



Date: June 19, 2025

To: Clearwater Main Library Reimagine Project Selection Committee
Clearwater City Council
Clearwater, Florida

Dear Selection Committee Members,

Imagine Museum is pleased to submit its response to the City of Clearwater's RFP to reimagine and enhance the Clearwater Library through the integration of culturally significant, high-impact, contemporary glass art.

We're proposing a vibrant new chapter for the library—one that invites the community into a rich, immersive experience with contemporary glass art. Our concept blends education, culture, and creativity, making the library a destination for inspiration across all ages.

The phased plan includes flexible options: a single-floor exhibition, a larger two-floor installation, or a long-term vision to transform the full building into an international cultural hub featuring glass art, and other cultural partnerships. Each phase is designed to grow with the city's goals and community input.

Our team, the Imagine Museum operational staff, brings a unique mix of expertise in public art exhibitions, creative planning, and operational strategy. The team includes the Director of Marketing, Director of Art Planning and the Executive Director.

We're excited by the potential of this collaboration and eager to support Clearwater's cultural growth through meaningful, accessible experiences.

Should our proposal be selected for further consideration, the primary point of contact for our team will be:

Kelly Lee Ledoux
Project Manager
727-617-953-8165
Kellylee@imaginemuseum.com

Thank you for considering our proposal. We look forward to the opportunity to contribute to the City of Clearwater's evolving cultural landscape.

Warm regards,

Kelly Lee
Project Manager
Imagine Museum

IMAGINE MUSEUM

AT THE
CLEARWATER LIBRARY



*Imagine a world where we recognize each individual's differences and show tolerance and compassion.
Imagine a world where each life is precious and there are no harmful drugs and no wars. Imagine a
world where everyone is grateful for simple beauty like shells on the beach. Every shell is unique and
different like every person. Look for and appreciate the beauty in life!*





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PROJECT NARRATIVE

The City of Clearwater is poised to enhance its cultural landscape by integrating **world-class art** from Imagine Museum collections into its public spaces. We are proposing to **transform** the library with glass art, which will **enrich** the community with a greater depth of aesthetics in alignment with the City's goals.

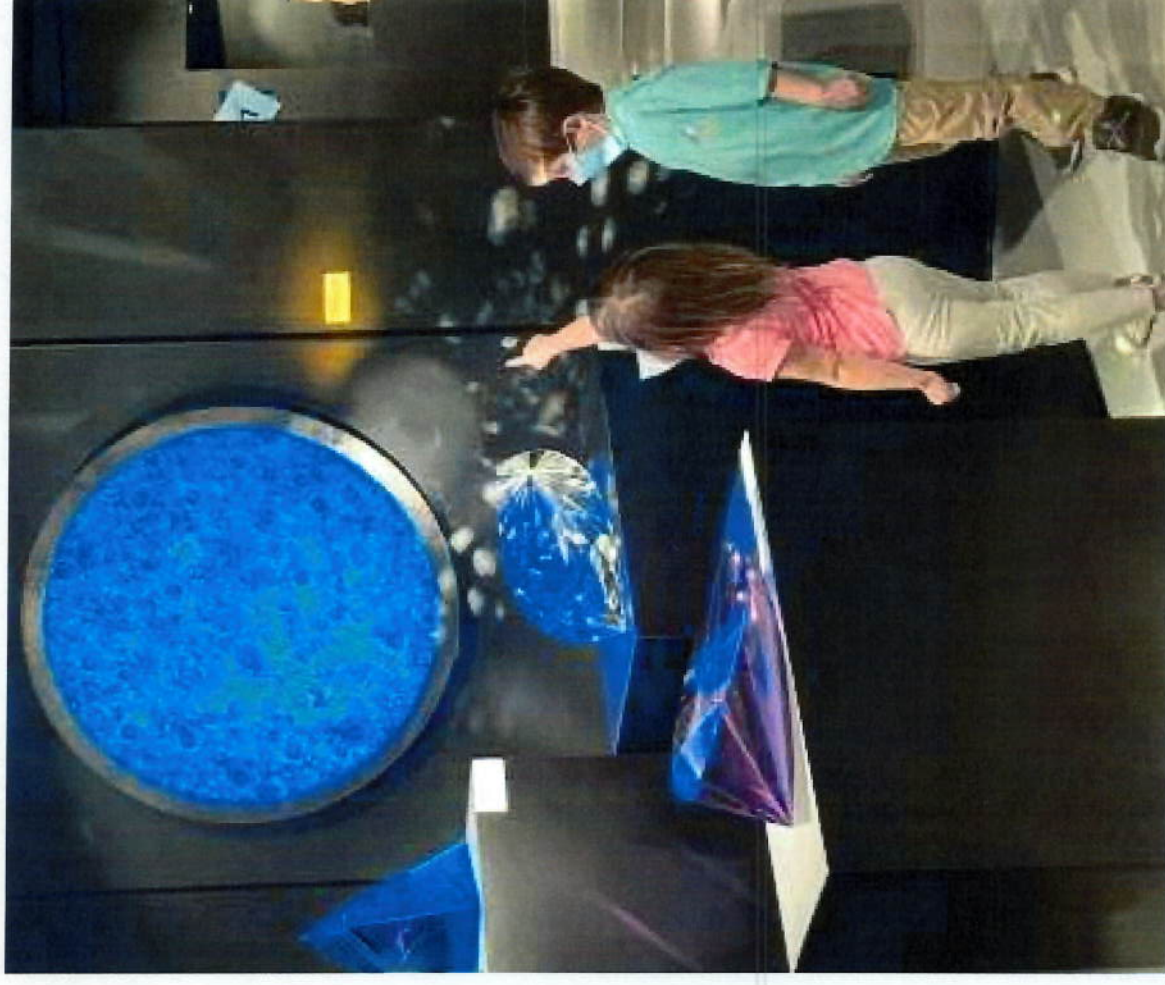
Allowing visitors of all ages and backgrounds to connect with **culturally significant** pieces, will stimulate curiosity, foster a higher level of art appreciation and reinforce the library's role as a beacon for **knowledge**, cultural enrichment and **community engagement** within our City.



Every effort will be made to choose art that will integrate the **culture** of Clearwater:

- environmental conscientiousness
- urban energy
- coastal beauty
- artistic expression and
- culture

This initiative represents more than an art display; it is an investment in the city's cultural development and a testament to its commitment to **accessible, high-quality** art experiences. By embracing this partnership, Clearwater will not only beautify a public space but also inspire and educate its community through the **transformative power** of contemporary glass art.



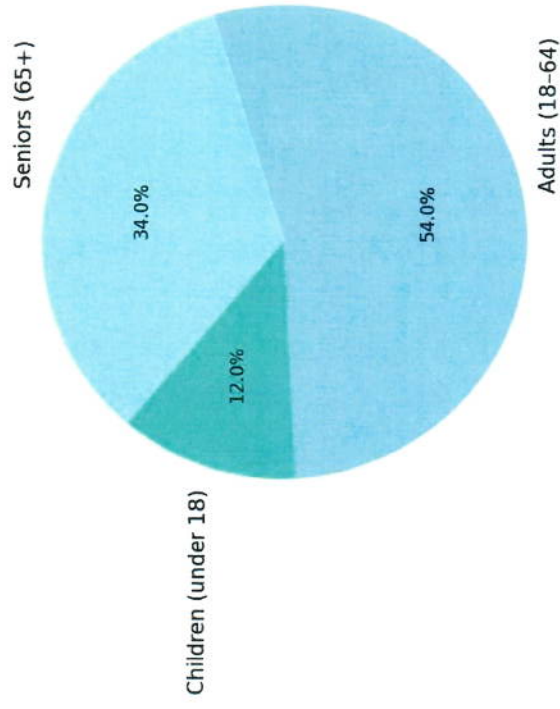
WHAT IS THE IMAGINE MUSEUM?



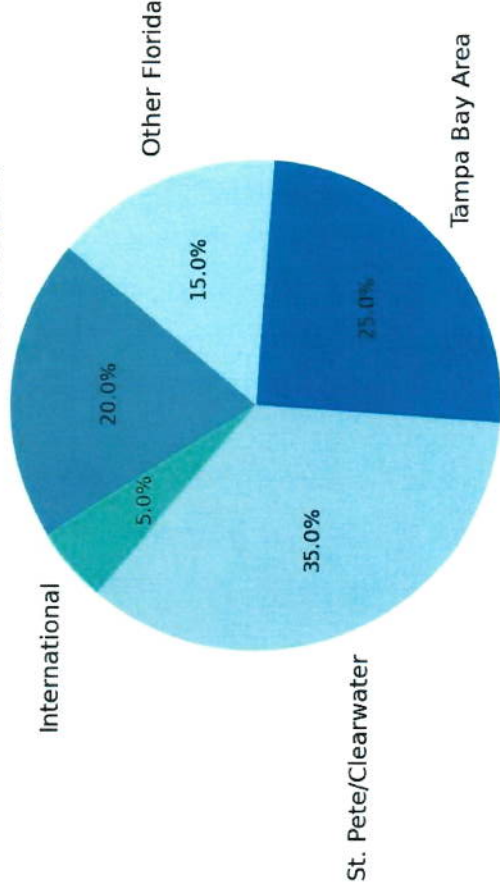
To understand our proposal fully, you may want to learn a bit more about our museum. The Imagine Museum is a 48,000 sq. foot museum located in the heart of downtown St. Pete. In essence, we seek to **elevate** American and International contemporary glass art and artists through exhibitions, **education** and **research**. Founded in 2018, the museum has since cemented itself within St. Pete, serving as a beacon of **aesthetic** and **educational enrichment** for all ages. To get to know us better, here are some facts about us!

