, 2.1 dunam 4 commercial area



2. Additional information

2.4 Industrial, commerce and business areas

<p>Situation report on SMEs- small and medium - sized businesses</p>	<p>About 200 small and medium sized businesses and service providers.</p>
<p>Does the Council encourage the establishment of additional small and medium sized businesses?</p>	<p>The Council has established an industry and business administration, which provides ongoing assistance, consulting and help finding finance.</p> <p>The Council has recruited resources from the Negev Development Authority for the encouragement of entertainment and leisure businesses in the center of the city, including grants and ongoing assistance.</p> <p>The business owners receive services from the Ministry of Economy's MAOF group.</p>



2. Additional information

2.5 Housing

<p>According to the registration and construction information, what is the number of building permits applications that have yet to be executed?</p>	<p>As of 2014, 90% of the applications have been executed, 10% have yet to be executed.</p>
--	---



2. Additional information

2.6 Employment and welfare

What is the number/percentage of employed people in the city (out of the entire population)?	2,650	27%
What is the number/percentage of unemployed in the city out of the work force)?	514	16.2%
What is the number/percentage of residents who are assisted by the welfare services?	2,500	25.5%



3. Unique projects

3.1 Education

Robotics project



3.1 Unique projects- Education, Robotics project

Yeruham has about 30 robotics groups, from kindergarten until high school. The first groups build robots from Lego, then program and compete under the First organization, and in high school the groups participate in two large competitions, in Israel and abroad, FTC and FRC, which also belong to the American First organization. Students from all sectors participate in robotics in Yeruham, and they learn engineering, programming, electricity, physics and mechanics in a fun instruction method. In addition, the different groups volunteer in establishing other teams in the area, helping neighboring teams, and establishing projects with special populations. In the past few years the Yeruham teams have been achieving unprecedented accomplishments in Israel and the world, and constitute a source of pride for the entire city. The project is almost solely funded by philanthropic funds.



For further information:

Dr. Rachel Knoll, Head of the
Jusidman Science Youth Center
054-5774725 knollr@gmail.com

Ido Frommer, Yeruham Science
Center Manager

058-4303200
imfrommer@gmail.com



3. Unique projects

3.1 Education

Musical city



3.1 Unique projects- Education, Musical city

A unique project, which exposes and incorporates the Yeruham children in the world of music.

The children learn to play different instruments, in order to establish a city orchestra. The project includes group organ, choir and recorder lessons for 1st through 3rd graders, and individual and group music lessons in wind instruments for 4th through 6th graders as part of the class schedule. The music lessons contribute a lot to the listening and concentration abilities of the students and the development of learning abilities and coordination. The project is almost solely funded by philanthropic funds.



For further information:

Hagay Amar, Conservatory Manager

052-6550497

brumpet.ha@gmail.com

Rafi Abargel, Manager of the
Yeruham Community Center

050-7514393

rafi@yerucham.matnasim.co.il



3. Unique projects

3.2 Culture and leisure

Doc Aviv



3.2 Unique projects- Culture and leisure, Doc Aviv

The purpose of the Negev festival is to promote the area as an influential updated central cultural center for the benefit of all of the Negev residents. We would like it to turn, in the next few years, into a central leading brand in the south, one which would bring together as many people as possible, from near and far. The festival will strengthen the area and the active bodies in it, by bringing people from the center and around Israel, to also see the abundance the area has to offer, including the nature values, the tourism potential and the commercial options it has to offer.

The first Doc Aviv Negev Yeruham included 17 screenings of films from Israel and the world, along with unique events in the Yeruham Culture, Youth & Sports Center and in different locations around the city: a children's workshop in the United School, screenings for the factory employees in the city, a lecture by Maor Zaguri in Warehouse 52, film screenings for school children, and music film screenings for the younger audience at the Ruhama Pub in the Giv'aa neighborhood. The festival events are designed and directed toward all of the communities and sectors in Yeruham and the Negev, to film and culture enthusiasts, to the entire family, and to tourists who visit the area.



For further information:

Liat Avieli, Ir Beshinuy Program
Manager

liat@zionut2000.org.il

Tamir Hod,
Production Manager, Doc Aviv



3. Unique projects

3.2 Culture and leisure

Pa'amei Midbar



3.2 Unique projects- Culture and leisure, Pa'amei Midbar

Pa'amei Midbar Festival for Piyyut and Music is a celebration of a source of power and pride for Yeruham and an attraction for the Negev residents. The event brings about exposure, accessibility and development of cultural infrastructure, which enables the study and cultivation of the Jewish Piyyut and its roots through the intersection of current music, as a basis for community involvement on all levels: children, young residents and older residents from Yeruham. The Piyyut Festival is an opportunity to strengthen a positive relationship between the residents of the nearby cities and towns in a context of cultural activity and tradition.



For further information:

Orly Reicher, Beit Atid Bamidbar
orlyyre@bamidbar.org



3. Unique projects

3.3 Tourism

Desert Iris Hotel



3.3 Unique projects- Tourism, Desert Iris Hotel

With an investment of tens of millions of shekels, the Desert Iris Hotel was inaugurated last autumn. The hotel includes dozens of suites and 4 stars rooms, a heated swimming pool, a spa, treatment rooms, a restaurant and more. In a first of its kind model, all of the hotel's profits will be invested in social projects in Yeruham.

