



MA'ALOT TARSHIHA

Come Discover the Land of Ma'alot Tarshiha.



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Ma'alot-Tarshiha, a growing city with a high standard of living, is nestled in the lush green hills of the Western Galilee 600 meters above sea level. It overlooks a spectacular mountain view and the majestic Koren Valley, as well as a magnificent shoreline located 12 minutes from the city. Declared a city in 1995, Ma'alot-Tarshiha's jurisdiction covers 10,000 dunams and houses a population of 24,500, aiming to welcome 10,000 new residents by the year 2020.

Ma'alot-Tarshiha residents enjoy a high standard of living that includes a rich and diverse cultural and recreational lifestyle, true co-existence, and one of the highest levels of personal security in the country. The city's education system has won the national education prize, reflecting an excellence in pedagogy and values.

In recent years, the city has become the cultural and tourism capital of the Galilee due to vast municipal investments in culture. These include the construction of an innovative cultural center and unprecedented cultural activity which is infused into the educational and communal systems.

Ma'alot-Tarshiha is known as one of the most beautiful and sustainable cities in Israel – with five times as much green space as any other in Israel. It is considered a pioneer in energy efficiency, where every street lamp and all institutions are fitted with smart LED lighting.

The city, home of the annual international sculpture festival that takes place on Montfort Lake, is adorned with over 350 sculptures. The city also incorporates unique architecture into its natural and urban landscape. The scenic vistas alongside our own efforts to beautify the city have earned us consecutive five star wins for beauty from the Council for a Beautiful Israel.

Most homes in Ma'alot- Tarshiha are private, single-family homes, surrounded by a spectacular landscape and clear mountain air, which lends the site a unique village feel.

The public spaces in the city are well maintained and designed for enjoyment for residents and visitors. These include numerous parks, playgrounds, multipurpose sport fields, exercise facilities, petting zoos and an impressive boardwalk along the cliffs of the Kziv River.

The Mayor of **Ma'alot-Tarshiha**, Mr. Shlomo Bohbot, the most veteran mayor in Israel, began his term in 1976. Between 1992-1996, he served as a Member of Knesset and Chairman of the Local Government Center. During his tenure, Ma'alot-Tarshiha has enjoyed economic, demographic, educational, social, and community growth.

The **Ma'alot- Tarshiha** municipality is considered by many to be a leading model in Israel. The city is an impressive example of a development town that has flourished into an innovative and prosperous city. This, despite having endured serious security situations, the most prominent being the 1974 Ma'alot massacre in which many children were murdered in a terrorist attack.

The merger with the Arab village of Tarshiha in 1963 is unique in Israel's history. Tarshiha is one of Israel's leading tourist, cultural and culinary attractions – the Tarshiha market, which operates on Saturdays, has become a top tourist icon in Israel. Tarshiha has managed to preserve its ancient village assets while enjoying economic, social, educational and tourism growth.

The merged city is a model of mutual respect and cooperation among its leaders and citizens.

Anyone looking for municipal level services coupled with the charm and tranquility of a village, will find Ma'alot- Tarshiha to be the ideal spot.





עיריית מעלות תרשיחא

Municipality of Ma'alot Tarshiha

Ma'alot Tarshiha

Partnership Investments Opportunities in one of Israel's fastest growing cities -

Real estate experts have ranked Ma'alot-Tarshisha as one of the top 10 investment cities in the country.

Upcoming Residential Development 2016-2017:

5,000 new apartments, villas, and offices

8 new neighborhoods

Commercial Real Estate Development:

Over the past year, the number of city businesses has doubled. The Municipality is investing millions of shekels in cultural events garnering much tourist attention.

The new shopping Center with over 30 business is constantly expanding and upgrading.

The Rapids Street at the Montfort Lake will host over 7,000m² of unique entertainment and shopping venues.

Small Business Program for Tarshiha has been funded by the municipality.

High Tech Opportunities:

Start Up Hills High Tech Park

460 dunams offering 200,000 m² of office space and commerce

10's of millions of shekels invested by the Israel Land Authority for the development of Start Up Hills

Incubator City:

Small business incubator - Currently holding offices for 27 entrepreneurs, including web developers, marketing, law, architect and engineering firms

Spark Accelerator - 1 million shekel investment

Cyber City: A rigorous high school cyber education program which will become a regional program

Eco-Tourism Complex: Lake Montfort

In development / planning stages:

8 hotels and holiday villages

700 hotels rooms with 12,000 sm for commerce and entertainment venues

Eco-Agricultural educational farm

Extreme Park

The Rapids Street at the Montfort Lake: A unique shopping complex with ecological pools, art galleries, fine dining, and cafes, of a NIS 12M investment.

2,500 new jobs

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עיריית מעלות תרשיחא

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From the Mayor

Ma'alot-Tarshiha is the city of the future – a city of excellence and innovation, of coexistence and sustainability. It has established itself as a luxurious, yet affordable city in the heart of the beauty of the Galilee.

