THE DAM

Every art movement deserves a museum

A donor guide to
THE DAM’s next chapter

ST. PETERSBURG, FLORIDA / NOVEMBER 2026

Digital art has a history

Keeping the file is only part of keeping the history.

Digital work can reach the world in seconds. Its context can disappear just as quickly.

Platforms close. Links break. The conversations around a work become difficult to recover.

THE DAM brings artworks together with the people and stories behind them.

What THE DAM has built

144 artists

Across 18 countries

$63,125

Paid directly to artists

$126,250

Curation revenue

139 collectors

More than 80 co-curators

Historical activity reported in the agency’s November 2026 materials.
Leadership must verify the reporting period, definitions and records before publication.
These figures do not forecast the impact of a new gift.

Art is the foundation

01

Artists

Contribute work to the museum’s curations.

02

Collectors

Review submissions and acquire numbered editions.

03

THE DAM

Documents and promotes the work.

According to the agency guide, selected artists receive about half of what their work earns. The museum’s share supports the nonprofit.

People and stewardship

Stephen Esposito
Jacqueline Parish

Co-founders with experience
in digital art and operations.

The agency materials describe a Florida 501(c)(3), a board and an advisory community.

Documentation to confirm

Current governance, tax-status documentation and gift policies should accompany any formal request when appropriate.

A public place to begin

St. Petersburg, Florida

A place to experience digital works, learn their stories and explore making something yourself.

Framed digital displays could support changing exhibitions and different entry points into the subject.

THE DAM currently operates online. It has not yet secured a physical space.

Learning through making

For newcomers

Guided experiences could make digital culture approachable, including opportunities for artists in paint, photography and other media to explore digital form.

Program formats and partnerships still need development.

An idea for local artists

A possible collaboration with willing muralists could connect physical murals with digital editions.

This is an idea, not a confirmed program or festival partnership. Artist consent, reproduction rights and revenue arrangements require agreement.

A wider cultural story

Art anchors the work today.

Gaming
Music
Digital ownership

Including the history of finance. These are future areas to explore, with research and curatorial partners still to be developed.

The founders hope a first encounter can lead to a creative practice or a deeper relationship with art. This aspiration is not a promise of professional or financial outcomes.

What a gift could support

Space and installation

A suitable home, displays, infrastructure and furnishings. Site selection, accessibility and operating costs shape the final scope.

Education and public programs

Interpretation, guided learning, artist conversations and opportunities to create. Each needs a budget, an accountable owner and a realistic plan.

Care and continuity

Staffing, documentation, insurance and technical maintenance sustain the work after an exhibition opens.

A planning model

$1,333,300

Unapproved planning total

$270,000

Build-out

$1,063,300

First-year operations

The agency deck suggests 12–18 months from funding to opening.

Budget and timeline are unapproved assumptions for review, not a current fundraising commitment or opening promise. A donor-specific ask follows a confirmed scope and budget.

Your part in the next chapter

A conversation can begin before a gift amount.

What connects you to art or digital culture?
Which work would you like to support?
What would you want to understand first?

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Before external use

Leadership review

Approve the wording.

Verify historical figures and nonprofit details.

Confirm any financial request.

Describe programs at their actual stage.

Source materials

Adapted from THE DAM Donor Deep Dive Review, based on LM Genuine Solutions' THE DAM Funder Presentation and Core Messaging Guide, delivered November 2, 2026, and the LMGS x The Digital Asset Museum Follow-Up Meeting transcript.

Originals remain unchanged.