

CREATIVE PINELLAS

October 2022

Prepared by:

Barbara St. Clair

CEO

Activity Report

Gallery Activities

Dark Matter

This exhibition by Jason Hackenwerth, continued its run, with both new and return visitors. Many of the returning visitors have specifically come to see the changes in the installation/sculpture, which has become dramatically smaller since its opening – an outcome both expected and that is part of the visual story telling of the exhibit.



Attendance at the gallery in September was very strong – especially considering that the Park (and therefore the gallery) was closed for the entire last week of September, due to the Hurricane.

Total visits in September were 774.

Total visits to Dark Matter since opening were over 3,400 by the end of September.

One group of very important visitors were special guests from PARC (Parc Center for Disabilities). Attending over two days, their clients 34 toured the art and participated in the hands-on activities.



Upcoming in the Gallery

Arts Annual

The next exhibit in the Gallery is the Arts Annual. Opening November 10 and continuing through the end of January, It will be the 5th year of the event (with 2 of the years being essentially virtual).



Creative Pinellas met with the 27 artists who asked to participate in this year's exhibition and has begun the initial curation and planning for drop-off and installation. Plans are also being set for entertainment, for Artist talks on Friday, November 11, and for performance and film screenings on Saturday, November 12. The Gallery will be expanding for evening hours during Holiday Lights.

January Exhibition

Arrangements are being finalized to bring in Cuban-American artist Yolanda Sanchez to the gallery in early January. Sanchez incorporates the Korean art of Bojagi into her nature-filled textiles and artwork. Learn more about her at <https://yolandasanchezstudio.com>



Other Gallery News

Coffee Shop @ the Gallery

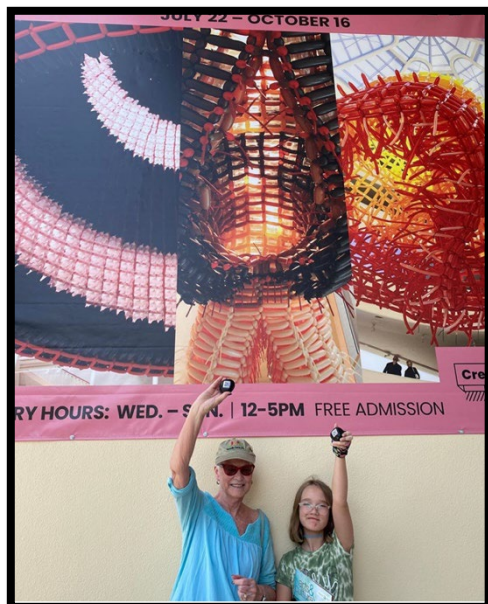
We are putting together plans for “the coffee shop experiment,” opening mid-November. Stay tuned for more!

PROGRAMS & PARTNERSHIPS

Third Saturdays at Pinewood Cultural Park

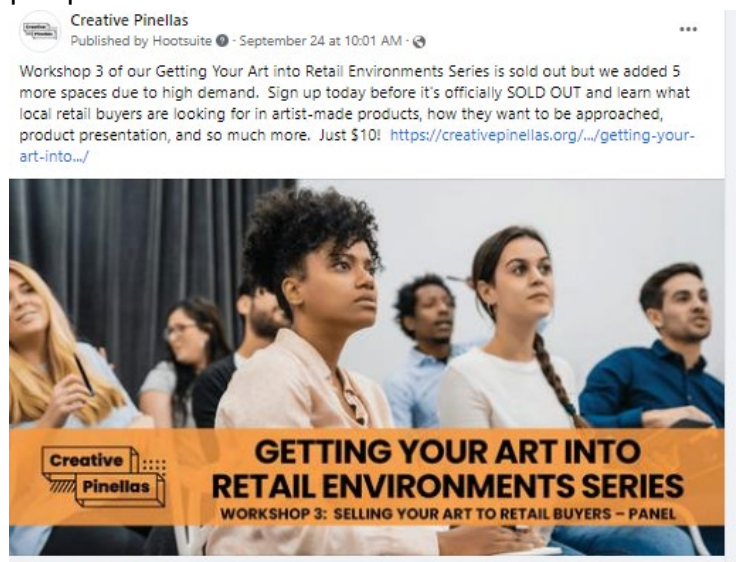
September’s Third Saturday activity was a DARKMATTER SCAVENGER HUNT in the park! Hidden throughout Pinewood Park were black rocks with QR codes on them. Visitors brought the rocks they found to the Rock Garden and took selfies with them in front of the DARKMATTER poster, posting their story and tagging Creative Pinellas in order to be entered to win 2 General Admission ARTS ANNUAL tickets.





