

A photograph of the Dalí Museum building, showing a large, curved, glass-enclosed dome structure with a grid pattern, reflecting the sky and palm trees. The building is set against a bright sky with a sun flare. The image is split by a diagonal line, with the right side being white.

# the dalí museum expansion update

Tourist Development Council  
10.26.22

**The Dalí is the leader in the growing cultural arts revolution in Pinellas County.**



## who we are

Most visited single-artist museum in America

Together with beaches, a prominent area destination

The preeminent collection of Salvador Dalí's art

Education leader with world-renowned scholarship

Pioneer of innovation through award-winning experiences

A place to build empathy

# a global destination

The Dalí provides a unique and inspiring cultural experience that attracts, engages and educates visitors from around the world.

**440K+**

Annual Museum visitors  
pre-pandemic

**320K+**

Annual Museum visitors  
post-pandemic

**5M+**

Page views annually  
on TheDali.org

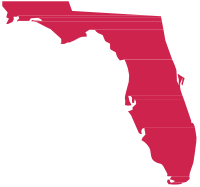
**500K+**

Global **social**  
**media** audience

# attracting a global audience

# 75%

## Out-of-area visitors



# 25%

## Florida

- Miami
- Orlando
- Sarasota
- Fort Lauderdale
- Bradenton



# 35%

## U.S.

- New York
- Illinois
- Georgia
- Maryland
- Pennsylvania



# 15%

## Int'l

- Canada
- Brazil
- Germany
- UK
- France

# 25%

## Local visitors

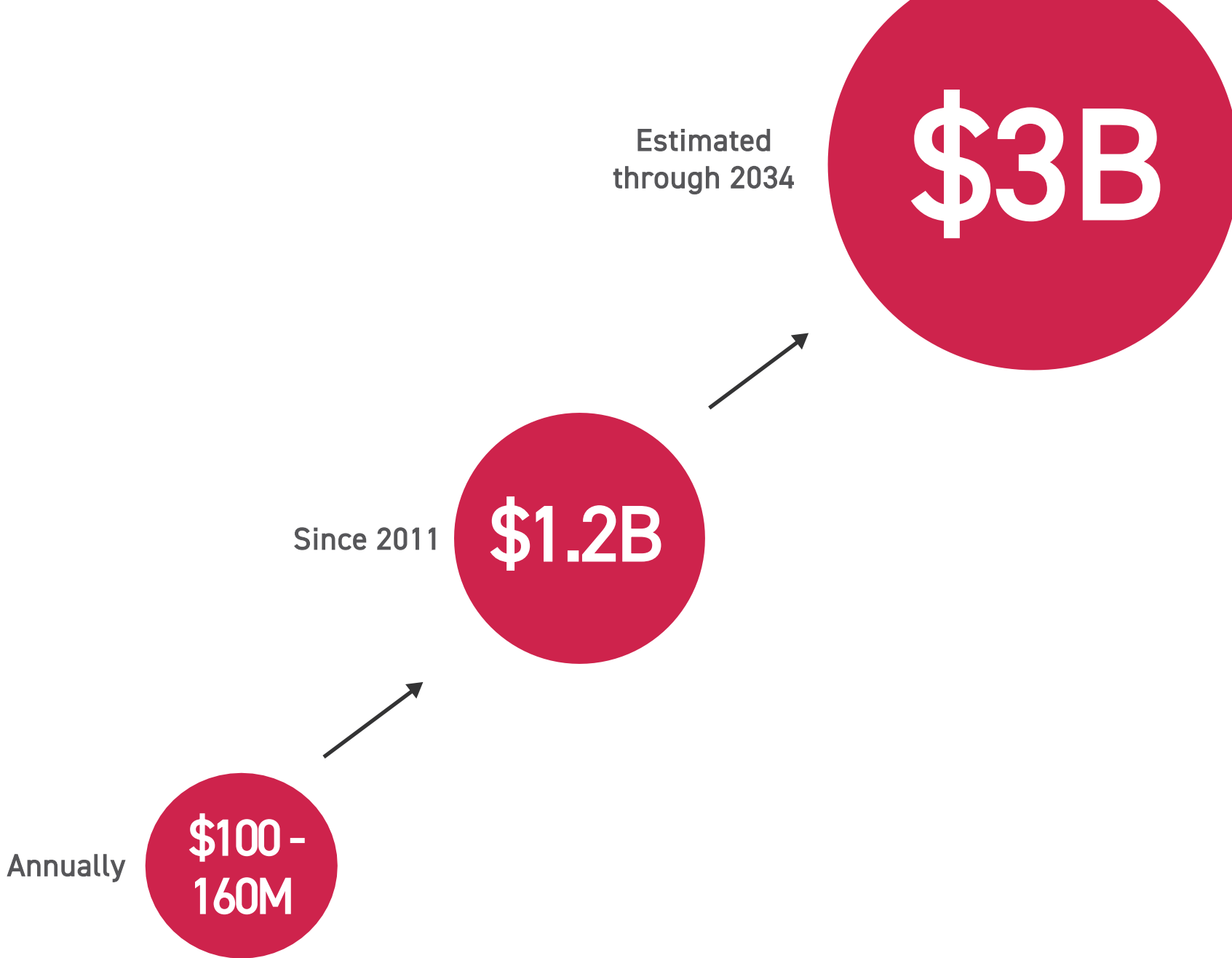
Pinellas County

Hillsborough County



First and only museum in the Southeastern United States to be **recognized internationally by the Michelin Guide** with the **highest, three-star rating**





## contributions to pinellas county

**\$106 million** overall economic impact



Prompts **\$53 million** in direct spending



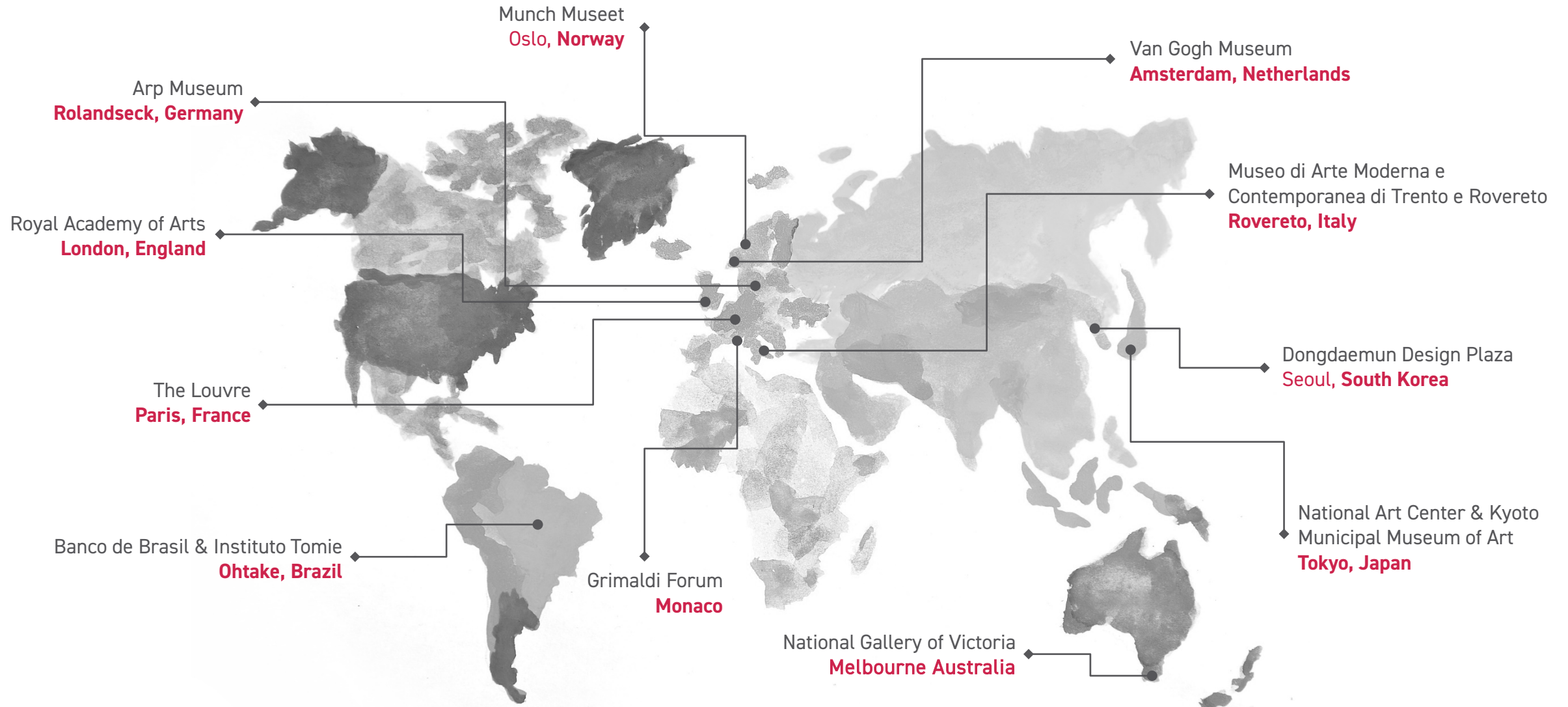
Visitors spend **3.2 nights** in the area





# international exposure through exhibition loans

6M impressions globally over the past 8 years



**We need more space to ignite imagination  
for a new, expanded audience.**



# the leader in museum interactive art experiences

2014



An interactive digital display opens, *Gala Contemplating You*.

