

February 2023 (for January 2023)

Prepared by:
Barbara St. Clair, CEO

Activity Report

GALLERLY AND RELATED ACTIVITIES

In The Gallery January 2023

Out of Eden

January 19, 2023 – April 16, 2023

185 people attended the opening of Cuban American artist Yolanda Sánchez's nature-inspired art exhibition.

Featuring paintings and textiles created using the traditional Korean Bojagi wrapping technique, her body of artwork is full of lush, vibrant colors that reflect the landscape surrounding the Gallery at Creative Pinellas and all of Pinewood Park.

The exhibition in the main gallery hall, and the two middle rooms, with an



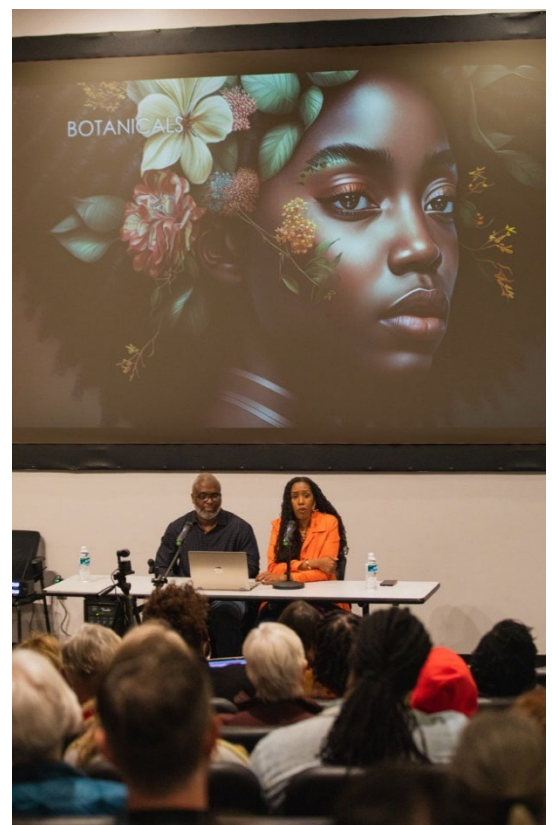
interactive hands-on experience in the small gallery will be open to the public through April 16 with a hands-on fabric workshop being planned for March's Third Saturday.

We are hopeful that Yolanda will be able to join us for an artist talk in late March or early April before the show closes.

IMAGINE BLACKNESS: ALTERNATE REALITIES AND COLLECTIVE DREAMING

January 19 – February 26, 2023

The exhibition has received much attention from the media and word of mouth. We received close to 300 reservations for the opening reception and artist talk on January 28 and the day brought 230 people to Creative Pinellas.



The logistics required the expertise of the entire CP team who brought their time and talents and energy to the project. We were able to fit 100+ guests into the auditorium and then set up overflow viewing via Livestream in the Gallery lobby and in Gallery E. (Thank you CEO Barbara St. Clair for suggesting this and Director of Tourism Products and Strategy, Kim DeVito for putting in the work to make it a reality.)

Based on their experimental Instagram project, IMAGINE BLACKNESS is a collaborative exploration of Blackness and Black representation through AI-generated images created by the collaborative team of artist **McArthur Freeman II** and sociologist **Elizabeth Hordge-Freeman**. This is the first time, outside of Instagram, that the Freeman's work has been on display and it has certainly struck a chord. Here is the description:

From a botanical paradise laden with richly hued figures to an otherworldly futuristic sci-fi cosmos,



this exhibition invites viewers to engage in the act of collective dreaming as a social intervention,

which moves beyond the reality of the present world to (re)-
imagine
and
discover
new ways

of seeing and being. Inspired by Black speculative fiction and Afro-Futurism, the project offers viewers interactive opportunities to question, inspire, and escape by engaging the viewers' own imaginations in the co-construction of the future and alternate worlds.



The Freemans will be leading a hands-on project in the Gallery during the Pinellas African American Heritage Celebration on Saturday, February 25, 2023.

Upcoming Exhibitions

A partnership with the Pinellas Public School District and the Clearwater Arts Alliance, artwork from students will be on view in the Gallery during Youth Art Month (YAM) from March 4 – April 2, 2023.

