

CLEARWATER LIBRARY REIMAGINED

*MARKETING & COMMUNICATIONS
REFINEMENT*





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PROJECT OVERVIEW

The updated Re-Imagine Clearwater Main Library strategy builds on insights from 2024–25 and reflects the following direction from Trustees:

Key Improvements will Include:



Lessons Learned

Updates reflect lessons learned & Trustee guidance.



Strategic Focus

Targeted engagement, professional support, & improved lead tracking.



Transparency

Stronger clarity in outreach, & transparency to attract top cultural partners.

BACKGROUND



In late 2024, the Clearwater CRA launched a call for concepts to repurpose part of the Main Library into a **cultural and arts hub**.

Updated direction to advertise the up-to-most square footage of the library for redevelopment.

RESULTS

245

Contacts
Reached

6

Application
Submissions

GAPS IDENTIFIED:

- Marketing Clarity
- Follow-up Consistency
- CRM tracking,
- Prospect Engagement



LESSONS LEARNED

- ✓ **Clarify the Vision and Scope –**
Strengthen messaging on available space, incentives, and cultural uses.
- ✓ **Targeted Engagement –**
Increase proactive outreach to museums, developers, and new institutional partners (AAM, ALA).
- ✓ **Improve Follow-Up and Tracking –**
Use consistent touchpoints and centralized CRM tools (Bludot).
- ✓ **Allow Adequate Time –**
Extend the proposal window to support institutional planning.
- ✓ **Leverage Professional Support –**
Utilize marketing, PR, and consulting expertise to elevate positioning.

INDUSTRY INSIGHTS

To better understand industry standards and expectations, staff elicited consultation to gather key insights:

Consultant Feedback

- 5,000 sq. ft. is considered a large footprint for an exhibit partner.
- Museums and cultural institutions typically require 6–9 months of advance communication.
- Depending on scope, partners may need 6 months to 2.5 years to plan and open.
- Insights reflect conversations with sector partners and industry associations including AAM and ALA.

Recommended Adjustments

- Engage additional consultants to strengthen project feasibility and positioning.
- Build a **6–9 month lead time** into all marketing and outreach efforts.
- Expand recruitment of institutional partners through national cultural networks.
- Incorporate earlier, clearer messaging to support partner planning and decision-making.



MARKETING & COMMUNICATION GOALS

Clarify library use & available space

Define potential uses and Charter-compliant allocations.

High-quality marketing & centralized tracking

Develop materials and track progress in Bludot.

Staff communication & training

Establish clear protocols and provide training.

Transparency measures

Publicly accessible materials, clear process flow, and monthly Trustee updates.



TARGET AUDIENCES

Primary:

- Museums, cultural institutions, and arts organizations
- Developers with adaptive reuse or cultural placemaking experience

Secondary:

- Universities, foundations, tourism and economic development groups
- Local residents, media, and downtown stakeholders

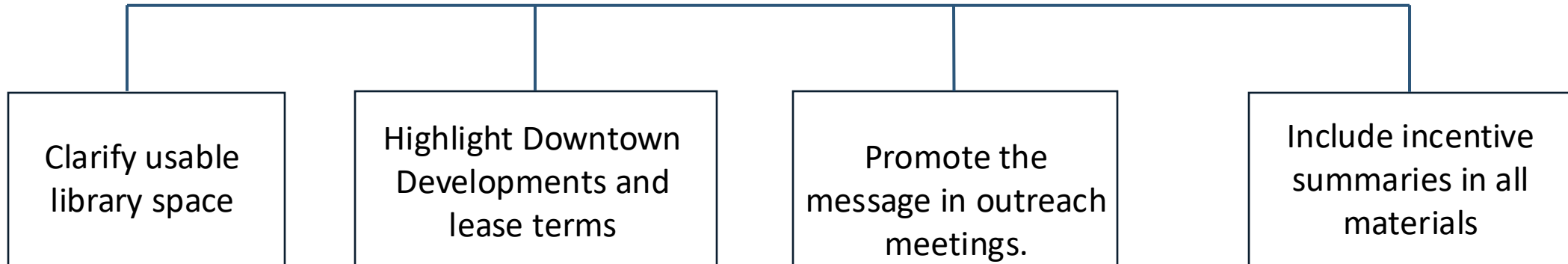
MESSAGING FRAMEWORK



Key Selling Points:

- Proximity to Coachman Park and The Sound Amphitheater
- Prime location within a rapidly transforming downtown core
- Economic and Development benefits for downtown Clearwater

Messaging Enhancements:





TIMELINE

Milestone	Notes/ Actions
January 2026	Prepare to Re-issue Call for Development Concepts
Monthly	Trustee updates – required feedback loops
Late 2026	Proposal Review

PROFESSIONAL SUPPORT PLAN

To execute the campaign effectively, the CRA will look into the following for procurement:



Marketing Consultant

Assist in attracting ideal applicants to submit for proposal.

Estimated Range: \$25K - \$35k

Public Relations Firm

Manage storytelling, earned media, and national exposure.

Estimated Range: \$40K - \$50k

Brokerage Partner:

Market the space to qualified museum/cultural tenants.

Estimated Range: \$30K - \$40k

Engagement Specialist:

Coordinate community sessions and outreach tracking.

Estimated Range: \$10K - \$15k

TOTAL ESTIMATE RANGE: \$100K-\$140K



QUESTIONS?

