



THE JESUS EXPERIENCE

Phase I – Project Renewal

Content

1. The Location – The Sea of Galilee	4-5
2. The Galilee Boat – a 2,000-year-old discovery	6
3. The Venue – The Yigal Allon Center, Kibbutz Ginosar	7
4-5. THE JESUS EXPERIENCE – Phase I, Project Renewal	8-11
6. Project Renewal – Current Status	12-13
7. Strengthening Israel and Interfaith Cooperation	14-15
8. Project Renewal – The Team	15-16
9. Diskin Creative Agency	17
10. The Jesus Experience – The message.....	19





THE JESUS EXPERIENCE is a synergy of unique ingredients – a location, a boat, a venue – and the miracle that now unites them all, enabling us to present the life of Jesus before Christianity to the world in a whole new way. We invite you to become part of this story by supporting Phase I of The Jesus Experience, Project Renewal, that will rise here, just 4 miles from where so many of the critical events of His ministry actually took place.

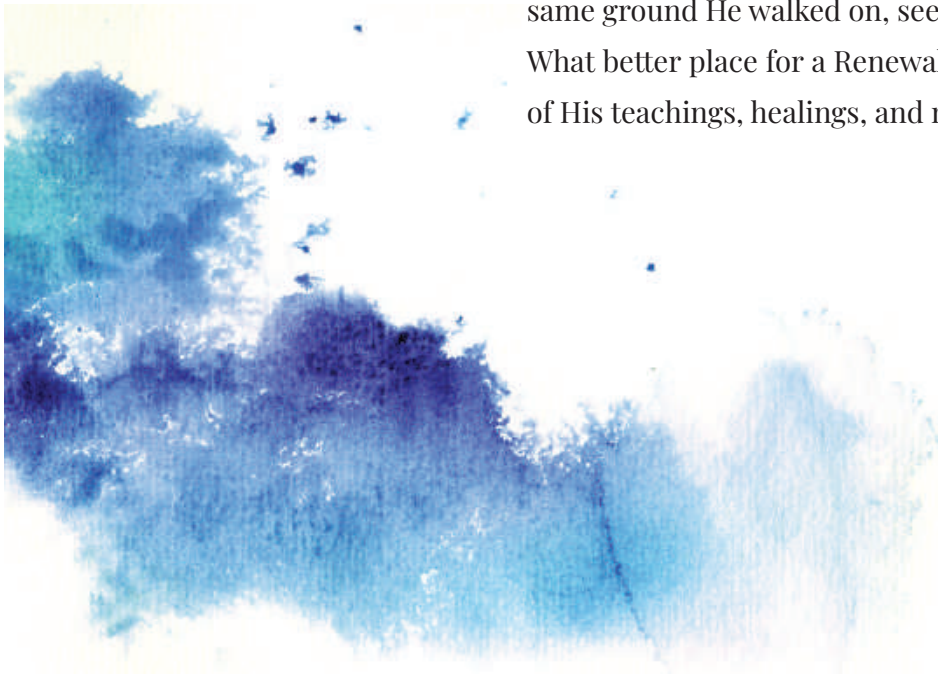
1

The Location The Sea of Galilee

Outside of the Scriptures, the Sea of Galilee is perhaps the richest source of direct connection to the life of Jesus that exists in all the world, drawing hundreds of thousands of pilgrim visitors to its shores every year.

Yet unlike the sprawling, congested cities of Nazareth and Jerusalem, here on the Lake's shores and waters, people can truly walk on the same ground He walked on, see the same panoramas He saw.

What better place for a Renewal than here – the location of so many of His teachings, healings, and miracles?





