

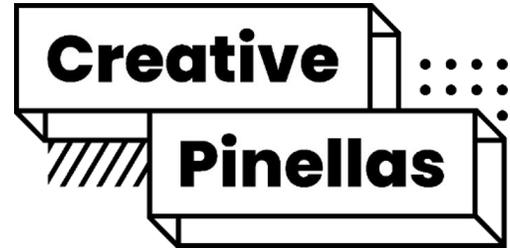
TDC REPORT

Feb. 20, 2024

Creative Pinellas Values:

Inclusive. Collaborative. Accessible. Involved. Contemporary

Goals: We are building new alliances and strengthening our partnerships as we move Creative Pinellas toward greater productivity, visibility, and engagement

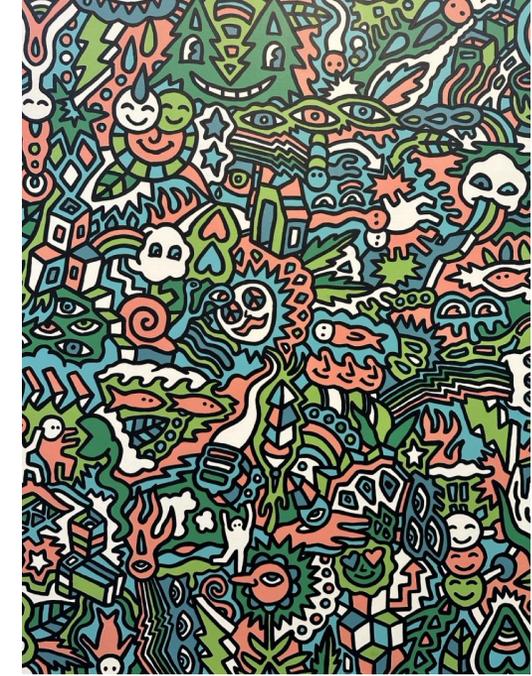
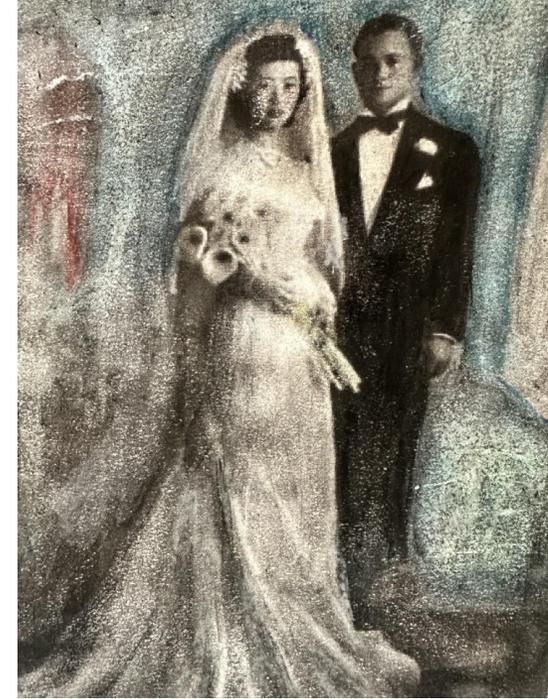


