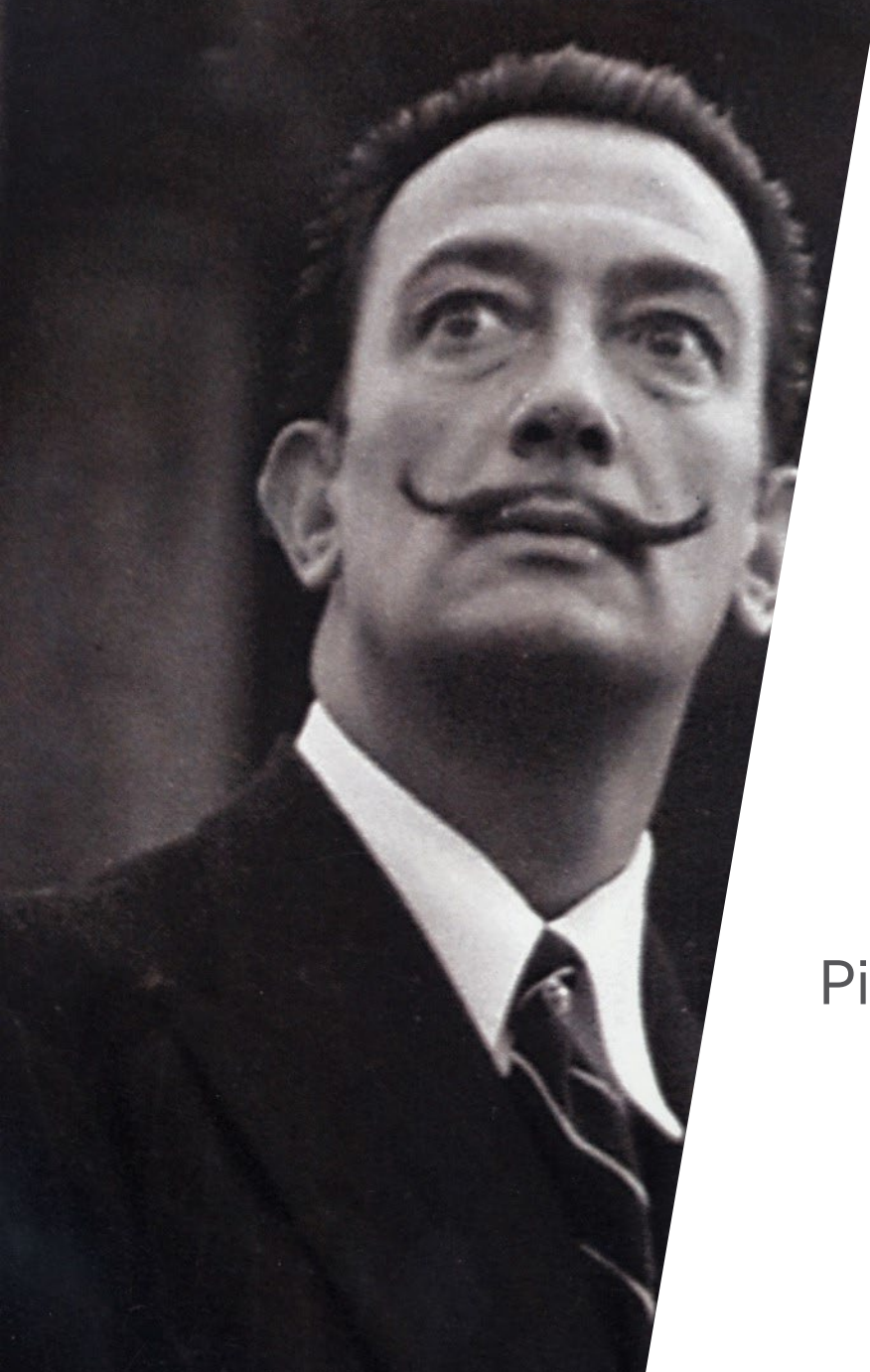


A photograph of the Dalí Museum building, featuring a large, curved, glass-enclosed dome structure with a grid of dark metal framing. The dome is set against a large, light-colored concrete wall. The sun is low in the sky, creating a bright lens flare effect. The foreground shows a paved plaza and some greenery on the left.