It was fun to see the participants and we have a winner! 97 visitors attended this months event.

Additionally, Pamela Trow held her second session of her 3-part series for artists titled: *Getting Your Art into Retail Environments* on Third Saturday. 27 people attended.

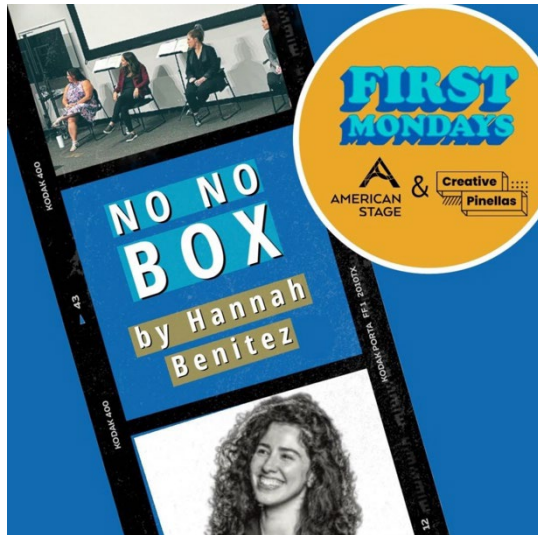


Coming up for the Third Saturday in October:

- Artist Jason Hackenwerth leading a FREE DARK MATTER Family Arts Workshop at 1pm teaching how to create sculpture using balloons!
- AQUARIUS AND RIETTA (brother fire, sister fly) is a work in progress by Creative Pinellas Artist Laureate, Jake-ann Jones at 3-4:30. The first phase is an open table reading for this play in development that will be filled with music and media and feature actors and one musician. The Auditorium at Creative Pinellas
- Pamela Trow's final session of her 3-part series for artists titled: *Getting Your Art into Retail Environments*.

First Monday's

American Stage presented the play *The No-No Box* by Hannah Benitez for September's First Monday staged reading. In the play, two young sisters; one home from college and the other trapped in high school,



grapple over the mysterious disappearance of an embarrassing item.

42 people attended.

October's First Monday – delayed by the hurricane, will be Homecoming '92 by John Bavoso to October 10.

The synopsis:

Benji has snuck away to an empty classroom in his college's English Department for a clandestine rendezvous with Ethan. But when they make a grisly discovery, he's unexpectedly confronted with questions about how he's choosing to live his life—now and in the future.

Arts Annual Beyond the Walls

Filming and editing is continuing on the Arts Annual Beyond the Walls program.

In the meantime, installations were completed in September, of all of the artists in hotels and a number of artists including Xina Scuderi, Angela Warren and Patricia Kluwe Deridian have sold work.



