

# THE IMAGINARIUM

## *A Mixed-Use, Social Impact Real Estate Venture*

### BECAUSE A BUILDING SHOULD BE A FORCE FOR GOOD

#### SOMETHING NEW IS COMING TO THE INTERSECTION OF PURPOSE AND PROFIT

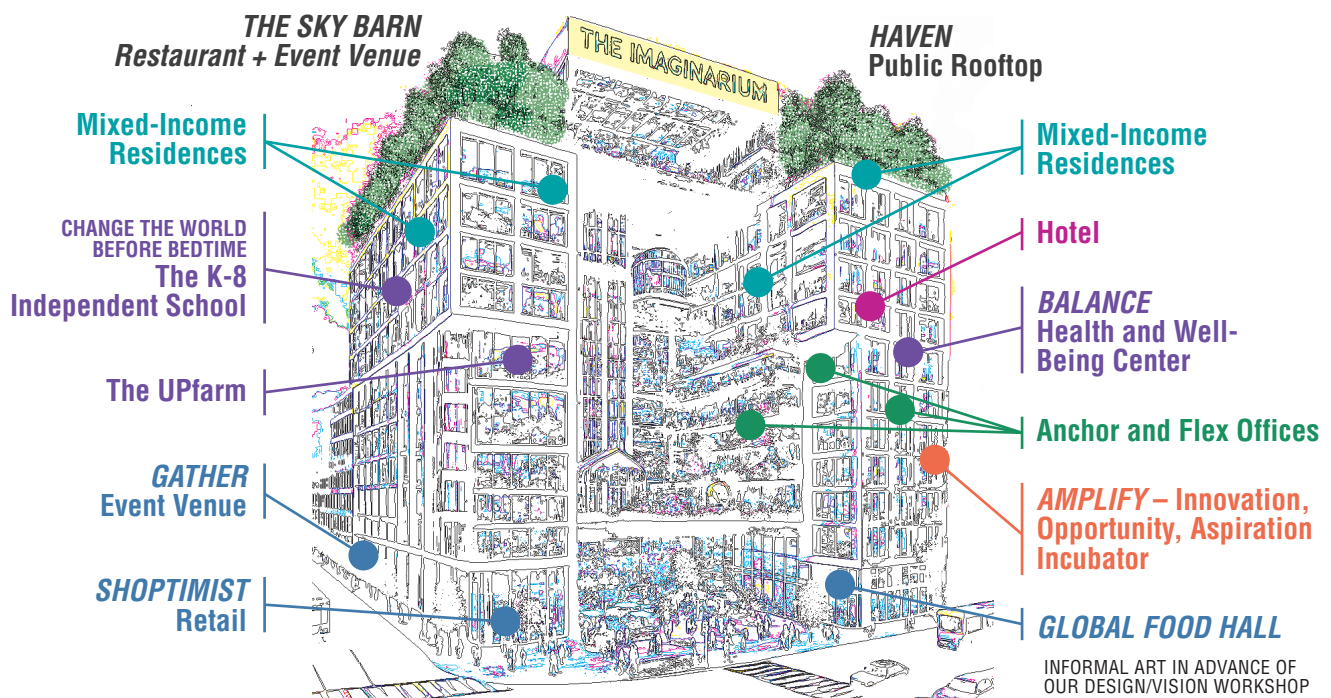
Welcome to The Imaginarium, a groundbreaking real estate project where visionary owners, landlords, placemakers, and developers collaborate to redefine mixed-use development strategies, enrich communities, elevate underestimated individuals and groups, celebrate culture and connection, and drive measurable positive change.

Whether breathing life into underutilized spaces and distressed or forgotten properties or crafting brand new, imaginative projects for the future, we will model the impact, scalability, sustainability, and creative influence of an extraordinary, for-profit retail, residential, and commercial environment.

#### WHAT YOU'LL FIND AT THE IMAGINARIUM

Every floor of The Imaginarium is touched by our *Change The World Before Bedtime™* mission, which reminds us of the importance of building a more harmonious, interconnected world through respect, collaboration, integrity, and kindness. The result is an innovative, sustainable development focused on inclusion and belonging, a deep commitment to community building, radical creativity, and infectious generosity. Compelling revenue drivers, social impact, and catalytic philanthropy are woven into our sought-after event spaces, a vibrant food hall, diverse retail offerings, thoughtful housing solutions which include mixed-income and affordable residences, office and workspace options, a well-being center, and a first-of-its-kind hub featuring creative studios and innovation incubators, immersive education programs, and initiatives for personal and professional transformation.

