

November 2023 (for October 2023) Prepared by: Barbara St. Clair, CEO

**Activity Report** 

# ARTS AND TOURISM MARKETING



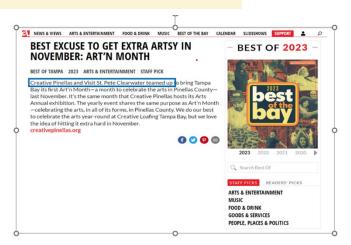
## **ART'N Month**

As discussed in the September report, Creative Loafing announced their "Best of the Bay" awards and Creative Pinellas, in partnership with VSPC, received a staff pick/ **Best of the Bay for ART'N month**, or as Creative Loafing described it the: <u>BEST EXCUSE TO GET EXTRA ARTSY IN</u> NOVEMBER: ART'N MONTH

Writing that:

Creative Pinellas and Visit St. Pete Clearwater teamed up to bring Tampa

Bay its first Art'n Month—a month to celebrate the arts in Pinellas County—last November. It's the same month that Creative Pinellas hosts its Arts Annual exhibition. The yearly event shares the same purpose as Art'n Month celebrating the arts, in all of its forms, in Pinellas County. We do our best to celebrate the arts year-round at Creative Loafing Tampa Bay, but we love the idea of hitting it extra hard in November.



Admittedly, we were pleasantly surprised at the recognition. After all, ART'N month was a brand-new initiative, launched as a hopeful experiment to see if we could get traction around a full month for the arts. And now, here we were, being recognized as a "Best of" by the preeminent arts and entertainment publication in the Tampa Bay region, for an arts and tourism initiative, the builds awareness of the arts and Pinellas County as an arts and cultural destination.

Is it any wonder that for the next ART'N month we are working behind the scenes in October to do even better?

To give just a hint the innovative marketing and tourism-strategy teams have come up with a whole new element to add to the program. Recently the team toured the county taking videos of arts and cultural opportunities countywide. From the dome at the Dali, to Whimsy House in Safety Harbor to the bronze divers in Tarpon Springs. These videos will be used to promote the interactive scavenger hunt on the Scavify app.

Users will be able to take part in this new interactive scavenger hunt and complete tasks, such as solving clues and taking photos of art pieces sprinkled throughout the Arts Coast for the chance to win an exciting prize package. Below are some of the creative and locations for our promo reels.

Stay tuned for the November launch!

# **Arts Coast Magazine**

Speaking of recognition for tourism marketing – our Arts Coast Magazine is now the Award Winning Arts Coast Magazine, having been recognized as a finalist for the Best Literary Journal.



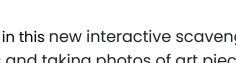


Month captivate your heart!









The Arts Coast Magazine gets thousands of readers – worldwide! For articles that cover a wide selection of arts, artists, and arts activities throughout Tampa Bay with a primary focus on Pinellas County. If you haven't taken a look recently check it out at

https://creativepinellas.org/arts-coastmagazine/ or simply scroll down to the end of

#### BEST LITERARY JOURNAL: TAMPA REVIEW

BEST OF TAMPA 2023 ARTS & ENTERTAINMENT READERS' PICK

#### PREVIOUS WINNERS

2022: Eckerd College Review 2020: SweetLit @sweetlitmag Facebook.



- BEST OF 2023 -

this report, where we always feature a number of articles from the current edition.

#### **Cultural Plan**

The Cultural Plan has been launched. With amazing energy! Here's what happened.