Bellevue Inn	Laura Spencer – Miss Crit
Bilmar Beach Resort	Xina Scuderi
The Birchwood	Javier T. Dones
The Don Cesar	Patricia Kluwe Deridian
Fenway Hotel	Angela Warren
Hyatt Place St. Petersburg Downtown (copy)	Don Gialanella
Innisbrook A Salamander Resort	Mickett Stackhouse
Sandpearl Resort	Christina Bertso
Sheraton Sand Key Resort	John Gascot
Sirata Beach Resort	Anna Ayres
Wyndham Grand Clearwater Beach	Cecilia Lueza

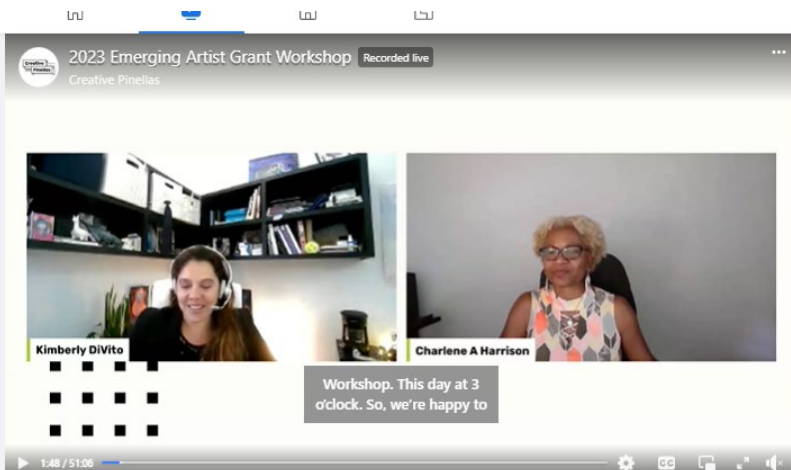
GRANTS

Emerging Artists Grant

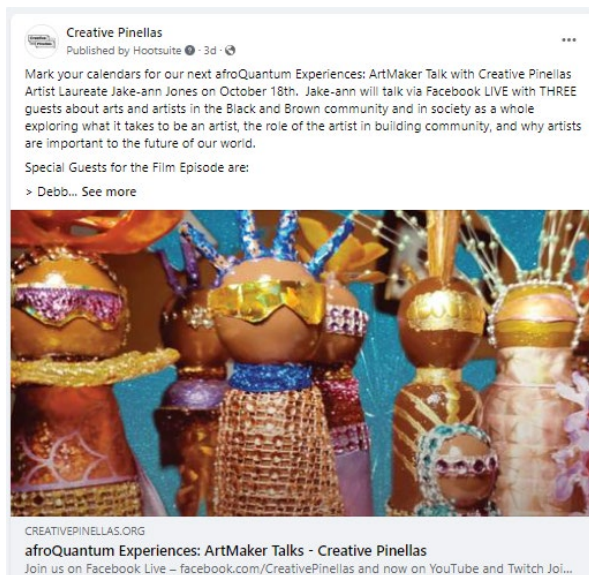
The 2023 Emerging Artists Grant program closed on September 9. We have 75 completed applications with 63 eligible for consideration by the panel. 38 applications were in the visual arts and 25 were in theatre, literature, 6 multi-media, dance performance and film.

The panel review, originally scheduled for Saturday, October 8 was moved to Monday, October 17 due to complications from the hurricane, that made it difficult for the panelists to complete their review on time.

Leading up to the grant deadline, Charlene Harrison – grants manager and Kimberly DiVito – director of digital and tourism products/strategy, held an online webinar to help applicants complete their program successfully.



Artist Laureate Jake Ann Jones



Jake
Ann

The third Tuesday of each month features our live talk show Afro Quantum, hosted by Artist Laurette,



Jones. September's highly anticipated and watched program featured digital artists and professor, McArthur Freeman, painter and educator, Dallas Jackson and fashion artist Myiah Moody (Myiah Pink).