- Imagine Museum has over 500 significant, displayed glass works
- Our entire glass art collection is eight times the amount of pieces currently on display
- We feature artists from all around the world
- Nearly 70,000 people come to visit the museum each year

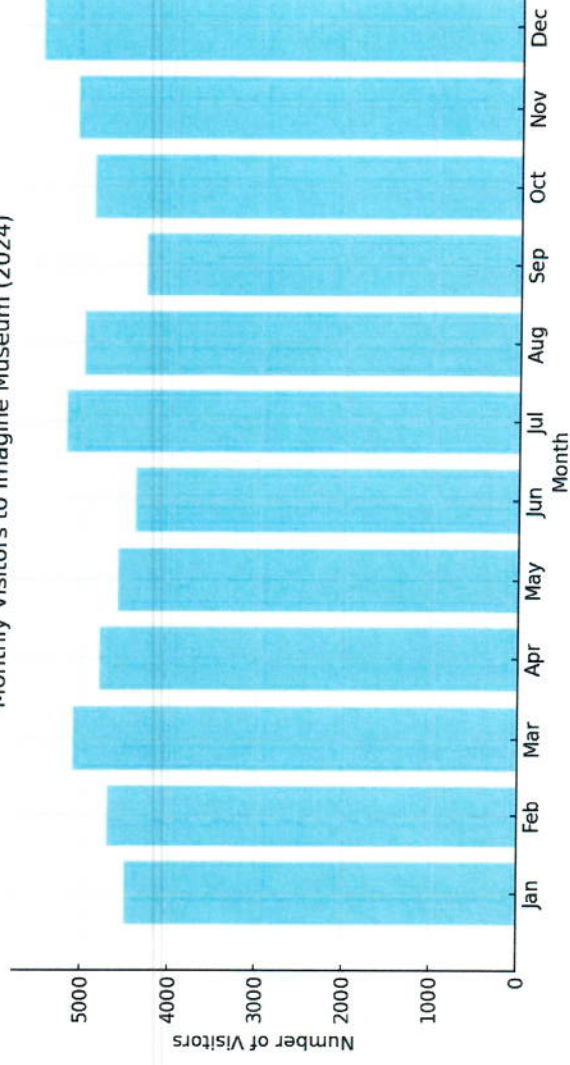
Visitor Demographics by Age Group



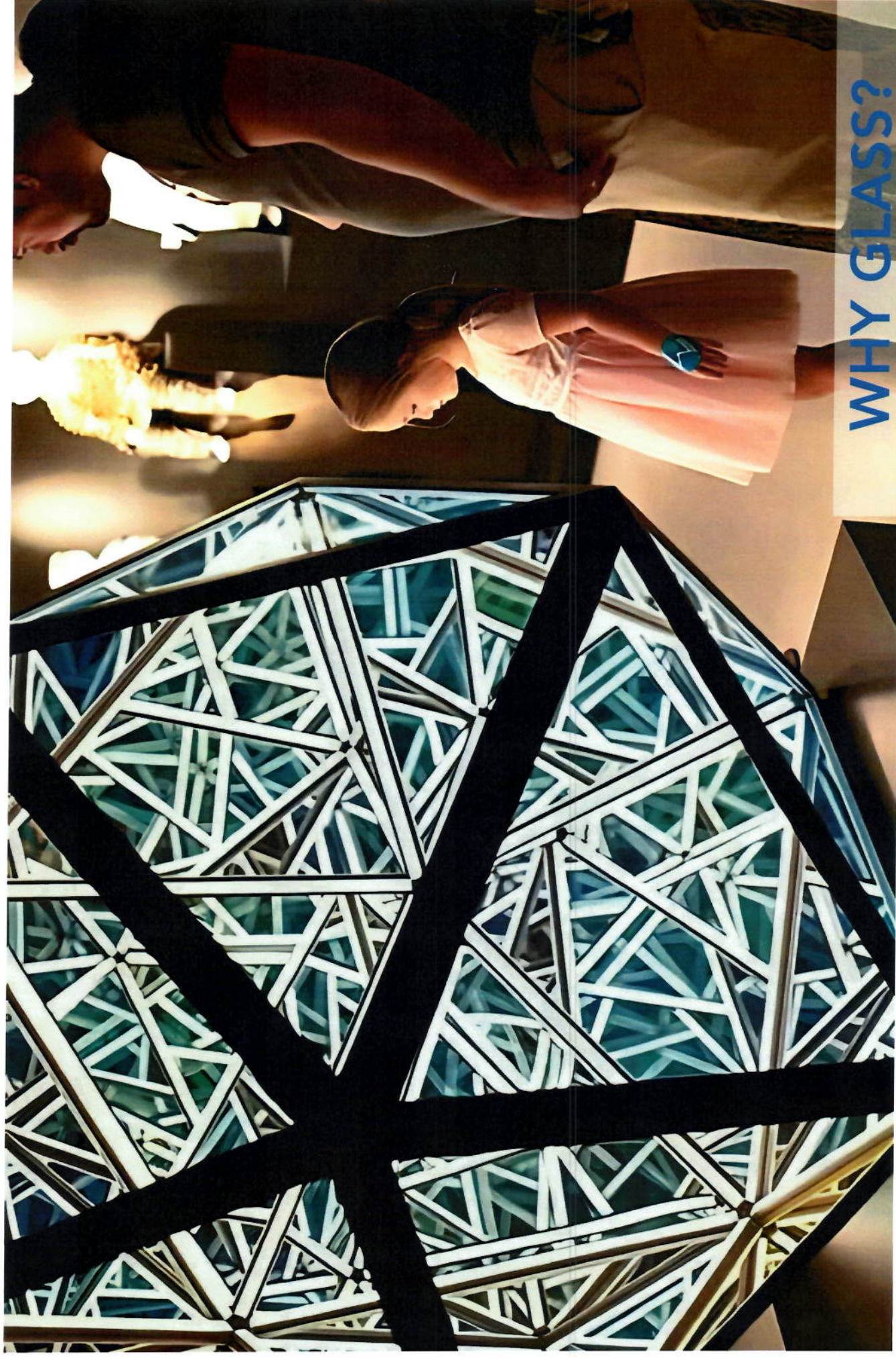
Visitor Demographics by Region
Out-of-State (U.S.)



Monthly Visitors to Imagine Museum (2024)



WHY GLASS?

