

CREATIVE PINELLAS

February 2022

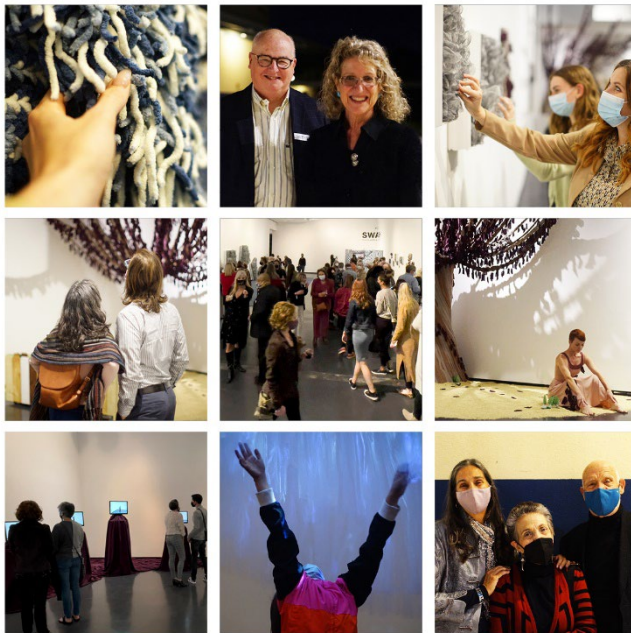
Prepared by:

Barbara St. Clair

CEO

Activity Report

Gallery Activities



The LOOK TOUCH MOVE (LTM) opening reception took place at Creative Pinellas on Tuesday, February 1st.

Guests had the opportunity to experience the tactile and sensory exhibit created by visual artist/dancer [Sharon McCaman](#). Additionally, gallery visitors enjoyed a breathtaking dance performance by Creative Pinellas Artist Laureate and dancer, [Helen French](#). The exhibition for the entire month of February saw 1,741 guests.

In February, the LOOK TOUCH MOVE exhibition also included two open dance rehearsals, an improv jam event, and an open workshop.



The **Improv Jam** happened in the Gallery at Creative Pinellas on Saturday, February 5 from 3-5pm. Attendees, led by Helen French, improvised dance that interacted with the sculptural artwork on display.

On Saturday, February 12 from 10:30am – 4:00pm, guests were invited to a workshop to create Site **Specific Works of Art** at the Gallery at Creative Pinellas.

Helen French and Sharon McCaman led visitors to the gallery in a process to make artwork that reflected their response to the artwork on display.



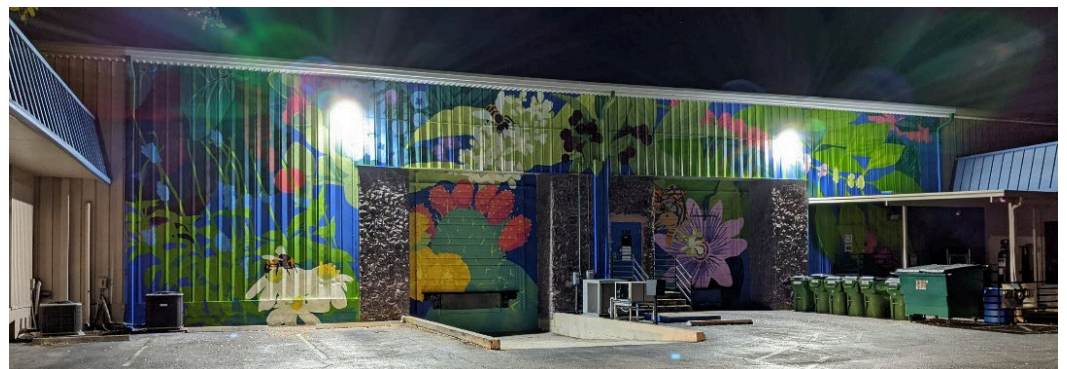
Creative Pinellas Artist Laureate and dancer, [Helen French](#) also conducted two open rehearsals, February 9 and 23, ahead of the debut of “Reprise,” a dance performance scheduled for March 10th. These open rehearsals were free to the public to view Helen French developing her choreography for the March 10th event.