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

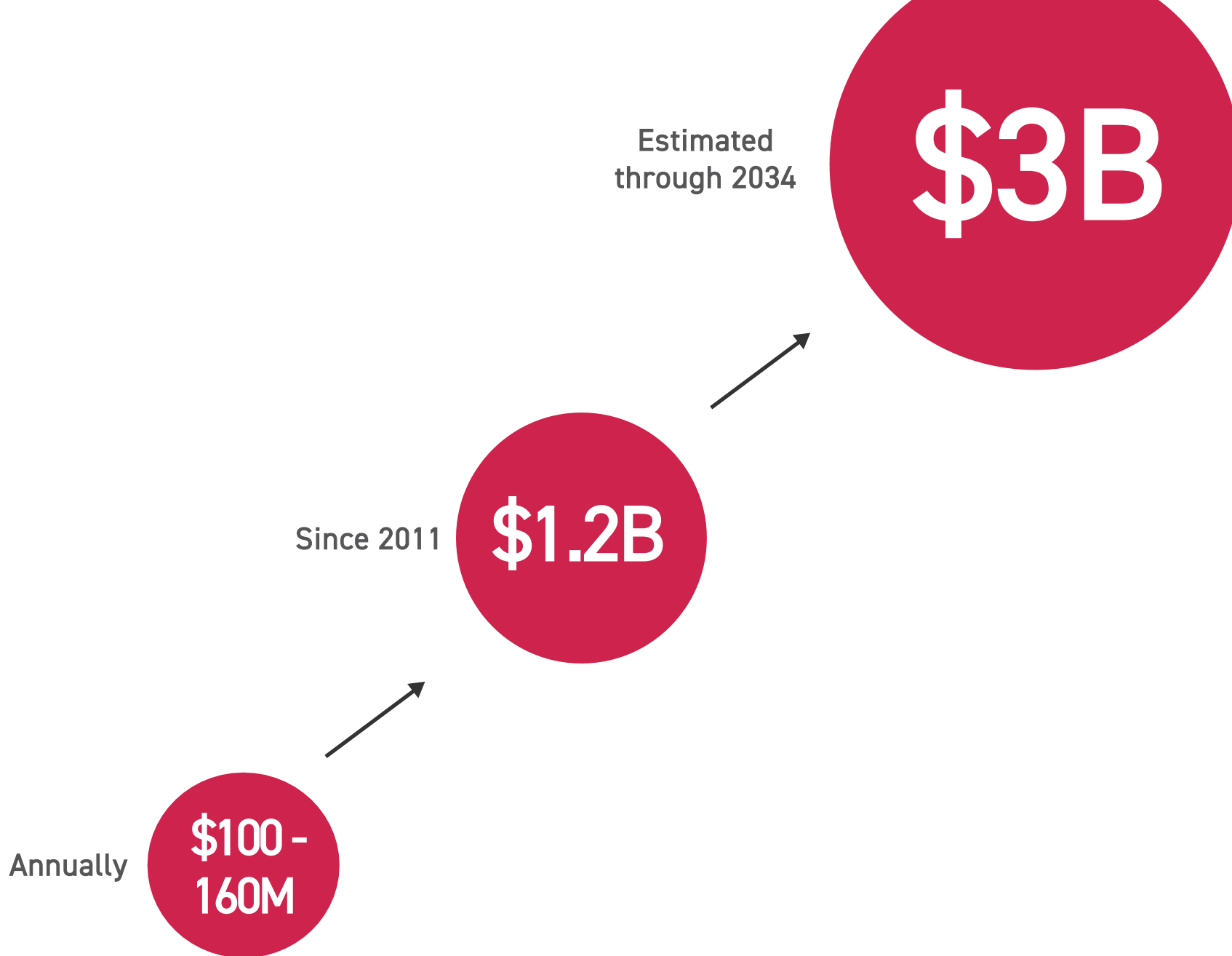
Pinellas County

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

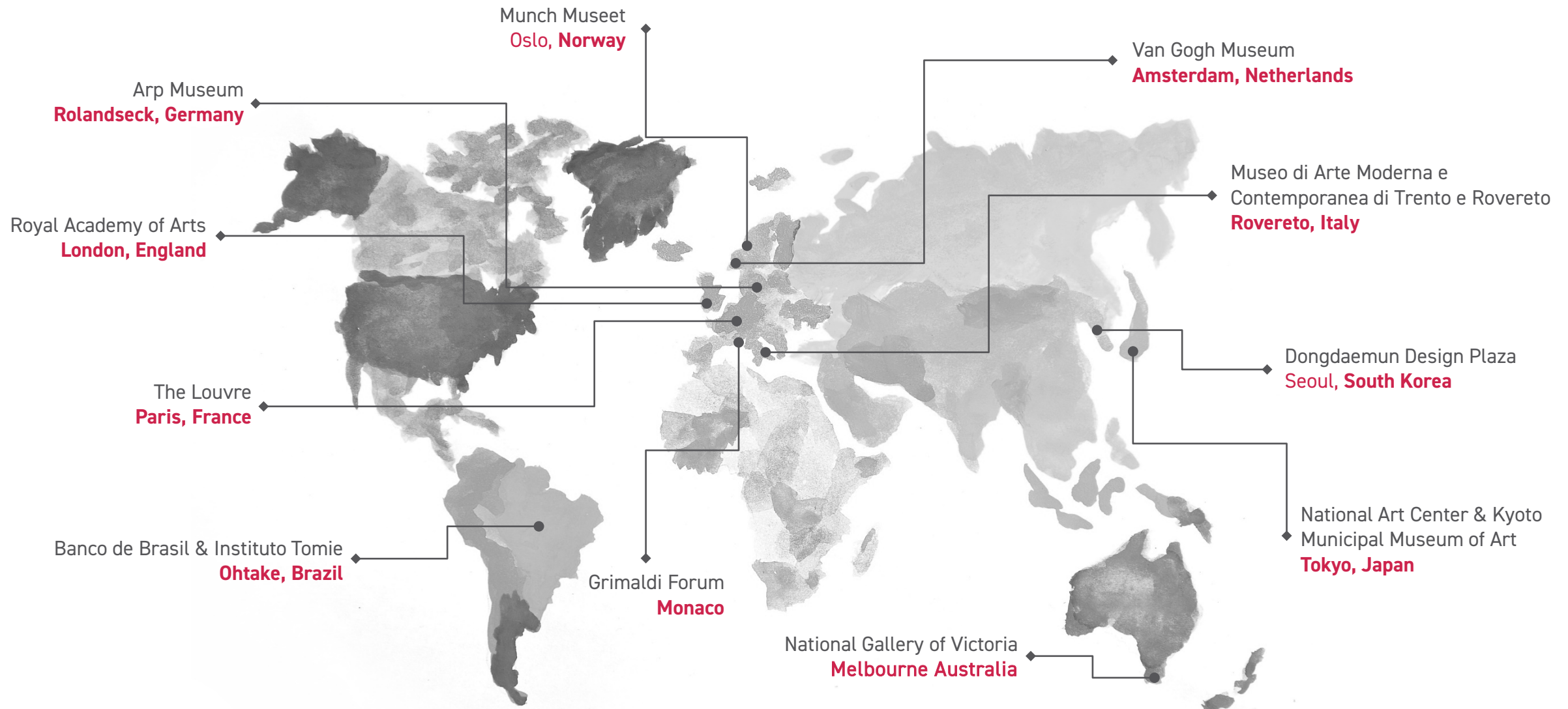


Visitors spend
3.2 nights in the area



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 Dali 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

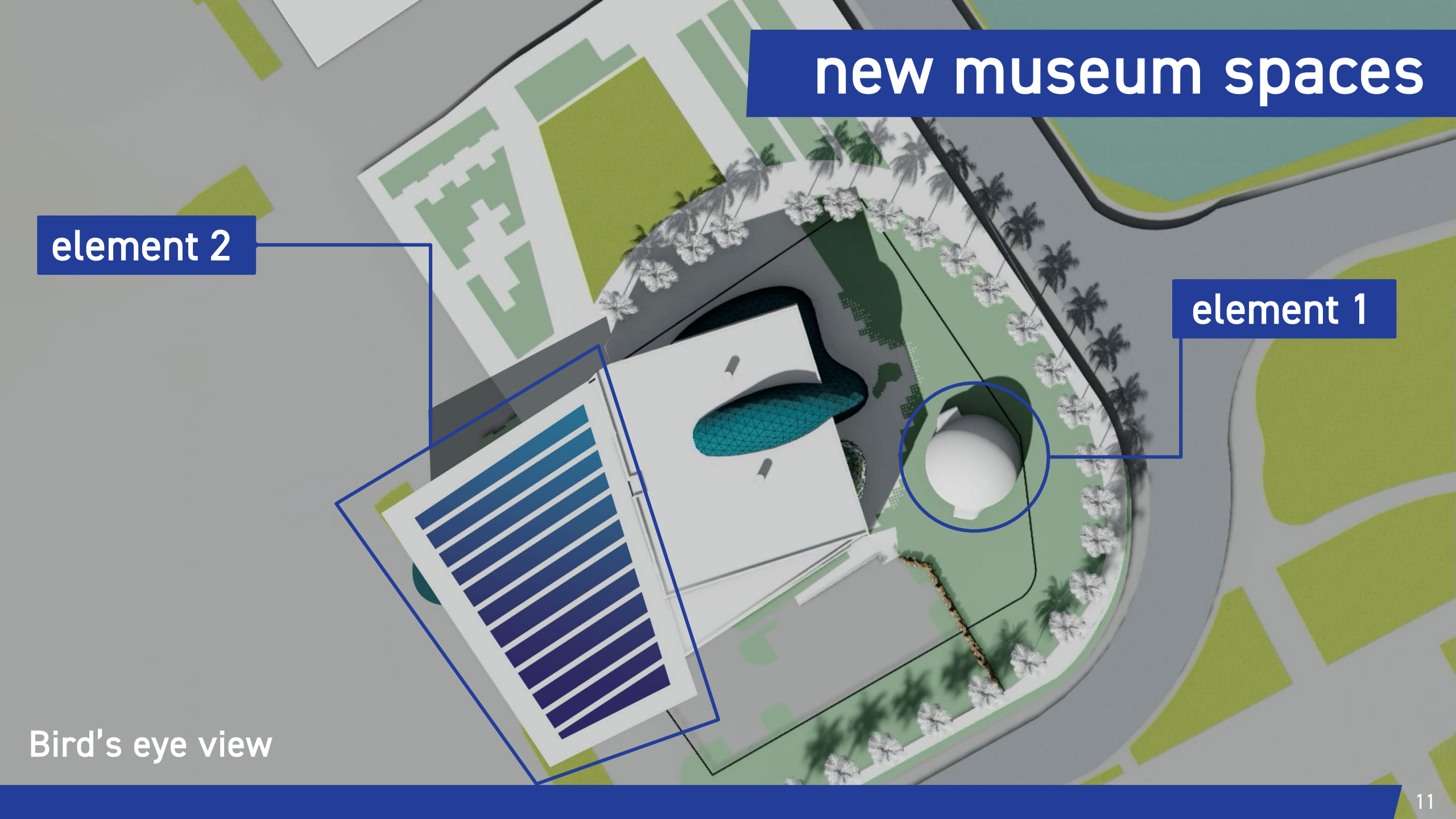
Infinite experiences that attract, educate, engage & delight