2016



*Dreams of Dalí* VR experience is installed and wins Cannes Gold.

2018



Visitors become part of Dalí's art through interactive photo inversion technology.

2019



*Visual Magic*, an augmented reality experience opens.

2019



*Dalí Lives*, an AI re-creation of the artist, greets visitors & explains his art.

2020



The Dalí hosts Van Gogh Alive, with record-breaking demand.

2022



YOUR PORTRAIT transforms selfies into cubist works of art.

# art + tech: proven popular appeal

**94%**

of visitors during *Van Gogh Alive* attended specifically to see the immersive exhibit.

**89%**

of visitors said the *Van Gogh Alive* exhibit changed their perception of how to think about art.

**82%**

of Museum visitors are interested in seeing Salvador Dalí works in an immersive format.

**85%**

of Millennials are interested in visiting a digital art exhibition





# expansion vision

**interactive art galleries** to spark creativity and imagination

**education & conference space** to promote innovation, learning & connection

**Infinite experiences** that attract, educate, engage & delight



# new museum spaces

element 2

element 1

Bird's eye view





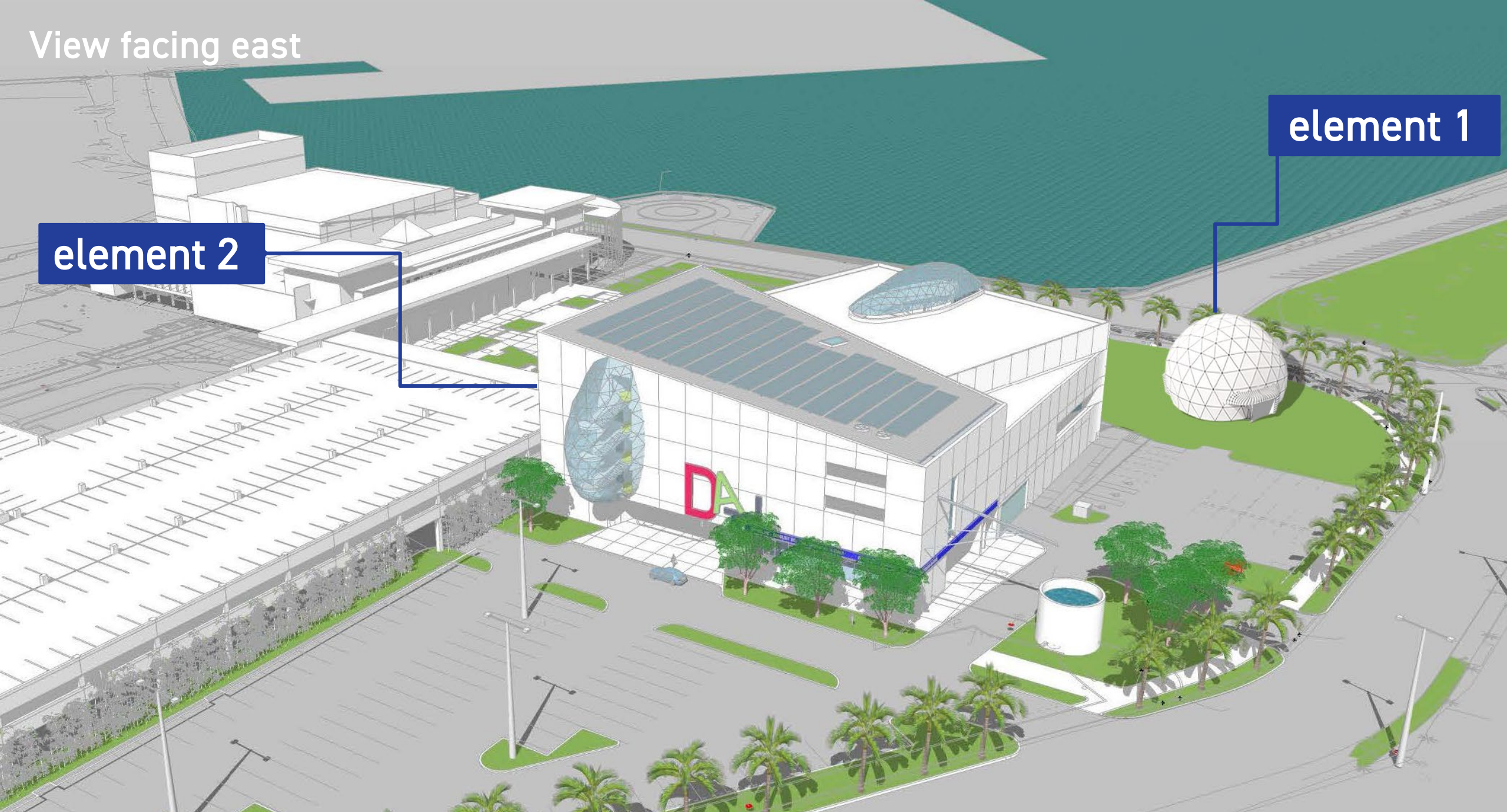
View from the east, Bayshore Blvd.