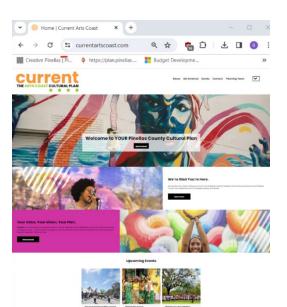
#### On Wednesday, October 18<sup>th</sup>:

- The team from the Cultural Planning Group sat in on a TDC meeting, to hear and see first-hand, the role of tourism in Pinellas County and the connection between tourism and the arts.
- The Cultural Plan advisory board met for a very depth discussion on the arts in Pinellas County, and how best to move forward.
- The CPG team met one-on-one with a number of civic and arts leaders including Commissioners Dave Eggers, and Rene Flowers.
- We launched <u>Current</u>, the arts coast cultural plan website, that will track and focus on all things cultural plan related.

# On Thursday, October 19<sup>th</sup>:

• We held the community kickoff meeting for the plan at the Epicenter. Just about 100 members of the community, from Commissioner Janet Long, to representatives from the St. Pete Arts Alliance, the Urban League, the Woodson Museum, and American Stage, to independent artists, to Creative Pinellas board members and a congressional candidate, and more attended and discussed the important work ahead.

• CPG continued their one-on-one meetings and continued to coordinate next steps. The CPG team will be back in Pinellas at the end of January for more engagement.



#### Continued Initiatives and Collaborations to Build Awareness of the Arts Coast

The Arts Annual, always scheduled for the second Thursday in November (a shoulder month after all) is our biggest Creative Pinellas tourism event as well as a premier, branded event for positioning the Arts Coast. First launched in 2018, by our second year (2019) attendance was around the 400 mark, including significant numbers from outside Pinellas county who came to see the exhibition of over 30 Pinellas artists who were Creative Pinellas grantees.

Of course, in 2020 and 2021 Covid slowed us down, and in 2022 we had to cancel and reschedule due to tropical storm Nicole (and we still had close to 300 guests when we rescheduled!) When we reached out to artists and arts enthusiasts this year, the response was amazing. We discovered that the Arts Annual has gained residency in people's and the community's mental landscape, and they truly look forward to it every year.

This year, for the 2023 Arts Annual, we are fully on track to meet and exceed the results of

any years past. Toward that goal we placed an ad campaign for Arts Annual that included placements with Tampa Bay Times, WEDU, WUSF, Creative Loafing, Valpak, Tampa Bay Magazine, Paradise News, The Artisan, and more.

#### Print/Digital ad in Tampa Bay Times

	Social B	ooster Da	ata Break	down		
Ad Set Name	Impressi ons	Link Clicks	CTR	Post Reacti ons	Post Comm ents	Post Shares
Arts annual- Oct '23	55,866	1111	1.99%	34	3	8
Totals:						
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Tampa Bay Times Total

Media @ with Creative Pinellas. Sponsored · @

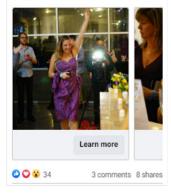
Join us on Thursday, November 9th from 6-9 pm for Arts Annual: THE PARTY at the Gallery at Creative Pinellas. This one-night event is Creative Pinellas' only fundraiser of the year. Purchase individual tickets for S25 or become a sponsor! Enjoy a cash bar with light bites, captivating art, and create memorable moments as you delight in music and activities throughout the evening – all while knowing you are uplifting the arts and artists of Pinellas County. Discover the Art, the People, the Experience!

Now in its sixth year! This year's Arts Annual features some of Pinellas County's most wellknown artists as well as innovative up-andcoming creators. Each year, Creative Pinellas invites past Professional and Emerging Artist Grantees as well as mentors to participate in the Arts Annual to highlight some of the Arts Coast's amazing artistic talent.

Purchase your tickets to Arts Annual 2023: The Party here:

https://creativepinellas.org/event/arts-annual-2023-the-party/

#artsannual #creativepinellas #artupiftshumanity #pinellascounty #artscoast



## Arts & Cultural Programming October 2023

## IN THE GALLERIES

October saw the final weeks **of Keepers of the Heritage: Hidden Tales Custodios de Nuestra Herencia: Cuentos Ocultos**. which closed on October 15. Highlights of the month included:



Production and distribution of the catalogue

created by Creative Pinellas for the exhibition which was also sent out to more than 50 museums and galleries in the United States and Europe.