The success of The Imaginarium hinges on the symbiotic relationships between tenants, customers, and community members, as well as the carefully curated ingredients within our spaces and the adventures that Imaginarium users undertake within the building. Through strategic partnerships, shared resources and amenities, public spaces, creative inspiration, collaborative programming, product development, and other market opportunities, we are nurturing an ever-evolving ecosystem where individuals and enterprise can flourish.



## WHY IS THE WORLD WAITING FOR THE IMAGINARIUM?

There's a growing demand for destinations that not only cater to practical needs but also nourish the spirit, amplify generosity, prioritize equity, and uplift and empower people and projects with potential. At a time of widening opportunity and aspiration gaps, socio-economic uncertainty, injustice, resource imbalances, digital overload, pessimism fatigue, and disconnection compounded by global crises and evolving workplace and marketplace dynamics, The Imaginarium will stand as a beacon of optimism.

## WHY BOSTON?

The Imaginarium Boston will celebrate the city's culture of innovation and the courageous dreamers who call Boston home. This is a city that inspires with rich history, world-renowned educational opportunities, a thriving arts scene, a diverse and multi-generational talent pool, accessible industry leaders, and entrepreneurial spirit. Boston also champions the value and investment potential of social impact initiatives and nonprofit organizations, which echoes The Imaginarium's mission to support and amplify world changers through everything we create. Like Boston, we power innovation with heart, fueling our real estate project, our nonprofit arm, and the communities that welcome us.

## WHY SHOULD YOU BE A FOUNDING PARTNER OF THE IMAGINARIUM?

First, because you see the power of aligning with a building that will be a force for good. And second, beyond the social impact benefits, investing in mixed-use real estate right now presents a compelling opportunity for funders due to several key factors:

- **Diversified Revenue Streams:** Mixed-use developments combine residential, commercial, retail, and recreational spaces, creating multiple income sources that can enhance financial stability and resilience against market fluctuations.
- **Community-Centric Growth:** These projects foster vibrant, integrated communities, increasing demand and ensuring long-term occupancy and engagement from residents and businesses alike.
- **Urban Revitalization:** Mixed-use developments play a crucial role in revitalizing urban areas, driving economic growth, and attracting further investment and development, thereby boosting property values.
- **Sustainability and Efficiency:** Combining different uses within a single development reduces urban sprawl, promotes walkability, and supports sustainable living practices, aligning with growing environmental, social, and governance (ESG) criteria that many investors prioritize.
- **Adaptability:** The versatility of mixed-use real estate allows it to adapt to changing market demands, providing greater flexibility and reducing risk for investors.
- **Post-Pandemic Trends:** The pandemic has accelerated the demand for live-work-play environments that minimize the need for long commutes and provide a higher quality of life, making mixed-use developments increasingly attractive.

By investing in mixed-use real estate, funders can capitalize on these benefits, supporting dynamic, resilient, and sustainable communities while achieving strong financial returns.

We are seeking strategic investment partnerships to fuel our growth. As our concept evolves, various roles will emerge for different capital providers, accommodating a range of risk and return preferences. These include:

- **Equity and Debt Financing Opportunities**
- **Impact Investment and Patient Capital Opportunities** to seed The Imaginarium's innovative approach as a Social Impact Real Estate Venture embracing multiple Sustainable Development Goals (SDGs) and empowering individuals and communities to rise
- **Portfolio Opportunities** designed for family offices and private investors
- **Corporate Funding Opportunities** designed to align companies and brands with an extraordinarily unique and high-profile project while simultaneously using their capital to improve the planet

Investing in The Imaginarium, through Change The World Before Bedtime LLC, supports essential Phase 1 and Phase 2 goals such as:

- Building a blended full-time and fractional leadership team
- Contracting with part-time strategic consultants to refine the project
- Formalizing our collaboration with CBT Architects ([www.cbtarchitects.com](http://www.cbtarchitects.com))
- Conducting R & D for property opportunities with a goal of identifying the first Imaginarium site in 2025
- Engaging city and community partners
- Creating collateral and infrastructure
- Mobilizing joint ventures
- Initiating relationships with future tenants in all categories – residential, commercial, office, retail, educational programming, and social good initiatives
- Organizing content and design workshops

Help us shape a future where The Imaginarium emerges as a lucrative and adaptable entity, inspiring connections between communities across the country and globe, igniting innovation hubs, and reimagining the way we live, learn, work, shop, dine, play, and thrive. At a complex time in history, The Imaginarium is a place of promise, a unique community and destination where hope is contagious and, together, we will pioneer a mixed-use real estate project that changes the world.



SINCE WE'RE DREAMING BIG:  
AI-generated concept drawing in advance  
of our design/vision workshop with  
CBT Architects

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