View facing east

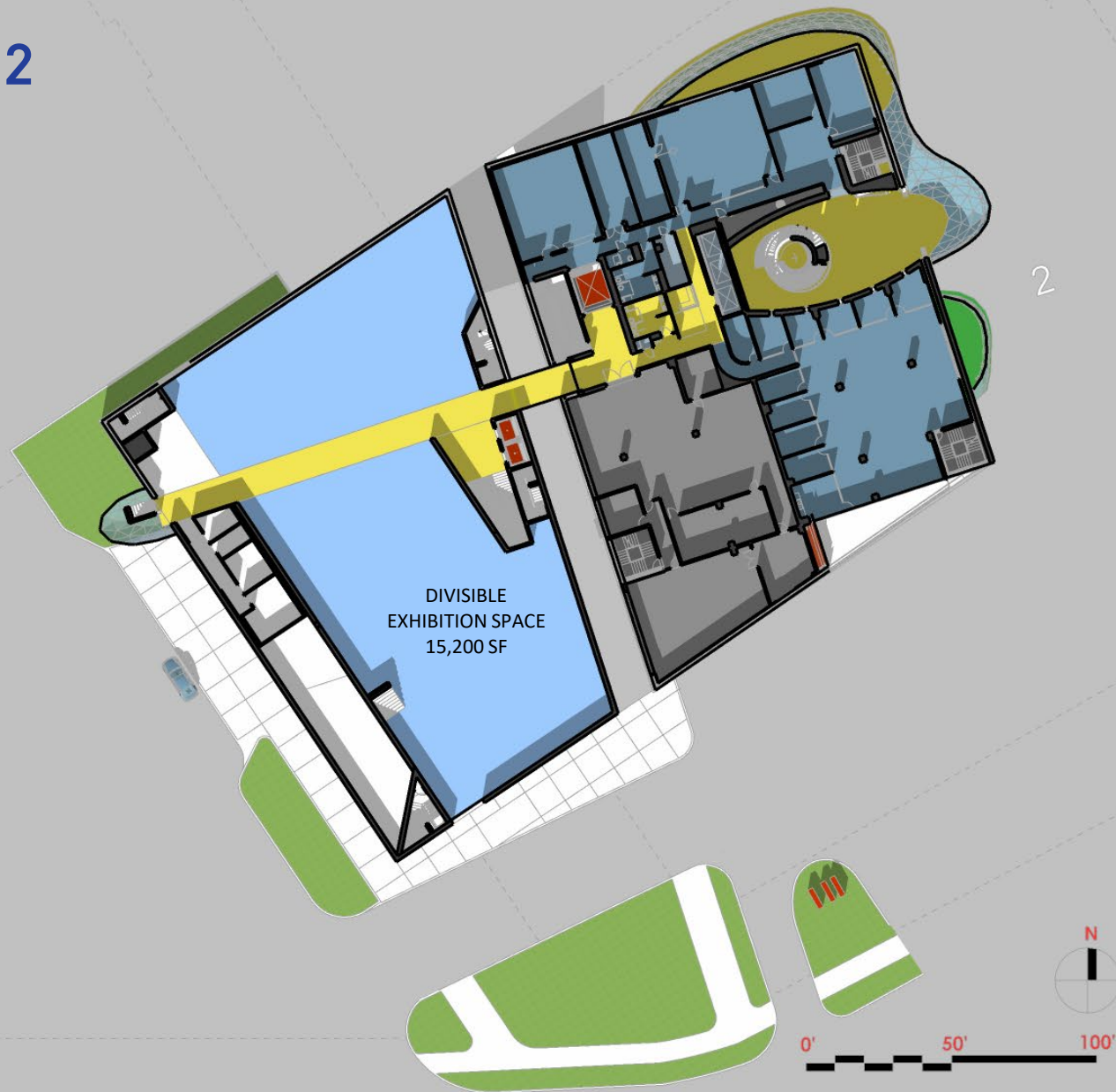
element 2

element 1

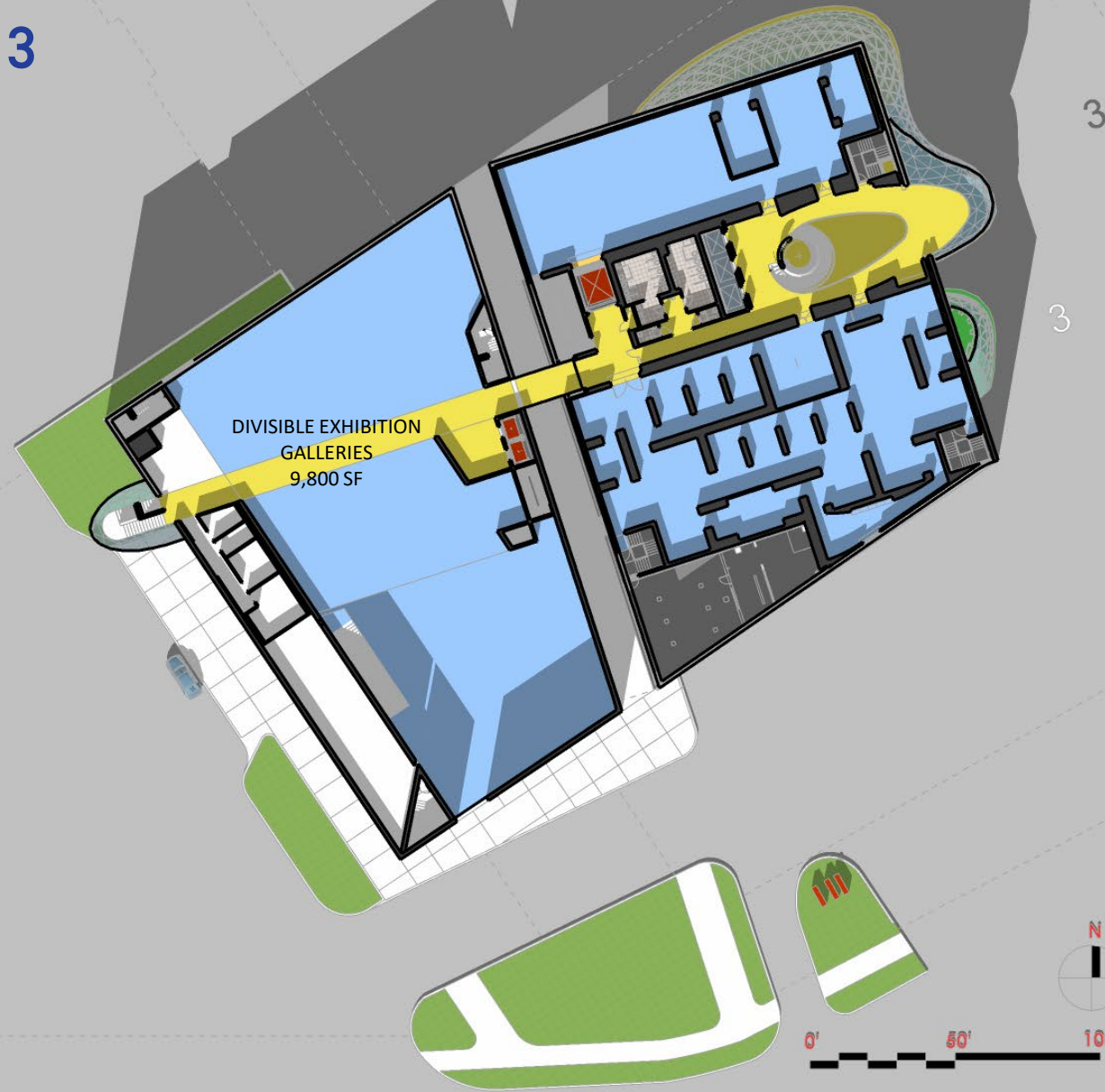




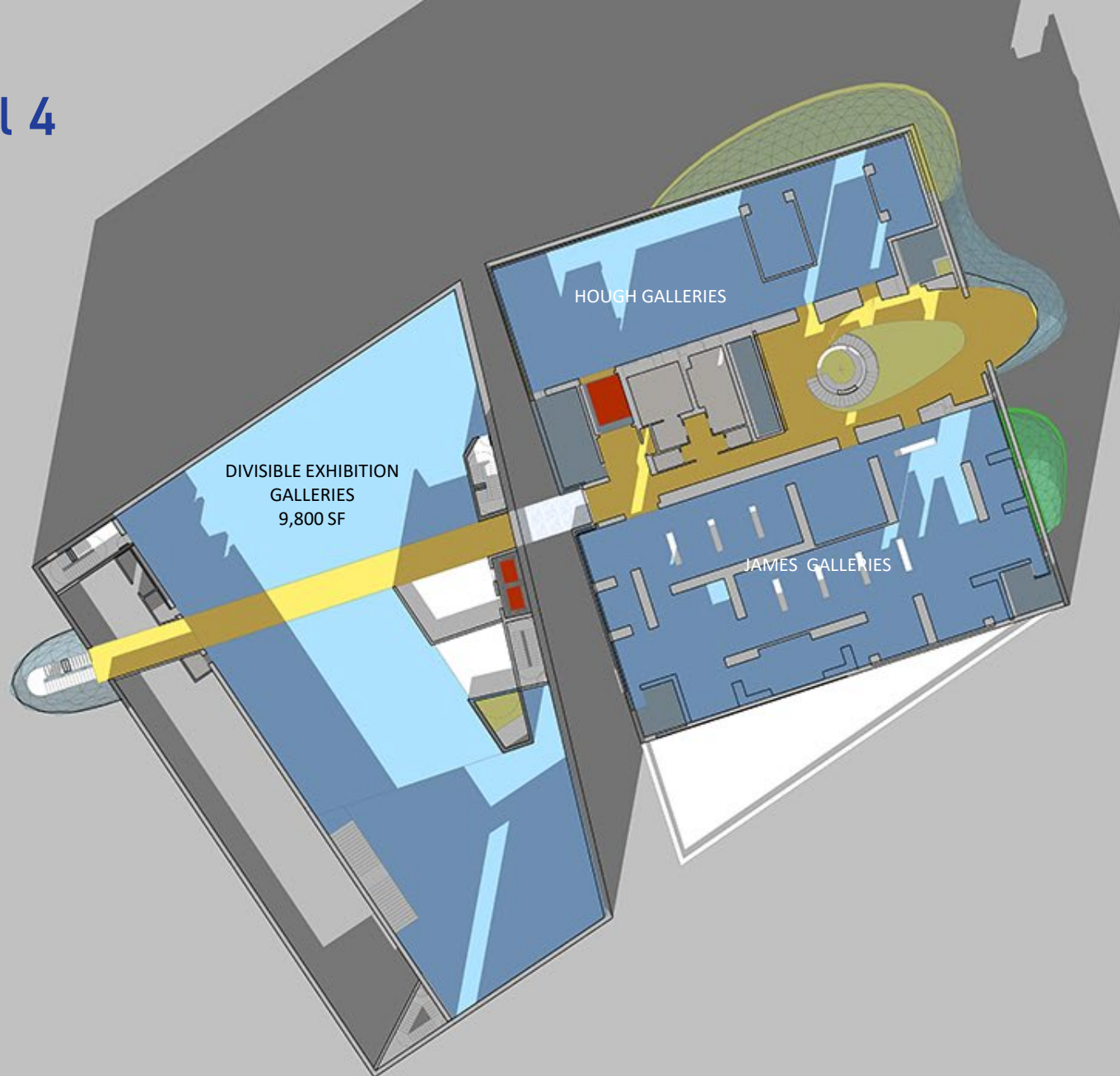
# building expansion level 2



# building expansion level 3

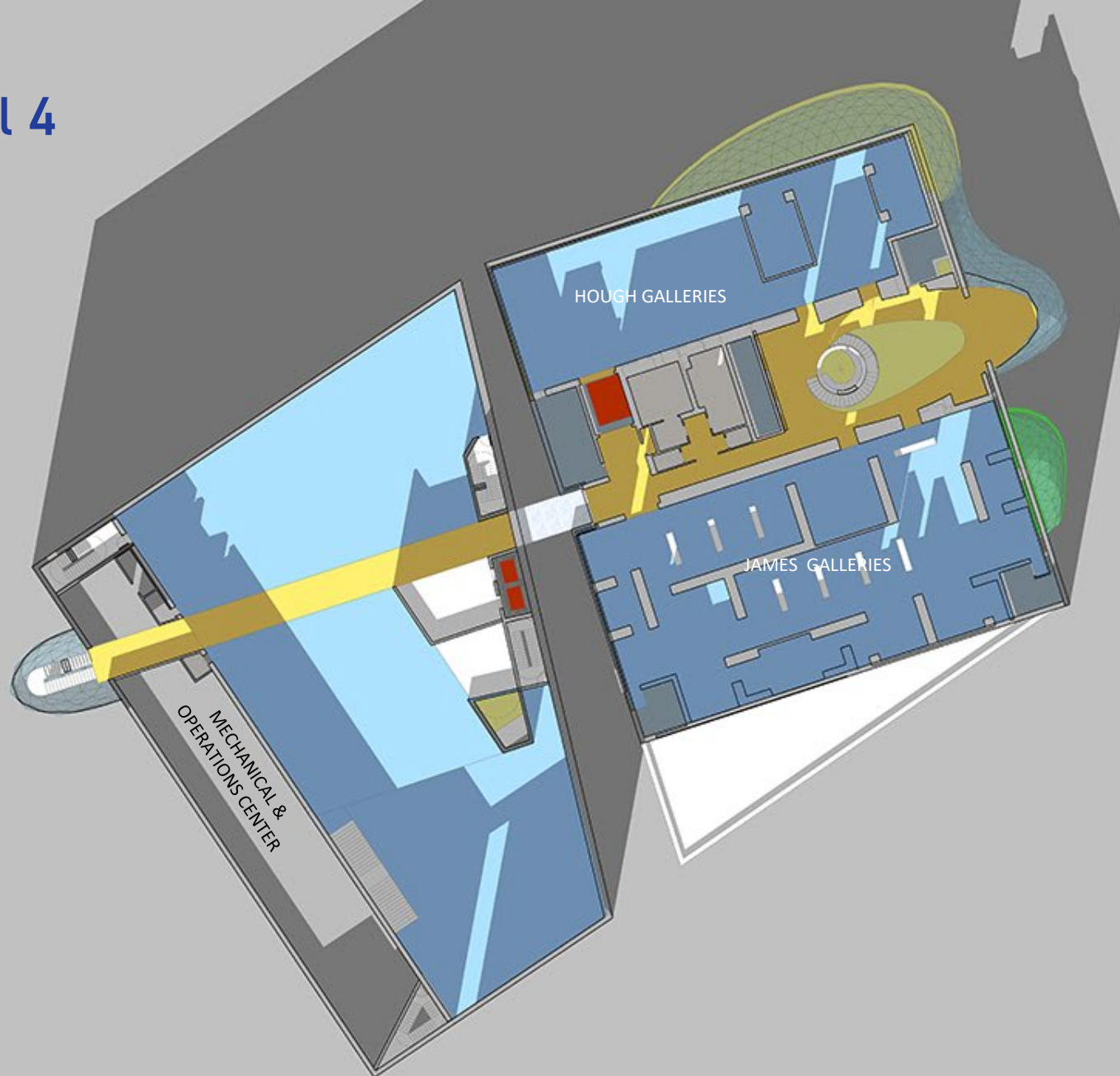


# building expansion level 4

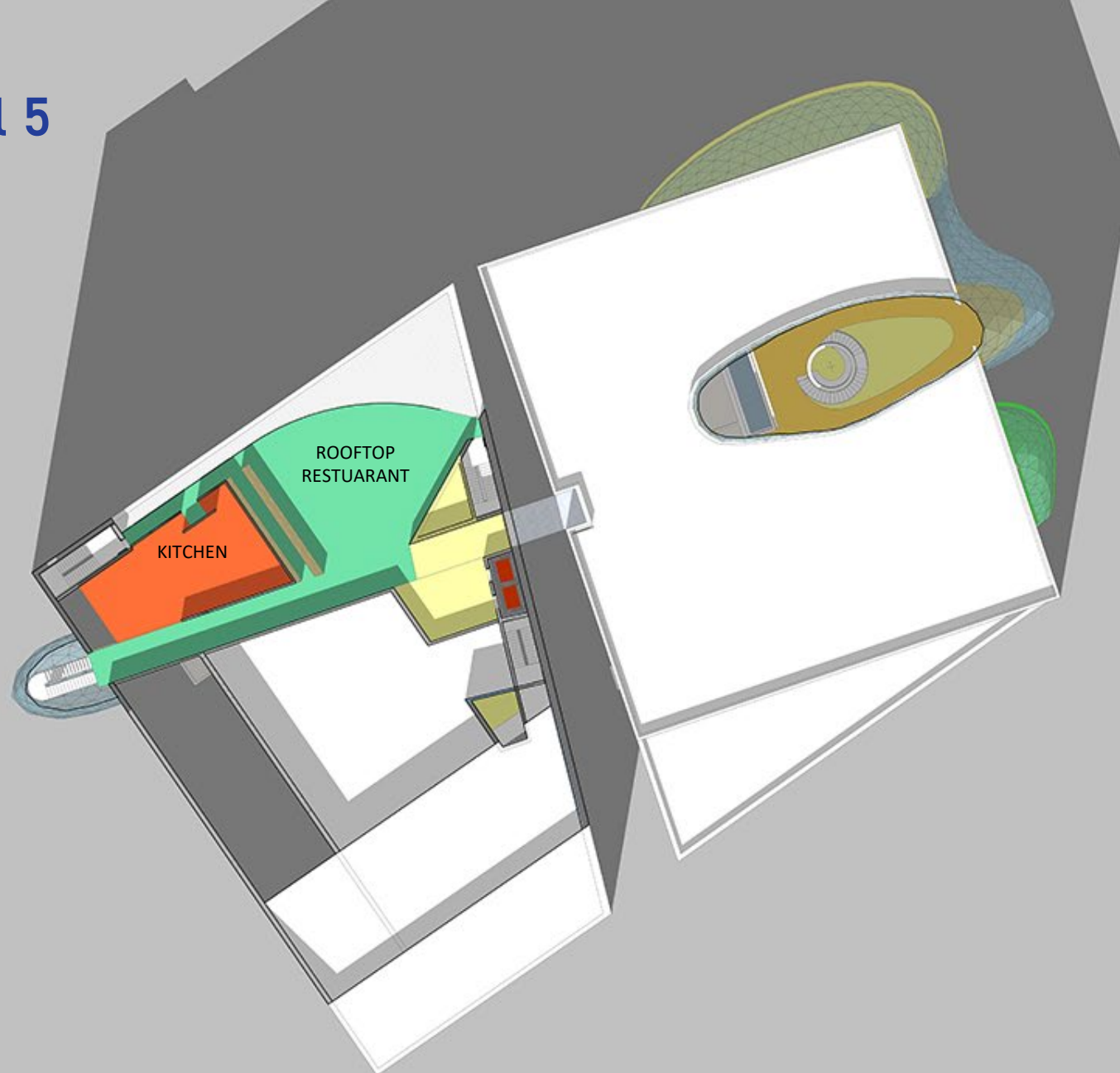




# building expansion level 4 cont...



## building expansion level 5



**An expanded Dalí Museum  
drives incremental visitors to the area.**



# projected 10-year incremental impact of expansion

## Current

~330K visitors  
117K room nights  
\$106M economic impact

## Year 1

452K visitors  
160K room nights  
\$152M economic impact

