

Subject: Reimagine Clearwater Main Library: A Cultural Destination

Dear Members of the Selection Committee,

Enclosed is our detailed response to the proposal concerning the Clearwater Library building, a vibrant hub for museums, planetariums, and performing arts institutions. This initiative seeks to forge a partnership with the city, revitalizing the Clearwater downtown area and transforming it into a premier destination for residents and visitors to the Tampa Bay region.

These new attractions will be integral to the city's ambitious vision of enriching family experiences on the breathtaking shores of the #1 beach in the USA, the picturesque Coachman Park, and the engaging Dolphin Marine Aquarium. Together, they will elevate the cultural landscape of the area and provide diverse, enriching entertainment and education.

While the nearby St. Petersburg area boasts a variety of museums dedicated to art, Clearwater aims to distinguish itself by introducing unique and one-of-a-kind attractions that are exclusive and unparalleled.

As the founder of The Wizard of Oz Museum, I bring over 40 years of rich expertise in curating Wizard of Oz memorabilia and over three years of successful museum operations in Florida. We have proudly achieved a high ranking on a national level, across many platforms assessing art, specialty, and children's museums.

Our success is attributed to our impressive collection of rare, one-of-a-kind artifacts, our acclaimed guided tour, which is recognized as the #1 in the USA. Visitors can immerse themselves in curated experiences exploring Van Gogh art, captivating presentations of the universe through the James Webb Space Telescope imagery, and engaging discussions on specialty pop-culture topics such as The Wizard of Oz.

The museum perfectly aligns with the city's vision, offering a distinctive experience that does not exist.

By partnering with The Wizard of Oz Museum, the city stands to gain significant recognition, bolstered by our accolades: the museum is ranked #4 among art museums in the USA, #14 among specialty museums in the USA, and #2 among children's museums in the USA on TripAdvisor.

This collaboration is strategically poised to enhance visibility and attract residents and visitors to the downtown area, leveraging our current reputation to invigorate the cultural scene in Clearwater.

Thank you for considering our proposal.

Sincerely,
Fred and Palina Trust
wizardofozmuseum@gmail.com
410-530-3265

Development and Operational Plan

The museum envisions occupying the left portion of the first floor of the main library, which includes a section of the open ceiling currently used for displaying art. It plans to use the left door at the library's entrance as the access point to the museum area. Outside the entrance, a yellow brick pathway will lead visitors to the museum entry.

There will be no entrance to the other part of the library, and visitors share restrooms on the first floor with other patrons.

The museum will consist of five areas, four of which will be adjacent to each other, while one will be used for museum merchandise storage to accommodate a minimum of 10,000 leasing requirements. The five sections totaling 10,015 are: the Museum Exhibit, Kids Section, Immersive Experience, Gift Shop, and Museum Merchandise Storage Room. Below are descriptions of each section and its purpose.

Museum Exhibit: The museum will occupy a 6,775 square foot portion and display memorabilia in 46 lit display cases, each measuring four by six feet, with an average of four shelves per cabinet. Most cabinets contain notes and QR codes to support guided tours. Additionally, the standalone displays provide 360-degree views for some pieces and extra sections for photo opportunities. All 46 cabinets offer a total of 192 linear feet of display space, and the cabinets will need an equal amount of space between them to enhance the visitor experience, without disturbing the guided tour provided by iPhone speakers.

Kids Section: A 900 square foot portion of the first floor, adjacent to the entry, will be designated for kids' interaction. This section will feature many custom-made pieces related to the Wizard of Oz, along with vintage toys, books, and art for children to enjoy.

Immersive Experience: This section will utilize an open area that needs to be closed for projectors. The area measures 30 by 60 feet (1,800 square feet), with a ceiling height of 34 feet. Since most projectors will be on the ceiling, approximately 4 feet will be lost for electrical outlets and wiring, resulting in a final height of 30 feet. This height will create one of the best immersive experiences, where the average person will be one-fifth of the room's height. Projections will cover all four walls and the floor. The current setup in the existing museum is 30 by 70 feet with a ceiling height of 12 feet. Benches will be placed in different areas of the room to ensure the comfort of visitors. Three different immersive experiences will be shown on a loop, allowing visitors to enter and exit at their own pace. The experiences currently cover 15 minutes of Van Gogh art, 12 minutes of the Wizard of Oz, and 3 minutes of planetarium imagery utilizing James Webb telescope visuals.

Image of the exhibit with 30 feet high walls

Below is a sample of images from the current location that can be easily integrated with the new space.