Our Congressional Districts were changed this year and the Congressional District High School art show found itself without a home. Creative Pinellas stepped in and we will be displaying the student artwork from April 12 – May 14, 2023.

Preliminary conversations with our 2023 Emerging Artists have been taking place as we prepare for this year’s Emerging Artist Exhibition. The exhibition opens with a reception on May 4 and runs through July 16, 2023 with artist talks scheduled throughout the run. This is a very interesting cohort of artists with many of them focused on the creation of installation art, ie, large-scale, mixed-media constructions. This year’s exhibition should be a very compelling and unique experience for our visitors!

Questions about the Coffee Shop @ the Gallery



Where did our Pop-Up Holiday Café go? And will it open back up? The short answer is “yes” but we are in the midst of reviewing the data we gathered during its pilot debut during Holiday Lights and discussing options. We hope to release a draft plan over the next few months.

PROGRAMS & PARTNERSHIPS

Education

The Drawing Room is activities that resonate both Out of Eden and Imagine Blackness exhibitions. Pictured about fabric strips and pens for the Wishing Gate.



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Third Saturdays at Pinewood Cultural Park

In January, we had just opened Out of Eden and so our new activities in The Drawing Room were our...draw. We will be offering a hands-on collage activity for February's Third Saturday.

The Pinellas African American Heritage Celebration – Saturday March 25, 2023

Taking place throughout Pinewood Park, Creative Pinellas will be offering hands-on activities and, at 1pm, the second table reading of the *play Aq&Ree: Brother Fire, Sister Fly* by Jake-ann Jones

(2022 Creative Pinellas Artist Laureate) with actors and media. Directed by Erica Sutherland. A talkback will be offered after the reading with author, director, and actors.



On Monday, February 3, 2023 at 7pm in the lobby of the Gallery, First Mondays presents a staged reading of **Black Voices** by Alexandria Crawford and Patrick Arthur Jackson (one of 2023 Emerging Artist Grantees). *The voices of African American icons share their hope for the future and the lessons they learned along the way.*

On March 6, 2023 at 7pm First Mondays will present **NOW** by Vincent Terrell Durham. *A NOW organizer arrives at a home in 1973 Massapequa, Long Island with an invitation to liberate the long-suffering housewife inside. She mistakes the Black housekeeper as the lady of the house.*

GRANTS

2023 Emerging Artist Grant

The Emerging Artist Grantees had their first meet-up and conversation on Monday, January 30. For their first meet-up, we did something a little different. We invited the mentors to the meet-up and shared in the conversation with their grantees. It turned out to be a fantastic time. The grantees introduced themselves and their mentors. They each spoke about their current granting experience for this grant period. Our feel-good moment was when the grantees and mentors spoke of their excitement of being matched together and how each has learned from the other.



The topic of discussion: "what are some of the challenges you're facing" and "do you need help, and what help can you provide to others?"

For a few of the artists, the challenge was thinking big. Creative Pinellas Marketing Associate Ketsy Ruiz spoke to them about thinking big and using their spaces to produce larger pieces from a previous Emerging Artist Grantee standpoint.

The Creative Pinellas joined in the conversation and gave tips and examples from previous exhibitions to help the grantees with fresh ideas.

Grantees and the Creative Pinellas team are excited about the following conversation that will take place **on Wednesday, March 15**, where we will discuss "Marketing yourself for the exhibition."

2023 Professional Artist Grant

We have up to 120 applications submitted within a week and a half from the grant closing date. One more workshop is scheduled for February 6 from noon to 1 pm. The Grant Manager stated the applicants have been reaching out to me to ensure they don't miss the workshop or if they can go back to review the past workshops. After emailing the applicants to



provide an update for the grant timeline, Charlene said this grant period seems to have been very active with questions and letting me know they are still working on their applications. I feel good about that.

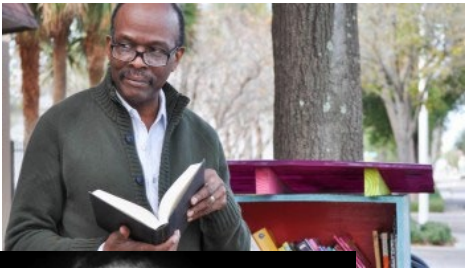
2023 Artist Laureate

Jake-Ann Jones, the Artist Laureate for 2022, hosted the seventh episode of her series of artmaker talks, "Black Lit" for the AfroQuantum Experience.