## Year 5

489K visitors  
173K room nights  
\$177M economic impact

## Year 10

517K visitors  
183K room nights  
\$206M economic impact

## Total incremental impact 2025-2034:

1.7M room nights  
\$1.8B economic impact  
Nearly 5M visitors to the area



# the new expanded dalí museum benefits to the county

## **10-year economic impact**

4.9M total attendees, 75% out-of-area  
1.7M room nights  
\$1.8B economic impact

## **Increased destination exposure**

Enhances area's cultural evolution  
Attracts broader audiences  
Optimizes destination marketing & PR opportunities

## **New conference space**

Draws meetings/conventions to the area  
Access to world-renowned attraction  
Space for up to 400 people, drawing hotel stays  
Access to Innovation Labs' creative thinking workshops for visiting groups/businesses

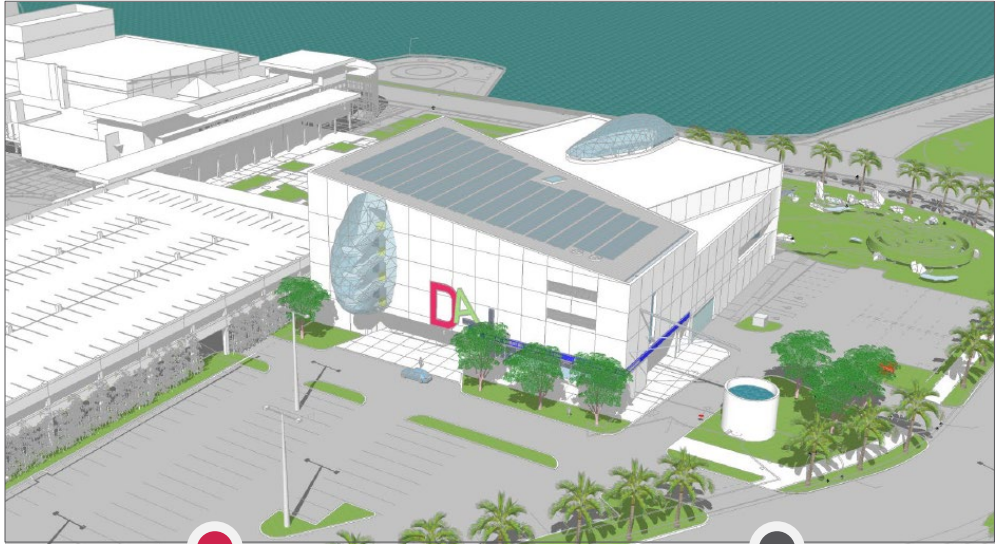
# evolving design & costs



2019

Original design  
(including parking)

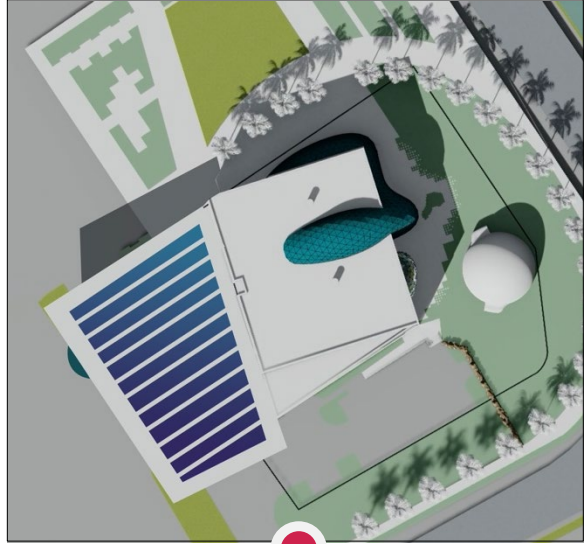
Estimated cost:  
\$35M



2020

Updated designs  
eliminating parking and  
expanding program

Estimated cost:  
\$37M



2023-25

Cost inflation

Estimated Cost:  
\$68M





# request for support

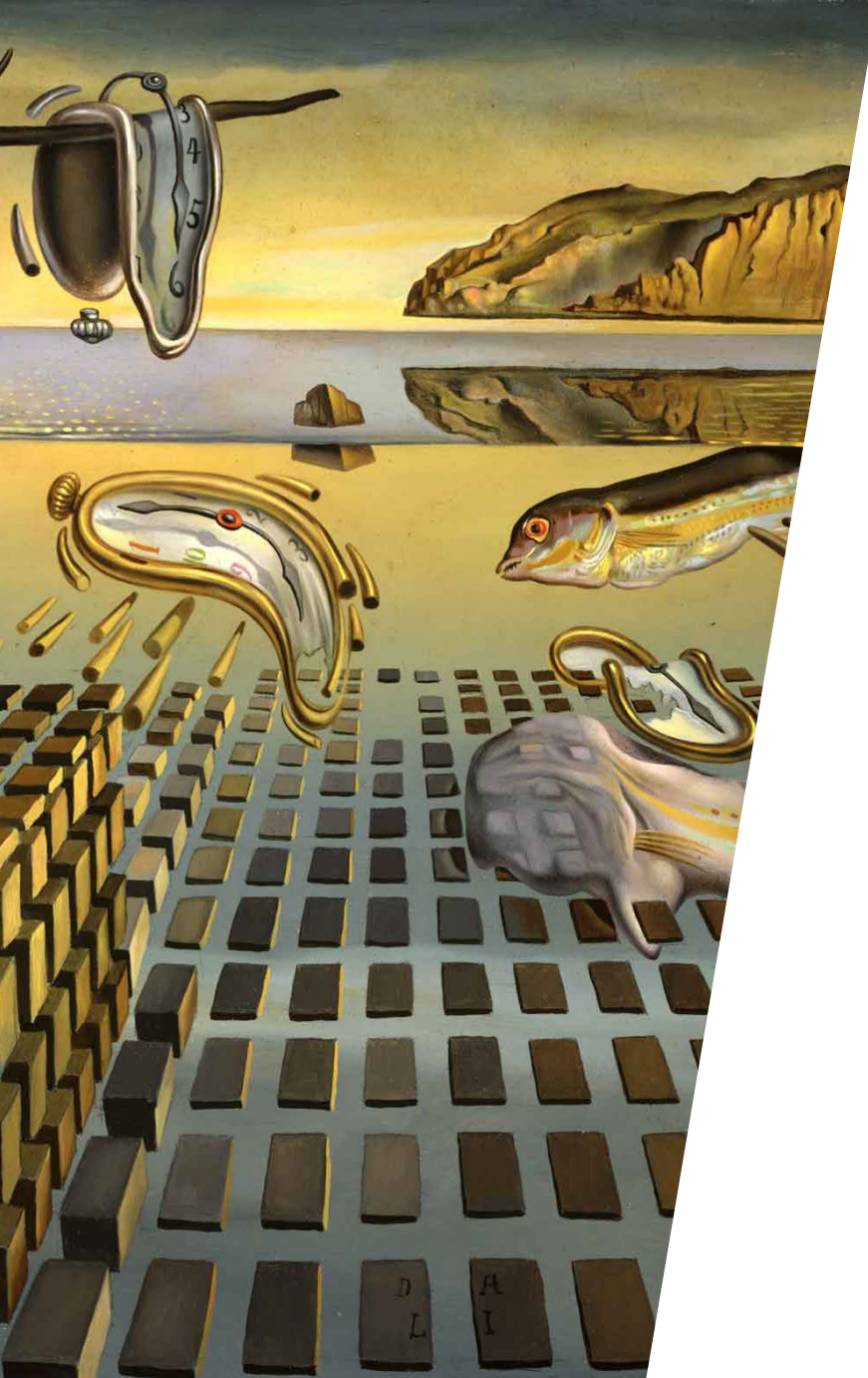
**In 2019...**

The TDC recommended and the County approved a  
\$17.5M capital grant for The Dali's expansion  
Half of the estimated \$35M cost at the time of application

