



IMPACT REPORT  
2015-2025

ddf

DILIJAN  
DEVELOPMENT  
FOUNDATION ●

# MISSION

Dilijan Development Foundation was established in 2015 by Ruben Vardanyan and Veronika Zonabend.

Dilijan Development Foundation (DDF) implements projects to enhance tourism, strengthen communities, and promote education, social, and environmental initiatives in Dilijan and beyond. Guided by a strategic, niche-focused approach, DDF drives new investments and developments that support the city's ongoing growth. Our sustainable initiatives aim to transform Dilijan's urban space, boost socio-economic development, and preserve Armenian identity by improving local quality of life and raising socio-cultural awareness.

# DELIVERED AND ONGOING PROJECTS

- ✓ Masterplan riverside area
- ✓ Dilijan law on investment
- ✓ Urban committee at municipality

## EDUCATIONAL CLUSTER

- UWC Dilijan
- Just Dilijan It
- Samsung Innovation
- Preschool (Cambridge certified)
- Dilijan community center
- Impulse football academy

## TOURISM AND URBAN DEVELOPMENT

- City Park
- City stadium
- Church
- Tourism Information Center
- GoTODili
- Verev rope park
- Hiking trails

## ART AND CULTURE

- Dilijan space
- Common senses art project
- karifabrika

## HORECA CLUSTER

- Toon armeni
- Café 2
- Mountain village residential

# DELIVERED IMPACT

More than

**\$230 MILLION**

Invested since 2010

**OVER 450**

**DONORS and PARTNERS**

**5%**

**OF RESIDENT FAMILIES**  
get regular income from  
our projects

**x3.5**

**CAPACITY INCREASE**  
in tourist  
accommodation

**5%**

**OF TAXES COLLECTED**  
by municipal budget are  
paid by our projects

- **330 PERMANENT JOBS** created
- **8X** growth in retail shops
- **4X** in hotels and B&Bs
- **20+ SMES SUPPORTED** to launch/expand
- **60+** major Community projects
- **5000+ BENEFICIARIES** of community center





# DILIJAN CITY PARK AND ADJACENT AREA AS THE ANCHOR PROJECT FOR **CITY DEVELOPMENT**

For decades, Dilijan City Park, once a cherished gathering place, had fallen into neglect. Recognizing its vital role in the life of the town, DDF Foundation took the lead in breathing new life into this public space — restoring its charm, function, and meaning for generations to come.

Nestled along the Aghstev River, the park since 2016 is being transformed into a vibrant, safe, and inclusive environment for all. With thoughtful landscape design and the revitalization of both historic and new pathways, the park once again invites residents and visitors to walk, relax, and connect with nature.

The future redesigned and new objects of the park will bring joy and laughter to the community, while new lighting, benches, and other street furniture will make the park a welcoming destination and a renewed symbol of Dilijan's spirit.

# FIRST PHASE OF DILIJAN CITY PARK REVIVAL (2016-2021)

The first phase of the Dilijan City Park revival focused on restoring and beautifying its 13-hectare territory, including the lake area, which had been abandoned and underused for over 30 years.



## FIRST PHASE

During this stage, the Foundation introduced major infrastructure developments, such as:



The first and only official Tourism Information Center in Dilijan, still operating today.



Full renovation of the children's playground, with complete replacement of all equipment.

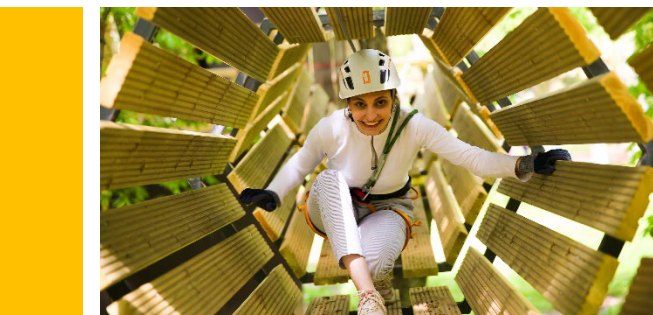




Verev Rope Park  
– a unique  
attraction for  
both tourists  
and the local  
community.