For this episode, Jake-Ann featured guest Bob Devin Jones, Tenea Johnson, and Miesha Brundridge.

Bob is a gifted director, actor, writer, artistic director, and enabler of creative projects that bring life and joyous surprises to downtown St. Pete.



Tenea D. Johnson is a multimedia storyteller, musician, editor, arts & empowerment entrepreneur, and award-winning author of numerous short stories and eight speculative fiction works. When words alone won't suffice,



performs musical at venues like The Public Theater, Knitting Factory, and literary salons.



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Miesha Brundridge is 35 years young and is STUDIO 620 Poetry showcase curator and author of "A Beautiful Disaster" (found on Amazon & lulu.com). Miesha started writing in middle school in the 90s and was raised in Lakeland, FL, a very conservative town. She was in the army for six years, with one tour to Iraq; she later retired after undergoing bilateral (double) leg alignment and knee ostomies.

2023 Arts Summer Camp

The Arts Summer Camp grant is ready to launch Wednesday, March 1. The Marketing team has completed its marketing campaign, and the website is scheduled to be launched on Wednesday, March 1. Previous camp participants starting to reach out to confirm the arts summer camp availability this 2023. We will assess the process next week by running test applications and Monday.com Boards to ensure we are ready to launch on March 1.

Arts Summer Camp Grant 2023

Posted on January 25, 2023 by [Creative Pinellas](#)



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PARTNERSHIP ACTIVITIES

ST. Petersburg Clearwater Airport



On Thursday, January 12, PIE had its ribbon cutting for the two new murals that Creative Pinellas recruited artists for and managed at the airport's "Gate 12."

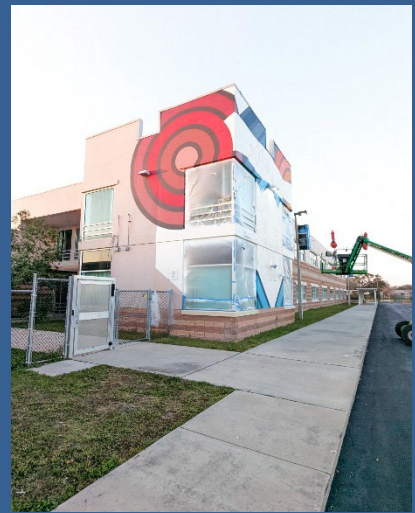
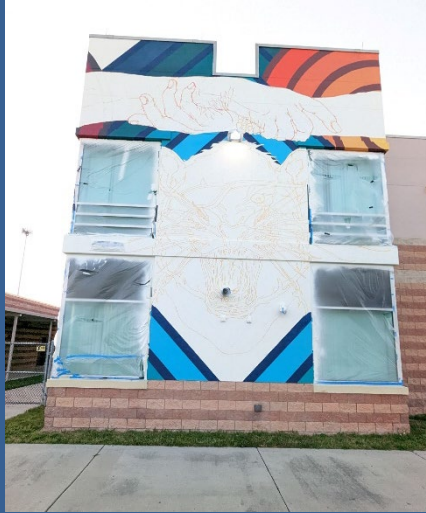
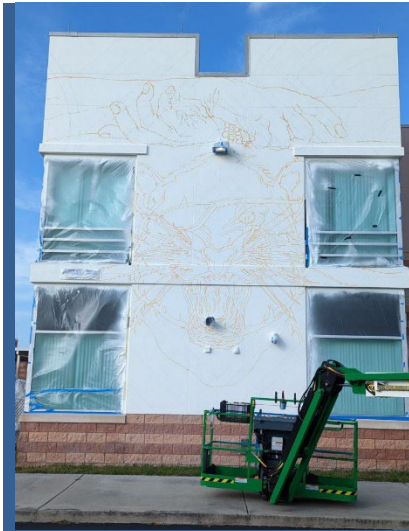
Press from throughout Tampa Bay as well as notables from the airport and local government and agencies attended the event.