Gallery Exhibitions and Activities
Winter/Spring 2024

FY 24 Gallery Attendance: 24% Increase over FY23

FY 24 October 1, 2023 – January 31, 2024: 8209

FY 23 October 1, 2022 – January 31, 2023: 6712



Nature Pix with Creative Pinellas Artist Laureate Mikhail Mansion

A poetic display of nature and technology

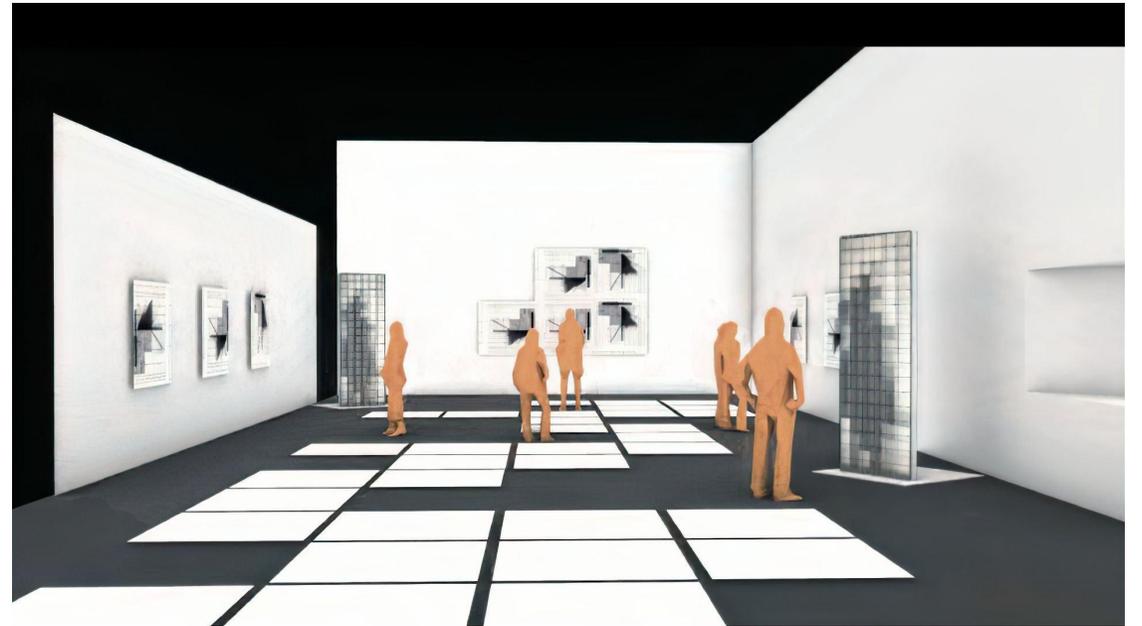
February 22 – April 21

Nature Pix brings both the gentle and tempestuous forces of nature into our gallery through the natural light of the sky and cloud cover, wind moving through trees and across plant surfaces, and in the flow of the Florida Botanical Garden's waterways.

Process: The artist is placing motion, wind, and light sensors throughout the campus, which will pick up the natural movements of our natural environment.

This data is fed back into the gallery, activating a large gridded light sculpture installed on the floor.

The movement of the natural elements outside the gallery will drive the behavior of the code - which visitors will experience through visuals and sound.



Strength of Character

March 14 – April 28

Award-winning guest curator Katherine Gibson creates an environment of visual and physical weight that includes large-scale paintings, elegant sculptural wood pieces, and site-specific installation and assembled objects.

strength^{of}
character



David Bly Kathleen Bly Edgar Sanchez Cumbas Kendra Frorup

A Gbioff Foundation Microgrant Project

CURRENT AND UPCOMING EXHIBITIONS

January thru April

Arts Annual Focus: **Literature & Performance**

January 27 thru February 25

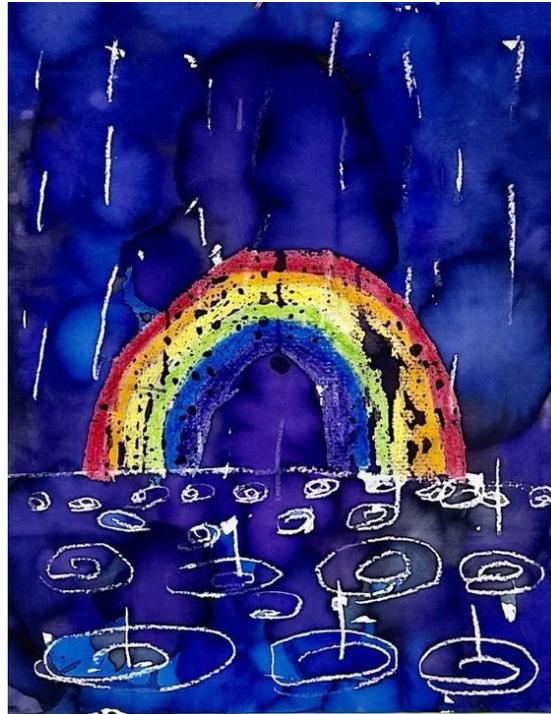
A video exploration of select Creative Pinellas performance and literature-based grantees.