Museum: Various displays



Photo Opportunity



Kids Interactive room

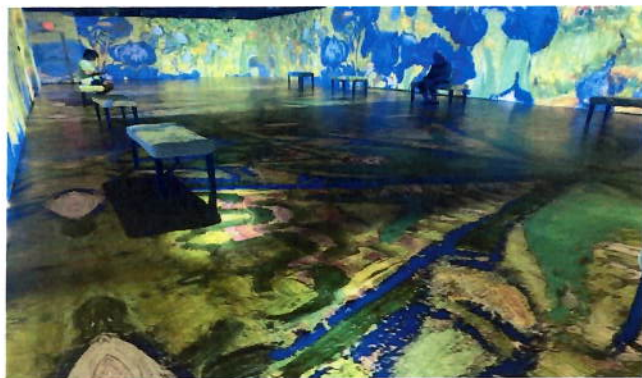
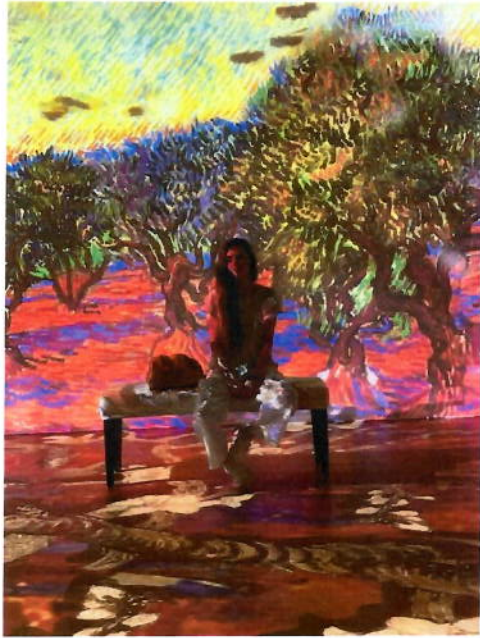




Immersive Experience (Wizard of OZ)