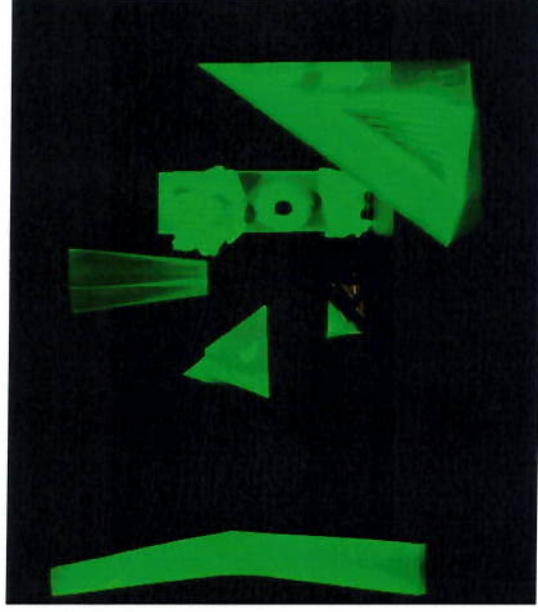




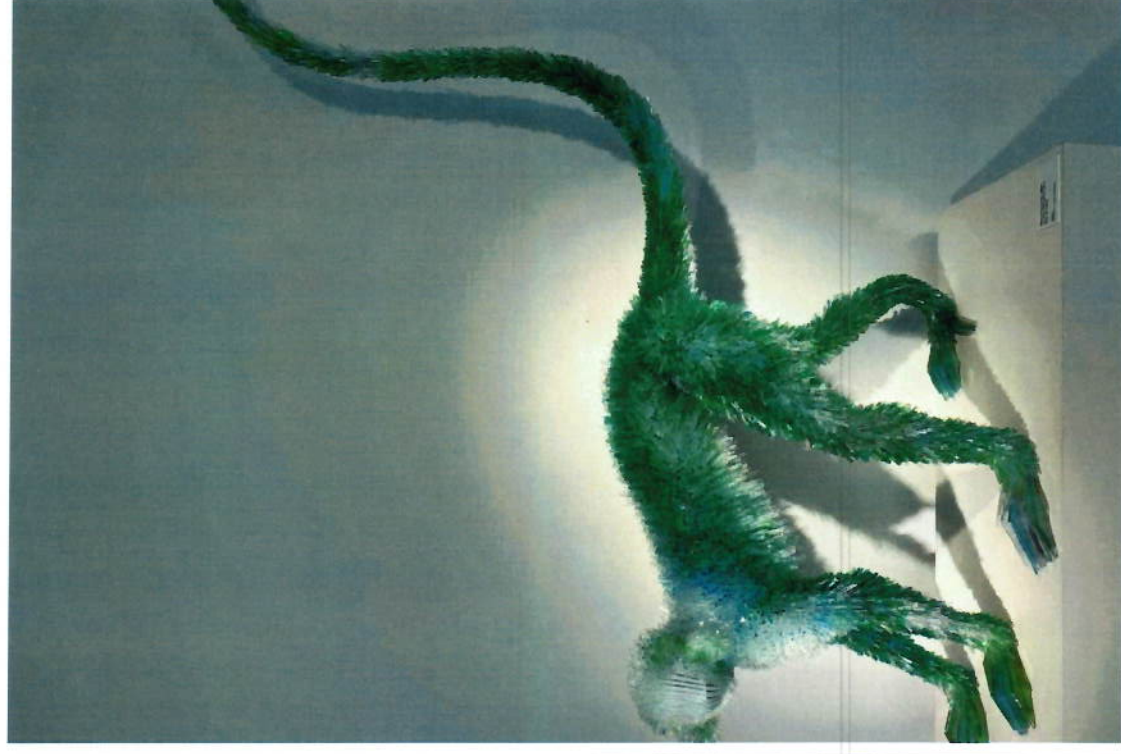
Glass as an artform offers a unique fusion of fragility and strength, light and substance. Its ability to capture, reflect, and transform light makes it a medium of endless visual poetry. From molten fluidity to crystalline form, glass embodies transformation—inviting us to see the world, and ourselves, through a new lens.