Partnership Activities

Lealman Murals

Laura Spenser (Ms. Crit) completed her mural at the Lealman Exchange for which Creative Pinellas is receiving tremendous recognition and public support. Posts on [SOCIAL MEDIA](#) have

garnered a lot of well-deserved attention. These include photos and videos of the completed mural that have benefitted from



likes, shares and comments. Additionally, the press about the mural project has shined a spotlight on the benefits of public art initiatives such as this. [READ THE ARTICLE](#)

Also in partnership with the Lealman CRA, a call went out to artists for a mural at Neri Park.

Lealman Mural Project Neri Park

Posted on February 4, 2022 by [LealmanCRA](#)



Creative Pinellas is excited to announce the next location that is part of Lealman Mural Project!

Neri Park Lealman Mural Project Call to Artists - [Raymond H. Neri Community Park](#)
APPLICATION DEADLINE EXTENDED: SATURDAY, FEBRUARY 26 @ 11:59PM

Opportunity Dates

Applications Open: 02/07/2022

Applications Close: 02/26/2022

Selection Date: 02/28/2022

Grant Start: 02/28/2022

Grant End: 04/22/2022

Recent Opportunities

[Summer Curious Search 2022](#)

[Lealman Mural Project Neri Park](#)

[Pinellas Recovers - 2022 Individual Artist](#)

[Grant](#)

[Pinellas Recovers - 2022 Arts and Cultural](#)

[Organization Grants](#)

[CO-STARTERS 2022 Cohort #14](#)



A panel consisting of a representative from the Lealman community, from County Parks and from the Lealman CRA as well as mural artist Laura Spenser met on February 28 to choose the

artist for the project. (Over 20 applied.) Tampa Bay muralist Cory Robinson was chosen for the project based on his ideas (including having Mr. Neri himself show up in the mural!) and his whimsical designs.



Pinewood “Partners”

On Saturday, February 26, Creative Pinellas was an event partner to the Florida Botanical Garden’s African American Heritage Celebration – which returned after an absence of ten years.

People from all walks of life came out to support the event which consisted of performances, dance workshops, a showing of local artwork in the gallery, poetry, dance, food, product vendors, and more. The Gallery at Creative Pinellas logged 555 visitor during the event, with 1,000 or more visitors to the park.



Co.Starters

Due to popular demand, Creative Pinellas and partner Tampa Bay Innovation Center added a third Co.Starters session to the yearly calendar. On February 23, the year's first session of the now 10 week program on how to create your entrepreneurial (arts) business kicked into high gear – sold out as usual. For more information on this very successful program (with over 200 graduates) go here.

<https://creativepinellas.org/opportunity/co-starters-2022-cohort-14/>

CO.STARTERS 2022 Cohort #14

Posted on January 27, 2022 by Roman Black



Creative Entrepreneurs

Transform a Passion to a Sustainable Business With the CO.STARTERS Ten-Week Program!

Creative Pinellas has teamed up again with the Tampa Bay Innovation Center to bring CO.STARTERS Cohort #14 to Creative Entrepreneurs in Pinellas County starting on February 23 from 6-9pm. The cohort will be held at 501 1st Ave. N., St. Petersburg, FL. The program is available at NO COST to Pinellas County artists and arts related business persons upon application approval (regular cost is \$375.)

CO.STARTERS is a ten-week program that equips creative entrepreneurs with the insights, relationships, and tools needed to turn ideas and passion into actions and a sustainable and thriving business as an artist/creator. The curriculum is led by an excellent facilitator, Chris Paradies, President of Paradies Law, P.A. who is also an intellectual property lawyer, and concretely helps participants develop in all areas in the program.