Filmmaker Blake Cortes interviewed 15 of the KOH artists in the gallery and will be following up by visiting many of them in their studios to create a documentary about these very special Puerto Rican artists and the mission of Keepers of Heritage.

During de-installation, a Partnership with the Florida Botanical Gardens and 4-H during Pumpkinfest brought more than 600 people into our "artless" gallery to create traditional Puerto Rican art including Vejigante Masks, Arte con Arroz Colorido (art with colored rice), and paper Flor de Mana flowers.

## **Visitor Comments:**

A beautiful facility...very valuable! It's hard to believe something this magnificent is free. Thank you so much for being here.

We have been in galleries all over the world and this one is spectacular.

Some of the pieces were more emotional than I had anticipated. That's a true work of art that can do that!

I'm so glad I stopped in here today!

## **Coming Soon!**

Arts Annual: Exhibition

Previews: Nov 4-9. Open to the Public Nov 10 - Dec 31.

# Preparing for Arts Annual The Exhibition:

We de-installed Keepers of Heritage in record time with the assistance of the artists themselves. Then we began working on intaking and curating the Arts Annual exhibition.

75 artists are actively exhibiting in the Arts Annual. However, there are more artists involved. For example, board president David Warner has a cameo in Sheila Cowley's film that features many local Arts Coast actors, Beth Gelman is in Tom Sivak's submission and more.

Artists who are exhibiting include:

2 Happy Ukers, Kristin Andersen, Tatiana Baccari, Elizabeth Barenis, Daniel "R5" Barojas, Troy Bernardo, Christina Bertsos, Greg Byrd, Chomick+Meder, Courtney Clute, Neverne Covington, Sheila Cowley, PatiKD, Nikki Devereux, Javier T. Dones, Dunedin Music Society Ensembles, Sara



Ries Dziekonski, Roxanne Fay, John Gascot, Gaston Le Crayon, Mason Gehring, Donald Gialanella, Jim Gigurtsis, Kevin Grass, Sheree L. Greer, Jason Hackenwerth, Steph Hargrove, Reid Jenkins, Charlotte Johnson, Victoria Barbara Jorgensen, Steven Kenny, Candace Knapp, Akiko Kotani, Teresa Mandala, Cora Marshall, Carol Mickett and Robert Stackhouse, Mark Mitchell, Chad Mize, Desiree Moore, Zoe Papas, Gianna Pergamo, Rose Marie Prins, Gabriel Ramos, Babs Reingold, George Retkes, Heather Rippert, Ashley Rivers – The Nature of Fire, Marlene Rose, Sketzii, Ric Savid, Tom Sivak, Emily Stehle, Miss Crit, Rachel Stewart, Sarah Todd Emery, Takeya Trayer, Judy Vienneau, Kirk Ke Wang, Angela Warren, Joseph Weinzettle, and Frederick "Rootman "Woods.

# ARTSventure

# November 11 from 10am-4pm

A family-friendly free event that combines an arts and crafts market, live performances, craft activities and food! Pinewood Park with be A LIVE on this Super Saturday. Heritage Village will be presenting its Artisan Days and the Florida Botanical Gardens is planning special activities in its new Children's Garden. We are expecting several thousand people to visit Pinewood Park on November 11! Plus the following artists: Alexis Alvarez, Celinda Bailey, Barbara Baker, Shirley Baldwin, Teressa Baroni, Leslie Bestulic, Daphna Bowman, Pat Burrows, Nicole Campbell, Carlos Cardenas, Patricia Kluwe Derderian, Alex Dibrizzi, Javier T Dones, Jason Durocher, Charlotte Elizabeth, Jane Fields, Elaine Furman, John Gascot, Clara Gowen, Ginette Grenier, Willow Hart, Art Hayes, Jacaranda Hill, Berit Hines, Lyn Novak Hise, Falyn Horrigan, Caelan Jeffery, Mary Kay Klein, Karyn Kozak, Leeann Kroetsch, Leslie Leland, Nancy Mayer, Nicole Mcfalls, Kryssa Mitchell, Mark Mitchell, Larry Naeder, Katie Pavone, Gianna