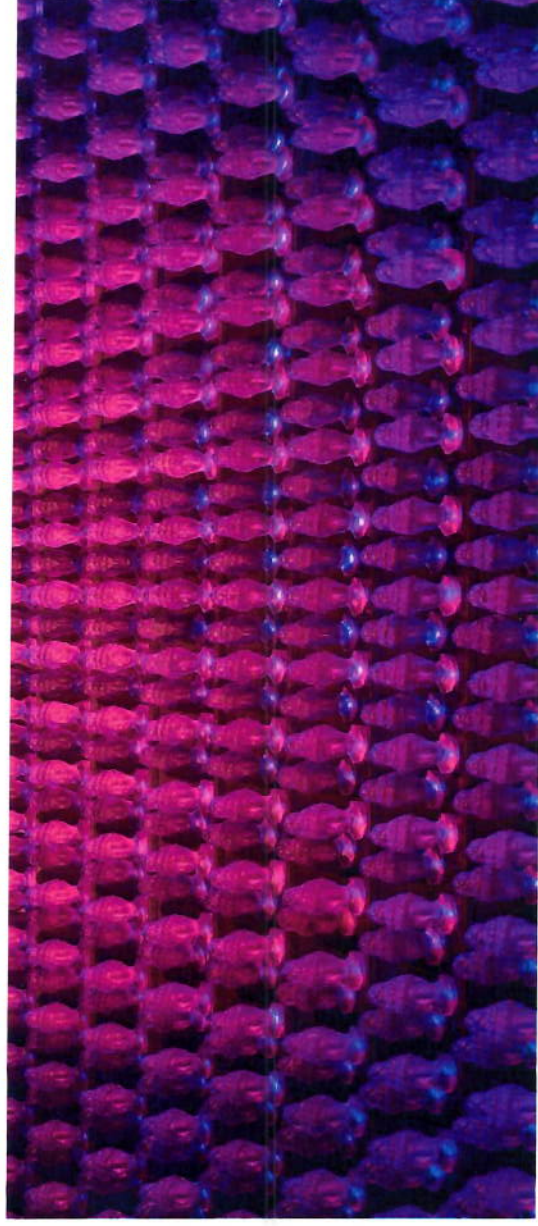
LIGHT-REFRACTING SCULPTURE



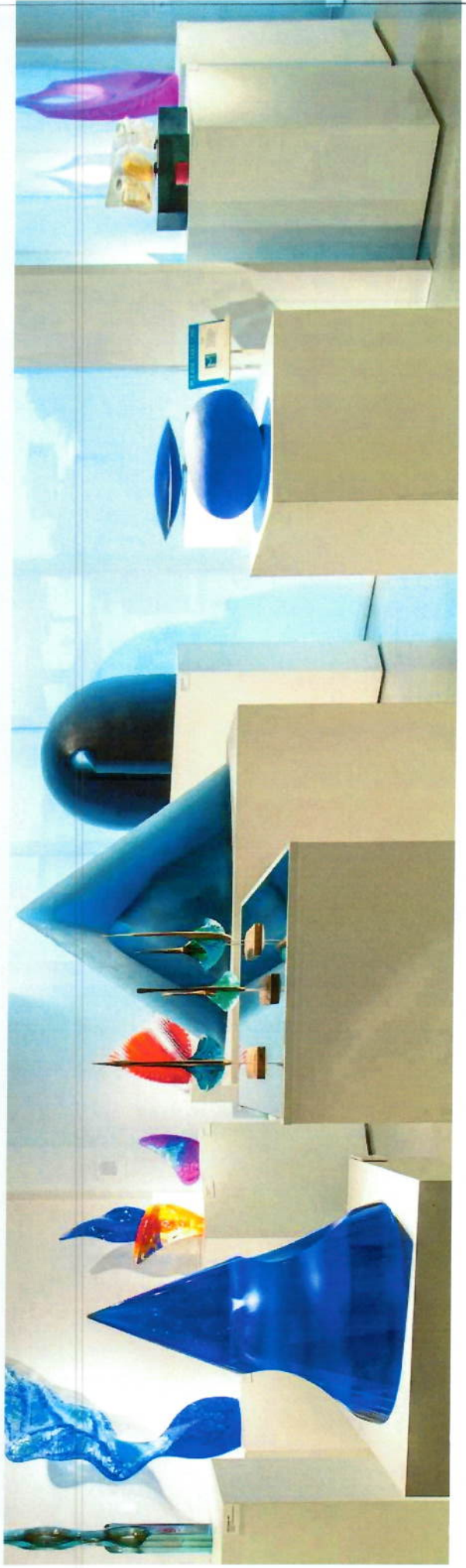
URANIUM-INFUSED GLASS



GLASS MONKEY



COMPASSION WALL

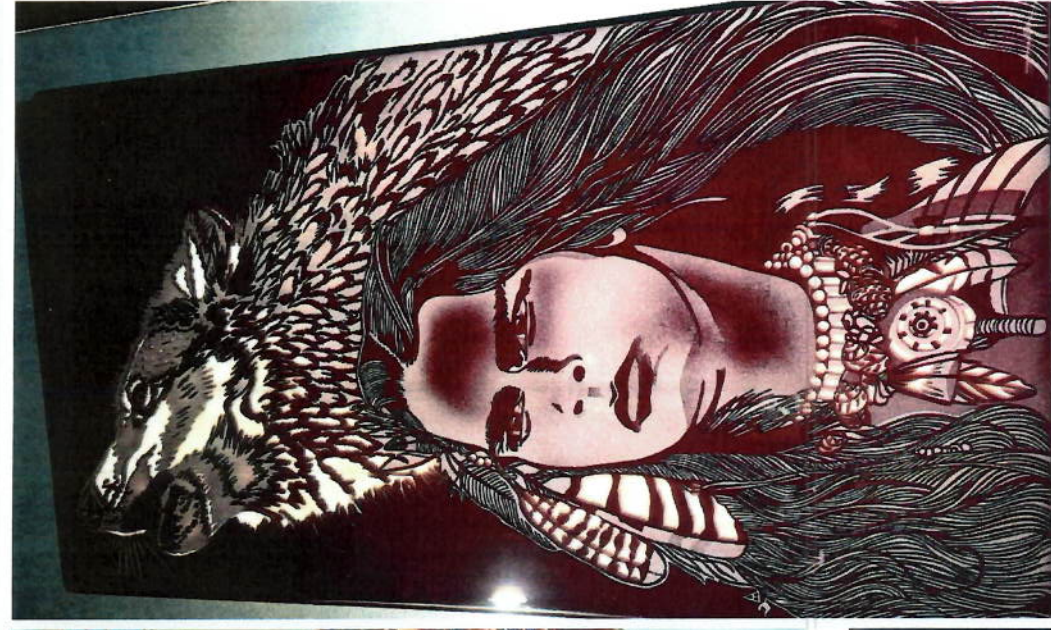




INDIAN

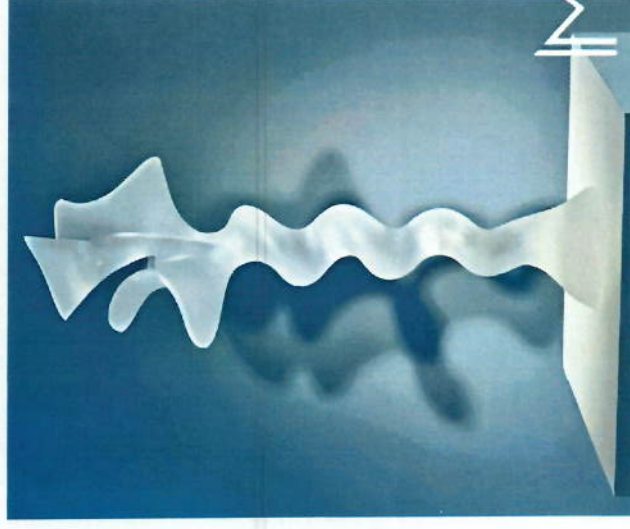


AFRICAN



NATIVE AMERICAN

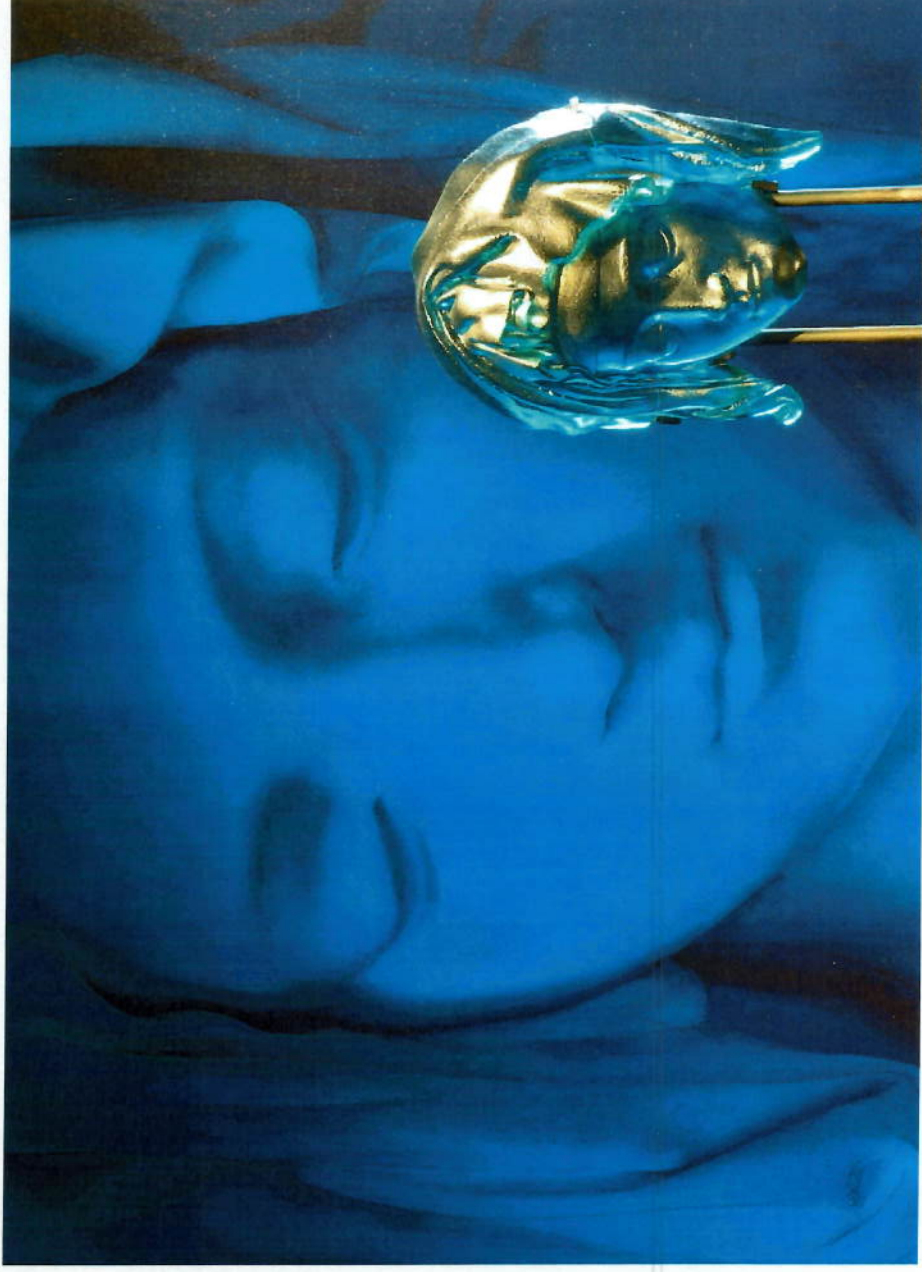
CULTURAL ART

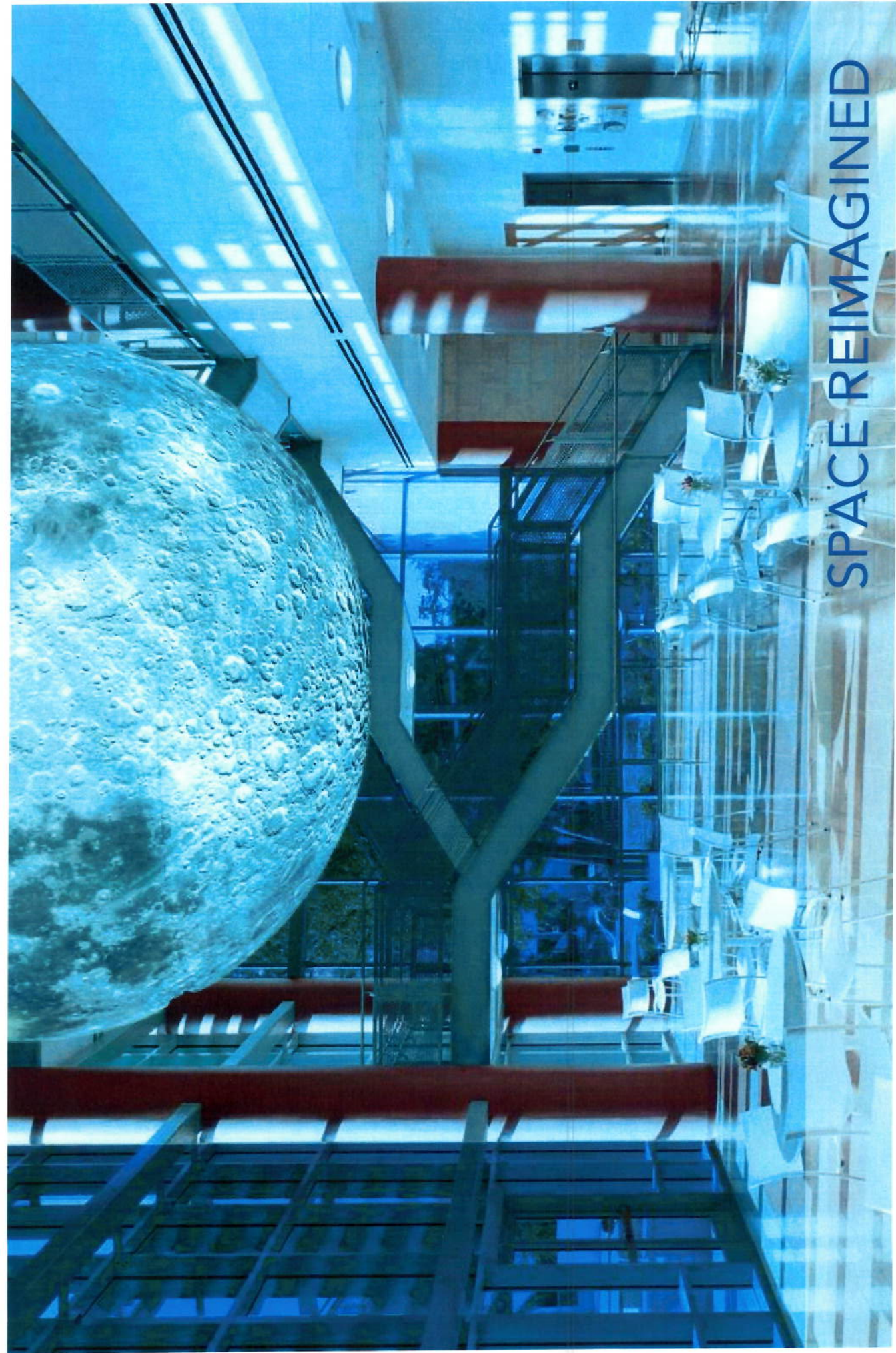


Three years ago, Imagine Museum collaborated with famous Austrian artist Gottfried Helnwein. The Vatican allowed the face of Mother Mary to be copied and made in silver, bronze and another material.