My municipal vision focuses on moving the city forward, and making it into a district municipality and regional anchor in all arenas – education and sports, culture and tourism, industry and trade, and more. The goal is for our city to become economically strong and independent and to provide services for the entire area, first and foremost to our city's precious residents.

The boom is visible in all spheres: tremendous investment in education, development of infrastructure and construction of institutions, in creation of hi-tech and business incubators, spearheading energy efficiency, environmental quality, standard of living and sustainability as well as festivals, which position the city as the cultural capital of the Galilee: The International Stone in the Galilee Sculpture Festival, Taste of the Galilee Fiesta, Doc-Aviv Galilee Film Festival, Ramadan Nights and Christmas celebrations.

We maintain a high standard of living and one of the highest levels of personal security in Israel. Our residents are involved in city events and planning and the sense of community is palpable.

The population in Ma'alot-Tarshiha includes Jews and Arabs, native Israelis and new immigrants, secular and religious, all living in harmony and friendship. Our city is a model for quality of life in the unique social weave of Israel, and particularly in the Galilee.

I am proud to head the city for the past 40 years and to faithfully serve its residents.



Sincerely,
Shlomo Bohbot
Mayor

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עיריית מעלות תרשיחא Municipality of Ma'alot Tarshiha

About the City

Ten minutes from the Mediterranean coast, adjacent to a breathtaking nature reservoir, surrounded by the flowing waters of the Kziv stream and the majestic Mt. Meron lies the city of Ma'alot- Tarshiha.

Established as a development town for Jewish immigrants mainly from Morocco in 1957, Ma'alot merged with the nearby Arab village of Tarshiha in 1963. The unified town was renamed to reflect both origins. Ma'alot -Tarshiha is proud to be a joint Jewish-Arab city at the heart of the Western Galilee.

Tarshiha dates back to the Crusader era. Crusader sources from the 12th and 13th century refer to Tarshiha. The village was incorporated into the Ottoman Empire in 1517 with the rest of Palestine, and later became the residence of the ottoman governor whose office was located in Zfat.

The city plans to restore the old Ottoman governor's residence and transform it into the historical museum of Tarshiha.

A city modeling coexistence

Today, the population of Ma'alot-Tarshiha is a mosaic of cultures and backgrounds all living in harmony and co-existence: Jews from Morocco, the FSU, India, France, the US, and native Israelis, live side by side with Muslim and Christian Arabs, as a model of shared citizenship that is well known all across Israel.

Economy, Industry & entrepreneurship

Ma'alot Tarshiha is enjoying economic and commercial growth. In order to maximize this for the benefit of the entire city, we are creating quality employment opportunities and providing incentives and assistance packages to industries, businesses and entrepreneurs.

Our Koren Industrial park is filled to capacity with businesses and ventures. To accommodate new commercial activity, Ma'alot Tarshiha is embarking on a new long-term project with the neighboring town of Kfar Vradim: 'Start-Up Hills', and slated to open in 2020.

This Hi-Tech industrial park will attract sophisticated industries and entrepreneurs, create thousands of new jobs and bring in new residents seeking employment in these fields.

The Employment Promotion Center, places some 1000 people in jobs every year. In the Ma'alot industrial zone, the Koren industrial park, and the Tefen industrial zone, located five minutes from the city, there are 120 employers and 8,500 employees.

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High Tech Start Up & Spark Galil

Ma'alot Tarshiha is becoming an incubator for young entrepreneurs and startups.

Start Incubator: we set up a hub for small businesses and enterprises that provides support for projects via service provision – website promotion and building, marketing experts, social media marketing, lawyers, architects, accountants, engineers, etc.

Spark Accelerator: We set up the first and only accelerator of its kind in the region that supports hi-tech ventures in the Galilee. The incubator helps entrepreneurs develop start-ups, concepts and technology, while offering business, legal, and accounting oversight, as well as connections to industry, investors and funders.

Education & Culture

Ma'alot-Tarshiha winner of the National Education Award

Education is the basis and strength for building a strong, excellent, moral, and thriving society. It begins with preschool and continues all through the educational years. Ma'alot Tarshiha is committed to the next generation, therefore great emphasis and budgetary allotments are given to the city's educational system.

Ma'alot- Tarshiha boasts eight elementary schools, four junior high schools, four high schools and 39 kindergartens, all of which educate close to 5,500 students ages 0-18.

In 2014, Ma'alot- Tarshiha won the National Education Award for our investments and achievements in education.

We are proud that our schools and students continue to win various Excellency awards in multiple fields.

Our new Early Childhood Center offers advanced services and programs, and like all of our schools, is certified by The Ministry of Education as green and sustainable.

Our school environment is digital and smart, as advanced as the leading technological and educational bodies.

The municipality, joined by the National Cyber Headquarters and the Ministry of Defense is creating a program of cyber and digital world studies for junior high and high schools.

