



Enabling Municipalities

Through Supporting Municipal Income-
generating Projects

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What's the Story?

In efforts to generate income in its' community, the Greater Karak Municipality applied and received a grant from the Royal Court to build a female dormitory building that also offered commercial spaces for vendors.

After the building was constructed, the municipality lacked the capacity to fully develop and execute a plan to implement the envisioned services. USAID Cities Implementing Transparent, Innovative and Effective Solutions (USAID CITIES) supported the municipality in developing a feasibility study that proposed marketing and investment alternatives for the student housing and available commercial spaces.

The study, "served as a guideline on how to attract and contract with potential investors and female students," stated Engineer Zubaida Madadha, the head of the Department of Planning and Studies in the Greater Karak Municipality. She continued, "The building, consists of commercial stores and residential units, will be utilized as a distinctive university housing integrated services to meet the needs of students living in housing as well as the needs of individuals and institutions of civil society."



H.E. Ibrahim Al-Karaki, Mayor of Greater Karak Municipality endorses USAID CITIES – developed feasibility study during a meeting with Hisham Yasin, USAID-CITIES Investment Specialist.

With the support of USAID CITIES, the feasibility study proposed prices in which to lease the dormitory and commercial spaces as well as recommended that commercial spaces house a variety of vendors and services that would meet the needs of student residents and the local community.

Working closely with Karak's planning and studies department allowed USAID CITIES the opportunity to build up the capacity of municipal staff so that they can implement similar studies for future income-generating projects. Municipal staff are now able to draft contracts for potential investors and know how to choose the optimum investors.

“The study had a positive reflection on my career development, and I feel more confident now than ever to conduct similar studies for future developmental projects,” Engineer Zubaida stated.

This project promotes local employment and attracts investments which will generate income for the Greater Karak Municipality. The feasibility study was accepted by the mayor and municipal staff. The next steps are being taken to move forward and implement the recommendations. “Implementing a USAID CITIES-developed feasibility study will help revitalize the community and attract new students and investors,” stated H.E. Ibrahim Al-Karaki, mayor of the Greater Karak Municipality, “this will in turn promote employment and create new jobs for youth in the community.”