The Museum was able to purchase a model and made the head in glass, surrounded by shells, stars, flowers etc.

It was requested that Gottfried paint in blue the faces of all the different beautiful women in art, as he did a rendition of Michelangelo's Pieta as well.





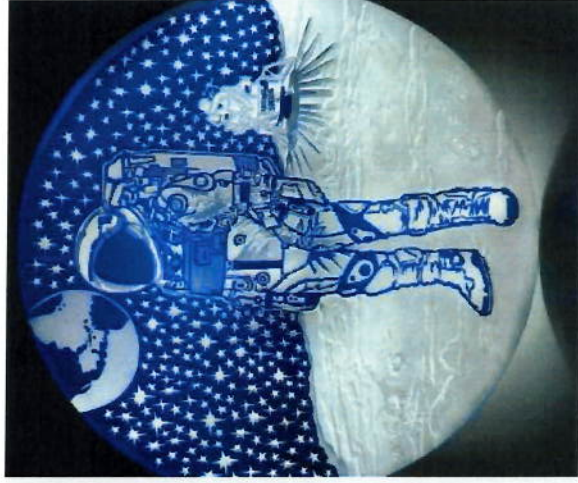
SPACE REIMAGINED

The Moon

Artist: Luke Jerram



*Imagine Museum has loaned this spectacular, gigantic canvas moon to the Mahaffey Theater and wants to put it to the left in the entrance to the Clearwater Library.



Blown and etched glass moon art



LOUIS MARKOYA



MARTIN BLANK



KAREN LAMONTE



COMIC-CON X IMAGINE



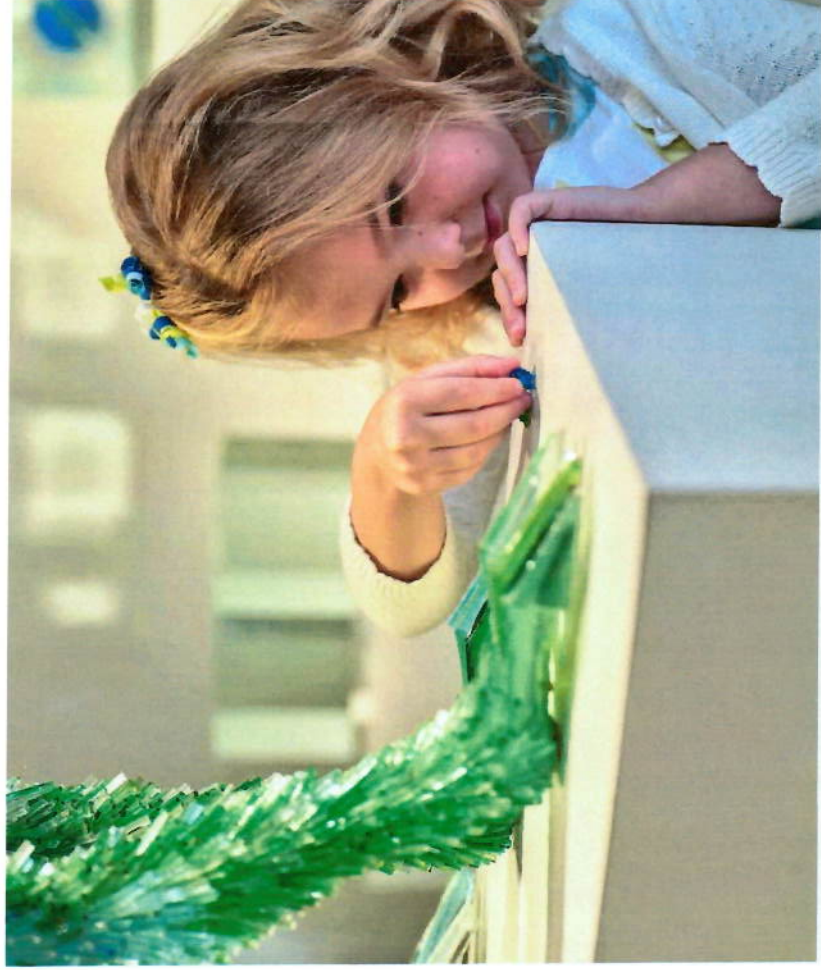
ANIME EXHIBITION



At Imagine Museum, we encourage and promote an extensive amount of community involvement through hosting a wide range of engaging events, including jazz and **piano nights**, **comedy** and **poetry evenings**, **bingo** and **magic shows**, **scavenger hunts**, **tours for retirement homes**, and much more.

These activities transform the museum into a lively cultural hub where people of all ages can connect, express themselves, and experience the arts in an inclusive and welcoming environment. By blending creativity with community spirit, the museum not only showcases art but also builds lasting relationships and shared experiences.





Scavenger hunt



Interactive art

In addition to our community events, we offer an array of different activities for our young visitors. These include **special offers** and **kids' activities** for the holidays, **drawing contests**, **exhibitions of art** from local schools, **tours for public and home schools**, and **special themed shows**.

KIDS' ACTIVITIES

QUOTES?

To those who visit the museum, quotes from important historical figures are handed out in almost every room. We carefully hand-pick our quotes to **uplift, educate** and **inspire** our visitors. These words serve as a bridge between art and thought, encouraging reflection and conversation as guests move through each exhibit. Whether timeless or contemporary, every quote is chosen to spark curiosity and deepen the visitor's connection to the artwork.

Following are a few of our favorite examples of quotes you might see when visiting the museum.



INSPIRE

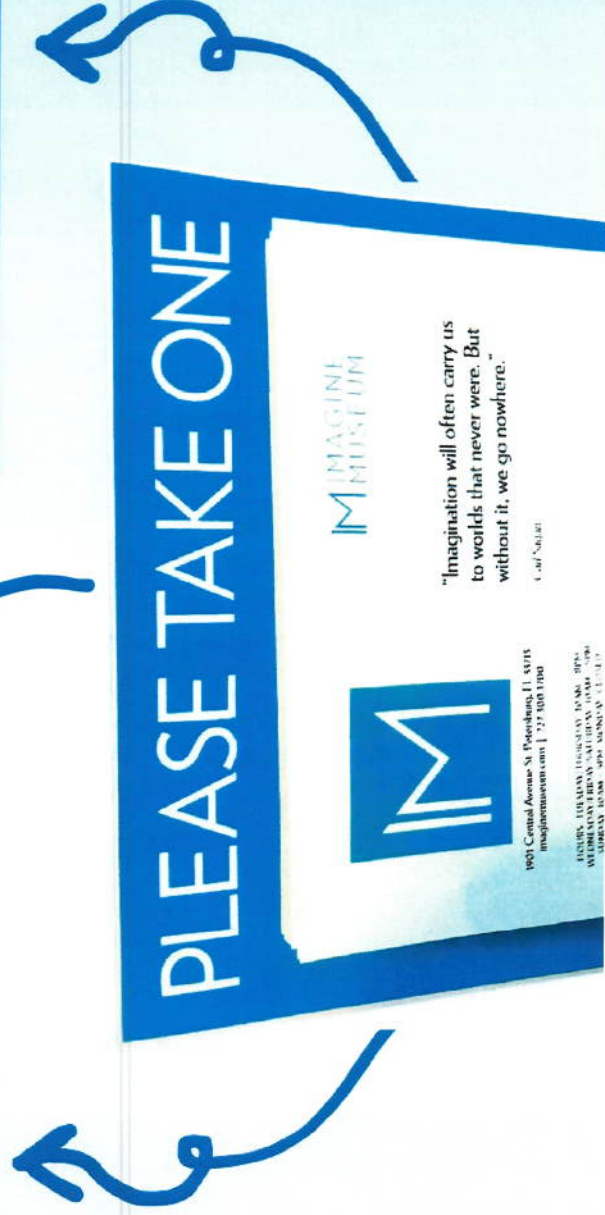
"Peace can become a lens through which you see the world. Be it. Live it. Radiate it out. Peace is an inside job."

- Wayne Dyer

*"We must learn to live together as brothers and sisters or perish together as fools." - **Martin Luther King Jr.***

"Happiness is not so much in having as sharing. We make a living by what we get, but we make a life by what we give."