Opportunity Dates

Applications Open: 01/27/2022

Applications Close: 02/16/2022

Selection Date:

Grant Start:

Grant End:

Recent Opportunities

[ArtWorks - Public Art Project with Elementary Students](#)

[Summer Camp Grant 2022](#)

[Lealman Mural Project Neri Park](#)

[Pinellas Recovers - 2022 Individual Artist Grant](#)

[Pinellas Recovers - 2022 Arts and Cultural Organization Grant](#)

We Convene

The first session of WE CONVENE took place on February 24 from 8-10am at the auditorium and Gallery at Creative Pinellas. Guests from all over the county and from all walks of life joined in on a discussion of key issues in the arts. The topic of the event was "Public Art and Placemaking" with keynote speaker Rene Piechocki.

[CLICK TO VIEW THE KEYNOTE SPEECH](#)

This event was the first in a series of 6 community discussions on key topics in the arts. The series will conclude with a community town hall in September to collectively share what has been discovered and to set the stage for next steps.



FUTURE WE CONVENE EVENTS:

March 24: Performing arts: How to support and grow the performing arts

April 28: Accessibility and equity: Making arts accessible/welcoming to all
May 19: Arts and tourism: What is here, now and how to brand and market*
June 23: Economic needs/wellbeing for artists: Art/workspace, housing, etc.
July 21: Arts and Education/Community outreach: Connecting with and supporting youth

Learn more about We Convene: <https://creativepinellas.org/event/we-convene/>

SPACEcraft

SPACEcraft continued high impact activities throughout February at Anderson Park in Tarpon Springs and Philippe Park in Safety Harbor. Feedback on project continues to be astounding!



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BTW (Extended Contract)

The work of Patricia Kluwe Derderian has made an impact on the guests of the Don Cesar as her work continued to sell in January. She recorded a sale for \$2,200 and also took on new client commissions from hotel guests as well. The exhibit of her work has had an impressive run and the artist has expressed her thanks for the support and assistance of the Creative Pinellas team for working to this opportunity happen.

Other



NEA Pinellas Recovers Grant

On February 1st, the NEA Pinellas Recovers grants for artists and arts organizations were successfully launched. Launched!

The grants are designed to assist artists and nonprofit

arts organizations recover from the effects of the Covid-related economic losses while responding to underserved communities.

Project manager Ann Wykell and Associate Director of Strategy at Creative Pinellas, Kimberly Divito have held a number of online grant workshops for organizational and individual artist applicants. You can view them here:

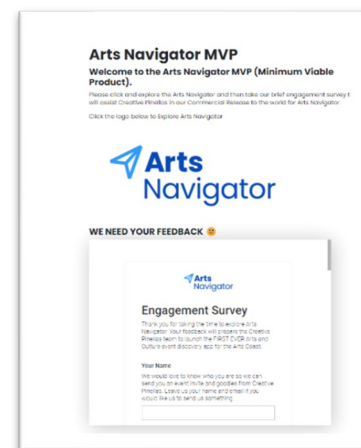
Grants for [individuals](#) and

Grants for [organizations](#)

For more information go to: <https://creativepinellas.org/magazine/pinellas-recovers/>

Arts Navigator

At the Creative Pinellas Board meeting, on February 11, we officially launched the Arts Navigator MVP. Three plus years in the making, it was an exciting moment. Kimberly DiVito, Creative Pinellas Associate Director of Strategy and Product Owner for the Arts Navigator walked board members through the “Navigator Experience” and pointed them to a website where they (along with others) can be use-testers and provide feedback as we move from MVP (Minimum Viable Product) to an early-adaptor commercial-ready ARTS NAVIGTOR.



In addition to gathering information, Creative Pinellas is in the process of developing a detailed marketing plan that will be deployed in mid-April.

Arts Coast Magazine

This month's Arts Coast Magazine featured a wide variety of articles.