new museum spaces

element 2

element 1

Bird's eye view



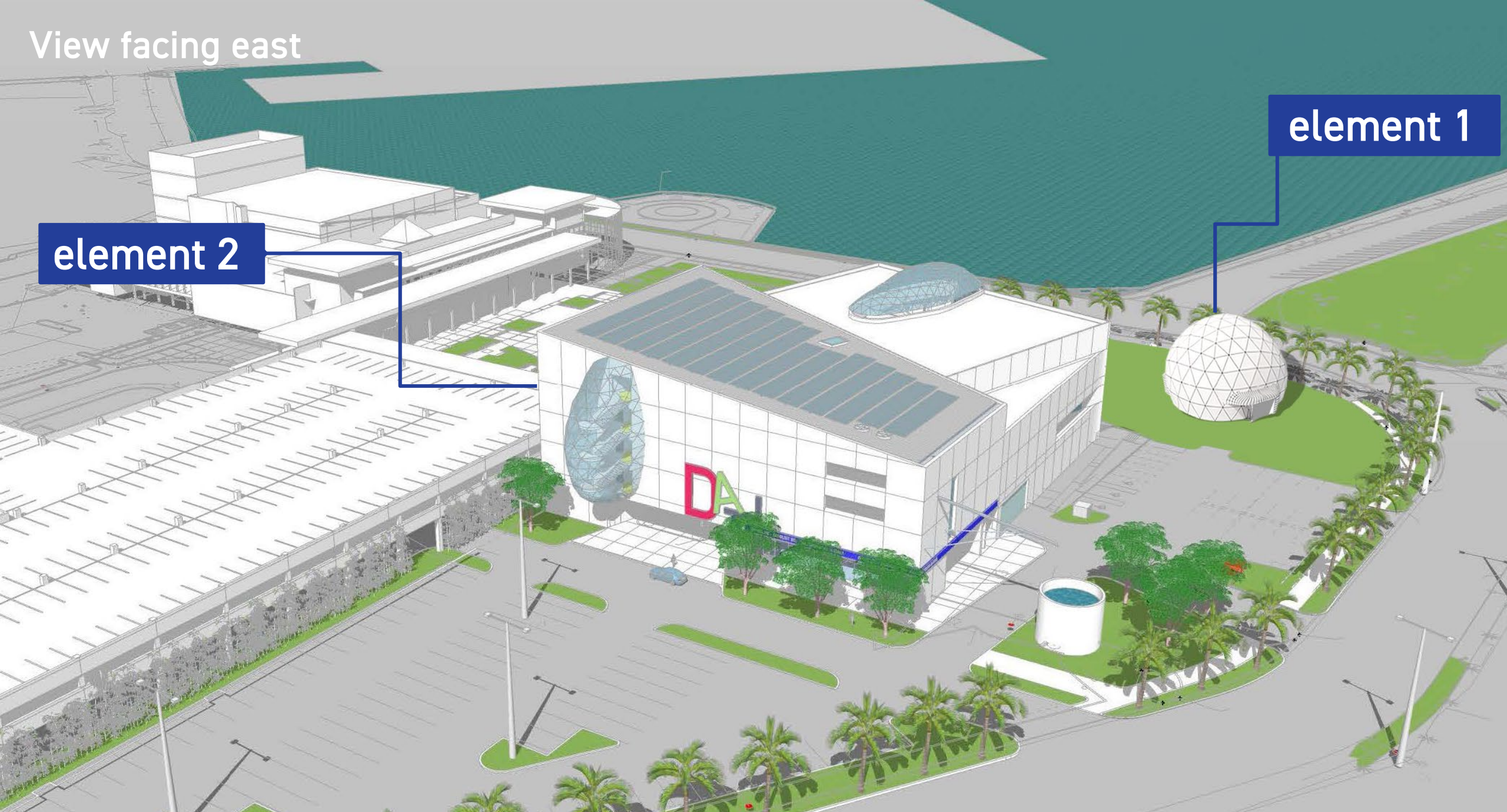


View from the east, Bayshore Blvd.

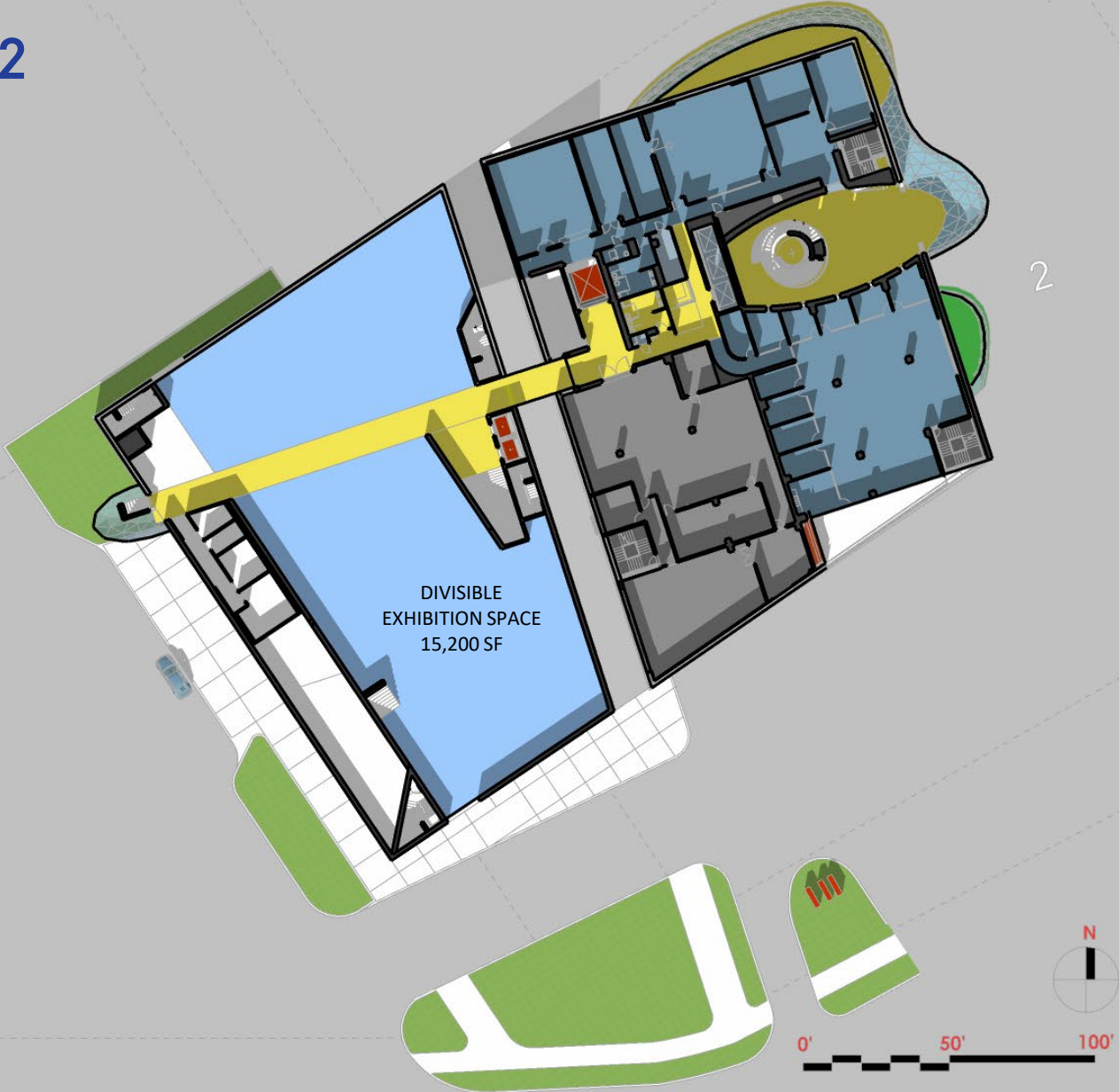
View facing east

element 2

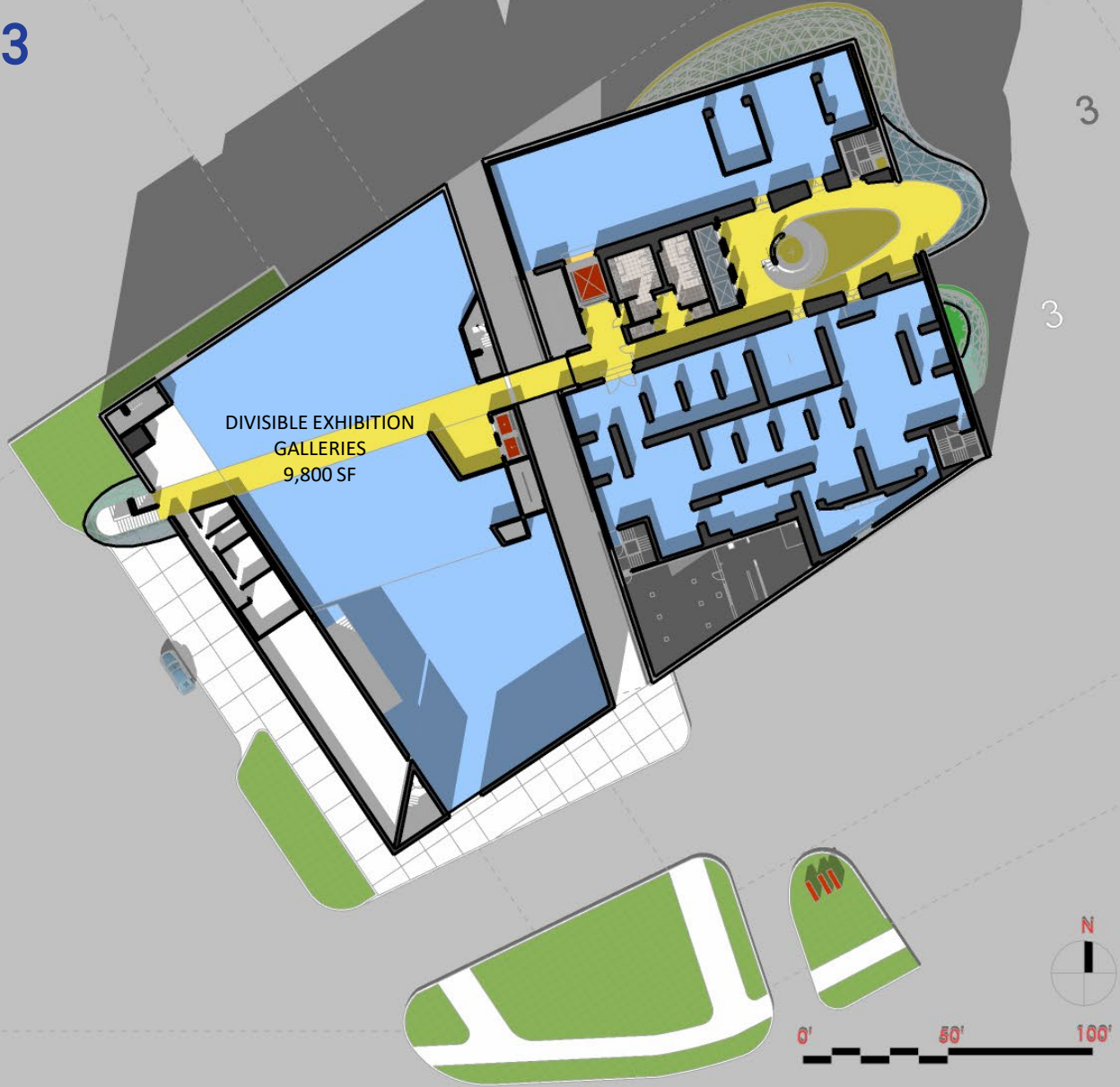
element 1



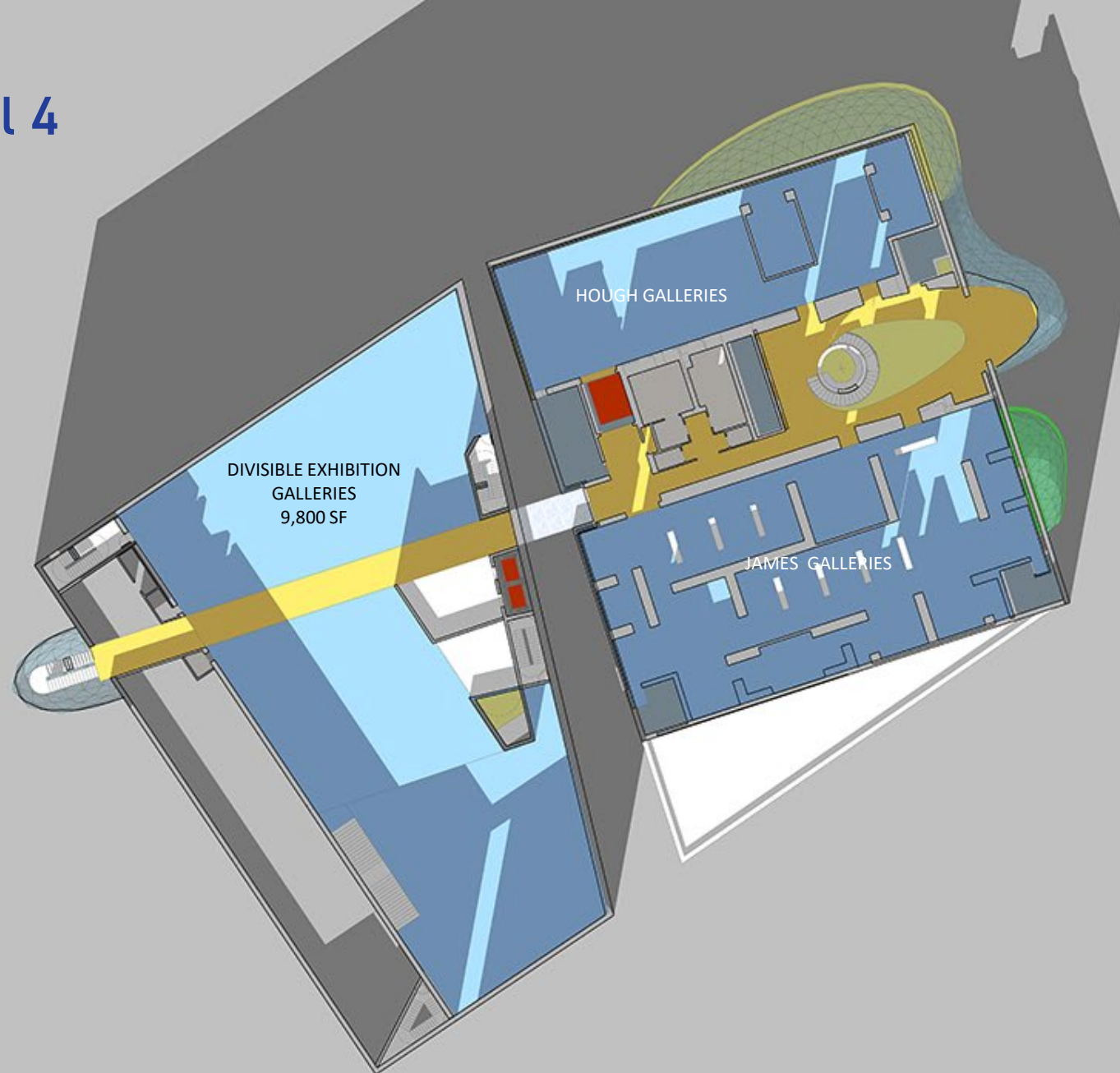
building expansion level 2



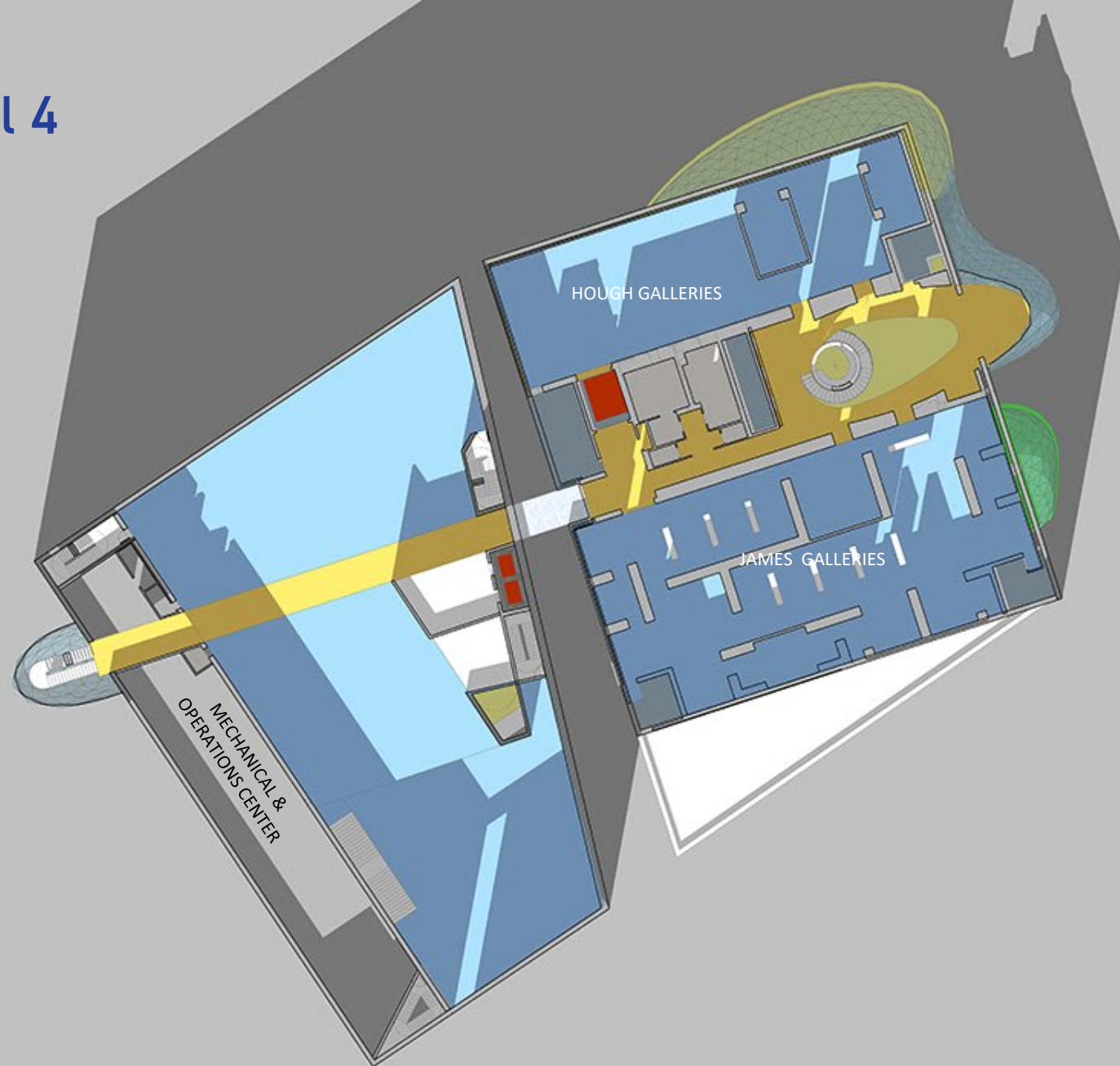
building expansion level 3



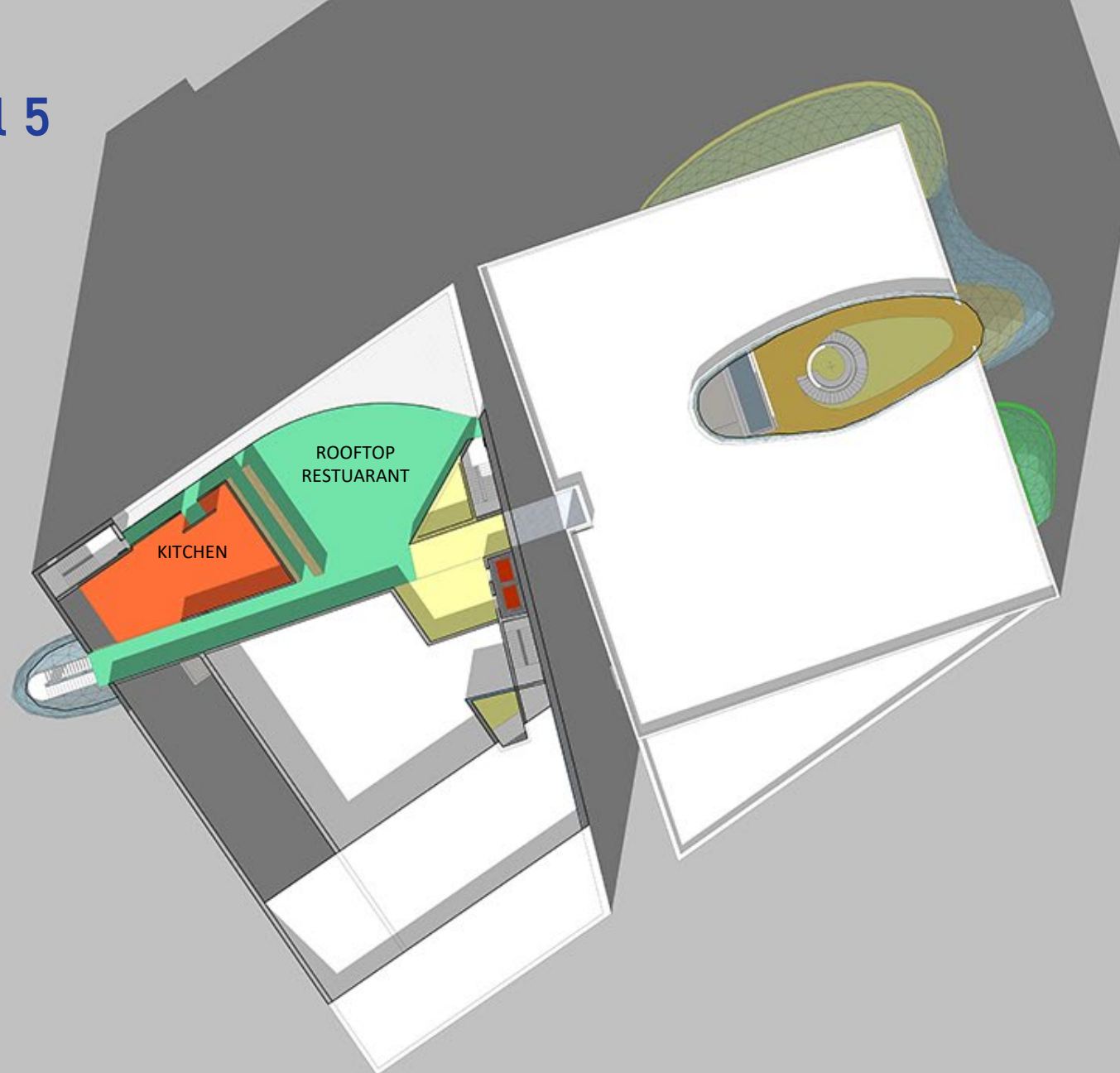
building expansion level 4



building expansion level 4 cont...

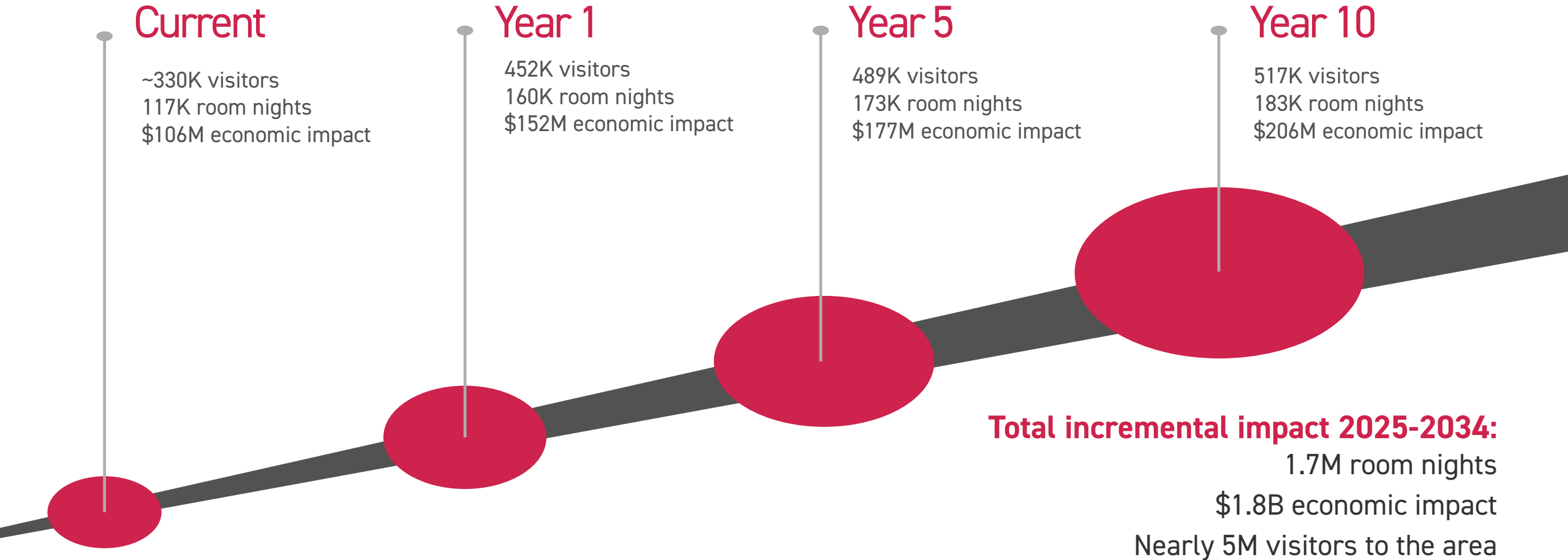


building expansion level 5



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

projected 10-year incremental impact of expansion





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

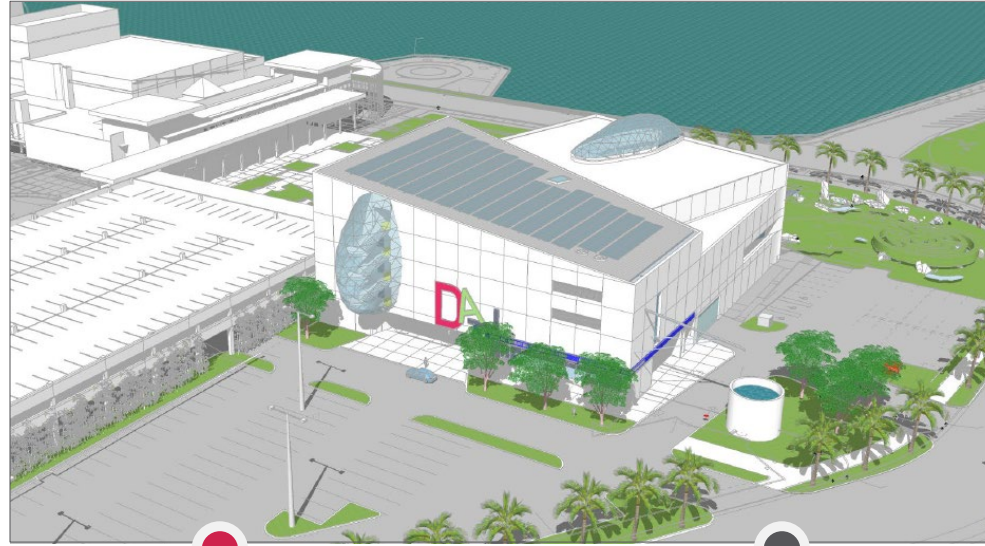
evolving design & costs



2019

Original design
(including parking)

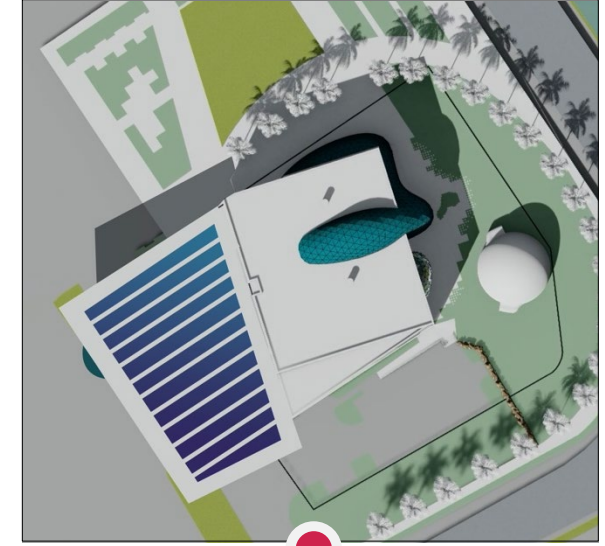
Estimated cost:
\$35M



2020

Updated designs
eliminating parking and
expanding program

Estimated cost:
\$37M



2022

Increased materials
& labor costs

Estimated cost:
\$55M

2023-25

Cost inflation

Estimated Cost:
\$68M



request for support

In 2019...

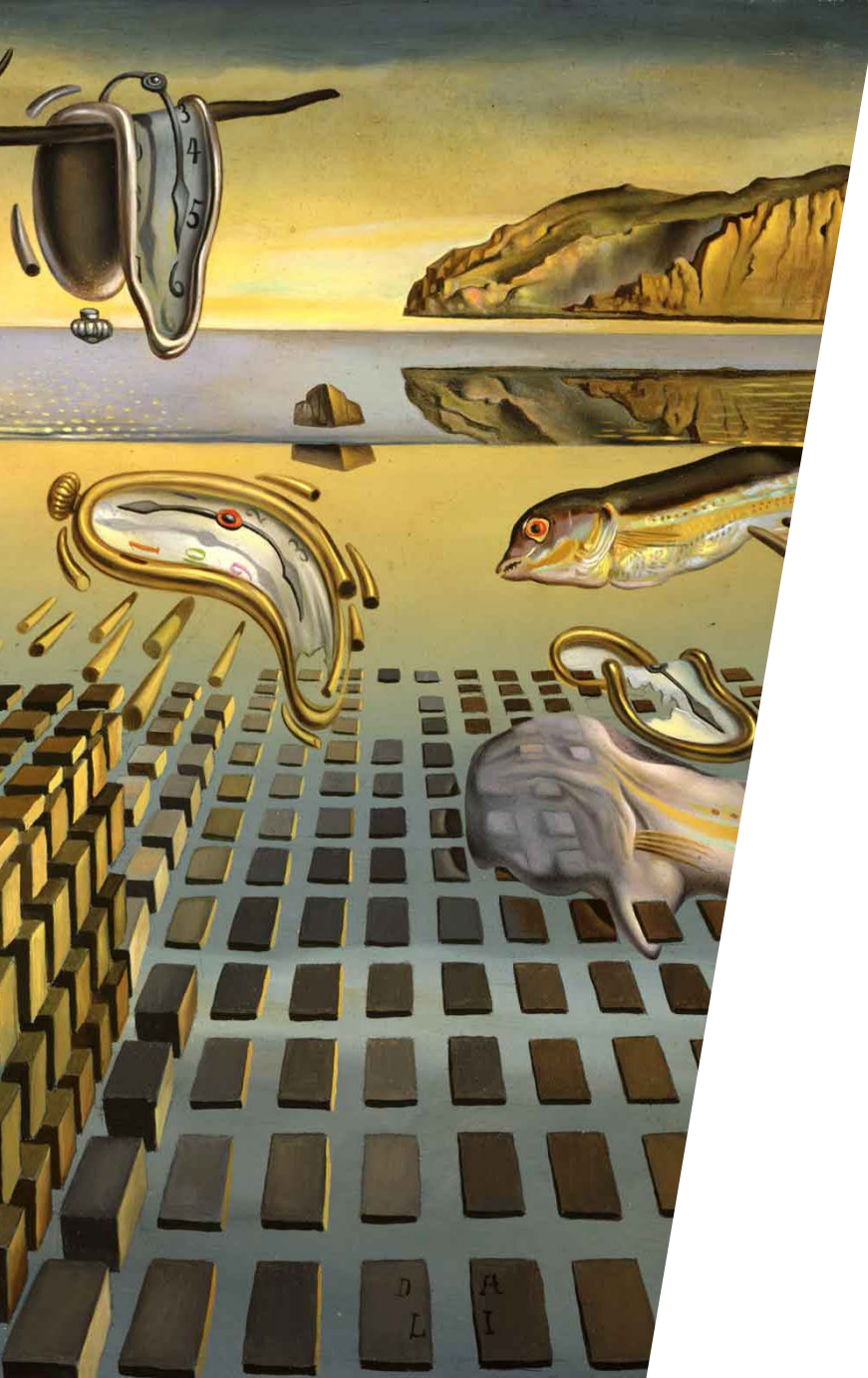
The TDC recommended and the County approved a
\$17.5M capital grant for The Dali's expansion
Half of the estimated \$35M cost at the time of application

