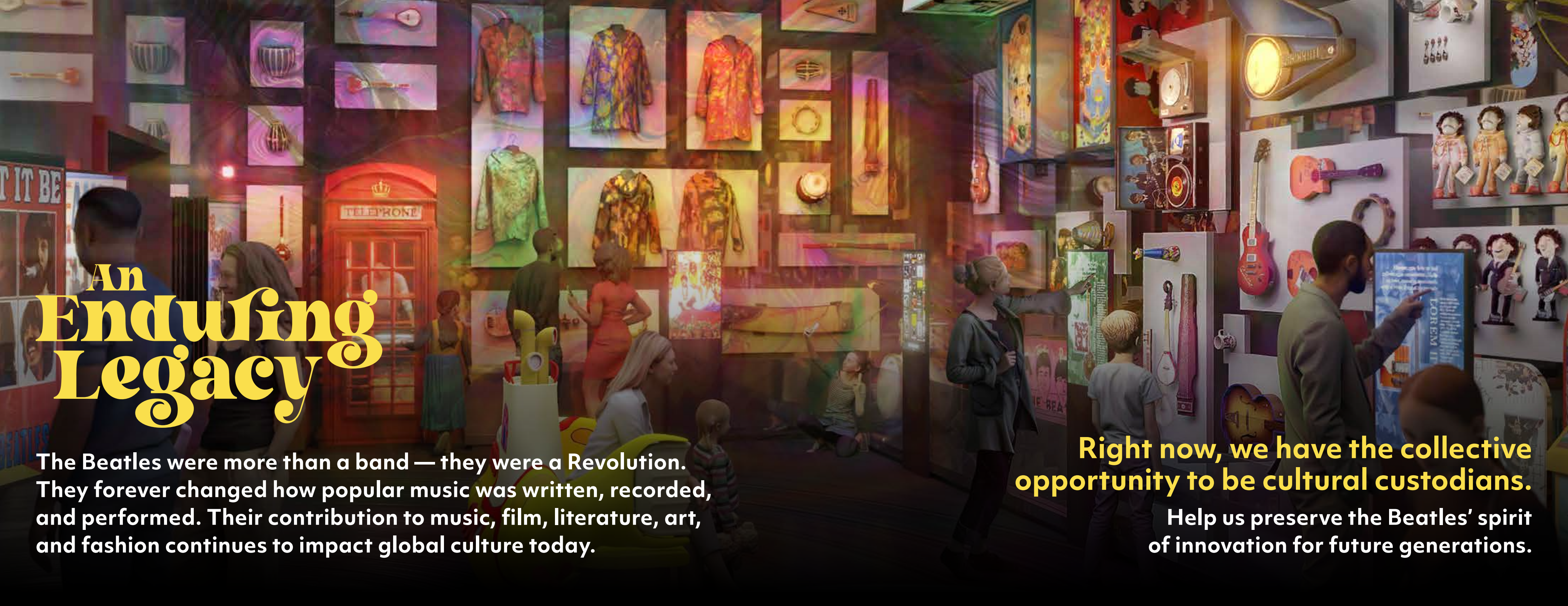




Come Together

From Liverpool to Tampa Bay
Share in the
Rockstoric Experience



An Enduring Legacy

The Beatles were more than a band — they were a Revolution. They forever changed how popular music was written, recorded, and performed. Their contribution to music, film, literature, art, and fashion continues to impact global culture today.

Right now, we have the collective opportunity to be cultural custodians.

Help us preserve the Beatles' spirit of innovation for future generations.



But their legacy goes deeper than that. In an era of rapid change, The Beatles united people with unparalleled unity and hope. The Beatles' trip to India to study meditation highlighted their growing interest in spirituality and influenced a generation searching for greater truths.

Unfortunately, as time marches on and memory fades, there is the risk of losing that connection. That is why the Penny Lane Beatles Museum is dedicated to sharing The Beatles' cultural and historical legacy through a treasure trove of Beatles memorabilia.

JUST AS THEY INSPIRED PEOPLE THEN, THEY HAVE THE ENDURING POWER TO INSPIRE FUTURE GENERATIONS.