Pergamo, Mary Ann Pickard, Vincent Ricottilli, Derek Roberts, Terry Scopelliti, Laura M Spencer, Becky Snyder, Christopher Tompkins, Neily Trappman Studio, Debra Vales, Steven Verenicin, Monika Watson, Linda Weisberger, Peggy Wertheim, Luci Westphal, Barbara Williams, Ashley Wix, and Danny Young.

# Cafe and Visitor Center @ the Gallery

Have you visited our Visitor Center? Containing both hard Visitor's Center is a hit with visitors, who also love the vibe that comes with comfortable seating and tables, books for adults and children, as well as few art-related puzzles and games.

Opening just after Labor Day, our Pop-Up Café has become a permanent Gallery Café. This cashless café offers cold and hot drinks, and sweet and savory packaged snacks.



# Campus and Pinewood Park Partnerships

# Third Saturday at Pinewood was Pumpkinfest this year!

The event took place on Saturday, October 21st, 2023 from 12 PM-4 PM Saturdays at Pinewood.

Over 600 guests joined Creative Pinellas, Heritage Village and the Botanical Gardens to



enjoy a pumpkin patch, pumpkin carving, a scarecrow contest, activities for kids of all ages and more.

Additionally, to conclude Hispanic Heritage Month and Celebrate the Fall Season, Creative Pinellas teamed up with 4-H for drop-in arts and crafts activities in the Gallery at Creative Pinellas throughout the day, Arte con Arroz Colorido (art created with colored rice) and paper Flor de Mana flowers.

Also, 4H arts educator Mr. Sandy Hernandez lead a free Puerto Rican "Vejigante" Mask Workshop for young visitors to the gallery.

# American Stage Partnership

This month, First Mondays transformed to **FRESH INK: Staged Readings of New Plays.** On October 10, Eyes & Teeth by Lizz Mangan was performed.

Pinellas Diaspora Arts Project / Afrofuturism Festival Partnership



# AQ & Ree: Brother Fire, Sister Fly Staged Reading.

Written by 2022 Artist Laureate Jake-ann Jones as part of her program with Creative Pinellas. Directed by Erica Sutherlin. Music by Sky Hayward.

A staged reading on Saturday, November 18 @ 3 pm at Creative Pinellas.

The third reading in a developmental series, this play with music and media was written by Jake-ann Jones, playwright, author, and co-founder of Pinellas Diaspora Arts Project, during her year as Creative Pinellas Artist Laureate. *Presented as part of the 2nd Tampa Bay Afrofuturism Festival.* 

# **Arts Coast Partnership Programs**

## South Pasadena Mural Project

October saw tremendous progress on the three murals Creative Pinellas is working on with artists to create murals in South Pasadena. Here is Ashley Cassens at work on the Florida Orange Groves Winery.



Florida Groves Winery 1500 Pasadena Ave S South Pasadena, FL 33707



Illsol Studio at Leverocks.



Leverocks 840 Pasadena Ave S SouthPasadena, FL 33707



500 sq/ft Awning will be removed

#### And Brian McAllister at Pasadena Liquor and Fine Wines.



Pasadena Liquor and Fine Wines 1100 Pasadena Ave S South Pasadena, FL 33707



960 sq/ft Entire front of building

#### The Well for Life Tiny Gallery in South St. Peterburg

This is a new partnership for Creative Pinellas.