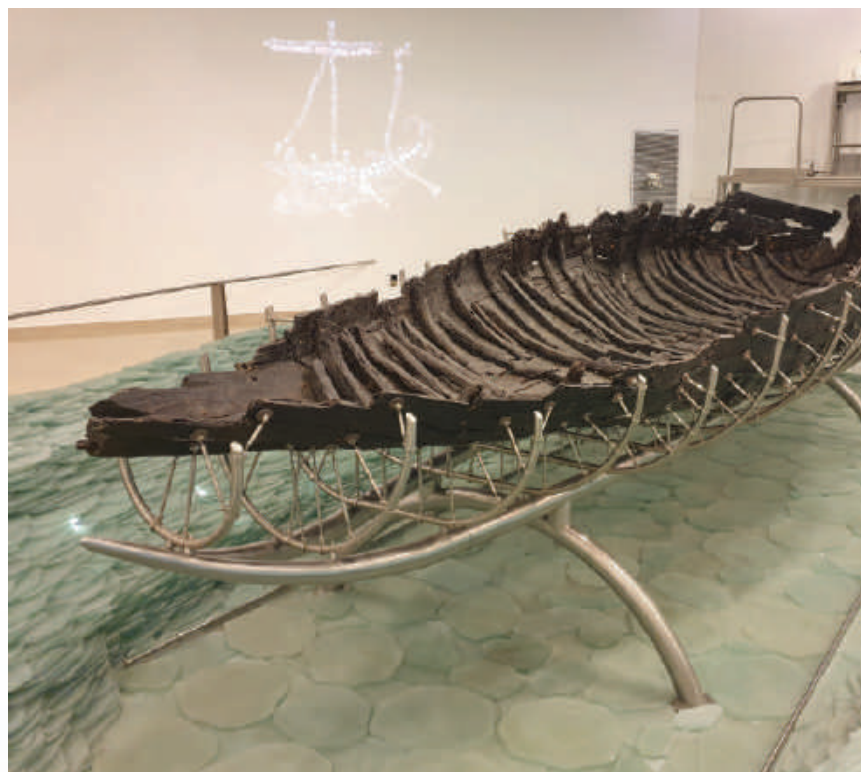
2 The Galilee Boat

A 2,000-year-old discovery

Known as ‘the Jesus Boat,’ this is the only major artifact that has survived the ravages of time across 2,000 years. It is certainly the one most closely connected to Jesus’s ministry here by the Sea of Galilee.

Removed from the mud following its discovery on January 24th 1986, the boat has been painstakingly preserved and is now on display in the Yigal Allon Center. In its day, the boat – 26½ feet long, 7½ feet wide and 3½ feet high (9 x 2.5 x 1.25 m) – would have been used with both sail and oars, and could have held up to 15 fishermen.

Radiocarbon dated to between 120 BC and 40 AD, to come close to this boat is literally to come closer to Him. Today more than 200,000 visitors do just that every year.





3 The Venue

The Yigal Allon Center,
Kibbutz Ginosar

Located on the shore of the Sea of Galilee, the Yigal Allon Center sits at the heart of ‘the Evangelical Triangle’ – the concentration of lakeside sites connected to the short years of Jesus’s public ministry.

Today, the Center is not only home to the Galilee Boat exhibition, but 500,000 tourists pass by to take a boat ride on the lake via its piers.

The Center also constructed an 800-seat auditorium with a 6-story-high open ceiling space for future improvement.

Incredibly – perhaps miraculously – this entire space has never been used, remaining empty for more than forty years, as if waiting for today.

4 THE JESUS EXPERIENCE

Phase I, Project Renewal

The overarching vision of The Jesus Experience is to transform this entire venue into a global beacon of interfaith activity. Phase I is the make-over of the empty Auditorium into a world-class immersive, multimedia spectacular - The Jesus Experience itself.

The show will combine state-of-the-art stage-craft with cutting-edge cinematic video-mapping technologies and other audio and lighting effects.



5 THE JESUS EXPERIENCE

Phase I, Project Renewal

Through this breathtaking, dramatic experience, audiences of all faiths – especially the Christian pilgrims who already pass here by the thousands – will be able to draw closer to the life of Joshua ben Joseph – the man of Galilee who shaped our world more than any other. The uplifting finale of the experience will be a visit to the renewed Jesus Boat exhibition.







6 Project Renewal

Current Status

In a recent exciting development, Israel's Ministry of Tourism approved a \$3 million matching fund grant for the renewal of the Yigal Alon Center. This means that if we raise \$3 million and the Ministry matches it, we will come close to achieving our funding goal of \$7M for Phase I, and The Jesus Experience spectacle could open to the public within 2-3 years.

Today, we are seeking to raise a seed investment of between \$200,000-250,000 which will lay the

three-fold foundation to achieve our initial goals:

1. It will enable us to transform this project promotion document into a highly effective video presentation.
2. It will cover the cost of mounting a multi-level global fundraising campaign.
3. It will enable us to begin the detailed architectural, engineering and content design of the Experience.

7 Strengthening Israel and Interfaith Cooperation

With a wide spectrum of potential users, a multi-purpose venue in the Yigal Allon Center would serve not only Christian pilgrims for a renewal of faith, but also actively promote interfaith cooperation. We envisage potential partnerships which will strengthen the connections between Christian groups and various official bodies of Israel in general and the Galilee in particular.

These local and national stakeholders could include: the Jordan River Regional Council, the Galilee Development Authority, Israel's Ministries of Tourism and Education, the education wings of the IDF, Jewish Agency and more.