History lives in the details

Dr. Bob Entel, one of millions of Beatles fans worldwide, started collecting memorabilia on Portobello Road in London in the early 80s. Although he has dedicated most of his life to practicing medicine, Dr. Entel decided to enrich his community in another way: by sharing his extensive private Beatles collection with the world.

Since opening in Dunedin in 2017, Penny Lane Beatles Museum has gained international attention as a one-of-a-kind attraction and our visitor numbers are growing each year.

To broaden our impact and preserve The Beatles legacy, we must evolve. That means:

- | Moving into a larger space in a more central location
- | Contributing to the vibrant cultural heart of the city
- | Designing a dynamic layout that archives and shares an extensive collection of memorabilia
- | Creating innovative exhibits and educational programs

LAST YEAR WE
HAD 10,000
VISITORS FROM
AROUND THE
WORLD, AND
WITH OUR
NEW LOCATION
WE EXPECT
MANY MORE.

WITH YOUR HELP, THE MUSEUM
WILL ENGAGE, INSPIRE,
TEACH, AND PRESERVE THE

Love, Lore, & Legacy

OF THE BEATLES.



It's Getting Better All the Time



THE BEATLES ARE ICONIC ... THE MOST POPULAR BAND OF ALL TIME. THEIR MUSIC IS TIMELESS AND REVOLUTIONARY. BEATLEMANIA HELPED DEFINE THE 60s, WITH A PROFOUND INFLUENCE ON POP CULTURE THAT INCLUDED FILM, LITERATURE, POLITICS, ART, AND FASHION.

DR. BOB ENTEL



To better celebrate the nostalgia and legacy of The Beatles, we decided to lean into their brand of bold, vibrant creativity.

The Museum is designed to evoke their impact on the era of the 60s and connect directly to the historical significance of their legend.

Leveraging uniquely designed programs and memorabilia exhibits, the Museum will entice both the existing community of Beatles fans and the youth alike.

Our structural plans include

A 60's British double-decker bus that serves as a permanent traveling exhibit to further educational programming.

A gift shop stocked with authorized Beatles and Penny Lane merchandise.

Investing in purpose-driven and innovative museum design.



With your help, we will be able to significantly enhance the visitor experience and preserve our historic collection.

Get ready for a museum that rocks.



**The
Only
Beatles - Dedicated
Museum in the USA**

Featuring a new centralized location and dynamic design by award-winning exhibition design firm RAA, the Penny Lane Beatles Museum will be a must-see for visitors that adds to the charm and economic ecosystem of Ybor City.

Educate, Connect, Inspire

The Beatles created an artistic revolution and defined an era. Their message was one of creativity, innovation, and community.

We believe that the spirit of innovation should be actively nurtured in our youth. In order to perpetuate The Beatles' legacy, we will integrate a wide variety of educational programs, acting as an integral component of the Penny Lane Beatles Museum.

Together, we can positively impact the well-being of generations to come.

Educational opportunities will include:

- | Seminars
- | Classes and Workshops
- | Special events
- | Rotating exhibits complemented by other engagements in the community

Our museum is the perfect opportunity for visitors to explore The Beatles' historical and cultural significance — and the times they lived — in a fun, creative, memorable atmosphere.

Our double-decker bus will double as a mobile exhibit, bringing The Beatles outreach to local schools, Boys & Girls clubs, libraries, community centers, long-term care facilities, retirement communities, festivals, and more.

**A traveling, education-based
Magical Mystery Tour**

“ VISITORS PLAY A PIVOTAL ROLE IN SHAPING THE COUNTY’S FUTURE, CONTRIBUTING MORE THAN \$8.5 BILLION IN ANNUAL ECONOMIC DEVELOPMENT THROUGH TOURISM. WHEN PENNY LANE OPENS IN ITS NEW SPACE IN YBOR CITY LATER THIS YEAR, GUESTS CAN IMMERSE THEMSELVES IN AN IMPRESSIVE BEATLEMANIA COLLECTION THANKS TO THE GENEROSITY OF DR. BOB ENTEL. THIS ATTRACTION REMINDS US THAT TAMPA BAY HAS, QUITE LITERALLY, SOMETHING FOR EVERYONE, INCLUDING A COLLECTION FROM ONE OF THE WORLD’S MOST ICONIC BANDS. ”

SANTIAGO C. CORRADA,
PRESIDENT & CEO OF VISIT TAMPA BAY

Growth & Opportunity in Tampa Bay



We are proud to have successfully created a unique and meaningful attraction that will be integral to the Tampa Bay community, while also attracting visitors from West and Central Florida. We are excited to expand.