Visual

A Day at the Dali with Young Ones

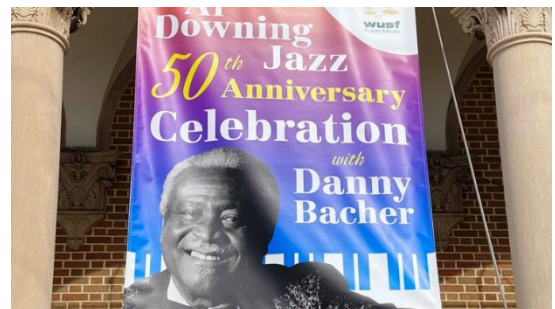
The day before school started I thought, what shall I do with the kids? Spoilt for choice really. Do we go to a park or playground, wildlife center or butterfly garden? My answer – "Let's go on another trip to a museum." [Read More](#)



Performing

50 years of Al Downing Jazz

This Sunday, the Palladium Theater celebrates jazz with a gala concert that honors the 50th anniversary of the Al Downing Tampa Bay Jazz Association. Member of the Downing association will pick up a Palladium Jazz Award on Sunday, along with WUSF Jazz Director, Mike Cornette, who announced his retirement in December. [Read More](#)



Music Inspired by the Haunting Silence of Beethoven

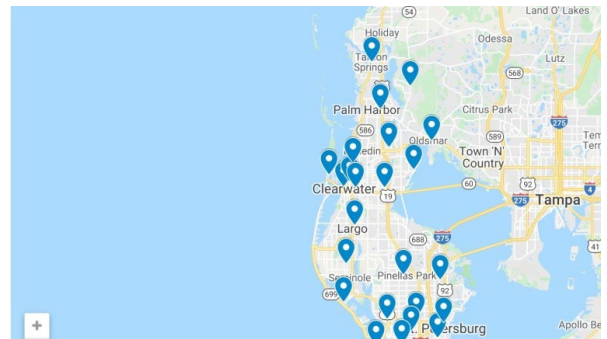
In 1802, Ludwig van Beethoven sat down to write a letter to his brothers, Johann and Caspar. The world he loved was fading, and he struggled with thoughts of suicide. “How can I possibly admit an infirmity in the one sense which ought to be more perfect in me than in others, a sense which I once possessed in the highest perfection?” [Read More](#)



Literary

Libraries – What heaven May Look Like

When I was a kid, libraries were like the nerdy kids in class – admired but not cool. Now, it looks like they’ve joined the popular clique. Books about libraries, of course, have long been popular. In 1941 Argentinian writer Jorge Luis Borges, who himself was a librarian, wrote a short story called “The Library of Babel,” a meditation on a labyrinthine library that contained all the knowledge of the world. [Read More](#)



Arts and Education

MLK Day Celebrations Both In-Person and Online

You can honor the life and work of Dr. Martin Luther King Jr. this weekend in many ways, both in-person and online. CNN shares a range of opportunities including how to volunteer for **MLK Day of Service** projects, how to find on-demand volunteer opportunities accessible to anyone, and free downloadable lesson plans for K-12. [Read More](#)



In January, Press included

[Paradise News, JAN 1, 2022](#)
[Artist & Writers: Dancing Queen](#)

[Former Holocaust Museum CEO joins](#)
[Creative Pinellas - St. Pete Catalyst](#)

[Artist Laura Spencer adding a fresh touch](#)
[of color to Lealman - St. Pete Catalyst](#)

[Things to Do: Vikings, Beach Volleyball](#)
[and More - The Gabber](#)