- Norman Maclean



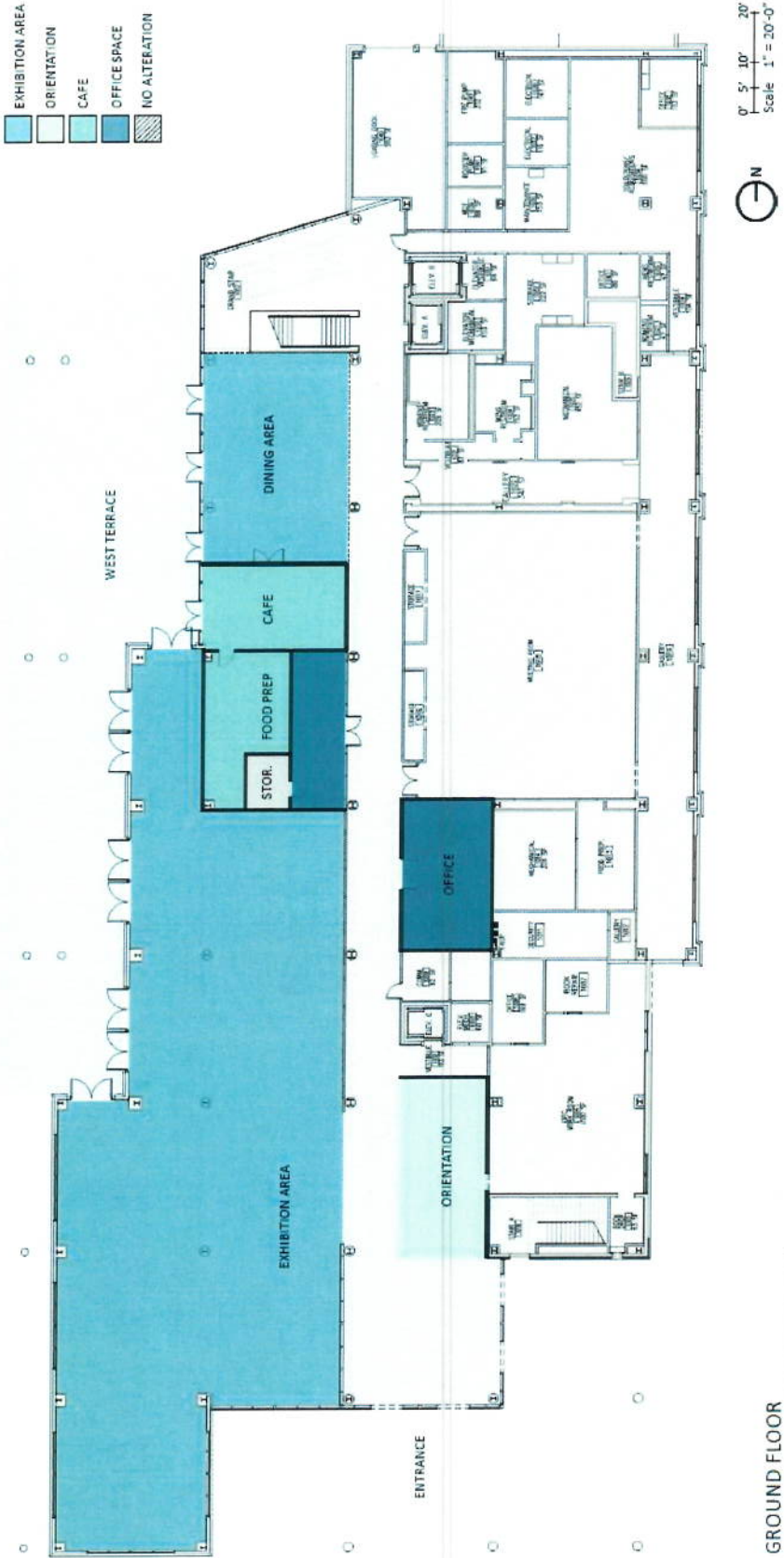
"Imagination will often carry us to worlds that never were. But without it, we go nowhere."

- Carl Sagan

In alignment with the city's vision, we propose a **phased approach** with **option one** or **two** occurring this year and **option three** to be voted on and implemented based on the results of the vote.

Option 1: An Imagine Museum curated glass art exhibition on the first floor of the Clearwater Library. The **highlighted space** (as seen in the floorplan below) will feature **eight to ten** different exhibits.

FIRST FLOOR EXHIBITION (10,000 SQ. FT.)



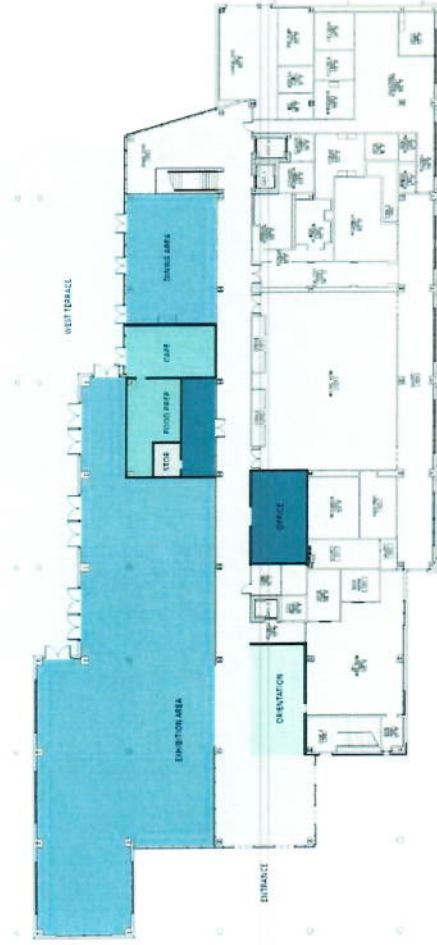
GROUND FLOOR

Option 2:

An Imagine Museum curated glass art exhibit on the **first** and **third floor** of the Clearwater Library, in partnership with the internationally acclaimed Imagine Museum. The **highlighted space** (as seen on the floorplans below) will feature **ten to twenty** different exhibits.

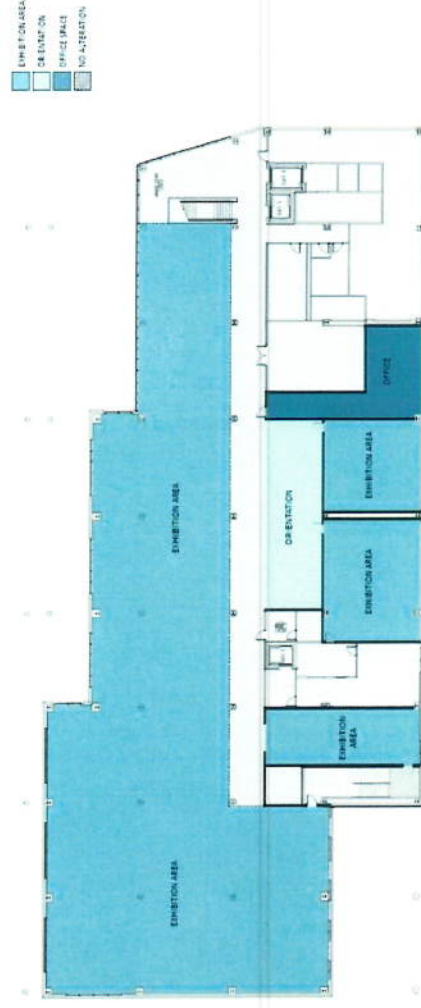
FIRST AND THIRD FLOOR SPACE (27,000 SQ FT)

First Floor Space



GROUND FLOOR

Third Floor Space



THIRD FLOOR

OPTION 3 - FULL BUILDING

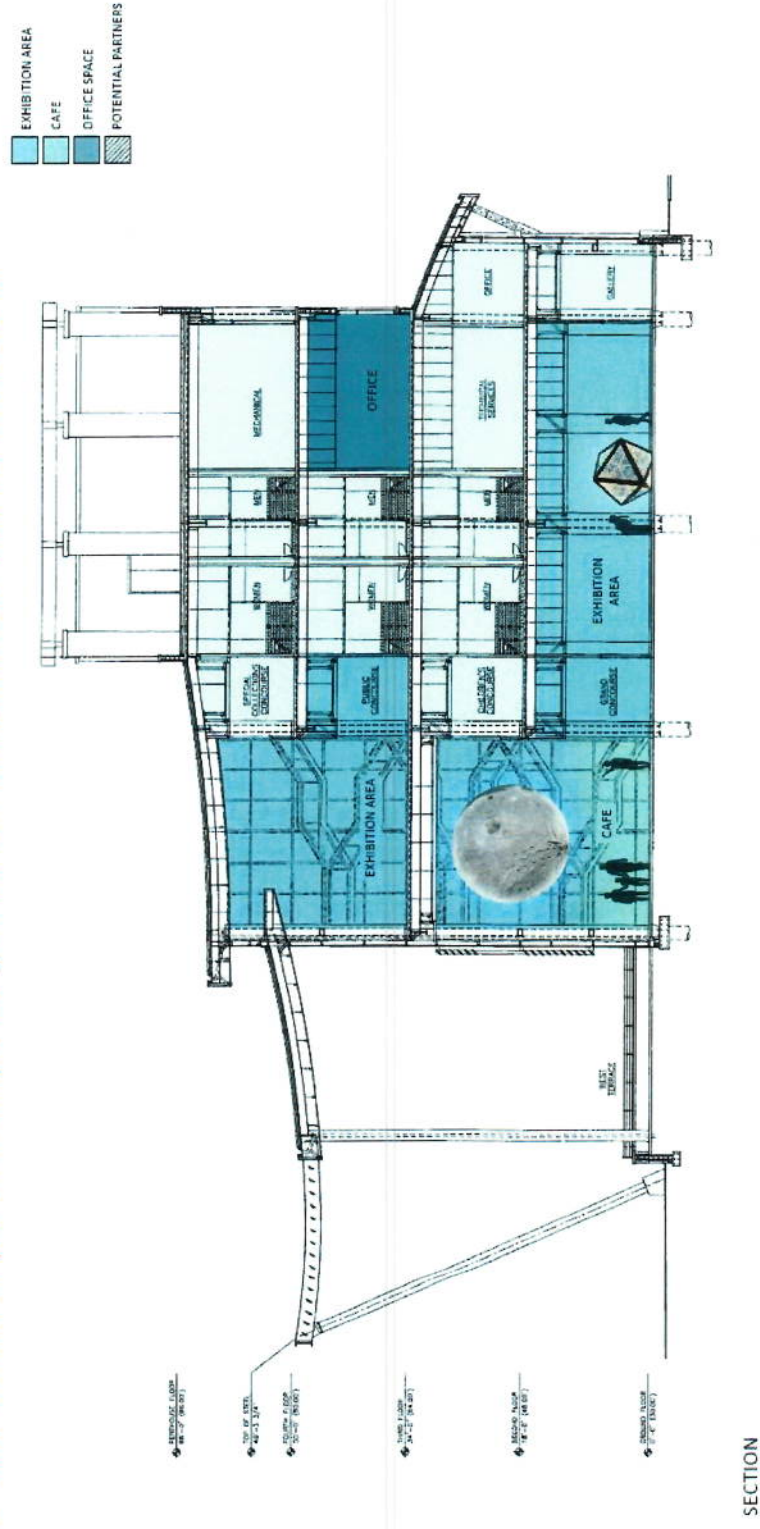
The Imagine Museum: An international glass art museum and cultural center