Youth Art Month

March 2 thru March 31

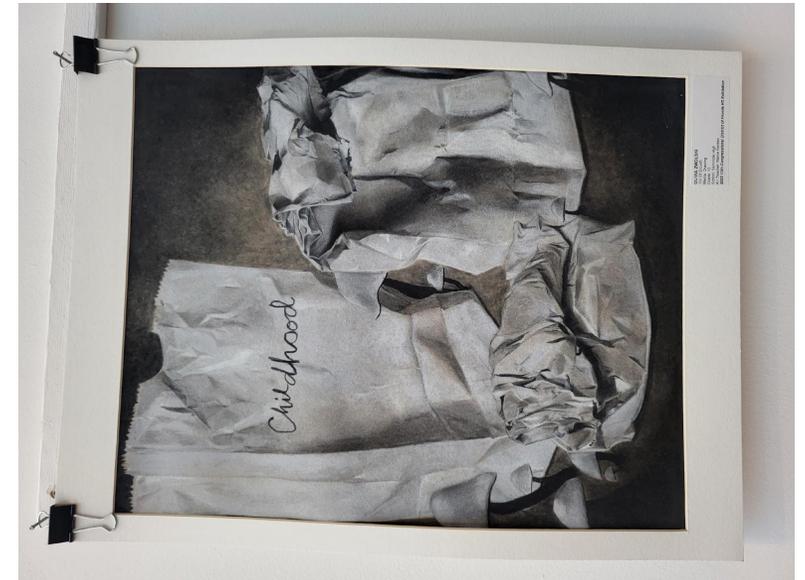
An annual collaboration with the Pinellas School District and the Clearwater Arts Alliance.

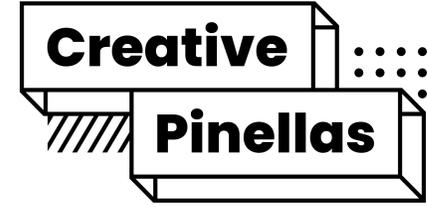


Artistic Discovery: Congressional District High School Art Exhibition

April 6 thru April 28

An annual collaboration with the Pinellas School District and the 13th Congressional District.





Creative Pinellas NEA Artists Beyond Placemaking

Produced with the support of the National Endowment for the Arts, Creative Pinellas, the Pinellas County Board of County Commissioners, and the State of Florida.

Creative Pinellas NEA Artists & Partners 2024

Artist	Partner	Focus
Bonus: Polita Glynn	St. Petersburg Arts Alliance	Underground History Visual Poetry - place-based poetry with filmmaking and public performance to present stories of erased histories in the St. Petersburg community.
Laurie Elmer	Diversity Arts	Empowering Futures Through Diversity Arts - provides multiple classes each month in a variety of art disciplines.
AGalban	Florida Botanical Gardens Foundation	Flora and Fauna Art Exhibit and Education Program - environmental awareness by viewing an art exhibit and creating art in response.
Bonus: Jema	The Barbershop Book Club	Esse Quam Videri: A Journey of Brotherhood - hip-hop and spoken word to advance mental health awareness and unity among men.
Sheila Cowley	Creative Clay	Artists and Scientists Collaborating - performance works with the neurodiverse artists of Creative Clay and the USFSP College of Marine Science.
Tiffany Elliott	NOMADstudio	Making as a Way of Being - intersects social connection, creative freedom and STEAM to enhance the wellbeing of youth of Childs Park.
Debbie Garrett	Pinellas Diaspora Arts Project	Tampa Bay Chalk Festival - this fun, hands-on experience will continue to invest in cultural economic development.
Tamia Iman Kennedy	Cultured Books Literacy Foundation	Film Club - addresses historical and systemic inequities with high school students through programming that focuses on books adapted as films.
Dakota Parkinson	Morean Center for Clay	Trans/Clay/Body - gender-nonconforming youth build confidence, community, and positive mental health outcomes through clay sculpture and exhibition.
Dr. Dallas Jackson	Green Book of Tampa Bay	Green Book of Tampa Bay Artist Residency - up to 4 artists per quarter to share studio space and exhibit during Second Saturday Art Walks.