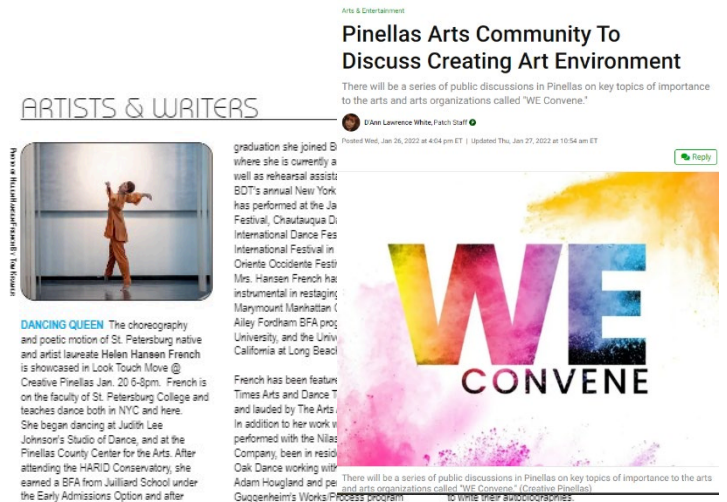
[St Pete Catalyst, JAN 24, 2022](#)
[Artist Laura Spencer adding a fresh touch of color to Lealman](#)

[PATCH, JAN 26, 2022](#)
[Pinellas Arts Community To Discuss Creating Art Environment](#)

[PATCH, JAN 26, 2022](#)
[Multisensory Art Exhibit On Display At Creative Pinellas Gallery](#)

[PATCH, JAN 27, 2022](#)
[Look Touch Move Improv Jam](#)

Website and Social Media (see next page)



WEBSITE TRAFFIC: FEBRUARY 2022

DOTTED LINE REPRESENTS JANUARY DATA

Users

4.9K

↑27.0%

Sessions

6.9K

↑34.4%

Bounce Rate

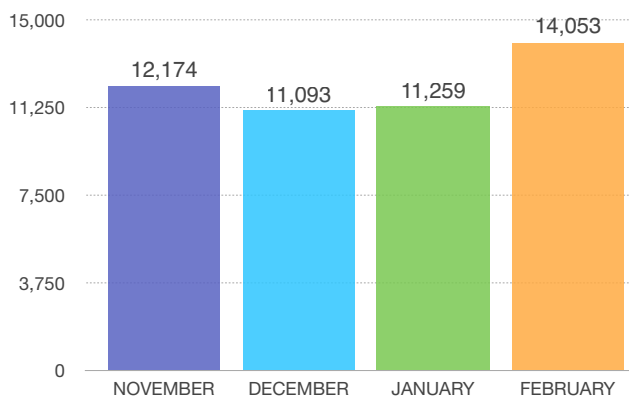
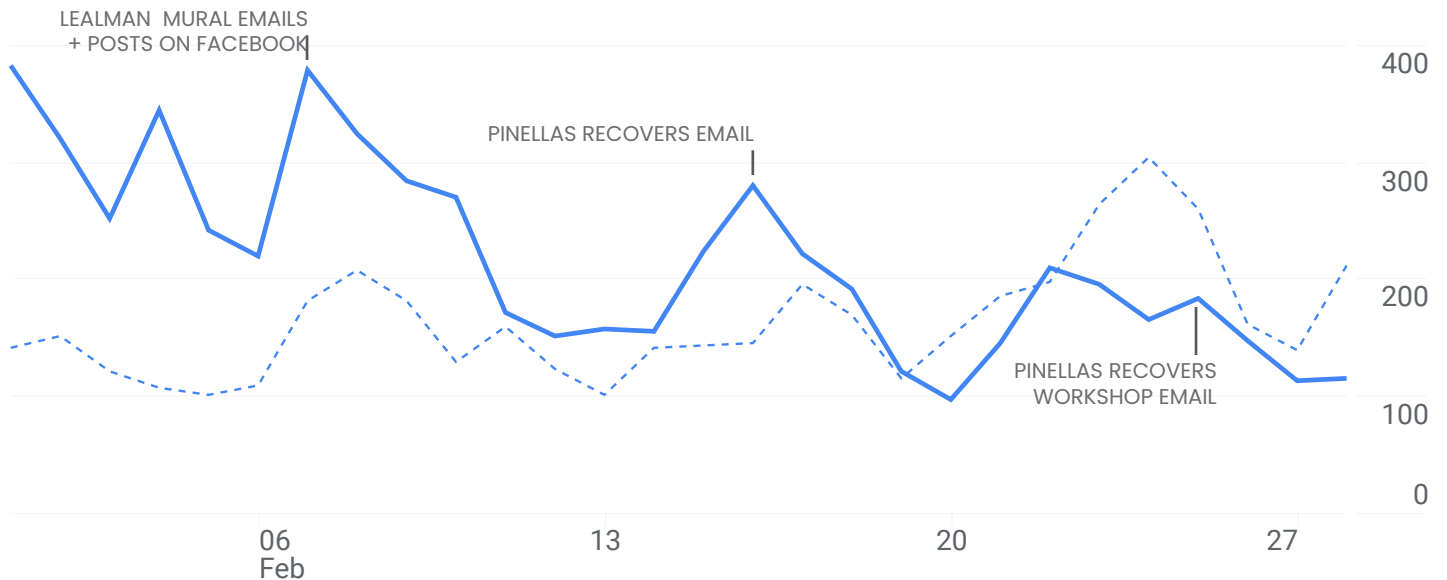
66.22%