Amazing press coverage, including this newscast by FOX 13, featured our artists and the great work that Creative Pinellas does. [Fox 13 feature](#)

Lealman Murals

Painting/pre-painting has started on two of the Lealman murals. The Lealman innovation academy (Daniel Barojas) and Ceramics by Kayla (Hanna Eriksson Patry) Painting at Tommy Todd Landscape and Design (Reid Jenkins) is scheduled to start shortly, when renovations to the building façade are completed





Graffiti Abatement with the County

The call to artists for the first 3 of the signal box wraps in partnership with Pinellas County was released on January 19 and the application process is already creating quite a buzz.

The three locations for the first wraps are:

- Tampa Road and McMullen Booth
- Walsingham Road (Pinellas Trail)
- 8th Avenue In Largo (Pinellas Trail)

The community is very excited to have art work by Pinellas County artists in the

ARTWorks : Signal Box Project 2023

Posted on January 19, 2023 by [LeaUmberger](#)



CALL TO ARTIST for ARTWorks Signal Box Project 2023 (ROUND 1)

OVERVIEW:

Creative Pinellas and Pinellas County are joining together to create the 2023 ARTWorks Signal Box Project that encourages artists to submit original artwork to beautify Pinellas County by transforming the traffic signal control boxes into a collection of public art.

The purpose of traffic signal cabinet art is to deter graffiti vandalism on transportation infrastructure, beautify the rights-of-way and community, and support Pinellas County as an arts destination. The use of art on public infrastructure has been shown to prevent graffiti vandalism in the County, demonstrating that "Public Art Works."

Three Pinellas County Artists will be selected based on the portfolio work submitted, concepts for their proposed design and their resume as a working artist in Pinellas County. After the selection process, the artists will create the artwork, that will be reproduced as a vinyl wrap and applied to traffic signal boxes throughout the County.

SPACEcraft

SPACEcraft completed its final session under the auspices of the Creative Pinellas grant, with both containers coming to and offering programming at Azalea Park in St. Petersburg, FL.

But some good news! Thanks to a \$25,000 grant from the City of Largo, we are in conversation to bring both containers to Central Park this spring.

In the meantime, we are storing and doing some maintenance of the containers in Largo, in a space managed by Largo public works.

We also have reached out to USFSP, and they have agreed to store the containers once we have completed the programming in Largo, while we determine how we might use them next.

Co. Starters

Creative Pinellas along with the Tampa Bay Innovation Center opened for enrollment STEAM powered by CO.STARTERS Cohort #17 for its 10-week program held virtually on Zoom.

This program, which teaches artists the fundamentals of creating and running their arts business is an incredibly successful program in partnership with the Tampa Bay Innovation Center.



BP



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INNOVATION
CENTER

EVEN MORE ARTS AND TOURISM MARKETING

Arts Navigator

Arts Navigator arts organization audit continued during January. There is a work effort underway to capture events from organizations that have updated their content strategy. AI has made an appearance within the Arts Navigator development team to enhance event descriptions, with the potential to do even more within the ANA Api. More information to evolve moving forward. This news is extremely important as we are working at closing the gap with Administration time.

Festival Activations

Creative Pinellas is partnering again with VSPC for Localtopia on February 18th. This will be the FIRST in destination activation for Creative Pinellas since 2015 at Carmada. Super exciting!! We will be launching the In Destination tagline for Arts Navigator – Explore Your Backyard. Get to Localtopia and signup to win a T-Shirt!



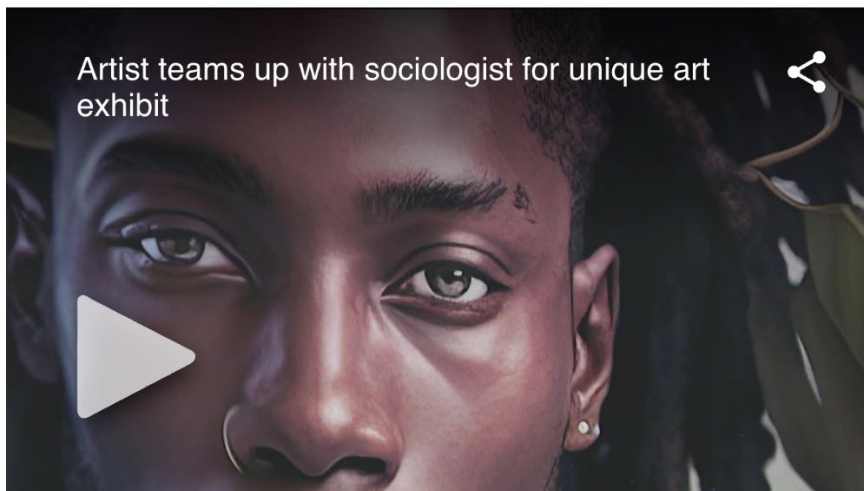
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INFLUENCE