8 Project Renewal The Team



Gabriel Rymberg
Co-Founder & Director



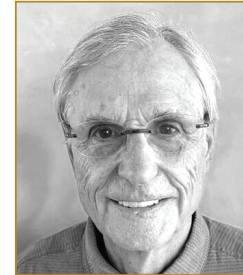
Gabriel is an highly experienced entrepreneur and human communications expert. Living in Israel, the Promised Land, Gabriel is the spiritual inspiration behind the Jesus Experience, and he steers the team in their juggling of all its practical issues.



Rick Lyon
Co-Founder & Project Manager



With a rich and distinguished track record as an executive director, event planner, and business owner, Rick manages the everyday affairs of The Jesus Experience project. Based in South Bend, Indiana, USA, Rick also heads up the project's fundraising efforts.



Steven Marble
Co-Founder & Creative Director



Thirty years ago, Steven was Project Director for Universal Studios, transforming their blockbuster movie Back to the Future into a sensationnally successful theme park ride. Today, he dedicates his work to bringing the universal message of Jesus to the wider world.

Consulting Attorneys

We are assisted in all matters by two top attorneys from one of Israel's leading law firms, Yehuda Raveh Co. (<http://www.yraveh.co.il>). With main offices in Tel Aviv and Jerusalem, the firm represents clients that include prominent private companies, government and state-owned organizations, nonprofit institutions, entrepreneurs, investors, and multinationals, offering creative and comprehensive solutions for complex legal challenges in Israel and across international borders.



Calev M. Myers

**A Founding Partner of the firm's
City Center Branch**

Calev has expertise focused on corporate and intellectual property law, non-profit and immigration law, and civil rights. He serves as general counsel to over 100 non-profit organizations engaged in education, humanitarian needs, social justice and civil rights, and represents major global companies and international clients. Calev has been published in the International Financial Law Review.



Nir Kimhi

**Managing Partner of the
City Center Branch**

Nir has extensive experience in law relevant to project finance and management, real estate and taxation, general commercial and corporate activities. He serves as a strategic legal and business consultant for foreign investors in Israel, especially in complex commercial transactions, mergers and acquisitions, construction and development, hotels and tourism. He serves as General Counsel and business trustee to numerous international corporations and non-profits.

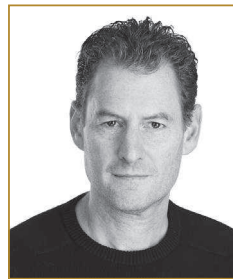
9 Diskin Creative Agency

We have invited Diskin to implement the project. As Israel's leading international museum, exhibition, and visitor center creators, Diskin's experience includes: the Visa Innovation Center in New York, the Fédération Equestre International (FEI) Interactive Gallery in Lausanne, Switzerland, Israel's Grand Palais Exhibit in Paris, France, The Peres Peace Library in Tel Aviv, the Technion Visitor Center in Haifa, the Friends of Zion Museum in Jerusalem, the Ben Gurion Interactive Archives in Sde Boker, and more.



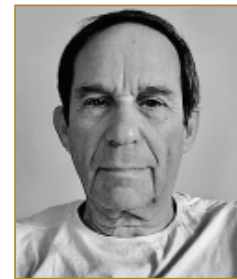
Moshe Yeyni
CEO & Creative Director

Moshe has successfully steered the company's most demanding projects over the last three decades, placing him perfectly to lead Diskin as they transform our project's vision into a creative multimedia marvel.



Ran Diskin
VP Operations

Having literally grown up in Diskin (it was founded by his father, Arnon) Ran now leverages a lifetime of experience to ensure all Diskin projects achieve the very best results for clients, on time and on budget.



Daniel Cohen
Writer, Content Lead

Daniel is a veteran writer-director-producer of TV documentaries for National Geographic, ABC, BBC, CH4, NHK – many of which focused on Jesus, the Dead Sea Scrolls, and modern Israel. He is a published non-fiction author (The Holy Land of Jesus), and the writer of visitor center movies in Niagara Falls, Baltimore, Atlantic City, Rome, Jerusalem and more.



10 The Jesus Experience – The message



Project Renewal and the Jesus Experience carry a message of hope – a universal message that speaks of the brotherhood and sisterhood of all people, of the shared responsibility we have for one another as we are all God’s children. This truth is not limited to a time two thousand years ago, but is eternal.

Today, we have the opportunity to renew our connection to the source of life, light, and love.

This is the revelational message of the living reality of Jesus’ life that we wish to see reverberating throughout the world.



For more information, please contact
email: contact@thecenterforunity.org

Phone in the US: +1-(765)-366-7203

To contribute toward the project: www.thecenterforunity.org/experience-donors-kit

or scan:

