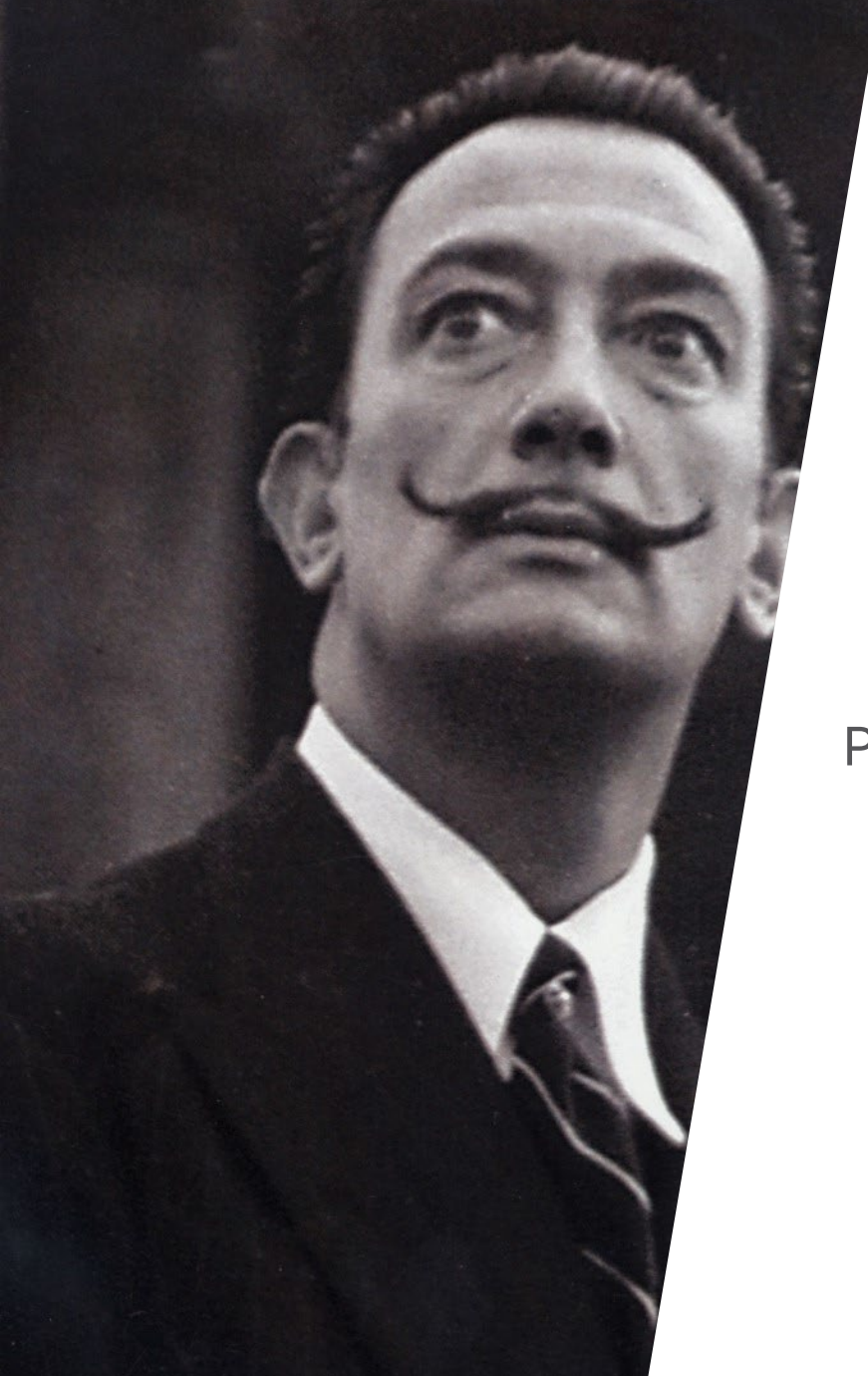




# the dali museum

Clearwater Community  
Redevelopment Agency  
November 2024

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



## who we are

The preeminent collection of Salvador Dalí's art globally

Most visited single-artist museum in America

Prominent St. Petersburg cultural destination & economic driver

Education leader with world-renowned scholarship

Pioneer of innovation through award-winning experiences

Leading public site for digital art education & entertainment

A place to build empathy & tolerance

# 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+**

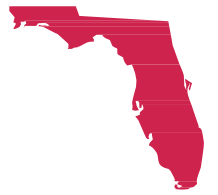
Page views annually  
on TheDali.org

**500K+**

Global **social  
media** audience

# attracting a global audience

**75%** out-of-area visitors



**25%**

Florida



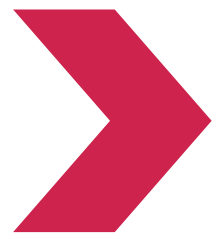
**35%**

U.S.



**15%**

Int'l



**54%**

of overnight visitors



*stay in*  
**St. Petersburg**

according to economic impact research provided by Research Data Services (1)



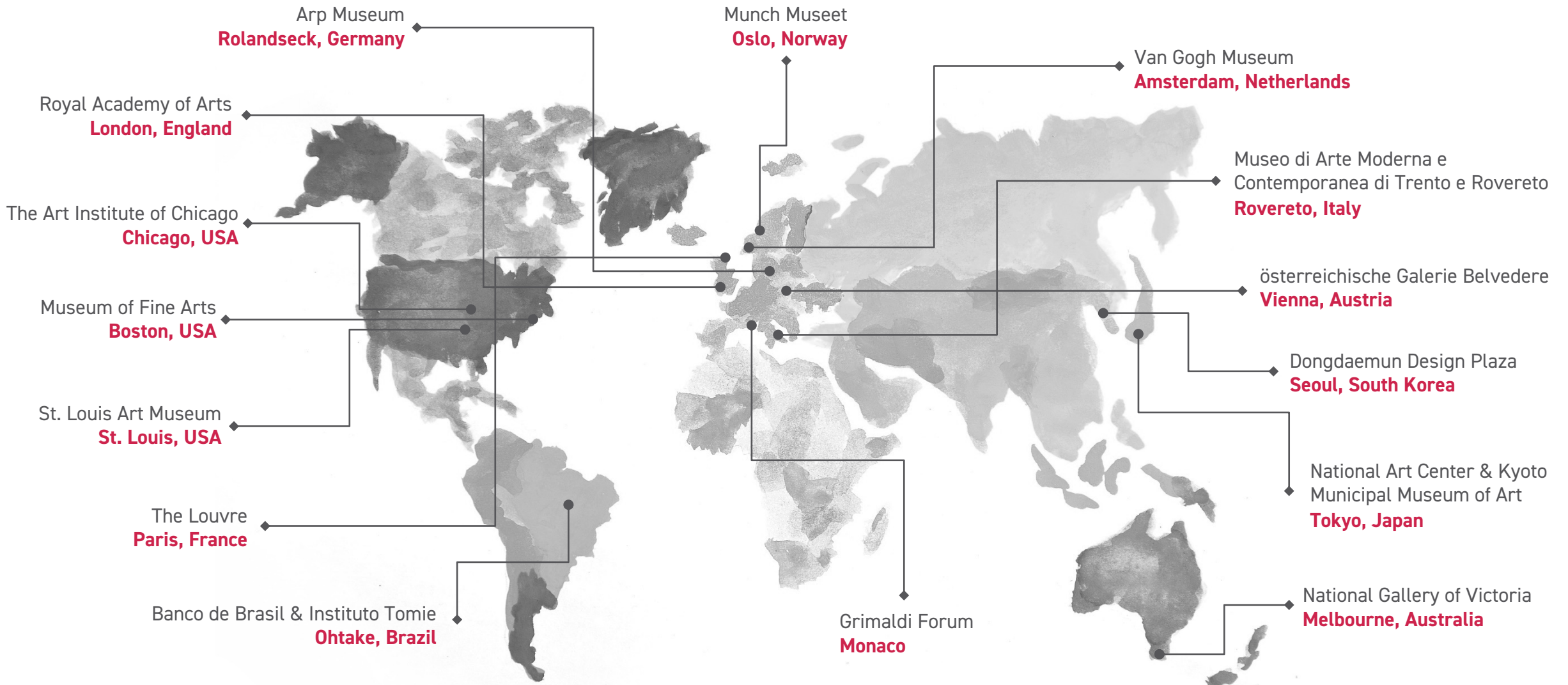
First and only museum in the American South to be recognized internationally by the Michelin Guide with the highest, three-star rating





# international exposure through exhibition loans

6M impressions globally over the past 8 years



# economic impact study: base museum operations

Fiscal Year	Estimated Attendees	1	Total Room Nights Supported	3	Incremental Indirect/Induced Impacts Generated	4	Total Economic Impact Supported	6	TDT (6%) Supported	Local Option Tax (1%) Generated	Local Option Tax (1%) Supported	
		Incremental Room Nights Generated		Incremental Direct Spending Projections		Incremental Economic Impact Generated		TDT (6%) Generated				
2023	330,600	89,200	194,000	\$56,183,200	\$55,711,300	\$111,894,500	\$249,543,300	\$893,000	\$2,267,000	\$533,700	\$1,190,300	
2024	335,600	90,700	197,100	\$58,617,000	\$58,124,600	\$116,741,600	\$260,353,400	\$931,900	\$2,365,400	\$556,800	\$1,241,900	
2025 (Year 1)	340,300	91,800	199,700	\$60,538,400	\$60,029,900	\$120,568,300	\$268,984,600	\$962,100	\$2,443,300	\$575,000	\$1,283,000	
2026 (Year 2)	344,700	93,200	202,400	\$62,559,000	\$62,033,500	\$124,592,500	\$277,767,800	\$994,600	\$2,523,400	\$594,300	\$1,325,000	
2027 (Year 3)	348,800	94,200	204,700	\$64,441,400	\$63,900,100	\$128,341,500	\$286,306,000	\$1,024,200	\$2,600,600	\$612,200	\$1,365,700	
2028 (Year 4)	353,000	95,300	207,200	\$66,481,600	\$65,923,200	\$132,404,800	\$295,386,900	\$1,056,800	\$2,683,500	\$631,500	\$1,408,900	
2029 (Year 5)	356,900	96,300	209,400	\$68,524,400	\$67,948,800	\$136,473,200	\$304,378,000	\$1,089,200	\$2,764,800	\$651,000	\$1,451,900	
2030 (Year 6)	360,800	97,500	211,900	\$70,636,500	\$70,043,200	\$140,679,700	\$313,684,700	\$1,123,000	\$2,850,200	\$671,000	\$1,496,200	
2031 (Year 7)	364,800	98,500	214,200	\$72,725,800	\$72,114,900	\$144,840,700	\$323,157,900	\$1,155,900	\$2,935,900	\$690,900	\$1,541,500	
2032 (Year 8)	368,400	99,500	216,300	\$74,893,800	\$74,264,700	\$149,158,500	\$332,668,900	\$1,190,600	\$3,022,000	\$711,600	\$1,586,900	
2033 (Year 9)	372,100	100,400	218,400	\$77,061,600	\$76,414,300	\$153,475,900	\$342,362,100	\$1,224,900	\$3,110,500	\$732,000	\$1,633,100	
2034 (Year 10)	375,800	101,500	220,600	\$79,372,600	\$78,705,900	\$158,078,500	\$352,561,400	\$1,261,800	\$3,202,900	\$754,000	\$1,681,800	
10 Year Total 2025 - 2034	3,585,600	2	2,104,800	\$697,235,100	\$691,378,500	5	\$3,097,258,300	7	\$11,083,100	\$28,137,100	\$6,623,500	\$14,774,000

- Incremental room nights generated.** This is the number of room nights currently generated by The Dalí museum each year. It is called "incremental," as the county assesses what the revenue and yielding of room nights would be without the Dalí museum. 89,200 room nights are generated by the visitors to The Dalí who come to the area "expressly" to see The Dalí Museum.
- 968,200 room nights are expected to be generated by The Dalí in the next 10 year.
- Incremental direct spending projections.** This is the amount of direct spending by visitors to The Dalí coming to the area expressly to see the Museum. The number is based on the average expenditures and the number of days of the average visitor coming from outside the area.
- Incremental economic impact generated.** This is the amount of economic impact that the direct spending generates. A standard multiplier is applied to the direct spending quantity to determine this number.
- Over a 10 year period, the total economic impact generated by the Museum is \$1,388,613,600.
- TOT ( 6%) generated.** This is the amount of tax the visitors coming expressly to see the Dalí Museum generate from the bed tax each year
- Over a 10-year period, \$11,083,100 dollars will be generated by the Dalí Museum indirect bed tax.

Current Base Year Estimates
Estimated Year of Opening of Expansion

# 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.

2023



*Dream Tapestry* uses OpenAI technology to transform dreams into 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.**

73%

of Adults 18+ are **interested in visiting a digital art exhibit at an art museum** vs. a stand-alone digital art experience (64%).



**The Dalí provides education, arts  
and business opportunities**

*“The Innovation Labs experience at The Dalí was transformative... While other organizations may be doing this type of workshop, The Dalí’s is unique in both its setting and its facilitators.”*

**- Innovation Labs attendee**



# student programs at the dalí

## Student Surrealist Art Exhibit

Florida middle and high school students explore ideas like those of Dalí and the Surrealists

## Internships

Higher education students learn about the inner workings of an art museum

## The Dalí in the Classroom

Pinellas County teachers bring art into the classroom through virtual Dalí-inspired experiences



*“Year after year, The Dalí has made a huge difference by validating the artistic value, and in reality, the personal value and confidence for many of my students.”*

**- Pinellas County teacher, Student Surrealist Art Exhibit**



# additional student programs at the dalí

## The Dalí on the “Fly” Art Mobile

A themed mobile museum visits public elementary schools to introduce students to Surrealism

## Junior Docent Art Program

Students learn fundamentals of independent thinking and new ways to interpret art

## Field Trips & Home School Days

Free and reduced field trips with docent-led gallery tours are available for K-12 students

*“The Dalí has reached nearby schools in ways that have challenged, educated and broadened the world views of these students.”*

**- Visiting Educator**





**thank you**