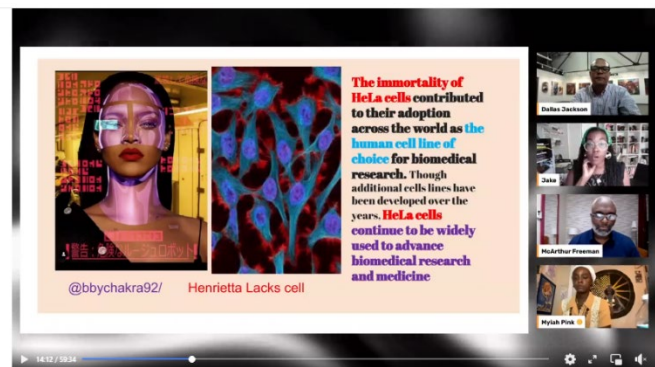
In each program, Jake-Ann leads a discussion with about arts and with artists in the Black and Brown community and in society as a whole exploring what it takes to be an artist, the role of the artist in building community, and why artists are important to the future of our world.

Partnership Activities

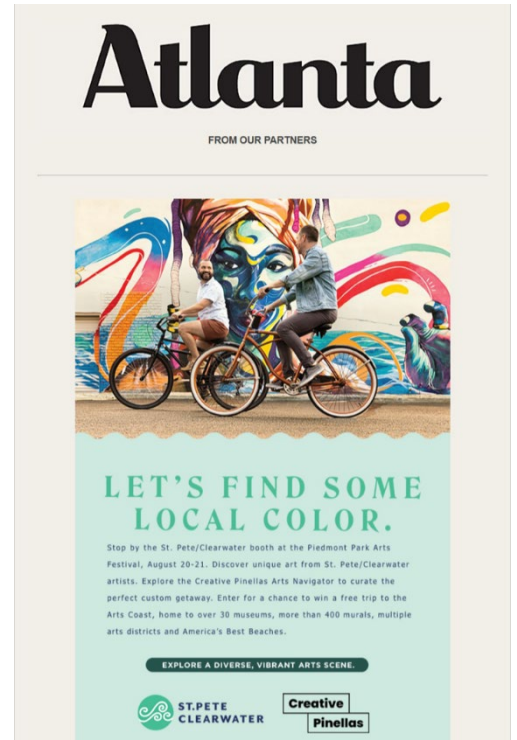
VSPC

While our visit to the Piedmont Arts Festival with artists Ketsi Ruiz, Heather Rippert and Ashley Wright, in partnership with VSPC took place in August, are preliminary results for this very successful events were delivered in in September.

- Total event attendees: 60,000+



- Art Sold: in total there was over \$3,000 in art sold and each artist gained a high dollar collector in the Atlanta area.
- Each artist received on average 80 new followers on Instagram following the event!
- In total there were 57 onsite QR code scans from the branded wind sign and Creative Pinellas booklet.
- Media integration (Atlanta Magazine Eblast + Banner ads):
 - Impressions: 82,924
 - Clicks: 243
- Sweepstakes:
 - There were 110 unique entries for the trip giveaway, a majority of which came during the 2-day event.
- Total impressions: 142,981
 - Event attendance, trip entries, media impressions, QR code scans

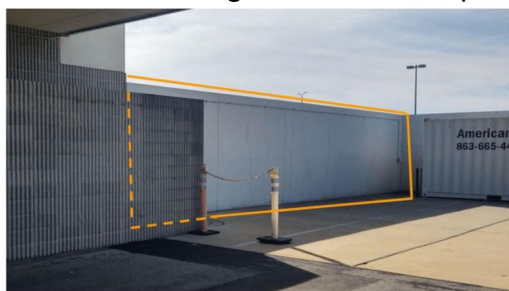




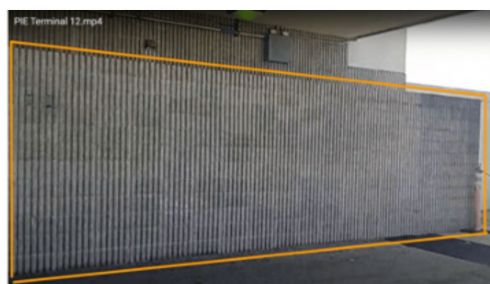
VSPC and BVK were delighted with our collaboration so much that we have been invited to collaborate in November at the Orlando Fiesta in the Park in support of ART'n in November.