Our Beyond Placemaking artist roster



Sheila Cowley
by Matt Cowley



Tiffany Elliott



Laurie Elmer



Jema



Debbie Garrett



Polita Glynn



Tamia Iman
Kennedy



AGalban



Dakota Parkinson



Dr. Dallas Jackson

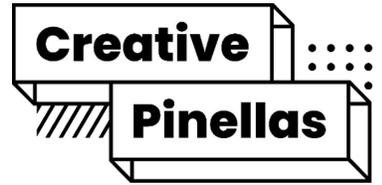
Successes and feedback

- Nearly 50 artists applied
- Streamlined the granting approval process
- Eliminated extraneous paperwork and reporting requirements
- Artists are telling us they are finding the granting process friendly and supportive
- The Creative Pinellas grant and support team did a fabulous job in supporting the applicants, the panel review team, and assisting in the completion of paperwork

- Panelists:
 - Sarah Howard, Interim Director School of Art & Art History USF
 - Emmett Freeman, Sculptor
 - Jasmine Parker, Arts Therapist
 - Renee Piechocki, Public Art Consultant
 - Gabriel Ramos, Artist



In the News



Media Mentions

Since the beginning of 2024, we have 20 media mentions. Each month, we are continuing to build awareness throughout our county and beyond. Last year, we had 232 mentions which increased by 66% from the previous year. Mentions are found throughout TV, radio, print and digitally.

Pinellas County artists showcase work during Creative Pinellas' annual exhibit

By FOX 13 News Staff | Published December 16, 2023 1:16PM | Pinellas County | FOX 13 News | ➔



Creative Pinellas Arts Annual exhibit
At the year-end exhibit, Creative Pinellas has 75 artists' work displayed in the gallery. All the work is done by artists in Pinellas County.



LIFE & CULTURE / ARTS / VISUAL ARTS

15 free Tampa Bay art shows to see in 2024

The list includes museum shows, an annual festival and new galleries.



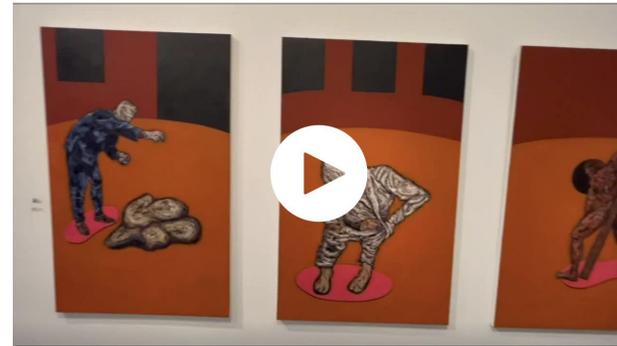
Installation view of the exhibition "Roving" at Hillsborough Community College's Gallery 221 in Tampa. It's on view Jan. 18-Feb. 28 in Tampa. [KATELYN ROSE STUDIO | Courtesy of HCC Art Galleries]

By **Maggie Duffy** Times staff

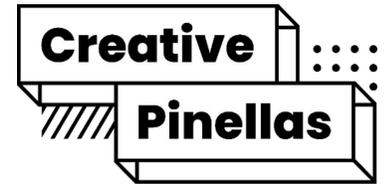
Published Jan. 17

Top local artists gather for a free 'greatest hits' exhibition in Largo

The Arts Annual at the Gallery at Creative Pinellas features 75 artists.