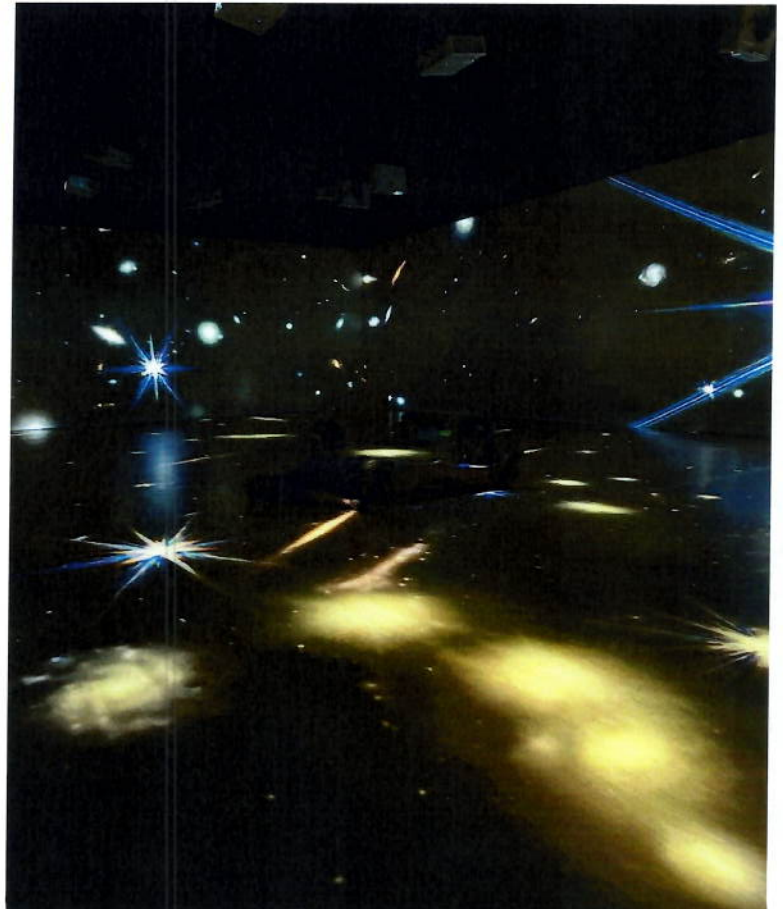
Van Gogh Art



Planetarium



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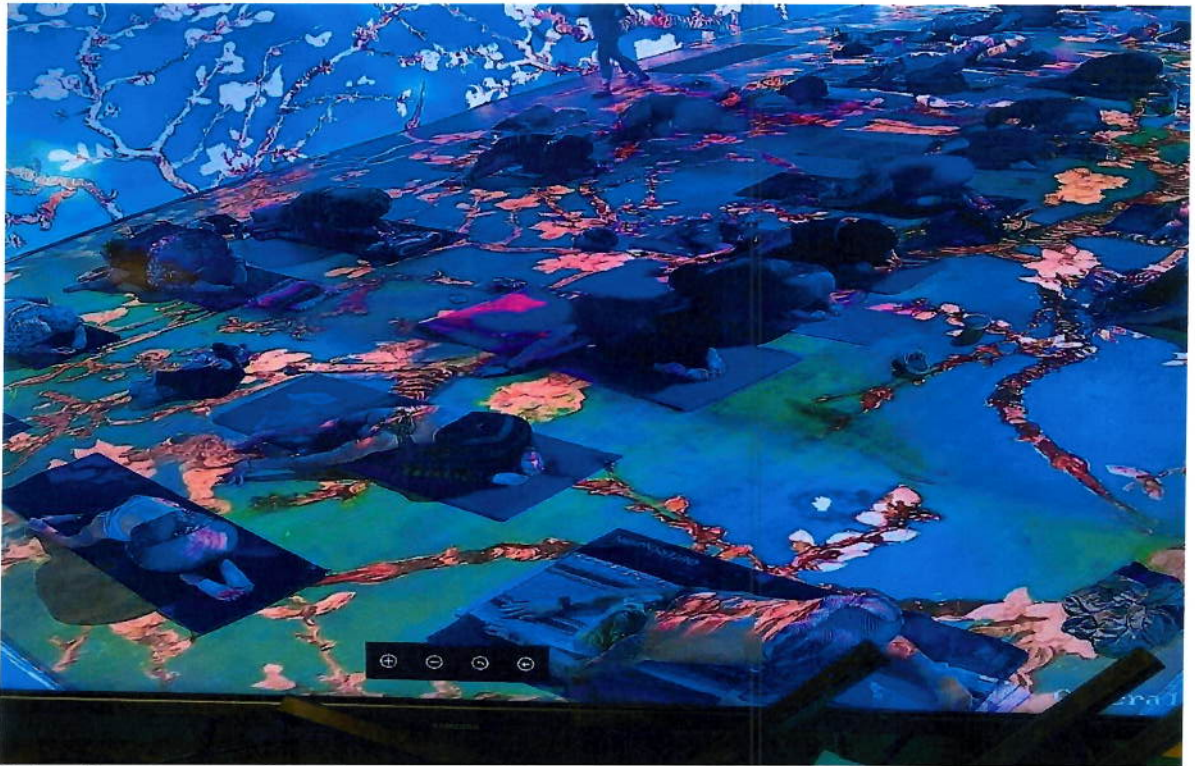


Gift Shop Area



The Wizard of Oz Museum will enhance the experience for guests of the Hilton Tapestry Hotel in several ways. It provides a unique opportunity for families to explore the museum, sign up for private tours, or participate in organized activities in the Immersive Room.

Recently, the museum hosted an event where over 40 guests from Orlando came to practice yoga inspired by Van Gogh's art. FYI, the Marine Aquarium currently offers yoga classes in the evening to the Clearwater community.



Additionally, presence of Coachman Park with music lover events, will be surprised guests by various music selection from (classical to Jazz) accompanying the immersive experiences.



Design and Construction Responsibility

The museum's provided floor plan requires minimal modifications for a build-to-suit project. Most of the effort will involve constructing partitions to separate the museum from the library. The museum has contacted a local drywall installation company to obtain current rates for installation per square foot. It was determined that the cost will be \$6 per square foot for double-sided drywall, including the aluminum frame. An additional \$1 per square foot will be charged for painting the drywall, resulting in a final cost of \$7 per square foot.

According to the Proforma tab in the provided Excel file, the expected construction cost amounts to \$70,640, broken down as follows:

1. Wall separating the library from the museum in the hallway - \$12,600 (A in the floor plan)
2. Gift shop modification - \$7,980 (B in the floor plan)
3. Immersive Experience area - \$39,060 (C in the floor plan)
4. Electrical work - \$6,000
5. Five doors - \$3,000
6. Miscellaneous expenses - \$2,000

The museum intends to use a reverse build-to-suit concept, which involves hiring contractors, obtaining permits, and paying the construction costs.