In an amazing Tour-De-Force of press coverage In January, there were over 20 articles and press mentions In January. Including coverage on local TV news:

Pinellas artist uses artificial intelligence to share the Black experience in new exhibit

[Please click here for the full article.](#)



Artist teams up with sociologist for unique art exhibit

An art exhibit in Largo uses artificial intelligence mixed with inspirational dreaming and social intervention to recreate the Black experience.

"In the work, we dealt with fantasy as a way to explore sort of alternate ways of telling stories and doing black representation," shared Freeman.

Other press in January included:

[Imagine Blackness begins Jan 19 – The Weekly Challenger](#)

[Out of Eden opens January 19 at Creative Pinellas – The Weekly Challenger](#)

[Yolanda Sánchez's 'Out of Eden' to debut at Creative Pinellas gallery – Tampa Bay Newspaper](#)

[Yolanda Snchez's 'Out of Eden' to debut at Creative Pinellas gallery – SPOTon](#)

[Top 15 Tampa Bay area events for the week of Jan. 16-22 -Tampa Bay Times](#)
[Imagine Blackness exhibition, now on display, showcases A.I.-driven Afro-Futuristic art – I LOVE THE BURG](#)
[Creative Pinellas presents 'Imagine Blackness' – Tampa Bay Newspaper](#)
[Creative Pinellas goes to 'Eden,' and other new art exhibits – St Pete Catalyst](#)
[Meet the creators of the new 'Imagine Blackness' exhibit – St Pete Catalyst](#)
[Artists brighten up St. Pete Clearwater Airport – FOX 13 Tampa Bay](#)
[Meet the artists behind the St. Pete Clearwater Airport murals – FOX 13 Tampa Bay](#)
[Pinellas Arts & Entertainment: Signal Box Art, Out Of Eden Exhibit – Patch](#)
[Pinellas Exhibit Opening Saturday Explores Black Representations – Patch](#)
[FL good news this week: Live shows return to Venice Theatre, James Beard restaurant honors, emu returns home, "Imagine Blackness" exhibit. – Patch](#)
[Over 50 of the best arts and entertainment events coming to Tampa Bay this spring – Creative Loafing](#)
[Afrofuturism meets artificial intelligence at Creative Pinellas' 'Imagine Blackness' exhibit – Creative Loafing](#)
[Pinellas artist uses artificial intelligence to share the Black experience in new exhibit – Fox 13 Tampa Bay](#)
[Pinellas artist uses artificial intelligence to share the Black experience in new exhibit – SPOT on Florida](#)
[Afrofuturism meets artificial intelligence at Creative Pinellas' 'Imagine Blackness' exhibit \(PROFESSIONAL GRANT INCLUSION\) – Creative Loafing](#)
[Deadline nears on grants for artists](#)
[Pinellas artist uses artificial intelligence to share the Black experience in new exhibit](#)

This month in Arts Coast Magazine:

Visual Arts and Film



Clearly Collaborative

Through March 11 at Florida CraftArt. Clearly Collaborative is an exciting gathering of new work created by established artists exploring the medium of glass, guided by master glass artist Duncan McClellan. A diverse group of artists experienced in working in clay, metal, paper and mixed media got the chance to try their hands at glass art ... [Read More](#)



Visualizing Our Historic Roots

By Antonio Permy. As our arts scene continues to grow and evolve, it also continues to diversify. One interesting development is bringing the area's future into connection with its past – the emergence of Hispanic and Latinx art. A Pinellas local since 2001, Edel A. Galban has been a pioneer in the growing Cuban art presence along Florida's West Coast.... [Read More](#)