Digital Engagement



Social Media, Website, and Emails

Facebook

- **Engagement overall has increased by 53.2%**
This dramatic increase is due mostly to the successful new CEO announcement
- **Our most interacted post was our new CEO announcement**
- **Our second largest reach was our Signal Box Project Reel**

Instagram

- **New followers have increased by 8.1%**
- **Instagram profile visits have increased by 36%**

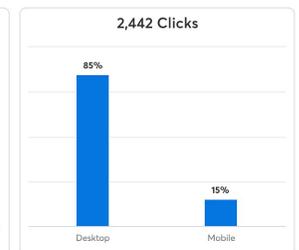
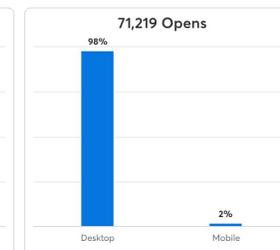
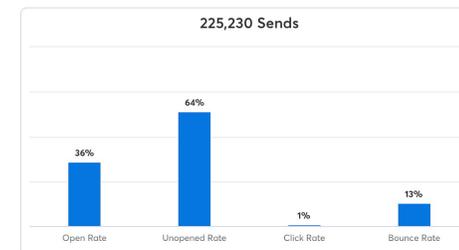
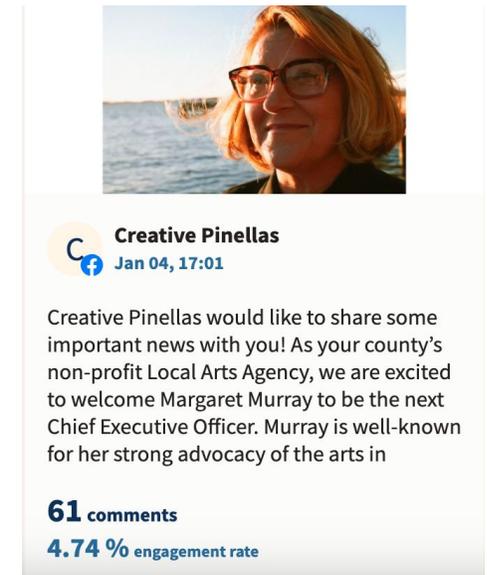
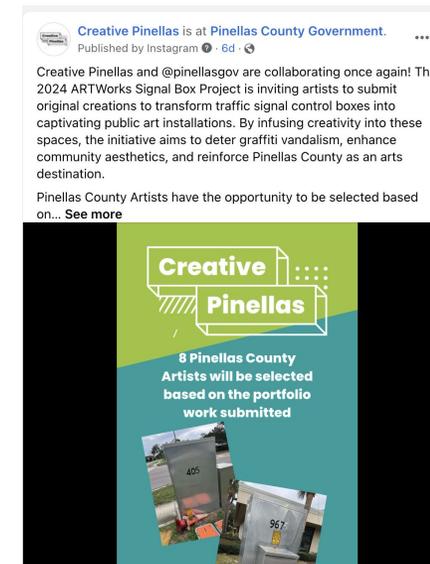
Website

- **Last quarter, we received over 35,000 visitors to our website**
- **Grants and artists opportunities is a main driver with over 9,000 visits**
- **Arts Annual follows with over 8,000 visits**

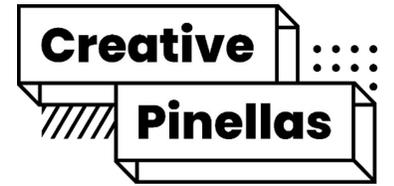
Email

- **In the past 90 days, we had over 225,000 sends**
- **Our open rate is aligned with the industry average at 36%**
- **Our contact list continues to grow with almost 8,000**

Top Post in January



We're on Tripadvisor



To further brand the Gallery at Creative Pinellas and Arts Coast Artists, we are now on Tripadvisor.