City Stadium  
partial renovation  
and new  
infrastructure  
development



Additional improvements included new pathways,  
benches, landscaping, and a dedicated security  
point to ensure proper park maintenance, comfort,  
and safety for visitors.

FIRST PHASE

# FIRST PHASE OF DILIJAN CITY PARK REVIVAL BEFORE



# FIRST PHASE OF DILIJAN CITY PARK REVIVAL AFTER



# FIRST PHASE INVESTMENTS BY DDF

2016-2021

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**\$1.6M**

## CAPITAL INVESTMENTS

- LAKE CLEANING AND BEAUTIFICATION
- CAFÉ 2
- PARK INFRASTRUCTURE
- TOURISM INFORMATION CENTER
- VEREV ROPE PARK
- CITY STADIUM INFRASTRUCTURE RENOVATION

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**\$1.1M**

## OPERATIONAL INVESTMENTS

- PARK MAINTENANCE
- ADMINISTRATIVE COSTS
- SECURITY
- PROPERTY TAX

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**48**

## JOBS CREATED IN CITY PARK AND TIC

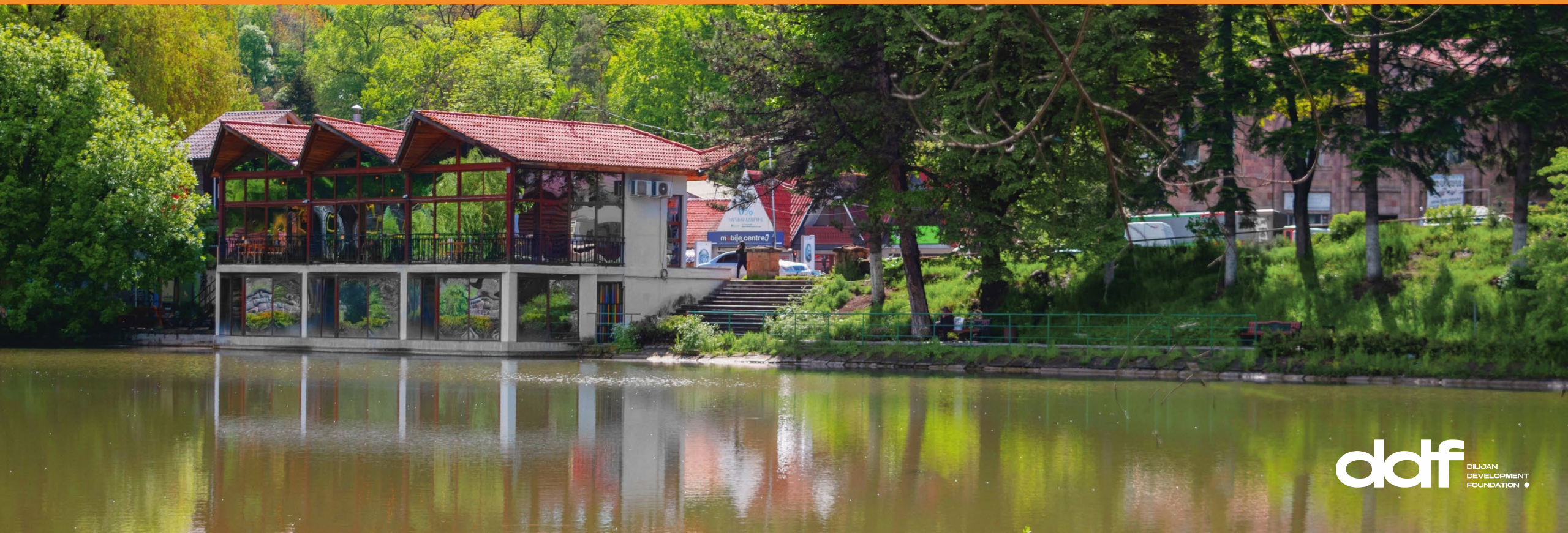
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**>10**

## LOCAL SMEs SUPPORTED

# SECOND PHASE OF DILIJAN CITY PARK REVIVAL (2022-2025)

The second phase of the Dilijan City Park revival focused on creating major social and mixed-use spaces.