Out of Eden

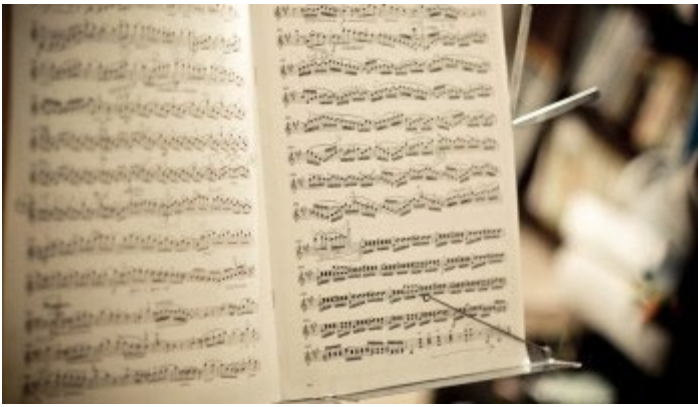
By Yolanda Sánchez. I believe we shape the world around us through our perceptions, awareness and attention. I would like to offer an invitation to awaken to beauty. Out of Eden is a free exhibition at the Creative Pinellas Gallery through April 16. ... [Read More](#)

Performing Arts



Ybor Speaks

Ybor Speaks is the first public art audio project commissioned by the City of Tampa – an audio installation celebrating immigration and diversity in Tampa’s historic Ybor City neighborhood.... [Read More](#)



New Voices in the Florida Orchestra

By Kurt Loft. The Florida Orchestra recently took a big step into its future by welcoming a rank of new musicians to the state's largest performing arts organization. All of these young artists won highly competitive blind auditions that attracted candidates from around the world ... [Read More](#)



Seeing Sound at Studio@620

By Margo Hammond. Now in its 17th year, The Radio Theatre Project at The Studio@620 was never just about sound. As regulars know, you don't just come to listen. You come for the sights as well. [Read More](#)

Literary Arts



Push a Button – Get a Story

By Jennifer Ring. What do Harvard Medical School and the Palm Harbor Library have in common? A short story dispenser made in France. You push the button and a story comes out of the machine like a grocery store receipt coming out of a cash register.... [Read More](#)



Adventures at the Library

By Harriet Monzon-Aguirre. The Palm Harbor library is more than just a library, it's an art-centric center, actively promoting and supporting visual and performing arts and giving people of all ages the opportunity to embrace and be involved in the arts.... [Read More](#)



Times Festival of Reading 2022

By Margo Hammond. Turning 30, the Times Festival of Reading slimmed down this year. There were fewer authors. The venue was smaller. And it was no longer free. But two essential ingredients stayed the same – inspiring authors and enthusiastic readers.... [Read More](#)

January Web, Email & Social Media

Web Site

- Users: 6412 (57%)
- Pageviews: 20,433 (29%)
- New Users: 9,764 (57%)
- Users – Top 5 Regions: Florida (3,712), Texas (1,310), Washington (431), Virginia (253), and California (203).

Email

- Contacts: 6,699
- New Contacts: 148 (subscribes: 193, unsubscribes 45)
- Open Rate: 35% (6%)
- Click Rate: 1% (+0%)

IMAGINE BLACKNESS Opening + Talk Event provided 141 contacts from this event....118 of which were NEW!

Twitter

- New Followers: 8

- Impressions: 4.6 (-55%)
- Mentions: 11 (22.2%)
- Total Followers: 3,787 (7)
- Profile Visits 94 (-36.1%)
- Tweets: 67 (-46%)

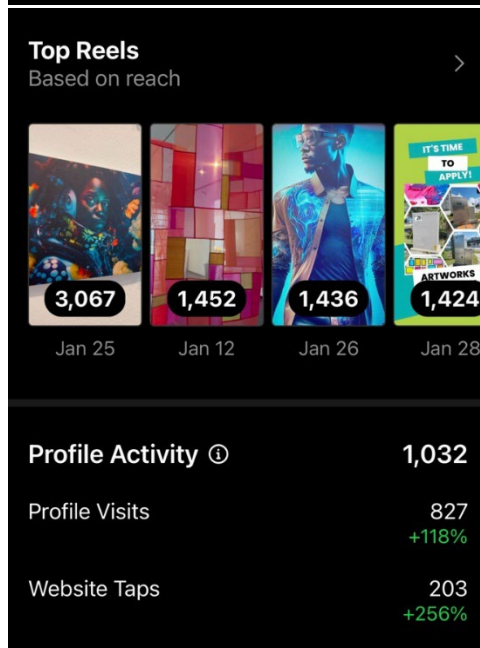
Facebook

- New Likes: 59 (34%)
- Page Followers: 82 (-6%)
- Post Reach: 10,070 (140%)
- Paid Reach: 8,280 (28.8%)
- TOP POST: Job Openings
- Post Engagements: 4,885(29%)
- Total Likes: 6,700 (+41)