The **highlighted space** (as seen in the floorplan below) will feature approximately **twenty to thirty** exhibits with science and cultural partnerships as yet to be determined but to include a planetarium.

Possible

Partnerships:

- MOSI
- Glazer Museum
- Ruth Eckerd



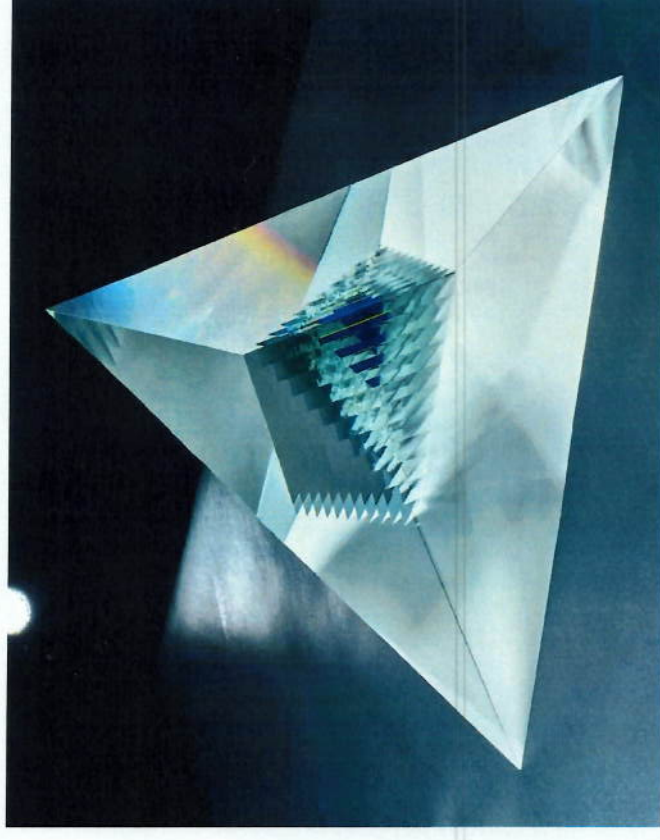
DESIGN AND CONSTRUCTION RESPONSIBILITY



In alignment with the City of Clearwater's preferred approach, we propose a **reverse build-to-suit** arrangement for the installation and display of original glass art **for all three options** of our proposal for the Clearwater Library. Under this model, we will take full responsibility for selecting and contracting with experienced design and construction professionals.

The City of Clearwater's role would remain limited to permitting and reasonable design approval to ensure compatibility with the public library's interior architecture and functional requirements. **Imagine Museum** is committed to **working collaboratively** with city officials and library staff to ensure that all aesthetic, safety, and accessibility considerations are thoroughly addressed throughout the process.

Should the City of Clearwater prefer to explore a city-led **build-to-suit model**, we are open to discussing a mutually agreeable structure. In either scenario, our goal is to bring a **world-class glass art experience** to Clearwater through a thoughtfully executed partnership between Imagine Museum and the Clearwater Library.



OPERATIONAL PLAN

Imagine Museum will oversee and manage all aspects of staffing and operations related to the glass art exhibition within the Clearwater Library. Our approach emphasizes seamless integration within the publicly owned facility while maintaining high standards of care, visitor experience, and public engagement.

Additionally, Imagine Museum will assume responsibility for and ensure the protection of each exhibit, those of which will be fully separate and secured as needed.



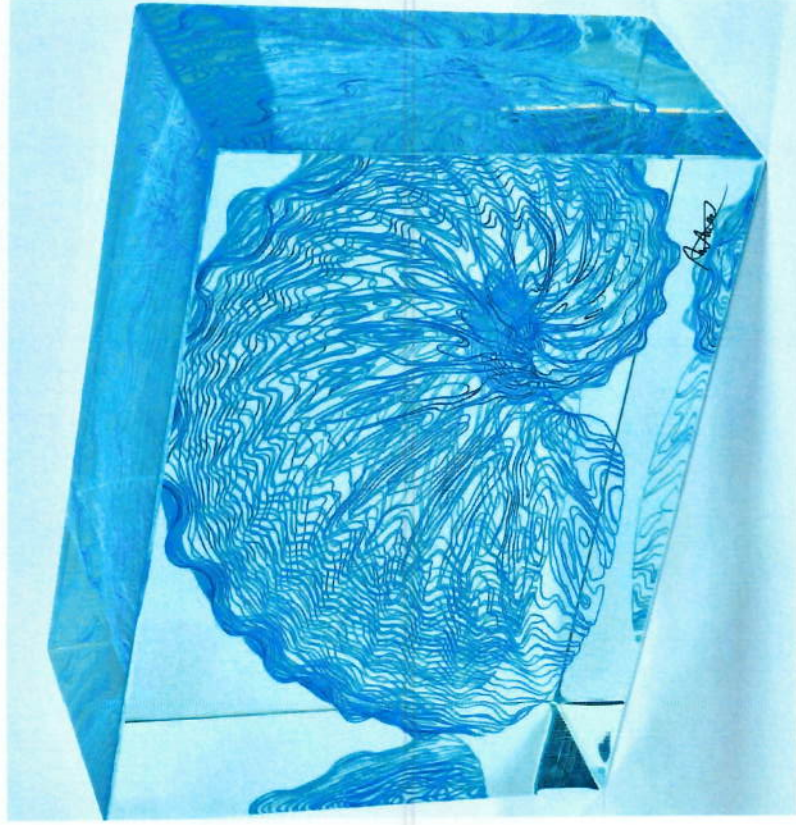
PROJECT SCHEDULE - OPTION 1

<u>Project Phase</u>	<u>Estimated Duration</u>
City Approval	TBD
Final Design Approval	4 weeks
Fabrication & Preparation	6-8 weeks
On-Site Installation	4 weeks
Final Inspection & Opening Prep	1-2 weeks

Projected timelines for Option 2 and Option 3 to be discussed.



REQUESTED LEASE TERM

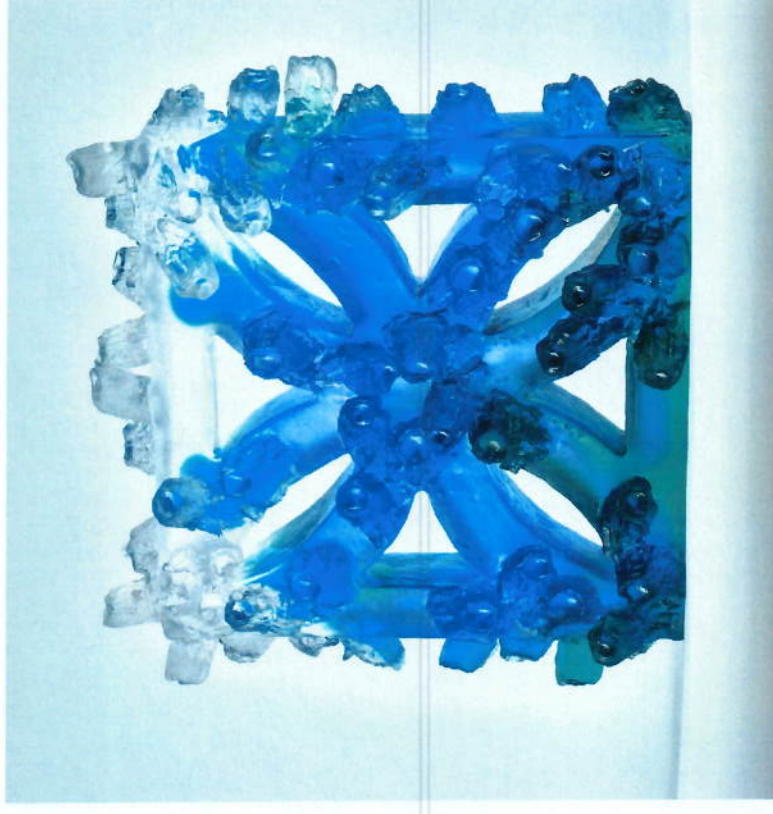


Imagine Museum respectfully requests a lease term of five (5) years, with five year renewal options up to twenty (20) years, subject to mutual agreement with the City of Clearwater.