↓7.8%

Session Duration

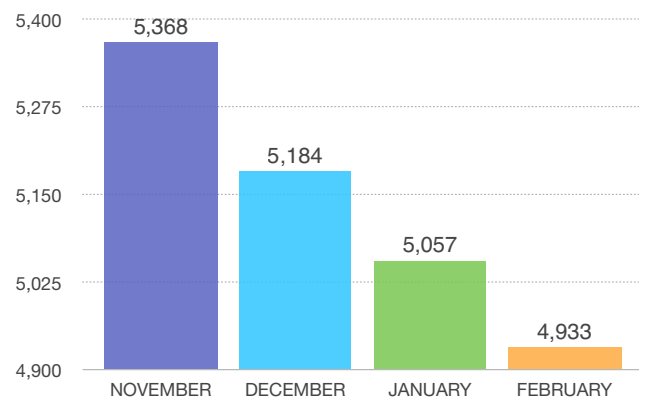
1m 50s

↑35.9%



WEBSITE VIEWS

Number of times the CP website has been viewed



WEBSITE VISITORS

Number of individuals who have visited the CP website

WEBSITE NARRATIVE

While there has been a slight decline in the unique visitors to the Creative Pinellas website, their website views did manage to go up in the month of February. This is attributable to the fact that the organization launched several major initiatives that created buzz in the creative community. From the Professional Artists Grant, NEA Pinellas Recovers grant, the marketing for We Convene, as well as the marketing for Co Starters, and virtual events, the offerings for interested parties has been as plentiful as their many visits to the Creative Pinellas website.