If the library has glass partitions that fit the interior design, we can try to use them if it's cost-effective. Additionally, the existing partitions in the open area of the library, which showcase art, can also be used by the museum to create internal separations between different areas.

The museum should seek city assistance to manage construction and avoid project delays.

Estimated Project Schedule

The museum currently sign a five years lease, which expires in May 2026. Museum can terminate a lease by providing 4 months notice to the owner. Month to month lease is feasible after May 2026 if needed.

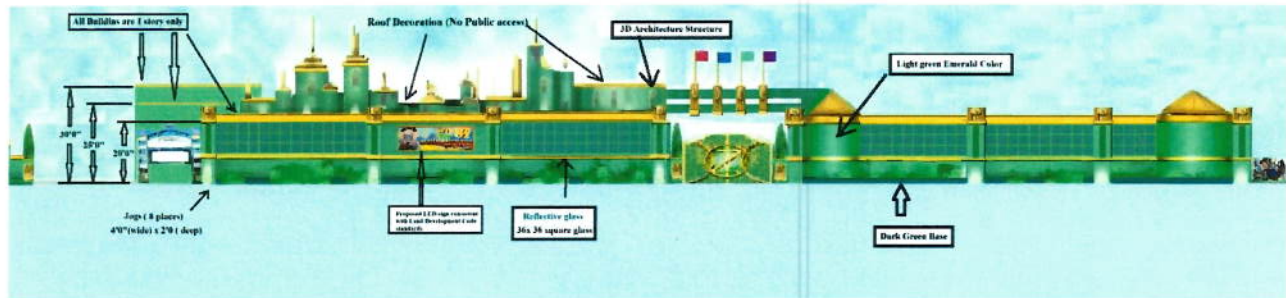
The museum's goal is to relocate to a new building before May 2026. The current exterior does not reflect its status as a national museum, which has affected its reviews and led to a decline in visitation. Although the museum has invested in improving its outside appearance, the limitations of being in a 60-year-old building and not owning the property prevent any structural enhancements.

Images of the current museum appearance and previous ones.



When the Trust family decided to open the museum during the pandemic, the risks associated with the new concept and the proof of the museum model were uncertain, and paying extra for a lease in another location was not justified.

Due to the museum's success, the owners decided to acquire a 4-acre property in May 2024, located on the main road (192) in Osceola County. This site experiences daily traffic of around 60,000 vehicles and has 365 feet of road frontage. It is situated just a 20-minute drive from Disney, in the entertainment district. The property is fully owned by the museum and is currently going through the permitting stage to build a new facility. As of May 20, 2025, Osceola County has approved the museum's facade, and we have completed the first cycle of the Site Development Plan (SDP).



After learning about the Clearwater Library project, the owners have decided to pause new construction (while continuing with permitting) until they have a clearer understanding of the museum's plans. The preferred timeline for relocating the museum is October/November 2025, as this would avoid peak seasons. Our second choice is April/May 2026.

Based on our previous experience with renovations, we estimate that construction should take less than a month, given that we only need to address drywall and electrical permits. A much larger task will be selecting and purchasing new projectors to accommodate the height of the walls in the Immersive room. Additionally, packing, moving, and setting up the museum's collectibles in the Library will take several months and result in some loss of revenue for the museum.

We are submitting our proposal early to give the city enough time to conduct due diligence and respond to the museum shortly after the proposal submission deadline. It's important to note that the museum incurs an average of \$15,000 in monthly expenses related to the new construction. Establishing a partnership with the city as soon as possible will help minimize the museum's expenses.

Operational Plan

Upon signing the lease, the owner and one of the existing employees will relocate to the area and begin the search for one full-time employee and two part-time employees, as outlined in the Pro Forma. Since the museum will be separate from the library, we do not anticipate any issues with coexistence, aside from sharing the restrooms with library patrons.

Requested Lease Term

The museum is confident in its success at the new location and is willing to sign a 65-year lease. Since the owners will assume the primary financial risk, which includes a valuation of the collectibles at \$20 million, the museum would like to include an option to terminate the lease in case of unforeseen circumstances.

Additionally, the museum would like to be involved in the process of selecting a new tenant for the first floor of the building, as this could negatively impact the museum's operations.

To enhance its chances of success at the Library, the museum proposes that the city invest in an LED system to be installed on the rooftop of the building to promote both downtown and the museum.



Finally, as a main attraction, the museum would like to have the right of first refusal if the city decides to sell the building to a private party.