Murals at PIE

Two artists, Leo Gomez and Laura Spencer were chosen to paint the murals at gate 12 at St. Petersburg Clearwater Airport.



PIE Gate 12 - Exterior Wall

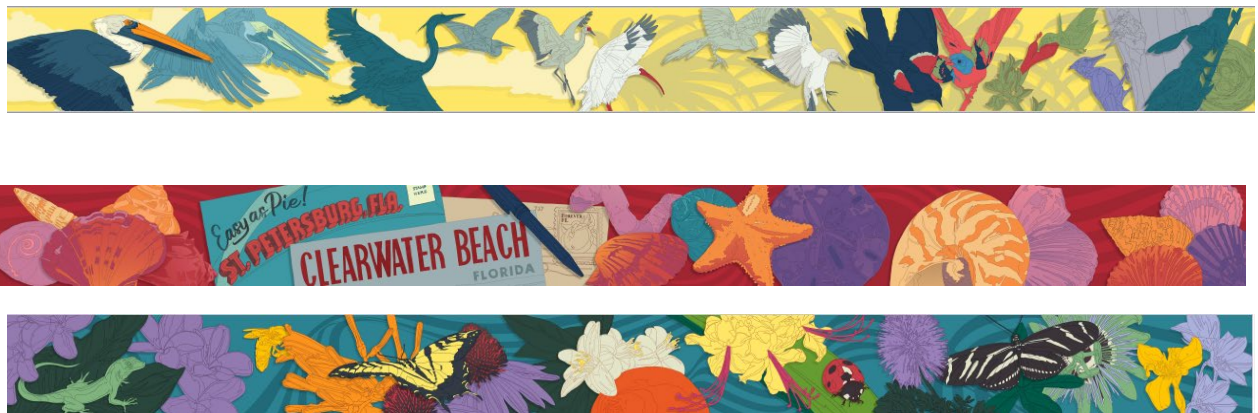


Both artists submitted their designs for review. , Leo Gomez and Laura Spencer were chosen to paint the murals at gate 12 at St. Petersburg Clearwater Airport.

Leo



Laura

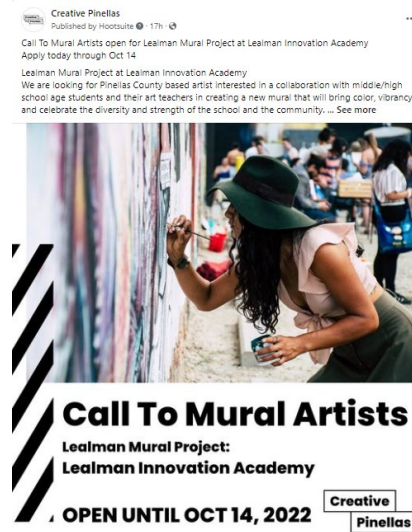


Decision making and painting are scheduled to begin in October

Murals at Lealman

Two artists call and a press release have gone out for our three locations at Lealman (two businesses on Haines Road and the Lealman Innovation Academy public

School.) The calls close on October 14, and a Three locations have been chosen for our next murals in the Lealman CRA.



SPACEcraft



SPACEcraft continued its high impact activities at Bicentennial Park in Oldsmar and Artz 4 Life Academy in Clearwater. Largo Central Park, Largo and Ernst Park, Kenneth City. Upcoming: Greenwood Rec Center in Clearwater, and Highland Park in Dunedin.

Co. Starters

In September, Creative Pinellas along with the Tampa Bay Innovation Center started STEAM powered by CO.STARTERS Cohort #16 for a 10-week program held virtually on Zoom. All seats filled.

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.