**Today...**

We request \$34M  
Based on new estimated \$68M cost  
50% draw down through construction process

**Next steps to make this vision a reality...**



# path forward

- 1** A YES vote on the Nov City referendum ballot **2022**
- 2** Confirm TDC funding **2023**
- 3** Interactive dome opens **2023**
- 4** Grand opening of new building **2025**





**thank you**

# Appendix

# 10 year incremental impact of expansion

Estimated Incremental Impact of Base Museum Operations							Estimated Incremental Impact of Proposed Museum Expansion						TOTAL INCREMENTAL IMPACT OF MUSEUM WITH PROPOSED EXPANSION			
Fiscal Year	Estimated Attendees	Incremental Room Nights	Incremental Spending Projections	Incremental Indirect/Induced Impacts	Total Incremental Economic Impact	TDT (6%)	Estimated Attendees	Incremental Room Nights	Incremental Spending Projections	Incremental Indirect/Induced Impacts	Total Incremental Economic Impact	TDT (6%)	Fiscal Year	Estimated Attendees	Incremental Room Nights	Total Incremental Economic Impact
2023	330,600	116,600	\$53,310,900	\$52,863,100	\$106,174,000	\$720,700							2023			
2024	335,600	118,500	\$55,618,100	\$55,150,900	\$110,769,000	\$751,900							2024			
2025 (Year 1)	340,300	120,100	\$57,442,200	\$56,959,700	\$114,401,900	\$776,500	111,400	39,500	\$18,862,600	\$18,704,200	\$37,566,800	\$255,300	2025 (Year 1)	451,700	159,600	\$151,968,700
2026 (Year 2)	344,700	121,800	\$59,358,900	\$58,860,300	\$118,219,200	\$802,500	126,800	44,800	\$21,856,000	\$21,672,400	\$43,528,400	\$295,500	2026 (Year 2)	471,500	166,600	\$161,747,600
2027 (Year 3)	348,800	123,100	\$61,146,000	\$60,632,400	\$121,778,400	\$826,500	128,600	45,500	\$22,599,800	\$22,410,000	\$45,009,800	\$305,800	2027 (Year 3)	477,400	168,600	\$166,788,200
2028 (Year 4)	353,000	124,600	\$63,081,700	\$62,551,800	\$125,633,500	\$852,800	130,400	46,200	\$23,371,900	\$23,175,600	\$46,547,500	\$316,300	2028 (Year 4)	483,400	170,800	\$172,181,000
2029 (Year 5)	356,900	126,000	\$65,019,900	\$64,473,700	\$129,493,600	\$879,000	132,200	46,700	\$24,097,700	\$23,895,300	\$47,993,000	\$325,700	2029 (Year 5)	489,100	172,700	\$177,486,600
2030 (Year 6)	360,800	127,400	\$67,021,700	\$66,458,700	\$133,480,400	\$906,200	134,100	47,400	\$24,932,600	\$24,723,200	\$49,655,800	\$337,300	2030 (Year 6)	494,900	174,800	\$183,136,200
2031 (Year 7)	364,800	128,700	\$69,004,800	\$68,425,200	\$137,430,000	\$932,700	135,800	48,100	\$25,760,300	\$25,543,900	\$51,304,200	\$348,600	2031 (Year 7)	500,600	176,800	\$188,734,200
2032 (Year 8)	368,400	130,100	\$71,059,800	\$70,462,900	\$141,522,700	\$960,600	137,600	48,700	\$26,629,500	\$26,405,800	\$53,035,300	\$360,300	2032 (Year 8)	506,000	178,800	\$194,558,000
2033 (Year 9)	372,100	131,200	\$73,115,900	\$72,501,700	\$145,617,600	\$988,100	139,400	49,300	\$27,429,900	\$27,199,500	\$54,629,400	\$370,900	2033 (Year 9)	511,500	180,500	\$200,247,000
2034 (Year 10)	375,800	132,700	\$75,309,200	\$74,676,600	\$149,985,800	\$1,018,000	141,100	49,900	\$28,326,200	\$28,088,300	\$56,414,500	\$383,300	2034 (Year 10)	516,900	182,600	\$206,400,300
<b>10 Year Total 2025 - 2034</b>	<b>3,585,600</b>	<b>1,265,700</b>	<b>\$661,560,100</b>	<b>\$656,003,000</b>	<b>\$1,317,563,100</b>	<b>\$8,942,900</b>	<b>1,317,400</b>	<b>466,100</b>	<b>\$243,866,500</b>	<b>\$241,818,200</b>	<b>\$485,684,700</b>	<b>\$3,299,000</b>	<b>10 Year Total 2025 - 2034</b>	<b>4,903,000</b>	<b>1,731,800</b>	<b>\$1,803,247,800</b>

Visitor profile data by Destination Analysts, 2018-2022  
 Economic impact projections by Research Data Services, Inc., 2022

Current Base Year Estimates
Estimated Year of Opening of Expansion

All calculations of the Dali Museum's impact are "incremental" in that throughout all calculations they:

- do not include any impacts from Pinellas resident spending related to visiting the Museum,
- include ALL of the spending of those overnight commercial lodging visitors who come to the destination for the primary purpose of visiting the Dali Museum,
- include the equivalent of one day of spending from overnight commercial lodging visitors for whom a visit to the Dali Museum is not the primary purpose of their trip, but the attraction adds value to their experience,
- similarly include one day's spending for those overnight visitors staying in unpaid lodgings,
- include all of the spending of day-trip visitors who come from outside of Pinellas County, but do not spend the night in the destination, and visit the Museum on their trip.

The purpose behind these governing assumptions is to provide the best estimate of impacts GENERATED by the Museum, while excluding those impacts that the destination would have likely enjoyed had the Museum not been a part of the destination's inventory of amenities.





## referendum

May City Council approve amendment of the 99-year lease of City-owned property used by The Dalí Museum to allow construction of a Museum expansion, subject to conditions in ordinance 512-H?

Such conditions address insurance, indemnity, and coordination; operation of the Mahaffey Theater and the Grand Prix; and future development of the surrounding Center for the Arts.

Such amendment would not extend the duration of the lease or require City funding for the expansion.