The Penny Lane Beatles Museum will help to restore Ybor’s historic cultural vibrancy and attract additional foot traffic that supports local businesses. We anticipate bringing in over 40,000 visitors a year.

**An investment
in the Museum is an
investment in the
vitality of Ybor City
and Tampa Bay.**

A Rockstoric Transformation



“ YBOR CITY IS A PHENOMENAL PLACE - THE PAST, PRESENT AND MOST EXCITING - WHAT WILL TAKE PLACE IN THE NEXT 5-10 YEARS. IT IS A DYNAMIC SPOT THAT TOURISTS LOVE TO VISIT AND IS BELOVED BY THE LOCAL COMMUNITY. ”

LEE BELL, PRESIDENT & CEO
OF THE YBOR CITY CHAMBER OF COMMERCE


As travel and tourism generate considerable revenue in the area, rejuvenating the arts and cultural heart of the city makes good business sense. The economic impact is significant when it comes to community revitalization and growth.

We will partner with other local attractions, experiences, facilities, and businesses to benefit all.

Part of our strategy includes using our iconic double-decker bus to drive around town, transporting visitors to and from the cruise ships and hotels.

The benefits to the community extend to employment opportunities as well. According to a recent study, more than 57,000 individuals in Hillsborough County rely on tourism to support their families and secure their futures.

**Join us in helping
Ybor City and the
surrounding area flourish.**



The Beatles remain a relevant and powerful force in the marketplace, as evidenced by the recent Get Back documentary, the “new” Beatles track from a Lennon demo, and a series of upcoming major films.

a Time Capsule

Few things transcend place and time, like The Beatles.

What we have at the Penny Lane Beatles Museum is a unique time capsule. It's a glimpse at the past, a walk down memory lane, and a vision of inspiration for the future.

It's imperative that we're good stewards of history.

By maintaining Beatles memorabilia in a Museum such as ours, we are preserving The Beatles' art, culture, and impact for many generations. It's up to us now — and to you — to safeguard their legacy for our community.

Developments such as an interactive station that archives and preserves all of the different papers and documents in the collection highlight our planned use of technology to keep items accessible indefinitely.

We invite you to actively participate in perpetuating the living spirit of The Beatles.

As a not-for-profit, your support is vital to growing and sustaining The Penny Lane Beatles Museum. To become the iconic, cultural experience it has the potential to be, we need to raise \$4 million by December 2024.

We are all about encouraging local growth and contributing to the historical landscape. Join in preserving The Beatles' legacy and have a long-term elevating impact on Tampa Bay's cultural enrichment.

Give the Gift of Joy.

“ It's a destination. Bring people in, tour and enjoy the Museum, head next door for a drink, then across the way for dinner. Experience both the Museum and everything the local scene has to offer. ”

DARRYL SHAW, HONORARY CHAIRMAN,
PENNY LANES BEATLES MUSEUM CAMPAIGN

WE GET BY WITH A
LITTLE HELP FROM
our friends





SHARE IN THE story, music, phenomenon

The Beatles were a window through which countless people were exposed to new ideas, concepts, experiences.

Penny Lane Beatles Museum will preserve and celebrate their legacy. We'll uplift communities through art, educate through entertainment, and positively impact local growth. We'll provide a feel-good rockstoric experience and demonstrate the positive power of music in society.

It's an honor and a pleasure to share this unique history with generations to come. Come Together and join us on this exciting journey.

**Thank you for bringing a
"Good Day Sunshine" to Penny Lane.**





Elevate the community.

Preserve the legacy.

Be a part of **History.**

The Penny Lane Beatles Museum will offer a range of donor recognition opportunities at different giving levels. Major donors will be able to record a video segment expressing their love of the Beatles, which they can view at the Museum or anywhere around the world.

For further questions and investment opportunities, please contact

info@pennylanebeatlesmuseum.com

All
You
Need is
Love

The Penny Lane Beatles Museum is not affiliated with, endorsed by,
or licensed by Apple Corp. or any member of The Beatles or their estates.