We teamed up with The Well to present monthly arts events at the Well to feature Creative Pinellas grantees and other artists of color. Featured artists include Jabari Reed-Diop (iBOMS), Elaine Chambliss, and Dr Elizabeth Horge-Freeman and MacArthur Freeman (Imagine Blackness). Our partnership allows Creative Pinellas to have a meaningful role in Second Saturday, St. Pete's important monthly arts event.

# GRANTS

The Creative Pinellas grants team was very active in October. Choosing grantees for the emerging artist grant and launching an important new grant, partially funded by the NEA.

#### **Emerging Artist Grants**

On **October 14,** a panel consisting legendary jazzman, Frederick Johnson; curator Amanda Pos; Gasparilla VP, Clay Hollencamp; artist and arts educator Edgar Sanchez; experimental

writer and interdisciplinary artist Constance Collier-Mercado; and curator Jose Gelats met to review applications for the 2024 emerging artists cohort, and to recommend the 2024 grantees.

Via a careful and deliberative public process, they recommended the following artists to receive the 2024 grant. Kaitlin Crockett, Vanessa Cunto,



Thomas Sayers Ellis, Fran Failla, Tyler Gillespie, Antonia Lewandowski, David McCauley, Harriet Monzon-Aguirre, Gabriela Rosa and Luci Westphal.

#### **Beyond Placemaking Grant**

On October 12 we launched the Beyond Placemaking grant, our new professional artist grant in collaboration with the National Endowment for the arts. This grant will award ten artists \$10,000 to create a grant that offers the possibility of transformational impact to the community and partnering with a nonprofit to bring the program to life. (We have models for this from our first NEA grant for artists, such as Dr. Dallas Jackson, partnering with Lighthouse of Pinellas to teach visually impaired young people how to create visual art.)

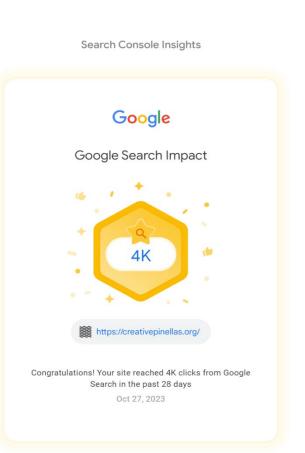
In addition to the ten grants, two of the awarded grantees will receive an additional \$5,000 to develop a method to make their processes or learnings available to other communities in Pinellas, regionally and nationwide. (Dr. Jackson developed a playbook for educators to duplicate his program. And he also published it in brail!)

The grant is open through December 15, 2023, and grantees will be determined at the end of January, 2024.

# INFLUENCE

# Google Search Impact Reaches New Heights

Our search impact resulted in 4K clicks when people did a Google Search and found Creative Pinellas Content and CLICKED! This is a huge win for our content strategy for the website! This is in addition to all the traffic the site is seeing from direct links on Social.



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ATIONAL ENDOWMENT COLLABORATION WITH THE NATIONAL ENDOWMENT FOR THE COLLABORATION WITH THE NATIONAL ENDOWMENT FOR THE ATTS (NEA) IS EXPANDING OUR PROFESSIONAL ARTIST GRANIL PROGRAM TO DEVELOP ARTS-DRIVEN COMMUNITY PROJECTS.

Grants & Support

# Press in October included:

Creative Pinellas with the City of South Pasadena was featured on WFLA News Channel 8 for the development of the South Pasadena Mural Project. Learn More.