Since joining the platform late November 2023, we quickly moved up to #13 out of 33 for "Things to do" in Largo. We are also starting to get reviews and solidifying that the gallery is a tourist destination .

A screenshot of the Tripadvisor listing for "The Gallery at Creative Pinellas". The listing shows the name, a 3-star rating from 3 reviews, and the location in Largo, Florida. It includes an "About" section with a description of the gallery's mission and a photo gallery with 26 photos. The main photo shows a group of people in front of a large artwork titled "AUGUST 3 - OCTOBER 15, 2023" with gallery hours and admission information.

The Gallery at Creative Pinellas

3 reviews • #13 of 33 things to do in Largo • Art Galleries

Open now • 10:00 AM - 5:00 PM

About

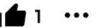
Creating a nexus of nature, history, and the arts, the Gallery at Creative Pinellas serves as a bridge between the Florida Botanical Gardens and Heritage Village, offering exhibitions and programs that frequently use the arts to showcase different aspects of nature and history. The gallery is free to ...

[Read more](#)

[Suggest edits to improve what we show.](#)
[Improve this listing](#)

All photos (26)

B8322VWelizabeths
St Petersburg, United States • 1 contribution

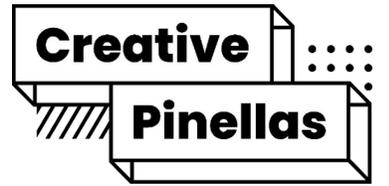


Fantastic, Fun and FREE Art Activity!

Dec 2023 • Family

My daughter and I went to see Holiday Lights at the Florida Botanical Gardens (wonderful!) and discovered the Gallery at Creative Pinellas. What amazing artwork in a beautiful space - it was like a museum except friendlier. We looked at the art, my daughter played the art scavenger hunt and was thrilled to receive a prize from the very nice person at the front desk, and then we bought hot chocolate and cookies in their little coffee shop. They told us they had monthly art activities for kids on every third Saturday so we will definitely be back!! Oh - and except for the cocoa and cookies it was all FREE!

Beyond the Walls Season 5



In its 5th season Beyond the Walls explores the theme – Immerse Yourself: Where Creativity Welcomes You.

10 artists + 10 hotel properties = 10 collaborative fall/winter exhibitions and a 2024 social campaign with video content for each artist/hotel connection.

The organic and paid campaign will kick off in March and will run until July promoting the Arts Coast as a destination of creativity. Follow Creative Pinellas on Instagram to experience the campaign unfold.

Explore Here:

<https://creativepinellas.org/beyondthewallsseason5>

Artist and Hotel Partner Pairings:

Bellevue Inn: Heather Rippert

Bilmar Beach Resort: John Gascot

Opal Sands Resort: Angela Warren

The Birchwood: Fred Woods

The Don Cesar: Patricia Kluwe Deridian

Fenway Hotel: Gianna Pergamo

Hyatt Place St. Petersburg Downtown: Elizabeth Barenis

Sandpearl Resort: Richard Logan

Hollander Hotel: Don Gialanella

Beyond the Walls Season 5

Posted on January 24, 2024 by [Creative Pinellas](#)



Immerse Yourself: Where Creativity Welcomes You

Welcome to the 5th season of Beyond the Walls presented by Creative Pinellas. In this season we connect travelers and locals with some of the most fabulous artists and hotels our destination has to offer on the Arts Coast.

From September 23 to January 24, each artist showcased their artwork at partner hotels, creating immersive experiences for all who ventured through each door. This year, we've embarked on a bold campaign, documenting every artist and hotel collaboration.

Explore each of the unique arts getaway experiences!