Desktop

52.7%

↓6.6%



Mobile

45.0%

↓17.8%



Tablet

2.3%

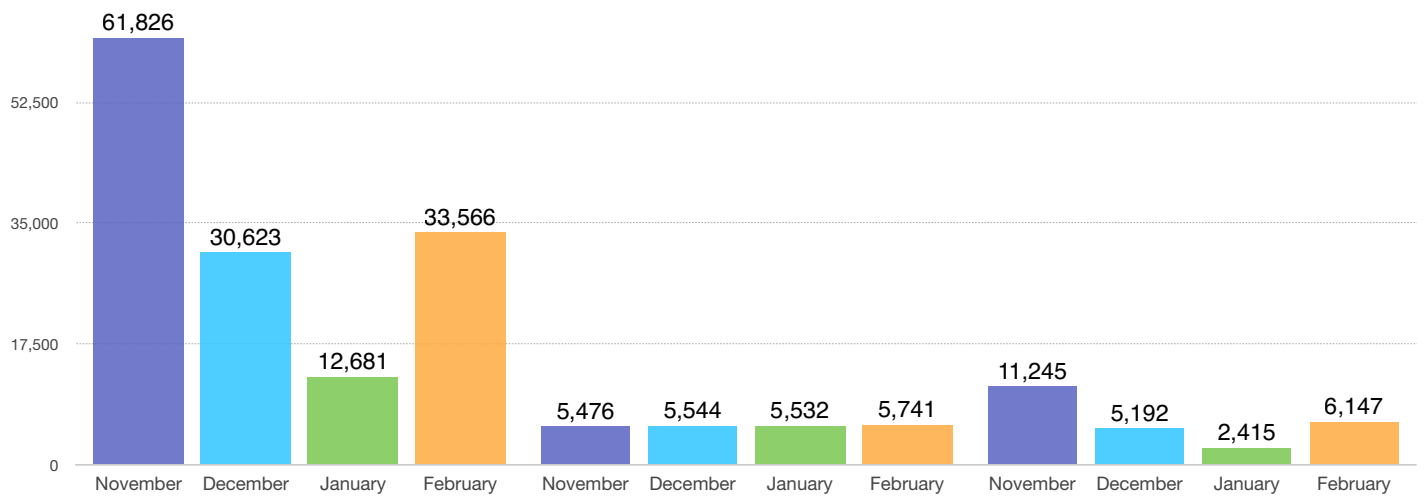
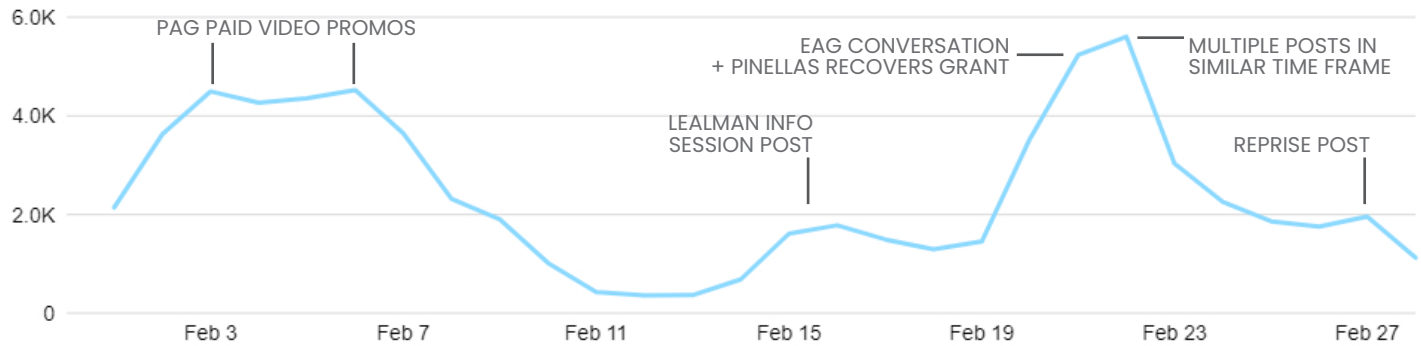
0.0%

SESSIONS BY DEVICE

Indicates views to the website through device type.