Financial Plan

Please review the detailed 10-year projected pro forma included in the financial plan.

The Trust family has contributed 100% equity to the museum, as it is a private establishment. If the owners determine that the new operation is successful, the owners plan to sell the recently acquired real estate in Osceola County, which is appraised at \$3 million, to generate additional working capital for museum improvements and growth.

Each year, the owner purchases rare collectibles related to the Wizard of Oz at public auctions to enhance the visitor experience. The capital investments in collectibles amounted to \$167,000 in 2023, \$110,000 in 2024, and \$24,000 in 2025. The museum currently has working capital of \$65,000 and continues to add approximately \$25,000 each month. Additionally, the owner has \$130,000 available for emergencies through a home equity line. Most of the owner's assets are in collectibles and a commercial property valued at \$3 million. The owner has already invested over \$150,000 in the development of this property and will cease further investments once a partnership with the city is established.

Owner has a strong financial score rating of over 750, has a personal home equity line of \$350,000 with \$220,000 in debt due to necessary borrowing for property in Osceola, and has never declared bankruptcy.

Projected Revenues

Most museums around the world operate at a loss, which means that over 99% rely on subsidies from municipalities to maintain their operations and retain their 501(c)(3) nonprofit status. Some museums, due to their nonprofit nature, also receive private donations that help build their endowments. With a substantial endowment, these museums can often reduce admission costs to entice visitors.

For example, the Charles Hosmer Morse Museum in Winter Park, Florida, charges an admission fee of

just \$6.

As a private museum, it showcases a collection owned by a single family that has chosen to share it with the public.

Based on detailed projections, the expected revenue for the first year is \$700,000, stabilizing at around \$1,200,000 after three years of operation.

Various unforeseen events can significantly impact attendance. For instance, the release of the 2011 movie "Dolphin Tale" increased annual visitor numbers to the local aquarium from 75,000 to 300,000 within a single year. Similarly, the launch of the musical "Wicked" led to a tenfold increase in Google searches for the keyword "wicked" compared to searches for "The Wizard of Oz."

With the next release of the Wicked movie in November 2025, attendance at the Wizard of Oz museum may also be impacted by the connection between Wizard of Oz and Wicked.

Monthly Lease Payable to the City

In light of the challenges involved in successfully operating a museum, the owner proposes to waive the monthly lease payment for the first three years of operation. Starting in the fourth year, the lease payment will be \$8 per square foot per year.

The owner acknowledges that the museum will not directly contribute to the city budget; however, there is hope that it will indirectly boost tourist spending in the downtown area by increasing visitor traffic.

For example, if families extend their stay at local hotels by an additional day by visiting the museum, this could positively impact city revenue. Moreover, spending at restaurants in the Library building or downtown would also benefit local businesses and generate extra revenue for the city.

Currently, the museum operates 365 days a year and for 56 hours each week; however, operating hours will be adjusted to accommodate an expected increase in visitation. Some attractions in the Orlando area remain open until 11 PM to cater to visitors seeking evening entertainment.

Operating Expenses

The owner is willing to pay a \$1,570 monthly utility bill for their share of the 10,000 square feet. This amount is based on current operations utilizing 5,000 square feet, with a monthly adjusted average cost of \$785 (see proforma 2024 utility bill tab). Consequently, this translates to \$1,570 for double the leased square footage in the library.

While the library may have significantly higher utility usage per square foot as a public space, we believe the museum should not be responsible for these costs. For example, factors such as an insufficient air conditioning system or visitors using computers and charging their phones contribute to this higher usage.

Since the museum does not produce waste or consume water (only public restrooms), the owner feels that additional expenses should be excluded from the museum's monthly operating costs.

You can find the additional operating museum expenses in the pro forma document.

Conditional Public Funding Sources & Use of Incentives

The museum is grateful for any city funds that assist with its relocation and the anticipated loss of two months' revenue. Due to the current situation with the property in Osceola County, the owner's available capital may not be sufficient to cover the move. The owner would appreciate any potential grants or city loans to alleviate the stress associated not only with relocating the museum but also with supporting a family with two children (ages 4 and 10) and an employee.

Expected costs of the move:

- Anticipated loss of revenue: \$100,000 for two months of operation
- Library construction costs: \$70,000
- Relocation expenses: \$50,000
- Unknown costs for new projectors to accommodate the existing 31 projectors, which will need to cover higher walls in the immersive experience room.