A network of five community centers is spread around the city and offers a variety of activities for children, youth and adults.

The youth council and youth movements are a central part of after school activities. There are four different youth movements active in Ma'alot- Tarshiha, and our youth have a wide variety of activities from which to choose.

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Enjoying nonstop culture

Our city is proud of its advanced cultural infrastructure, which has become a regional anchor for culture. This includes a beautiful and successful music school, an art center that holds artists galleries and operates classes for children and adults, and a theater school that coordinates with the National Theater 'Habima'.

Our exquisite culture hall offers plays, theater, dance, music, and even opera. The city's Cinematheque presents quality movies and participates in countless theatrical and music events. Close to 100,000 people, enjoy the cultural activities annually, and many festivals, both national and international take place at the hall. The Documentary Film Festival has become a great attraction for many visitors.

Ma'alot-Tarshiha is the winner of the Minister of Culture Award – first place in investment and achievements in the field of culture.

Unique to Ma'alot-Tarshisha

The Founders' Museum presents the story of the founding fathers of Ma'alot, who came straight from Morocco in the late 50s, with a deep belief that many more would follow. Their vision was of the revival of the Jewish people in an independent state.

The IPLAY complex- a multi-million shekel investment, that offers a fun rope park for kids aged 3 and up who love adventure.

Lake Montfort- a unique attraction which is surrounded by beautiful green Galilean forests. The complex offers a variety of attractions, such as beautiful scenery and walking trails, an ice skating rink, a multi purpose sports hall, a swimming pool, go karting, camping, picnic grounds, pedal boats, restaurants and more.

Our plan for developing Montfort Lake is a multi-year project which will transform the area into a National Eco-Tourism attraction. The plans include cultural, sports, educational, and recreational activities set against breathtaking views and scenery. Among them are an extreme park, an artists' village, an open-air amphitheater, and a variety of hotels, spas, cafes and restaurants.

Montfort Lake will become the leading eco-tourism park in Israel, and will employ 2,500 people.

The International Stone Sculpture Festival

Close to 100,000 visitors, Israelis and tourists, come each year to enjoy the city's unique International Sculpturing Festival. Sculptors from around the country and abroad come to create masterpieces together. These beautiful pieces are placed throughout the city and create an atmosphere of beauty and culture for its residents.

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Sports

We believe that sport is an important vehicle to promote the values of excellence, achievement and tolerance. The past few years have shown that sports create life-changing opportunity for youth in the periphery, therefore Ma'alot Tarshiha has decided to increase investments in sports throughout the city.

Ma'alot-Tarshiha is the winner of the Minister of Sport Award – first place in investment and achievements in the field of sport.

These investments have led to significant achievements and Ma'alot has become an attractive location for national and international competitions:

1. Girl's annual World Cup in fencing.
2. International biking competitions.
3. Israel's boxing championship.
4. Ice hockey tournaments.

Ma'alot-Tarshiha believes that sports contribute to the health and overall quality of its residents' lifestyle. We offer many ways for residents to maintain a healthy lifestyle by creating numerous facilities and activities for exercise.

Lifestyle

The Finer Things in Life

Our residents are pampered with the finest and most unique culinary scene offered by the Galilee and enjoy the city's fine dining that has made a name for itself across the country. On Saturdays, one can walk to the famous Tarshiha farmers' market, take in the aromas and tastes of food not found anywhere else in Israel. Our new shopping center offers top brands and some of the finest boutiques. Shoppers can relax with coffee and cake at any of the many cafes in beautiful surroundings.

Building Boom - We are on the national real estate map

Over the next five years, 5000 new residential units will be built in the city, and we expect a significant demographic increase. We are preparing to receive over 10,000 new residents in eight new spectacular neighborhoods.

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Green and sustainable city

Our neighborhoods are environmentally friendly with economical lighting infrastructure, waste separation, solar energy, procedures for reducing and improving energy consumption. These practices make life more pleasant, economical and of a higher standard.

Our city holds five times the green space than any other in the country and is committed to maintaining it's resources and beauty with proper landscaping and planning. Ma'alot will continue to be a green, clean, beautiful, sustainable city that preserves energy and natural resources to the fullest extent.

A Community City

We constantly seek to protect the fabric of our community and to maintain high standard of personal security. Our strong community is characterized by unity, tolerance and a joint desire for coexistence.

Every neighborhood in the city is an independent community, culturally and geographically. Our residents enjoy the tranquility and quality of life of a pastoral village in each neighborhood while enjoying the services, recreation, commerce, and culture available in the city center.

We hope you enjoy your stay in the city we love. Watch us over the next few years as we continue to grow and develop the human potential of Ma'alot- Tarshiha, even as we preserve and maintain its natural beauty and historical significance so integral to the Galilee and Israel.

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Contact us: KLITA-2@MALTAR.CO.IL | +972-4-9578865