Relax and Unwind at Bilmar Beach Resort featuring John Gascot

By Creative Pinellas

Nestled along the pristine shores of Treasure Island, Bilmar Beach Resort beckons you to experience the beauty of the Arts Coast like never before... [Read More](#)



In the Heart of the Art with The Birchwood featuring John Rootman

By Creative Pinellas

Discover the luxury and sophistication at The Birchwood, nestled in the heart of vibrant St. Petersburg... [Read More](#)

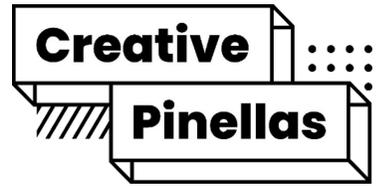


Be Immersed with Creativity at Opal Sands Featuring Angela Warren

By Creative Pinellas

Indulge in arts coastal luxury at Opal Sands Resort, located on the pristine shores of Clearwater Beach... [Read More](#)

Arts Navigator



We listened, we learned, we are pivoting to what the market wants.

During 2023, Creative Pinellas explored how Arts Navigator performed in the market and discovered valuable voice of customer to improve the product.

We made a plan, but did hit some bumps in our development strategy as we moved to our new approach and experienced a longer than ideal downtime during December and January. We were able to take what we learned during the downtime to have a 2.0 release by April with followup releases to improve upon the User Experience.

NEW for Arts Navigator 2.0:

- Brand Update
- Intuitive UI/UX
- See ALL Events
- Explore Places



[Create Account](#) [Login](#)

Curate Your Experience



BEETHOVEN'S EMPEROR CONCERTO- FEATURING STRAUSS' EIN HELDENLEBEN
February 25, 2024



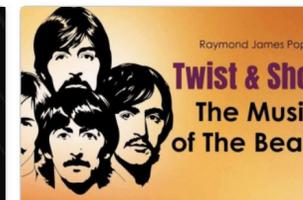
Members Mingle at The Mahaffey
February 28, 2024



TOP OF THE WORLD - A CARPENTERS TRIBUTE
February 29, 2024



LISTENING ROOM FESTIVAL 2024: 13TH ANNUAL SHOWCASE
March 2, 2024



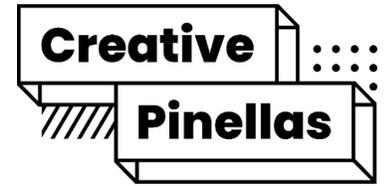
Twist & Shout: The Music of The Beatles
March 2, 2024



Stand Up Comedy Night
March 2, 2024



Cultural Plan Update



Accomplished interviews/discussions:

Commissioner and County leadership interviews; more in progress

Creative Pinellas Board and Staff Meetings

TDC – Brian Lowack (initial meeting)

County Meetings: Barry Burton, Kevin Knutson

TDC members Doreen Moore, Clyde Smith, Doreen Moore, Julie Bujalski

Arts Forum – community wide planning kick-off

Arts Org Leaders – individual meetings

Dali, James, LRMA, Carter G. Woodson, American Stage, Studio 620, and others

Multiple county wide artists and arts organization group discussions

CPG is working on asset inventory program impact and arts/market demand countywide. Who is being served and where are the gaps?

Coming Up:

Medina Karagic, new Cultural Planning Coordinator, begins tomorrow

Randy Cohen and Americans for the Arts visit

Community wide engagement April 11-13.

Community wide survey

Interviews with educators

Funders gathering

Focus Groups Conversations

- Resources and opportunities for collaboration and growth
- Exploring connections with tourism.
- Exploring the future role of Creative Pinellas
- Creative leadership countywide

The role of Creative Pinellas

- There is a large amount of trust in Creative Pinellas
- There is confidence that we can tackle large, countywide issues
- Desire to see us help small municipalities grow their arts programs
- Can we build opportunities for professional development and capacity building assistance?
- How can we diversify audiences and leaders?

Needs of the Cultural Sector

- More focus on performing arts
- More focus on literary arts
- Build awareness about cultural tourism
- A gathering place for information
- Opportunities for connection
- Desire for collaboration