Construction Costs

The detailed construction costs are outlined in the "Construction Cost" tab of the pro forma.

Conclusion

The museum is hoping to establish a partnership with the city that benefits both parties. If the city's primary objective is to increase revenue by leasing out its owned buildings without considering the economic impact the museum could offer, then the Wizard of Oz Museum may not be the best fit for the city. The museum aims to create a partnership with the city for mutual benefit.

However, if the objective is to attract locals and visitors to downtown, the city will struggle to find a better option than the Wizard of Oz Museum, which holds a top national ranking in several family attraction categories.

As detailed in the financial data, the owner is willing to invest all available equity into this partnership, including funds from their home equity line, which puts their family's well-being at risk.

What is expected from the city is potential financial support along with arrangements for nearby parking, shuttles, and transportation to ensure visitors have a pleasant journey to the museum. Early-stage marketing support from the city will also be crucial in building awareness during the first few months of operation. Additionally, locals can contribute by visiting the museum early on, along with schools, churches, nursing homes, retirement communities, and other groups.

Private group tours may be particularly beneficial during the initial stages. The museum's current location has previously hosted groups from all these organizations, as shown in the images below.

Retirement communities



Charter /Church schools



Nursing home groups

Children clubs



Public schools



Motorcycle Clubs group



Weddings / Events



Exotic cars groups



I invite every citizen of Clearwater, regardless of gender, age, race, or religion, to participate in this exciting journey. This initiative will place Clearwater not only on the map as a beautiful beach location but also as an iconic destination for the museum. With the museum's success and the city's partnership, we have all the necessary elements to make Clearwater the #1 city to live in the USA, with a thriving downtown.

FH Pro Form directions: For a start-up business, business acquisition, and/or business expansion submit a Business Plan along with detailed monthly cash flow projections (supported by detailed assumptions) for the next 18 months and annual projections for 2 additional years.

PROJECTIONS -		Current	Projected (24K Visitor)	Projected (32K Visitor)	Projected (38K Visitor)	Projected (40K Visitor)	Projected (40K Visitor)	Projected (40K Visitor)	Projected (40K Visitor)	Projected (40K Visitor)	Projected (40K Visitor)	
		Actual 2024	PROJ YEAR 1	PROJ YEAR 2	PROJ YEAR 3	PROJ YEAR 4	PROJ YEAR 5	PROJ YEAR 6	PROJ YEAR 7	PROJ YEAR 8	PROJ YEAR 9	PROJ YEAR 10
	Revenue	671632	\$700,000	\$934,000	\$1,150,000	\$1,200,000	\$1,200,000	\$1,200,000	\$1,200,000	\$1,200,000	\$1,200,000	\$1,200,000
	COGS	102008	\$50,000	\$67,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
	Gross Profit	566024	\$650,000	\$867,000	\$1,050,000	\$1,100,000	\$1,100,000	\$1,100,000	\$1,100,000	\$1,100,000	\$1,100,000	\$1,100,000
	Expenses											
	Compensation of Officers	0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Salaries and Wages	62040	\$147,780	\$147,780	\$147,780	\$147,780	\$147,780	\$147,780	\$147,780	\$147,780	\$147,780	\$147,780
	Repairs & Maintenance	600	\$3,600	\$3,600	\$3,600	\$4,800	\$4,800	\$4,800	\$4,800	\$4,800	\$4,800	\$4,800
	Bad Debt Expense	0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Lease/Rent Expense	38774	\$0	\$0	\$0	\$80,000	\$80,000	\$80,000	\$80,000	\$80,000	\$80,000	\$80,000
	Taxes & Licenses	16577	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000
	Advertising & Selling Expense	0	\$12,000	\$12,000	\$12,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Pension, Profit Sharing	0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Employee Benefit Programs	0	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000
	Auto Expense	0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Office Expense	3600	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
	Credit Card Fees	16250	\$24,500	\$24,500	\$24,500	\$24,500	\$24,500	\$24,500	\$24,500	\$24,500	\$24,500	\$24,500
	Telephone & Utilities & Website	12000	\$22,800	\$22,800	\$22,800	\$22,800	\$22,800	\$22,800	\$22,800	\$22,800	\$22,800	\$22,800
	Insurance Expense	3000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000
	Capital Improvements(projectors)	0										
	Other (goods by check)	0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Licenses	0										
	advertisement minor	0										
	TOTAL EXPENSES	153841	\$308,680	\$308,680	\$308,680	\$377,880	\$377,880	\$377,880	\$377,880	\$377,880	\$377,880	\$377,880
	NET INCOME	415783	\$341,320	\$558,320	\$741,320	\$722,120	\$722,120	\$722,120	\$722,120	\$722,120	\$722,120	\$722,120

Projection Assumptions

The first three years of operation costs (excluding lease payments) are as follows:

The current average monthly utility bill for a 5,000 square foot space is \$785. For a 10,000 square foot space, the museum is willing to pay \$1,570 monthly.