STEAM: TECH + ART
POWERED BY
CO.STARTERS

A 10-week program for creative entrepreneurs.
Learn more:
TBinnovates.com/steam

Brought to you by:



We also held the graduation for the Summer Co.Starters Class, on the grounds of Creative Pinellas.





Influence

Awards and Recognition

The winners for Creative Loafing's BEST OF THE BAY 2022 were announced and we received two mentions.

Best Gallery (Non-Museum) Show: 2nd Place for the 2022 Emerging Artist Exhibition at The Gallery at Creative Pinellas

Best Literary Journal: 2nd Place for Arts Coast Magazine

In September Press included:

"Darkmatter" reveals the many facets of St. Petersburg-based multidisciplinary artist Jason Hackenwerth. **Please click here for the full article.**

"Learning that over those years in the sculptures has taught me to accept the weird stuff that happens outside your control and realize that those weird qualities are what make it special." said Hackenwerth.

Balloon sculptures and paintings at Creative Pinellas showcase this local artist

"Darkmatter" reveals the many facets of St. Petersburg-based multidisciplinary artist Jason Hackenwerth.



St. Petersburg artist Jason Hackenwerth's massive balloon sculptures are on display in "Darkmatter," his solo exhibition at the Gallery at Creative Pinellas in Largo. [AYA DIAB | Times]

Other press in September included:

VIDEO: [The Gallery at Creative Pinellas: DARKMATTER | Taste and See Tampa Bay – ABC Action News](#)

[Works of Artist Jason Hackenwerth – Patch](#)

VIDEO: [Taste and See Tampa Bay | Friday 9/2 Part 3 – Yahoo News](#)

[Emerging Artist Grant Program – Patch](#)

[NOVA MUSICA – NEW WORKS BY DAVID MANSON WITH O SOM DO JAZZ – SP College](#)

[Works Of Artist Jason Hackenwerth On Display – Patch](#)

VIDEO: [Balloon sculptures and paintings at Creative Pinellas showcase this local artist – Tampa Bay Times](#)

[Balloon sculptures and paintings at Creative Pinellas showcase this local artist – Tampa Bay Times](#)

[Third Saturdays at Pinewood Cultural Park – Patch](#)

[Redington Shores artist project spotlights St. Pete Chess Club – Tampa Bay Newspaper](#)

[Lineup and events unveiled for SHINE Mural Festival this October – I LOVE THE BURG](#)

[Works Of Artist Jason Hackenwerth On Display – Patch](#)

Arts Coast Magazine

The Arts Coast Magazine continues to deliver with multiple stories about the arts and artists in Pinellas County and surrounding areas. Go here to see the magazine's home page: <https://creativepinellas.org/arts-coast-magazine/>

Visual Arts and Film



New at the Dalí

By Steven Kenny. Salvador Dalí's reputation may primarily be that of a painter – but his creativity was tireless and omni-directional. Recently, The Dalí Museum in St Petersburg added further proof of his versatility by acquiring an important sculpture for its already expansive collection.... [Read More](#)



Summer of Art

By Xina Scuderi. I am not represented by any gallery. I have relatively no following on social media. We are very fortunate in Pinellas County that artistic grant programs exist. If I didn't have the one gallery that shows my work – MIZE – plus these programs, I virtually wouldn't exist as an artist.... [Read More](#)



Contrasting and Complementary Versions of the Black Experience

Story and Photos by Jake-ann Jones Intentional Tension Exhibit Examines Race, Culture Extended through September 30 Tully-Levine Gallery, St Pete
Details here Intentional Tension examines race and culture through the eyes... [Read More](#)

Performing Arts



Ring in a New Sound at the University of Tampa

By Kurt Loft. After years of planning and fundraising, the University of Tampa's Ars Sonora bell tower makes its debut as the largest of its kind in the world – and the first to ring out in the U.S.... [Read More](#)

Punk and Catharsis



By Jessica Schwartz Punk Fights Silence Global Perspectives on Green Day's American Idiot Through October 2 American Stage Details here "Don't want to be an American idiot. One nation controlled... [Read More](#)

Nova Musica



New Works by David Manson with O Som Do Jazz . . . September 15 at 7:30 pm
Free Music Center at St. Petersburg College 6605 5th Ave N Details... [Read More](#)

Literary Arts



Breakfast. Literacy. CommUNITY.