This lease term reflects Imagine Museum's long term commitment to maintaining, curating, and enhancing the glass art exhibition within the Clearwater Library. The proposed duration allows for sustained public benefit, operational continuity, and future collaborative efforts while maintaining flexibility for both parties. We are open to further discussion to comply with the City's preferences and its charter's authorized limits.

PRIVATE CAPITAL

Imagine Museum proposes to fully fund the design, construction, and installation of the glass art exhibition at the Clearwater Public Library through a private capital contribution. This investment will be made entirely through private philanthropic funding, led by Imagine Museum.

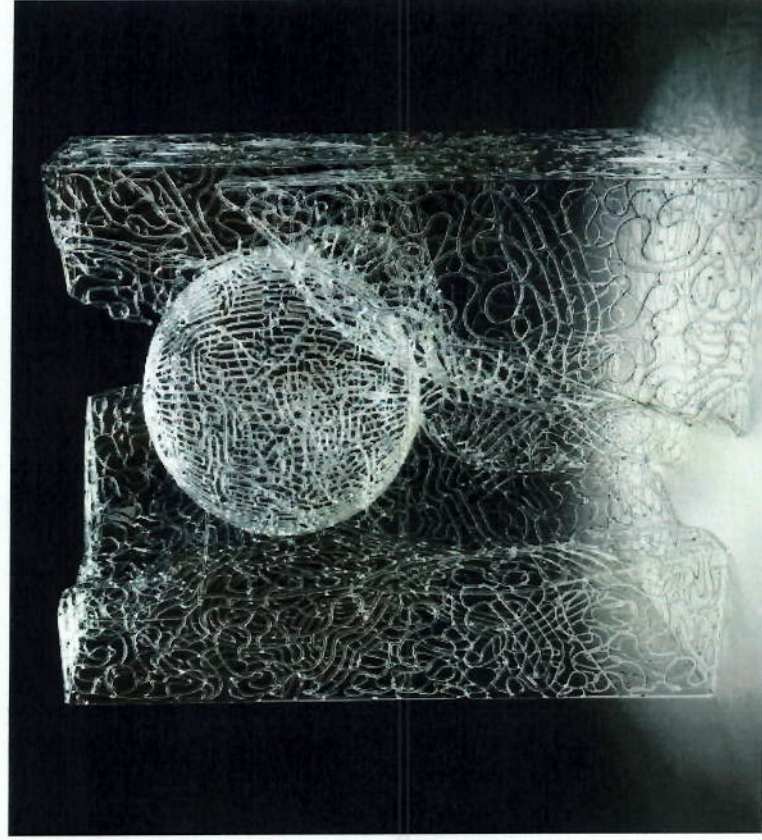


This capital contribution will be allocated specifically for the enhancement of the leased premises and ongoing operating expenses. No public funding or tenant-issued debt will be required.

Imagine Museum's financial capacity and commitment to cultural enrichment ensure a reliable and self-sustaining partnership that aligns with the City's vision for a vibrant, publicly accessible art experience.



PROJECTED REVENUE



Imagine Museum anticipates charging a modest admission fee in line with current market rates for art exhibitions and cultural installations—estimated at **\$10 per visitor** (for option 2), with discounted rates for students, seniors, and Clearwater Library patrons.

Based on foot traffic at the Clearwater Public Library, local tourism data, and the proven popularity of glass art exhibitions hosted by Imagine Museum in St. Pete, we project **70,000 visitors** per year.

Ticket proceeds will support ongoing operations, programming, and maintenance of the installation. These projections reflect a sustainable and community-accessible model designed to enhance public interaction with world-class glass art while ensuring long term viability.

MONTHLY LEASE

Imagine Museum proposes \$1,000 monthly lease payment (for option 1) for the use of the space and will cover their pro-rata utilities. This reflects the scale and non-commercial nature of the installation, which is designed to enhance public spaces, promote cultural engagement, and support the City's broader vision for arts accessibility.

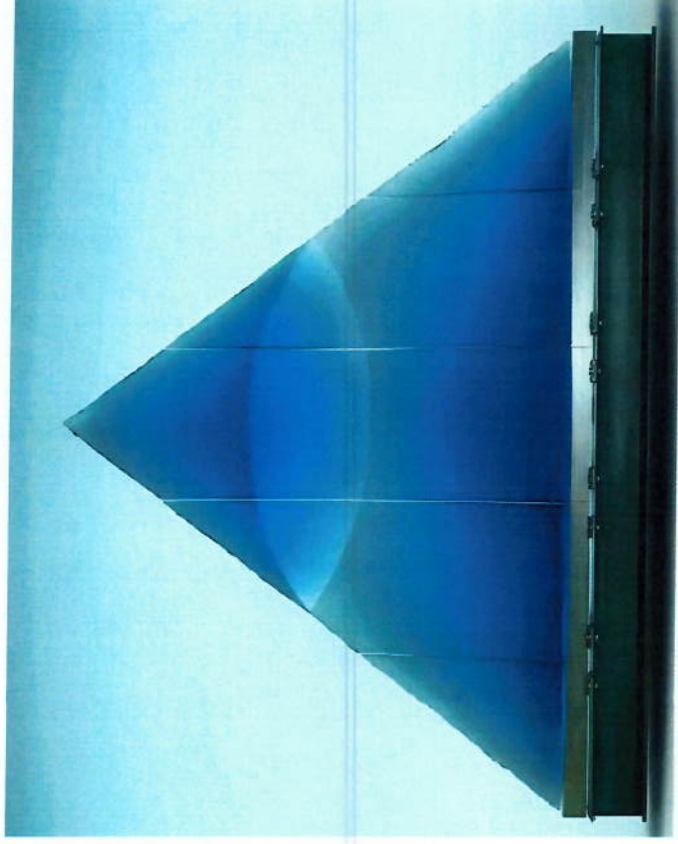
The lease payment is independent of all capital contributions, operating expenses, and revenue retained from ticket sales. Imagine Museum is committed to maintaining a transparent and reliable lease agreement that supports both the City's fiscal goals and the long-term success of the exhibition.



OPERATING EXPENSES: ESTIMATED ANNUAL COST

<u>Category.</u>	<u>Option 1</u>	<u>Option 2</u>	<u>Option 3</u>
Staffing	\$100,000	\$200,000	\$750,000
Utilities	\$36,000	\$96,000	\$360,000
Rent	\$1,000	\$2,500	\$5,500
Insurance	\$12,000	\$30,000	\$64,000
Marketing & Outreach	\$30,000	\$50,000	\$120,000
Event Catering/Service	\$24,000	\$40,000	\$60,000
Maintenance & Security	\$18,000	\$50,000	\$100,000
Total Est. Annual Operating Costs	<u>\$221,000</u>	<u>\$468,500</u>	<u>\$1,459,500</u>

CONDITIONAL PUBLIC FUNDING AND USE OF INCENTIVES



All capital expenditures and operating costs will be fully funded through private philanthropic support. This approach ensures that the installation remains financially independent while delivering significant public value through enhanced cultural programming, increased foot traffic to the library, and community engagement.

Should the City wish to offer any non-financial incentives—such as promotional support, collaborative marketing, or assistance with permitting—Imagine Museum would welcome those opportunities as mutually beneficial enhancements to the project's visibility and success.

CONSTRUCTION COSTS

<u>Category.</u>	<u>Option 1</u>	<u>Option 2</u>	<u>Option 3</u>
Design and Engineering	\$10,000	\$40,000	\$100,000
Set-Up of Artwork Displays	\$40,000	\$100,000	\$200,000
Installation and Site Preparation	\$50,000	\$60,000	\$120,000
Lighting and Display Infrastructure	\$10,000	\$60,000	\$120,000
Permitting and Compliance	\$10,000	\$40,000	\$60,000
Contingency (10%)	\$12,000	\$30,000	\$60,000
Total Estimated Construction Costs	<u>\$132,000</u>	<u>\$330,000</u>	<u>\$660,000</u>