Salaries are calculated based on the employment of 2 full-time and 2 part-time employees (working 30 hours each) necessary to operate 7 days a week with 2 employees present at all times.

Repairs and maintenance costs are expected to increase due to the projectors being out of their 3-year warranty.

Currently, the museum receives a \$15,000 marketing credit from the Brevard Office of Tourism, which will not be available in the new location.

Although a benefits program is currently not provided, implementing one might be necessary to reduce employee turnover.

Office expenses will increase due to the larger space, requiring additional technology for improvements.

Credit card fees have been calculated based on projected revenue of \$700,000 at a rate of 3.5%, resulting in an expense of \$24,500.

The museum will not incur fees for waste, sewage, or water bills due to minimal utilization associated with its nature as a business.

Insurance costs are expected to increase to \$15 million in coverage, necessary because of the area's exposure to hurricanes and the appreciation of original collectibles within the past year. For example, the value of the original Dorothy dress was approximately \$1.5 million in 2012, and today it is valued around \$20 million. Data was informed by recent sales, such as the Ruby Slippers, which sold for \$2 million in 2012 and \$32.5 million in 2024.

From the fourth year onward, the museum will pay an annual lease of \$80,000 for approximately 10,000 square feet on the first floor, at a rate of \$8 per square foot, consistent with the current market rate in Cape Canaveral.

Net income for the current location is expected to be \$578,000 based on the first four months of 2025, representing a 2.5% return on over \$20 million in assets and immersive experiences. Museum profits will be reinvested in improvements, collectible acquisitions, immersive experiences, and owner family expenses.

It is in the owner's best interest to increase visitation. If annual attendance falls below 33,000 visitors, the owner's net income at the new location, considering lease payments, will be lower than the current income from 19,000 visitors. Assuming expenses remain constant at \$378,000 annually and ticket and product earnings reach \$1.1 million, the annual net income would be \$722,000.

Research indicates that the number of visitors to similar museums typically doubles within three years and maintains that flow of visitors annually.

Museums in the Area	Current Ranking in Florida on TripAdvisor	Museum Type	TripAdvisor score	TripAdvisor # reviews	Google Score	Google # reviews	Apple Maps # rating	Apple Maps % recommendation	Year established	Current admission price	# of visitors 1 st year	# of visitors 2024
Museums in the Area	#4 in Clearwater, not shown in Florida.	Dai Museum	4.5	8594	4.7	17400	142	93.00%	2011	\$32.00	200000	452000
		Henry B Plant Museum	4.5	841	4.6	1100	No rating		1933	\$12.00	NO data	30000
		CityWalk Collection	4.5	2427	4.7	2500	No rating		2016	\$20.00	50000	89000
		Duncan McClellan Gallery	4.5	781	4.9	577	No rating		2009	25\$ 1 year, NO data	No Data (events)	160000
		Imagine Museum	4.8	354	4.9	2300	No rating		2018	\$15.00	20000	210000
		Glazer Children's Museum	4.3	489	4.5	4500	70	91.00%	2010	\$25.00	250000	130000
		Museum of Fine Arts	4.4	970	4.7	2200	no ratings		2010	\$25.00 70000(2015)		
		Clematis Aquarium	4.00	8074	4.2	18874	268	83.00%	1972	\$1.95 2011-75K, 2012-300K (movie impact), 2016-800	750000	19000
Wizard of Oz Museum	4.9	1317	4.9	2700	121	98.00%	2022	\$30.00		12000		

[illegible]