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
10 Year Total 2025 - 2034	3,585,600	1,265,700	\$661,560,100	\$656,003,000	\$1,317,563,100	\$8,942,900	1,317,400	466,100	\$243,866,500	\$241,818,200	\$485,684,700	\$3,299,000	10 Year Total 2025 - 2034	4,903,000	1,731,800	\$1,803,247,800

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:

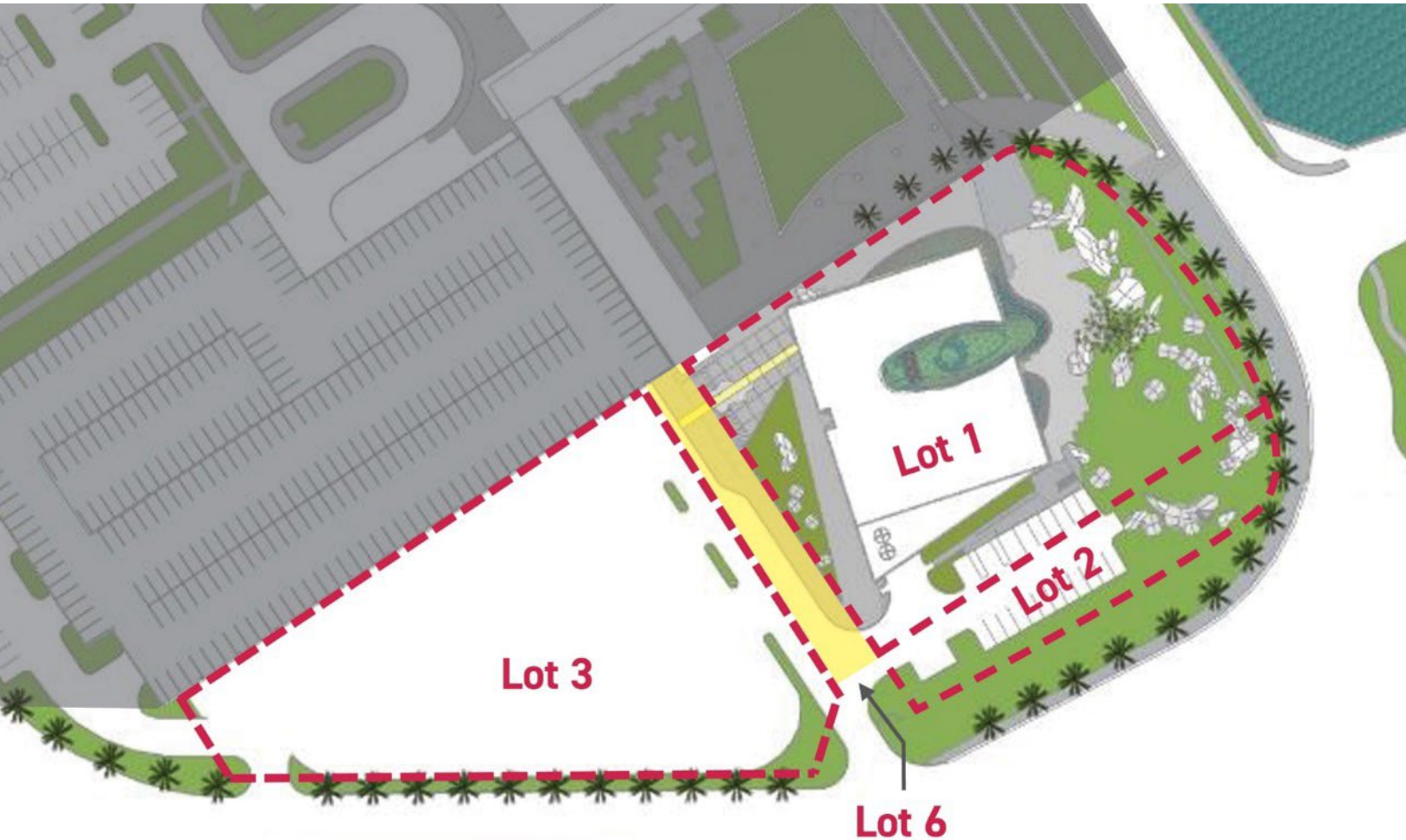
Current building & garden

Lot 2:

South Parking lot & lawn

Lot 3:

Surface parking Lot



Red outline= leasehold

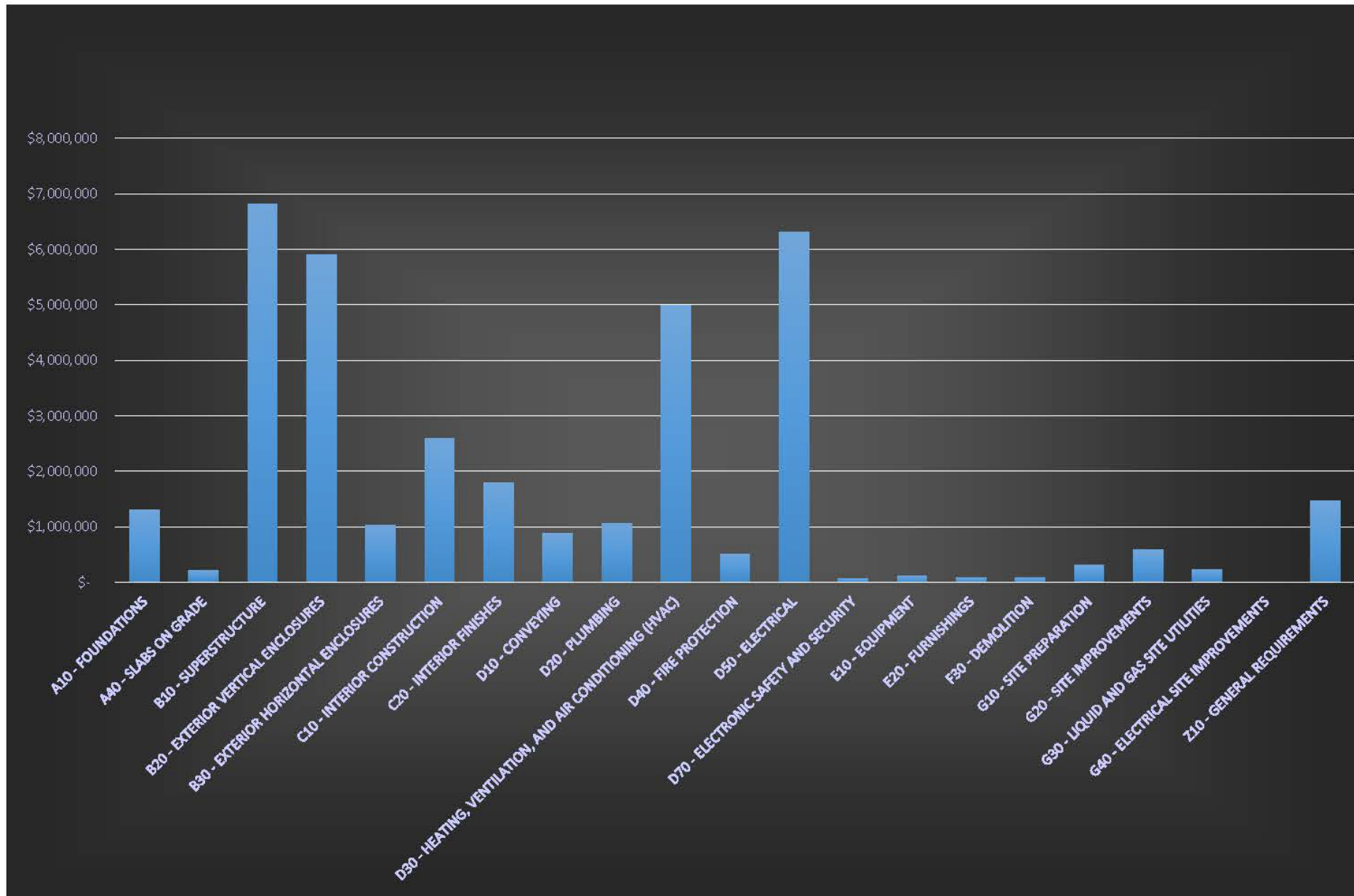
The Dali Museum Expansion

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%
SUBTOTAL A: OF DIRECT COSTS	\$ 35,196,970	\$ 544.42	\$ 1,137,935	\$ 17.60	\$ 36,334,905	\$ 562.02	68.58%
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%
SUBTOTAL B: DIRECT COSTS + COST MODEL ALLOWANCES	\$ 40,828,485	\$ 631.53	\$ 1,320,005	\$ 20.42	\$ 42,148,489	\$ 651.95	79.55%
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%
SUBTOTAL C	\$ 48,880,384	\$ 756.08	\$ 1,580,326	\$ 24.44	\$ 50,460,711	\$ 780.52	95.24%
CONSTRUCTION MANAGEMENT FEE	\$ 2,444,019	\$ 37.80	\$ 79,016	\$ 1.22	\$ 2,523,036	\$ 39.03	4.76%
TOTAL CONSTRUCTION COSTS	\$ 51,324,404	\$ 793.88	\$ 1,659,343	\$ 25.67	\$ 52,983,746	\$ 819.55	100.00%