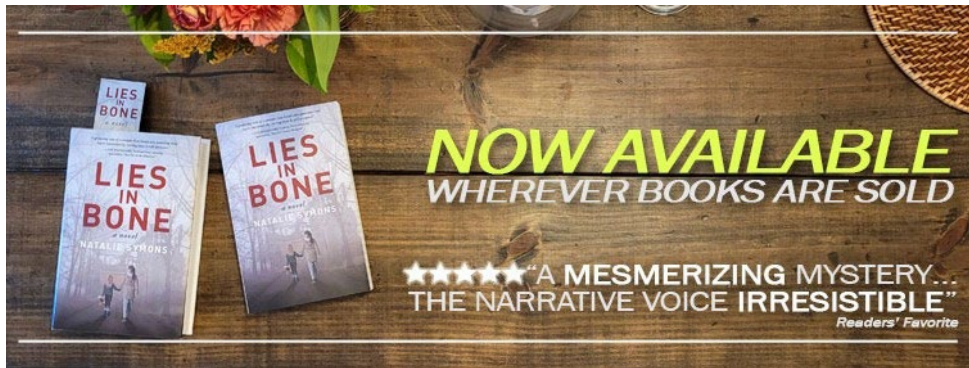
By Margo Hammond. BLC stands for Breakfast. Literacy. CommUNITY. The recipe from St. Pete's Cultured Books is simple. Encourage young Black kids to read a self-affirming picture book. Invite an artist to offer a workshop related to that book's subject. Bring everyone to the park and mix in some waffles.
... [Read More](#)



Every Day's the Golden Age of Baseball

By Margo Hammond Baseball Stories from the Mouths of Babe and Other Gods from the Sport's Golden Age Inside-baseball (adj.) American slang, referring to the minutiae and detailed inner workings... [Read More](#)

A Literary Double Threat



By Margo Hammond . . . Natalie Symons A Literary Double Threat . . . Double threat: n. a person who is skilled at two things . . . Meet... [Read More](#)

September Web & Social Media

Web Site

- Users: 6,428 (-24%)
- Page Views: 15,106 (-18%)
- New Visitors: 6,111 (-24%)
- Users – Top 5 Regions: Florida (2,616), Minnesota (569), Washington (294), Virginia (230), and South Dakota (194).

Email NEW

- Contacts: 6,348
- New Contacts: 17 (subscribes: 67, unsubscribes 56)
- Open Rate: 30%
- Click Rate: 1%

Twitter

- New Followers: 14
- Impressions: 8,155 (-24%)
- Mentions: 16 (+77.8%)
- Total Followers: 3,838
- Profile Visits 1,258 (+22.1%)
- Tweets: 115 (-4.2%)

Facebook

- New Likes: 72
- Page Followers: 73 (-65)
- Post Reach: 15,694 (-26%)
- Paid Reach: 9,458 (+7.1%)
- Post Engagements: 2,844 (-32%)
- Total Likes: 6,507 (+7%)

Instagram

- Overall Followers Growth: 82 (136 follows/ 54 unfollows)
- Accounts Reached 3560 (-41.7%)
- Accounts Engaged: 418 (-25.5)
- Total Fans: 4,646 (+1.7)
- 74 posts, 51 stories, and 0 reel
- Reel Interactions: 0 (Will Increase moving forward.)
- Live Video Interactions: 0 (Will Increase moving forward.)
- Top Locations: 28.6% St Petersburg, 7.8% Tampa, 4.6% Clearwater, 2.8% Largo, and 2.1% Dunedin
- 919 likes, 21 comments, 59 saves, 117 shares