	PROJECTIONS -						Total Year3	Actual JAN	Actual FEB	Actual MAR	Actual APR	Actual Year4 (4 months)	Gift shop.	Tickets
	Actual YEAR 1	TOTAL YEAR 2	TOTAL Year3	Actual JAN	Actual FEB	Actual MAR	Actual APR	Actual Year4 (4 months)						
Revenue	453740	835359	871532	71600	68258	81919	65555	288332	100.00%					
Store Revenue:			628943	61220	61220	74129	60920	260084	88.34% Tickets + Gift shop.(around 20%)					
Online Direct Tickets Sale	0		42589	7485	6738	7490	5335	27048	10.66%					89464
COGS	63098	72000	102008	9434	7722	11722	5854	34732	12.05%					190520
Gross Profit	390731	553359	569524	62166	80536	70197	60701	253600	87.95%					27043
Expenses														
Compensation of Offic.	17000	15184	0	0	0	0	0	0						
Salaris & Wages	37560	62380	62040	5720	5720	5720	5673	22833	9.06% 40 hours @ \$22 and 30 Hours @ \$18				2 employee	
Repairs & Maintenance	450	500	500	50	50	50	50	200	0.01%					
Bad Debt Expense:	0	0	0	0	0	0	0	0						
Lease/Rent Expense	29800	24468	39774	3322	3322	3322	3322	13288	5.20% Lease \$8 a year for 4500 s.f..					
Javcs & Licences	23711	25760	16577	1376	4289	1349	1332	5346	2.10%					
Advertising & Softw. E	12850	28500	0	0	0	0	0	0						
Pension, Profit Sharing,	6100	9500	0	0	0	0	0	0						
Employee Benefit Proi	0	0	0	0	0	0	0	0						
Auto Expense	0	0	0	0	0	0	0	0						
Credit Card Expense	2050	3600	3600	300	300	300	300	1200	0.40%					
Office Card Fees	10053	16550	16250	2300	2100	2400	2100	8900	3.50% 90% credit cards transactions					
Telephone & Utilities &	12000	10000	10000	1000	1000	1000	1000	4000	1.60% Average utility \$750 + \$250 (ADT+Internet+Phone)					
Insurance Expense	1800	3000	3000	250	250	250	250	1000	0.30% Under insured (collateral)- \$200 + \$50 (i nat liability)					
Royalty	0	0	0	0	0	0	0	0						
Capital Improvements / Immersive)	3311	0	0	0	0	0	0	0						
New Property Expenses														
Other museum collect	187000	23000	0	5221	5221	5221	3550	14232	2.36% Construction expense				New Property	
							800	800	5.60%					
TOTAL EXPENSES	344355	224020	153841	14018	18952	19312	23045	75327	29.70% Museum expenses 54.1%				without construction	
NET INCOME	48376	328239	412783	48148	41894	50586	37656	170273	70.30% Without construction profit at 75.9%,				\$534,819 profit annual with construction	
													\$577,695 without construction	

Google search Pages in USA (millions pages)

subject

Mark Twain 34.1
 Ernest Hemingway 14.4
 Beatles 114
 Gone With the Wind 272
 Bill Gates 143
 Donald Trump 552
 Dolphin Tale 7.7

Salvador Dali

14.9

Dali 103 single word which covers broad range
 Wizard 503 single word which covers broad range

Different topics covered by the museum

Wizard of Oz 34.8
 wicked 360
 Frank Baum 8.8
 Judy Garland 8.7
 Margaret Hamilton 44.8
 Billie Burke 6
 Jack Haley 46.6
 Frank Morgan 137
 Flying monkey 102.2
 return to oz 128
 Tik-tok oz 85.4
 emerald city 133
 tin man 421
 Scarecrow 38.2
 Cowardly Lion 5.9
 wicked witch 31.2

Van Gogh 52.4
 James webb space telescope 11.2
 Childrens museum 204
 Total Google for the museum **1859.2**

January	693
	698
March	743
	811
	769
June	783
	922
	911
September	932
	811
	731
December	617

.9421 \$785 average monthly for around 5000 s.f. operating 56 hours a week (every day from 9 to 5)
the museum does not pays water and waste disposal, due to the nature of the business.

Area	linear feet	height	total feet	price per foot	Total Price	Comments
Wall (See plan - section A)	100	100	10000	\$7.00	\$70000.00	Glass panels can be used if exist.
Gift Shop Modification	95	110	10450	\$7.00	\$73150.00	
A4 4 Walls to the 3 rd floor (see plan section C)	180	34	6120	\$7.00	\$42840.00	One 30 feet 18 feet wall exist.
Doors					\$3000.00	5 doors installed with frames
Electrical work for projectors					\$9000.00	
Permits, trash removal, etc					\$2000.00	rental outlets for projectors and wiring
Total build cost					\$70,040.00	

From the Internet

Based on discussion with the local drywall installer, price is \$6. per sq ft. Allotted another \$1 per foot for painting height.

It might be less, same part of the walls already exist to cover Ac system (around 720 s.f.)