# Mural artists painting their mark on South Pasadena

by: <u>Chloe Sparks</u> Posted: Oct 26, 2023 / 10:02 AM EDT Updated: Oct 26, 2023 / 11:25 AM EDT



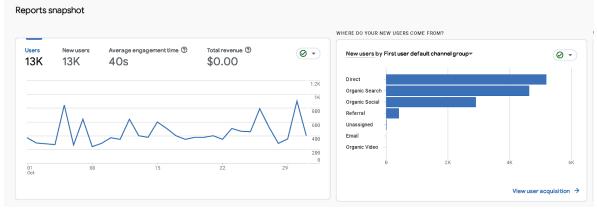
# Other press in October included:

- 1. Pinellas Cultural Arts Plan Initiative Patch
- 2. Keepers of Heritage: Hidden Tales Tampa Bay Times
- 3. Turning public eyesores into works of art WFLA
- 4. Pinellas Snapshot Signal Box Wrap (Video) Spot On Florida
- 5. Creative Pinellas to present Arts Annual 2023: Discovery Tampa Bay Newspaper
- 6. Fairgrounds St. Pete: behind the immersive art experience Blooloop
- 7. Creative Pinellas names 2024 Emerging Artist grantees St Pete Catalyst
- 8. 10/21/2023 Pumpkin Fest 2023 The Laker/Lutz News
- 9. <u>Dunedin Celebrates City Hall Art With Art Talk & Tour October 25th Tampa Free</u> <u>Press</u>
- 10. Pinellas Community Calendar Tampa Bay Newspaper
- 11. Third Saturdays At Pinewood Features Fall Activities Patch
- 12. <u>2nd annual Tampa Bay Afrofuturism Festival returns Nov. 3-19 The Weekly</u> <u>Challenger</u>
- 13. <u>Beyond Placemaking grants increase amounts to \$10,000 per artist The Weekly</u> <u>Challenger</u>
- 14. Beyond Placemaking grants increase amounts to \$10,000 per artist Spot On Florida
- 15. Art Talk, Tour Set Focuses On Public Art At Dunedin City Hall Patch
- 16. Creative Pinellas announces Beyond Placemaking grant Tampa Bay Newspaper

- 17. RELATED STORIES IN FLORIDA Spot On Florida
- 18. Mural artists painting their mark on South Pasadena WFLA
- 19. November arts roundup: Exhibitions, concerts, theater, ballet and more 83 Degrees
- 20. Creative Pinellas: Art Uplifts Humanity Tampa Bay Newspaper

# Web, Email & Social Media

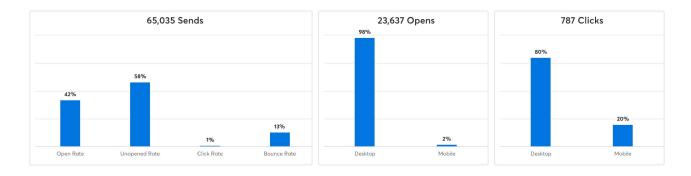
# Web Site



- Users: 13K (27%)
- Pageviews: 25K (17%)
- New Users: 13K (32%)
- Users Top 5 Regions: Florida (4201), Virginia (768), Washington (700), Texas (631), and Wyoming (630).

Users* by Country		0	- Us	r activity over time			User activity by Based on device d					0 •
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	United St	ates	11K	~	~	12K	All Users	100.0%	1.8% 0.8%	0.7%	0.4%	0.3%
and the second second	United Kir	ngdom	220	~~~~~	10K	• 7 DAYS	Oct 1 - Oct 7					
	Canada		186		TOK	3.6K	Oct 8 - Oct 14					
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## Email



- Contacts: 7,488
- New Contacts: 41 (subscribes: 82, unsubscribes -41)
- Open Rate: 42%
- Click Rate: 1%
- X
- New Followers: 1
- Impressions: 2858 (-30%)
- Total Followers: 3,828
- Engagement Rate: 1.5%
- Your Posts earned 65 impressions per day in September

# Facebook

- New Page Likes: 35
- New Followers: 80
- Total Followers: 8,700
- Page Reach: 77,163 (43.6%)
- Paid Reach: 63,369 (85.8%)
- Post Engagements: 8233 (43%)
- Total Likes: 7,147

Creative Pinellas @PinellasArts · Oct 29 Promote ···· Beyond Placemaking Professional Artist Grant Applications now open! Partner with a nonprofit! \$10,000 #grant! #creativepinellas #artupliftshumanity #artscoast #pinellascounty #artistopportunities #artistgrants #neagrants Please retweet



# Top Organic Facebook Post (90 days)

#### Highest reach on a post (i)

Facebook post Food trucks added to our heartwarming, FREE, Family-Frie Nov 3, 2023, 5:02 AM

This post's reach (8,592) is 2,536% higher than your median post reach (326) on Facebook.