REACH: 33,566

FACEBOOK: FEBRUARY



REACH

Number of individuals who have seen our FB content

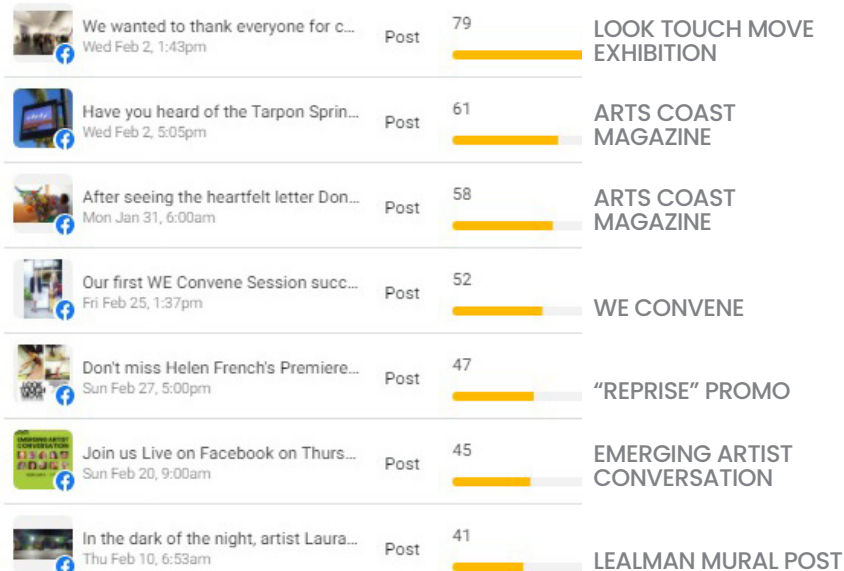
TOTAL LIKES

The total amount of people who like our FB page

ENGAGEMENT

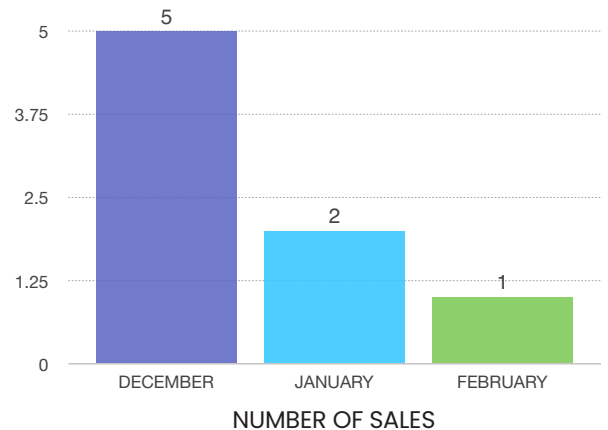
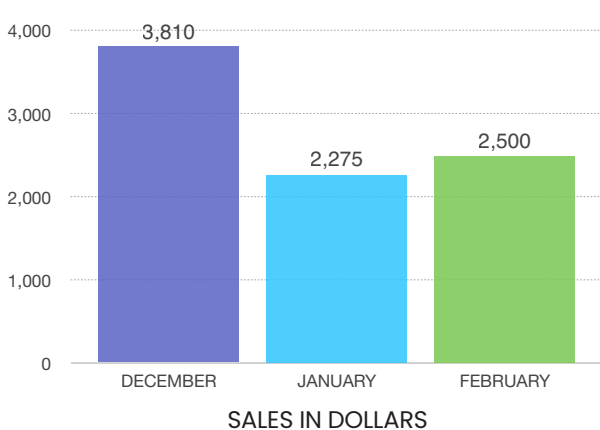
The total amount of likes, shares, comments, and clicks

TOP FACEBOOK POSTS BY LIKES



ART SALES: FEBRUARY

| Date | Artwork / Artist | Amount |
|---------|--|----------------|
| 2/14/22 | The Don Cesar Patricia Kluwe Derderian | \$2,500 |
| | | \$2,500 |



SALES NARRATIVE

Thanks to Patricia Kluwe Derderian's Valentine's based commissioned art sale from the Don Cesar exhibit, the sales numbers have slightly increased for the month of February.

With more commissions due to be finished on the horizon, these numbers should continue to be consistent so long as visitors to the Don Cesar keep purchasing her work.

GALLERY ATTENDANCE

| | |
|-------------------------------------|-------|
| Total February In-Person Visitors: | 1,741 |
| Look Touch Move Reception: | 132 |
| African Heritage Celebration Event: | 555 |