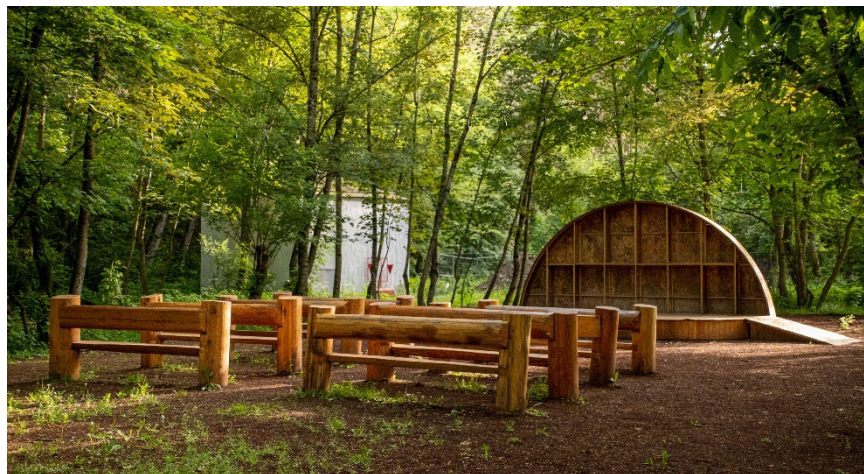


Renovation of  
the sports ground  
(in cooperation  
with a partner  
company).



A new children's  
route at the  
Verev Rope Park.

Construction  
of a small  
amphitheater  
for cultural and  
community  
events.



The immersive  
museum "Ditaran" – the  
only 3D experience in  
Armenia that allows  
locals and tourists to  
explore the country's  
culture and history.



Partial  
construction of  
the Rock Café,  
featuring special  
climbing  
equipment.



"Impulse" youth  
football academy  
establishment  
with more than  
130 young talents  
learning to play  
football

## SECOND PHASE

Further enhancements included new landscaped areas and general infrastructure upgrades, enabling the park to host large-scale events with **over 10,000 guests** and attracting many local and Yerevan-based businesses to operate during these occasions.



Another major soft development for the mentioned period was the **New Concept of the Park and the Stadium** which was implemented after an anthropological study and community engagement activities.

SECOND PHASE

## SECOND PHASE

Dilijan hosted major events for the first time and boosted tourism for more than 3x times for the season.



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# LOCAL COMMUNITY GATHERED TO BUILD THE NEW CONCEPT FOR THE PARK AND THE SPORTS CLUSTER (STADIUM)



# SECOND PHASE DEVELOPMENT

2022-2025

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**\$1M**

## CAPITAL INVESTMENTS

- DITARAN IMMERSIVE MUSEUM
- WOODEN AMPHITHEATRE AREA
- SPORTS GROUND
- ROCK CAFÉ PARTIAL CONSTRUCTION
- VEREV ROPE PARK CHILD ROUTE

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**\$1.3M**

## OPERATIONAL INVESTMENTS

- PARK MAINTENANCE
- ADMINISTRATIVE COSTS
- SECURITY
- PROPERTY TAX
- IMPULSE FOOTBALL ACADEMY

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**38**

## NEW JOBS CREATED IN CITY PARK AND FOOTBALL ACADEMY

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**8**

## NEW LOCAL SMEs ESTABLISHED IN THE PARK

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**>50**

## LOCAL AND MAJOR EVENTS ORGANIZED

# FUTURE PARK VISION DEVELOPED BY DDF IN 2023 AND APPROVED WITHIN WORLD BANK LOAN FUNDING FOR ARMENIA FOR PUBLIC FUNDING



An inclusive children's playground inspired by leading international practices

Full redevelopment of the sports area, featuring street workout zones, basketball courts, and table tennis facilities



A lakeside amphitheater with scenic views



A "forest school" to promote urban gardening and environmental stewardship

An open-air exhibition space created through the preservation and adaptive reuse of former art structures in the park



An enhanced lake-cleaning system, along with a special setup for a winter ice rink

A multifunctional event plaza



THANK YOU