Audience

Current audience

Potential audience

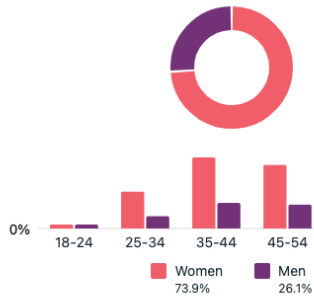
Facebook Page likes ⓘ

6,507

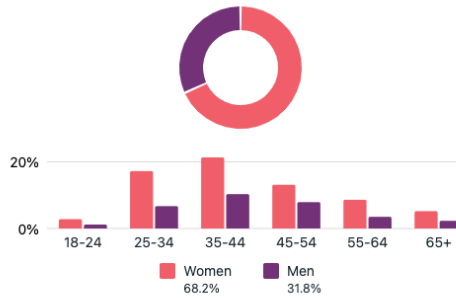
Instagram followers ⓘ

4,646

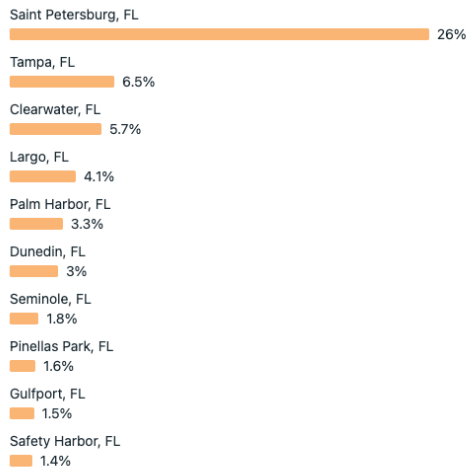
Age & gender ⓘ



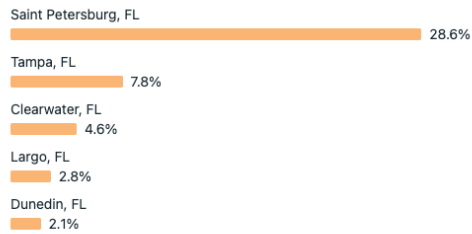
Age & gender ⓘ



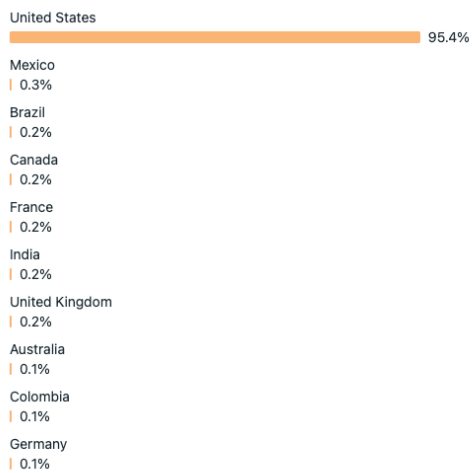
Top cities



Top cities



Top countries



Top countries





Google Analytics Audience Overview

Continent

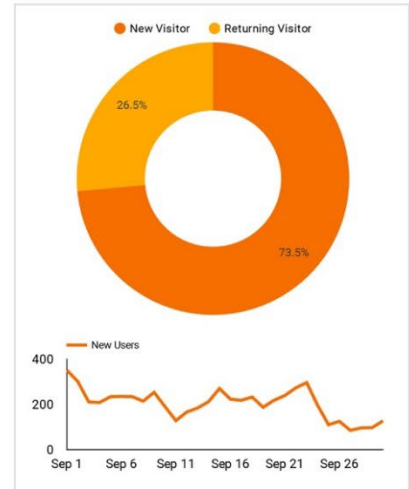
Region

Channel

Device

Sep 1, 2022 - Sep 30, 2022

Your audience at a glance



Let's learn a bit more about your users!