For further information: Desert Iris Hotel website- d-irus.co.il

Tel: 08-6300900

E-mail: agm@d-irus.co.il



3. Unique projects

3.4 Industry and commerce

<p>Renewal of the commercial center</p>	<p>Renewal and rehabilitation of the town commercial center and return it to its glory days as the city's commercial, cultural and leisure center. A wide architectural rehabilitation is planned, a face lift, business assistance and cultural events initiatives.</p>	<p>Contact man: Yoel Rubin yoelru@gmail.com 050-2005988</p>
---	--	---



3. Unique projects

3.4 Industry and commerce

Logistics Centers	<p>In light of very high development costs in the municipal industrial area, and as part of government decision number 546, an inter-ministerial collaboration led to the logistics centers establishment project in Yeruham. Resources have been allocated for the subsidization of the development costs for the establishment of the centers at the industrial area, in a first of its kind tender in Israel. The first tender for the establishment of three centers will be finalized in March 2015, details on the Israel Land Authority website.</p>	<p>Contact man: Yoel Rubin yoelru@gmail.com 050-2005988</p>
--------------------------	---	---



3. Unique projects

3.5 Housing

Ofek Neighborhood –

The neighborhood has a young and community oriented atmosphere, with spectacular desert view. The neighborhood is planned to have two central extensions separated by a park and containing 1074 residential units.

The neighborhood is marketed in stages. On the first stage 332 residential units have been marketed (Bneh Beitcha and Revaya), and on the second stage 342 residential units will be marketed (Bneh Beitcha and Revaya).

The neighborhood is planned to have community services, a commercial center, a school, kindergartens, a synagogue, a preschool center and many other public areas.

The neighborhood is planned to be built as a 'green' neighborhood, including a high quality sustenance area for the residents, while taking into account all community needs, including a high qualitative development specifications.

Contact man

Adva Shiratski

advas@ylc.org

.il

086598246

0549151680

3. Unique projects

3.5 Housing

Tzahala	<p>The new IDF bases in Southern Israel are expected to bring an increase in the demand for housing among the security forces personnel in Yeruham in particular and in the south in general. The Yeruham local authority, the Ministry of Finance, and the Ministry of the Development of the Negev and Galilee partnered together in order to provide the security forces personnel and their families high qualitative affordable housing solutions. The neighborhood is to be built during 2015, and will be comprised of the highest quality private houses and will provide the security forces personnel high quality residence with a strong sense of community, just a short distance from the IDF training campus. The neighborhood will include about 110 residential units.</p>	<p>Contact man: Adva Shiratski advas@ylc.org.il 086598246 0549151680</p>
---------	---	--



3. Unique projects

3.6 Employment and welfare

Netivei Hagshama-

A program to remove employment blocks among excluded populations.

Examples:

A sheltered factory which employs people with special needs. The factory is currently undergoing renovations in collaboration with the National Insurance Institute, the Ministry of Social Affairs, and 'Hameshakem' company.

Each new factory/business in Yeruham is obligated by the authority to employ a certain percentage of employees from Yeruham.

Contact man:
Tal Ohana,
Deputy Mayor
050-4408806
talyeruham@gmail.com



3. Unique projects

3.6 Employment and welfare

<p>Crown Program-</p> <p>A support program of young families in distress in order to pull them out of poverty.</p> <p>A holistic program which takes care of young families in all areas of life, in order to pull them out of poverty and social distress.</p>	<p>Contact man: Tal Ohana, Deputy Mayor</p> <p>050-4408806</p> <p>talyeruham@gmail.com</p>
---	--



4. Future development directions

“City at the heart of the Park”

For Details:

The Economic
Company for
Yeruham
Development

086598246

edc@ylc.org.il

A first of its kind development program in Israel – “City at the heart of the Park”. As part of the program, new neighborhoods will be established in south Yeruham, and attractive parks will be developed in the center of the town, for all of the residents to enjoy. The parks will include a comfortable passageway between parts of the town, for social gatherings, sports activities, an open area for children to play, and a significant scenic improvement of the entire town. The parks will connect the town to the Yeruham Lake and Ha'Machtesh Ha'Gadol and will allow comfortable access between the two.

The sum of NIS 11.25m has been raised for the program. Planners have been selected and a project steering committee has been established. The program is an inseparable part of the Yeruham outline plan.



4. Future development directions

<p>Elite technology complex</p> <p>For Details:</p> <p>The Economic Company for Yeruham Development</p> <p>08-6598246</p> <p>edc@ylc.org.il</p>	<p>Led by the Economic Company for Yeruham Development, the first building has been prepared for elite technology companies. The building has been quickly populated and now a number of companies operate there. In the future, more buildings will be established in a total area of some 5,000 square meters.</p> <p>The complex is used to employ dozens of people and constitutes an attraction for investors and residents.</p>
---	---



4. Future development directions

<p>Desert tourism areas</p> <p>For Details:</p> <p>The Economic Company for Yeruham Development</p> <p>08-6598246</p> <p>edc@ylc.org.il</p>	<p>As part of the growing demand for tourism in our region, it was decided to establish six complexes on tens of dunams, for agricultural-desert tourism activities. The complex will include guest houses and touristic attractions will take place, in addition to agricultural crops for business and touristic purposes.</p>
---	--