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



PROJECT SUMMARY

	TOTAL	64,650	GSF	SUMMARY TOTAL COST (\$)	
				TOTAL	PER GSF
<u>Design & Preconstruction Costs</u>					
Professional Design Services			8.5%	\$ 4,660,868	\$ 72.09
Conceptual				\$ 10,000	\$ 0.15
SD	w/ Design Fee			\$ -	
DD	w/ Design Fee			\$ -	
CD	w/ Design Fee			\$ -	
Reimbursable Expenses				\$ 25,000	\$ 0.39
ADA/Code	w/ Design Fee			\$ -	
Interior Designer	w/ Design Fee			\$ -	
Civil Engineering	w/ Design Fee			\$ -	
Landscape Design	w/ Design Fee			\$ -	
Traffic Engineering				\$ 5,000	\$ 0.08
Geo-Tech Engineering & Monitoring During Construction				\$ 50,000	\$ 0.77
Environmental Survey				\$ 5,000	\$ 0.08
Structural Engineering	w/ Design Fee			\$ -	
MEPF Engineer	w/ Design Fee			\$ -	
Surveying - ALTA, boundary, topo, tree				\$ 10,000	\$ 0.15
Theater Consultant	Not Applicable			\$ -	
Acoustical Consultant	w/ Design Fee			\$ -	
Lighting Consultant	w/ Design Fee			\$ -	
Elevator Consultant	w/ Design Fee			\$ -	
Envelope Consultant	w/ Design Fee			\$ -	
LEED Consultant	w/ Design Fee			\$ -	
Arborist	Not Applicable			\$ -	
Owner's Rep Services				\$ 300,000	\$ 4.64
Estimating & Preconstruction Services			1.0%	\$ 548,337	\$ 8.48
				\$ -	
Total Design & Preconstruction Costs				\$ 5,614,206	\$ 86.84
				\$ -	
				\$ -	
<u>Re-zoning Costs</u>					
Legal Expense	Not Applicable?			\$ -	
Owner Rep.				\$ 300,000	\$ 4.64
City Fees	Not Applicable?			\$ -	
Reimbursable Expenses	Not Applicable?			\$ -	
				\$ -	
Total Re-zoning Costs				\$ 300,000	\$ 4.64
				\$ -	
				\$ -	
<u>Construction Costs</u>					
Site Work				\$ 1,659,343	\$ 25.67
Solar System Allowance				\$ 1,500,000	\$ 23.20
Rainwater Harvesting Allowance				\$ 350,000	\$ 5.41
Museum Expansion - 6% Escalation Included				\$ 51,324,404	\$ 793.88
Total Construction Costs				\$ 54,833,746	\$ 848.16
<u>Soft Costs</u>					
Design	w/ Design Fee			\$ -	
Re-zoning	w/ Re-zoning			\$ -	

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



PROJECT SUMMARY

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

Total Soft Costs

Insurance and Other Costs

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

Total Insurance and Other Costs

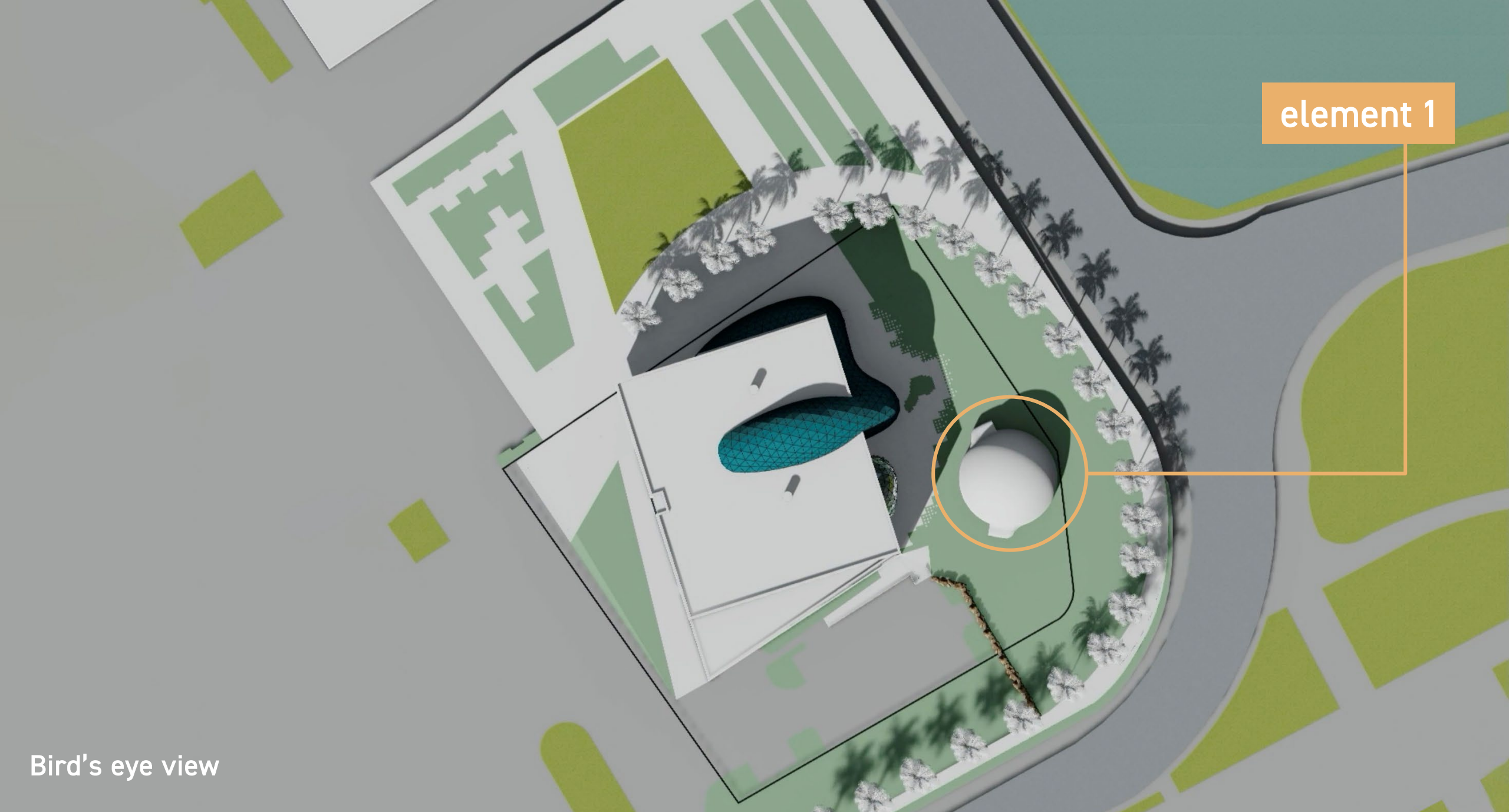
Development Project Contingency	5.0%
---------------------------------	------

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
\$ 4,200,966	\$ 64.98
\$ -	\$ -
\$ -	\$ -
\$ -	\$ -
\$ -	\$ -
\$ -	\$ -
\$ -	\$ -
\$ 5,000	\$ 0.08
\$ 5,000	\$ 0.08
\$ 3,247,696	\$ 50.24
\$ 68,201,614	\$ 1,054.94

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