Instagram

- Overall Followers Growth: 67 (138 follows / 62 unfollows)
 - Accounts Reached 9,331(174%/10.6% from ads)
 - Accounts Engaged: 1,024 (183%)
 - Total Fans: 4,900 (+73)
 - 66 posts, 94 stories, and 8 reels
 - Reel Interactions: 804 (405%)
 - Live Video Interactions: 0
 - Top Locations: 28% St Petersburg, 7.6% Tampa, 4.6% Clearwater, 2.9% Largo, and 2.1% Dunedin
 - Post Interactions 1,596 (74.4%)
- 1,297 likes, 61 comments, 97 saves, 92 shares

*Since implementing our new Instagram Social Media Strategy (December 3rd) our reach has increased by 330%, our top 4 posts have increased our website traffic by 256% and our profile by 118%, and our total engagement has increased by 178%.



LinkedIn

- Page Views: 31 (55%)
- Total Followers: 385 (+2)
- Reactions: 16 (8 reposts)

Audience

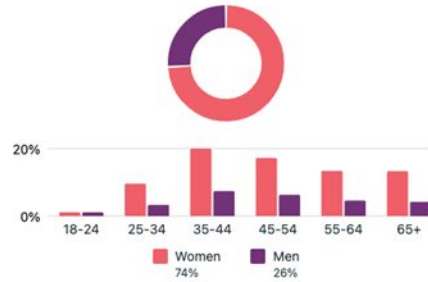
Current audience

Potential audience

Facebook Page followers ⓘ

8,189

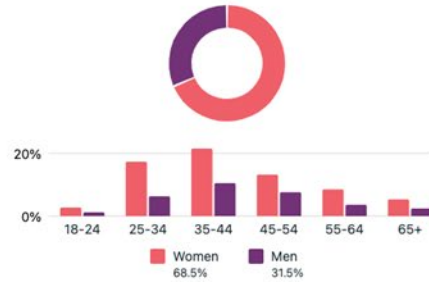
Age & gender ⓘ



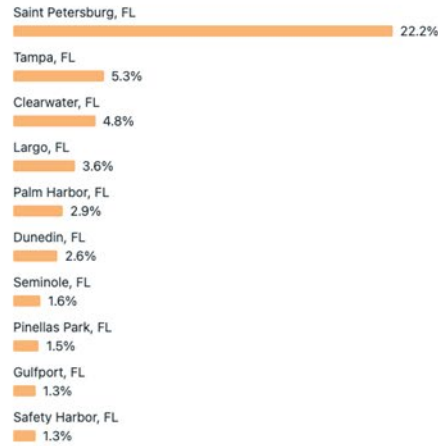
Instagram followers ⓘ

4,900

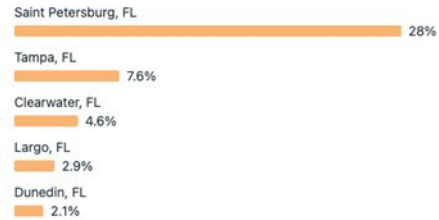
Age & gender ⓘ



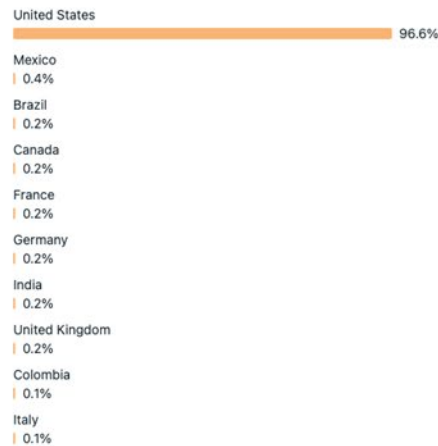
Top cities



Top cities



Top countries



Top countries



Google Analytics Audience Overview

Continent ▼ Region ▼ Channel ▼ Device ▼ Jan 1, 2023 - Jan 31, 2023 ▼

Your audience at a glance



Let's learn a bit more about your users!