YES

NO

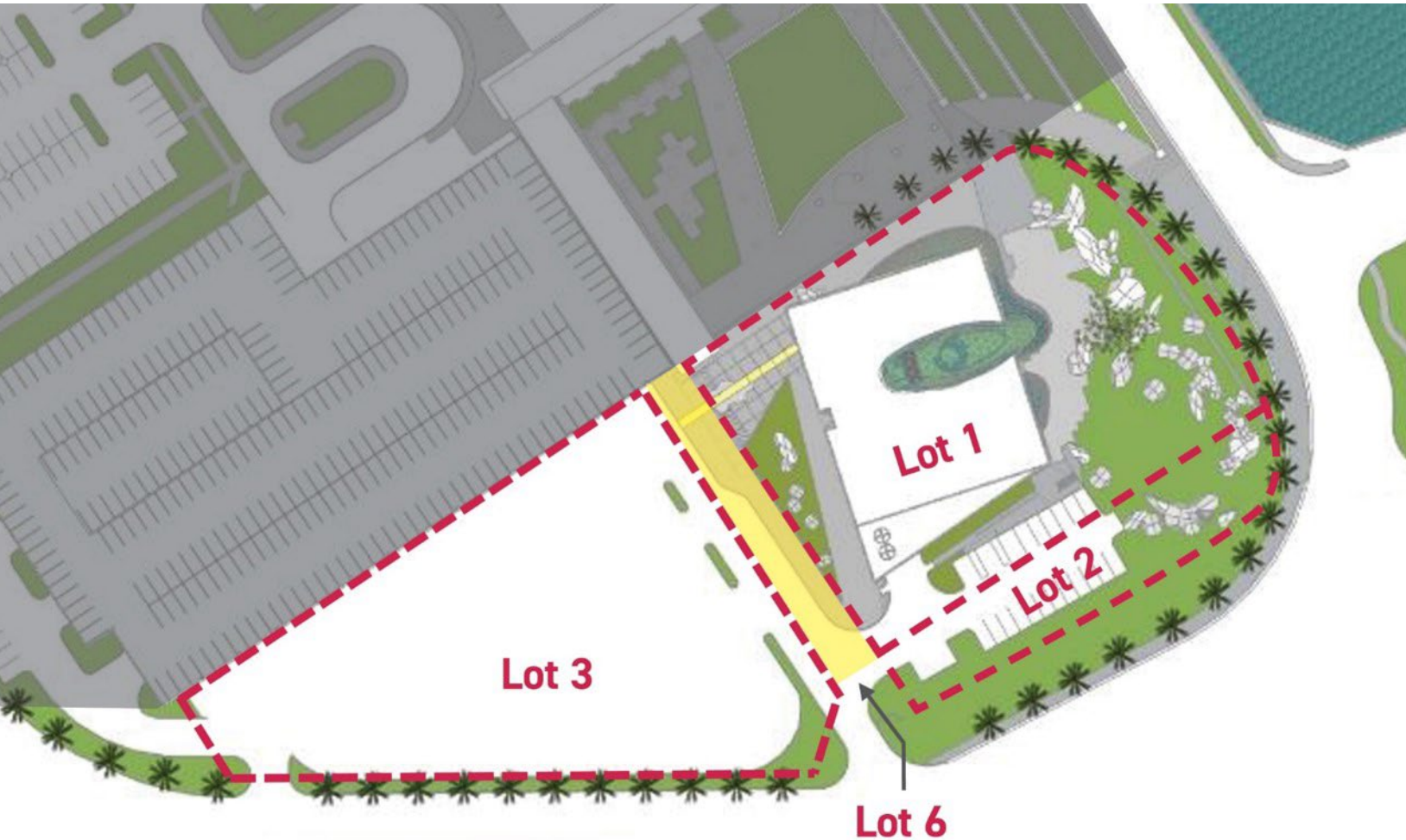
# the dalí is a multigenerational, community asset

The Dalí Museum's 99-year renewable lease consists of:

**Lot 1:**  
Current building & garden

**Lot 2:**  
South Parking lot & lawn

**Lot 3:**  
Surface parking Lot



Red outline= leasehold



# The Dali Museum Expansion

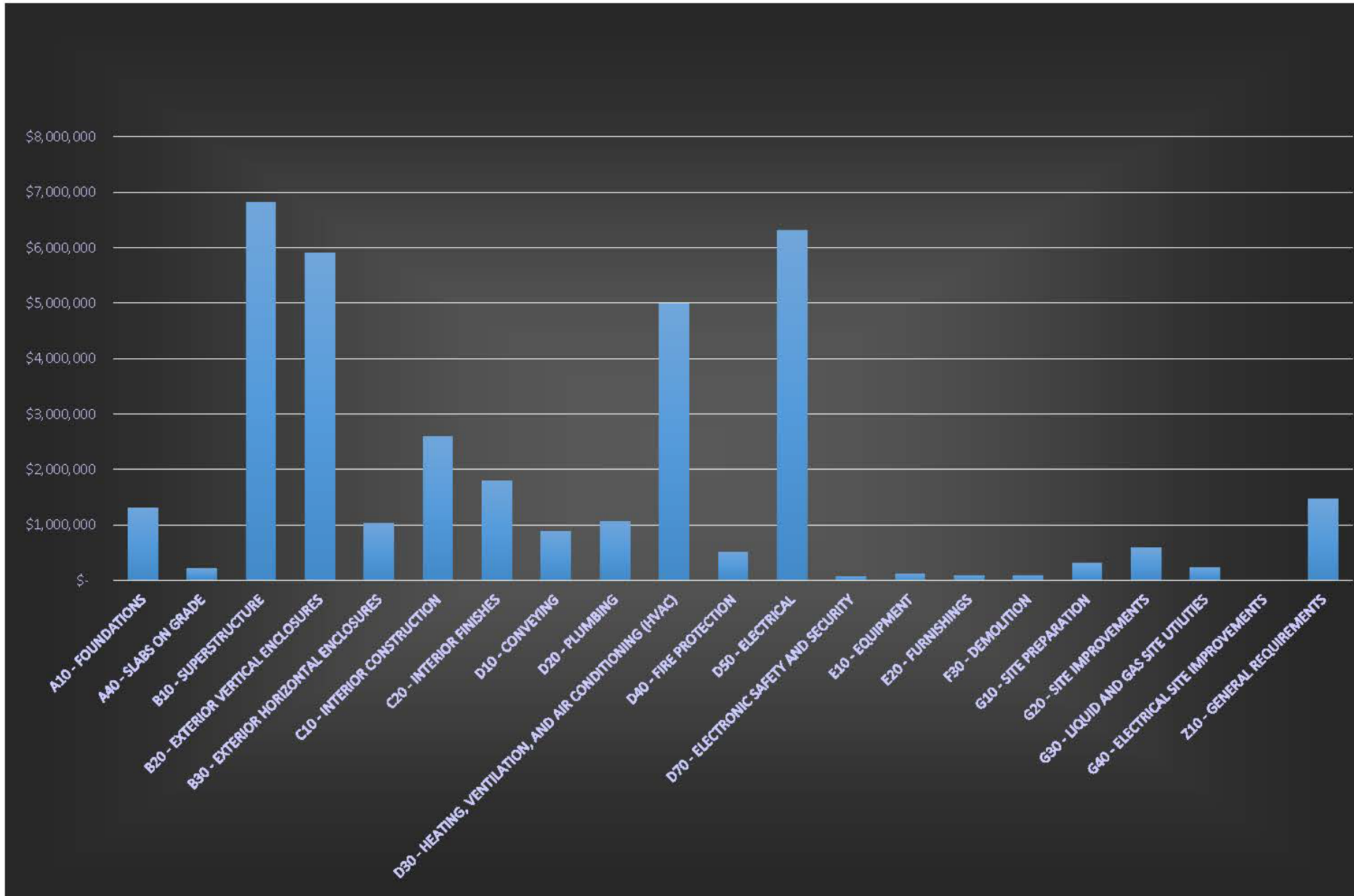
Conceptual Cost Model - 10/11/2022



## UNIFORMAT LEVEL 2 REPORT

System Values====> GSF====>	01 - BUILDING		02 - SITEWORK		TOTAL		
	64,650		64,650		64,650		
	TOTAL	\$/GSF	TOTAL	\$/GSF	TOTAL	\$/GSF of BLDG	% OF TOTAL
A10 - FOUNDATIONS	\$ 1,306,200	\$ 20.20	\$ -	\$ -	\$ 1,306,200	\$ 20.20	2.47%
A40 - SLABS ON GRADE	\$ 214,272	\$ 3.31	\$ -	\$ -	\$ 214,272	\$ 3.31	0.40%
B10 - SUPERSTRUCTURE	\$ 6,808,055	\$ 105.31	\$ -	\$ -	\$ 6,808,055	\$ 105.31	12.85%
B20 - EXTERIOR VERTICAL ENCLOSURES	\$ 5,907,991	\$ 91.38	\$ -	\$ -	\$ 5,907,991	\$ 91.38	11.15%
B30 - EXTERIOR HORIZONTAL ENCLOSURES	\$ 1,031,585	\$ 15.96	\$ -	\$ -	\$ 1,031,585	\$ 15.96	1.95%
C10 - INTERIOR CONSTRUCTION	\$ 2,591,776	\$ 40.09	\$ -	\$ -	\$ 2,591,776	\$ 40.09	4.89%
C20 - INTERIOR FINISHES	\$ 1,798,282	\$ 27.82	\$ -	\$ -	\$ 1,798,282	\$ 27.82	3.39%
D10 - CONVEYING	\$ 876,145	\$ 13.55	\$ -	\$ -	\$ 876,145	\$ 13.55	1.65%
D20 - PLUMBING	\$ 1,058,967	\$ 16.38	\$ -	\$ -	\$ 1,058,967	\$ 16.38	2.00%
D30 - HEATING, VENTILATION, AND AIR CONDITIONING (HVAC)	\$ 4,990,804	\$ 77.20	\$ -	\$ -	\$ 4,990,804	\$ 77.20	9.42%
D40 - FIRE PROTECTION	\$ 510,270	\$ 7.89	\$ -	\$ -	\$ 510,270	\$ 7.89	0.96%
D50 - ELECTRICAL	\$ 6,302,341	\$ 97.48	\$ -	\$ -	\$ 6,302,341	\$ 97.48	11.89%
D70 - ELECTRONIC SAFETY AND SECURITY	\$ 63,034	\$ 0.97	\$ -	\$ -	\$ 63,034	\$ 0.97	0.12%
E10 - EQUIPMENT	\$ 110,000	\$ 1.70	\$ -	\$ -	\$ 110,000	\$ 1.70	0.21%
E20 - FURNISHINGS	\$ 83,400	\$ 1.29	\$ -	\$ -	\$ 83,400	\$ 1.29	0.16%
F30 - DEMOLITION	\$ 85,000	\$ 1.31	\$ -	\$ -	\$ 85,000	\$ 1.31	0.16%
G10 - SITE PREPARATION	\$ -	\$ -	\$ 312,141	\$ 4.83	\$ 312,141	\$ 4.83	0.59%
G20 - SITE IMPROVEMENTS	\$ 10,000	\$ 0.15	\$ 573,043	\$ 8.86	\$ 583,043	\$ 9.02	1.10%
G30 - LIQUID AND GAS SITE UTILITIES	\$ -	\$ -	\$ 233,250	\$ 3.61	\$ 233,250	\$ 3.61	0.44%
G40 - ELECTRICAL SITE IMPROVEMENTS	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%
Z10 - GENERAL REQUIREMENTS	\$ 1,448,847	\$ 22.41	\$ 19,500	\$ 0.30	\$ 1,468,347	\$ 22.71	2.77%
<b>SUBTOTAL A: OF DIRECT COSTS</b>	<b>\$ 35,196,970</b>	<b>\$ 544.42</b>	<b>\$ 1,137,935</b>	<b>\$ 17.60</b>	<b>\$ 36,334,905</b>	<b>\$ 562.02</b>	<b>68.58%</b>
CONCEPTUAL COST MODEL ALLOWANCE	\$ 3,519,697	\$ 54.44	\$ 113,793	\$ 1.76	\$ 3,633,490	\$ 56.20	6.86%
LABOR & MATERIAL ESCALATION ALLOWANCE	\$ 2,111,818	\$ 32.67	\$ 68,276	\$ 1.06	\$ 2,180,094	\$ 33.72	4.11%
<b>SUBTOTAL B: DIRECT COSTS + COST MODEL ALLOWANCES</b>	<b>\$ 40,828,485</b>	<b>\$ 631.53</b>	<b>\$ 1,320,005</b>	<b>\$ 20.42</b>	<b>\$ 42,148,489</b>	<b>\$ 651.95</b>	<b>79.55%</b>
GENERAL CONDITIONS	\$ 3,977,641	\$ 61.53	\$ 128,599	\$ 1.99	\$ 4,106,240	\$ 63.51	7.75%
CCIP	\$ 1,154,799	\$ 17.86	\$ 37,335	\$ 0.58	\$ 1,192,134	\$ 18.44	2.25%
BUILDER'S RISK INSURANCE	\$ 359,271	\$ 5.56	\$ 11,615	\$ 0.18	\$ 370,886	\$ 5.74	0.70%
SUBCONTRACTOR DEFAULT INSURANCE	\$ 635,523	\$ 9.83	\$ 20,547	\$ 0.32	\$ 656,070	\$ 10.15	1.24%
PAYMENT & PERFORMANCE BOND	\$ 384,933	\$ 5.95	\$ 12,445	\$ 0.19	\$ 397,378	\$ 6.15	0.75%
CONSTRUCTION CONTINGENCY	\$ 1,539,732	\$ 23.82	\$ 49,780	\$ 0.77	\$ 1,589,512	\$ 24.59	3.00%
<b>SUBTOTAL C</b>	<b>\$ 48,880,384</b>	<b>\$ 756.08</b>	<b>\$ 1,580,326</b>	<b>\$ 24.44</b>	<b>\$ 50,460,711</b>	<b>\$ 780.52</b>	<b>95.24%</b>
CONSTRUCTION MANAGEMENT FEE	\$ 2,444,019	\$ 37.80	\$ 79,016	\$ 1.22	\$ 2,523,036	\$ 39.03	4.76%
<b>TOTAL CONSTRUCTION COSTS</b>	<b>\$ 51,324,404</b>	<b>\$ 793.88</b>	<b>\$ 1,659,343</b>	<b>\$ 25.67</b>	<b>\$ 52,983,746</b>	<b>\$ 819.55</b>	<b>100.00%</b>







THE DALI MUSEUM EXPANSION OPTION C 2 CONCEPT  
 ANTICIPATED DEVELOPMENT BUDGET  
 OCTOBER 11, 2022



PROJECT SUMMARY

	TOTAL	64,650	GSF
Tap and Capacity Fees		<i>Soft Cost Allowance</i>	
Plan Review & Permit Fees			
Domestic Water Fees (app., install, connect, deposit)		<i>w/ Allowance</i>	
CIAC		<i>w/ Allowance</i>	
Irrigation Meter		<i>w/ Allowance</i>	
Fire Line (app., connect)		<i>w/ Allowance</i>	
Fire Service Impact Fee		<i>w/ Allowance</i>	
Sanitary Fees (app., deposit)		<i>w/ Allowance</i>	
Sewer Improvement Fee		<i>w/ Allowance</i>	
EPC General Permit		<i>w/ Allowance</i>	
EPC Construction Permit		<i>w/ Allowance</i>	
Commercial Construction Water Plan Review		<i>w/ Allowance</i>	
Transportation / Concurrence Fees		<i>w/ Allowance</i>	
Signage		<i>w/ Construction</i>	
Duke Energy Fees			
Threshold Inspection			
Materials Testing			
LEED Certification Fee		<i>Not Applicable</i>	
Commissioning			
FF&E - Materials & Installation			

**Total Soft Costs**

**Insurance and Other Costs**

Builder's Risk		<i>w/ Construction</i>	
Hurricane Premium		<i>w/ Construction</i>	
Payment & Performance Bond (Required?)		<i>Not Included</i>	
General & Commercial Liability		<i>w/ Construction</i>	
Professional / Pollution		<i>w/ Construction</i>	
Subcontractor Default Insurance of Subguard		<i>w/ Construction</i>	
Legal Costs			

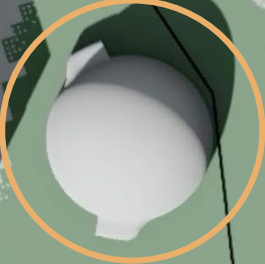
**Total Insurance and Other Costs**

Development Project Contingency			<b>5.0%</b>
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**OVERALL PROJECT BUDGET**

SUMMARY	
TOTAL COST (\$)	
TOTAL	PER GSF
\$ 682,016	\$ 10.55
\$ 100,000	\$ 1.55
\$ -	\$ -
\$ -	\$ -
\$ -	\$ -
\$ -	\$ -
\$ -	\$ -
\$ -	\$ -
\$ -	\$ -
\$ -	\$ -
\$ -	\$ -
\$ -	\$ -
\$ -	\$ -
\$ -	\$ -
\$ -	\$ -
\$ 100,000	\$ 1.55
\$ 25,000	\$ 0.39
\$ 100,000	\$ 1.55
\$ -	\$ -
\$ 193,950	\$ 3.00
\$ 3,000,000	\$ 46.40
<b>\$ 4,200,966</b>	<b>\$ 64.98</b>
\$ -	\$ -
\$ -	\$ -
\$ -	\$ -
\$ -	\$ -
\$ -	\$ -
\$ -	\$ -
\$ 5,000	\$ 0.08
<b>\$ 5,000</b>	<b>\$ 0.08</b>
\$ 3,247,696	\$ 50.24
<b>\$ 68,201,614</b>	<b>\$ 1,054.94</b>

element 1



Bird's eye view



# element 1

## Interim dome structure:

On existing Museum property  
in the south part of the garden

2,400 sq. ft. of education & entertainment space  
(~1/20th the size of permanent addition)

Targeted opening: Spring 2023  
(currently in permitting)





## element 2

### Permanent building addition:

An extension of the current building to the west  
(dependent on the Nov referendum;  
requires lease amendment)

60,000 sq. ft. of education & entertainment space

Targeted opening: 2025