Highest reactions on a post (i)



Facebook post Food trucks added to our heartwarming, FREE, Family-Frie Nov 3, 2023, 5:02 AM

This post received 5,040% more reactions (257 reactions) than your median post (5 reactions) on Facebook.

#### Highest comments on a post (i)



Congratulations to our 2024 Emerging Artist Grantees!... Oct 14, 2023, 10:49 AM

This post received 143 comments compared to your median post (0 comments) on Facebook.

# **Facebook Ad Summary**

People reached	Post Engagements	Link Clicks
75.5K	3,347	2,320

# Instagram

## **Overview**

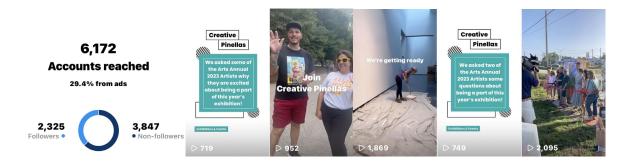
You gained <b>109</b> more followers compa 1 - Sep 30.	ared to Sep	
Accounts reached	<b>6,172</b> -10.4%	>
Accounts engaged	<b>573</b> -20%	>
Total followers	5,705	>

•	Overall Followers Growth: 109
•	38 posts, 40 stories, 5 reels
•	Reel Interactions: 365 (-2.2%)
•	Live Video Interactions: NA
•	Top Locations: 26.1% St
	Petersburg, 6.3% Tampa, 4.4%
	Clearwater, 2.8% Largo, and
	2.1% Palm Harbor
•	Post Interactions 1,052 (-16.6%)
	890 likes, 29 comments, 66
	saves, 52 shares



# **Top Instagram Data Points:**

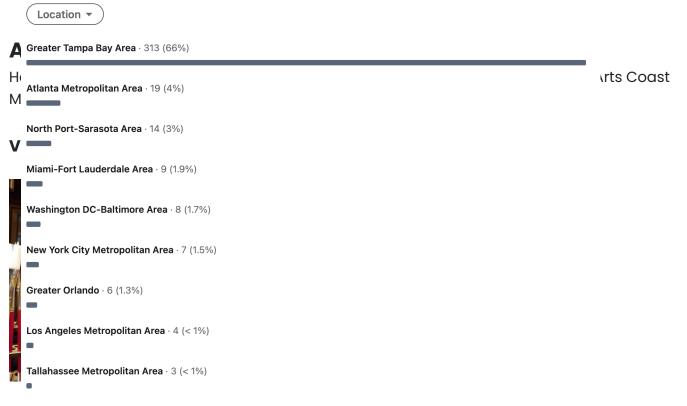
- Our ad boosts have paid off this month increasing reach by 29.4%. Included in the reach is 3,847 NEW non-followers.
- **Our highest reels for the month had 124 engagements.** Even though we had less reels we had the same high consistency rate.
- Our follower growth increased significantly mid-month. Overall we still gained 109 followers in an in-between exhibition period.



# LinkedIn

- Page Views: 88 (-30.7%)
- Total Followers: 474 (+13 NEW)
- Reactions: 38 (-7.3%)

#### Follower demographics <sup>(9)</sup>



San Francisco Bay Area · 3 (< 1%)

#### Audience

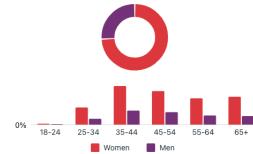
Current audience Potential audience

Facebook followers (i)

Age & gender (i)

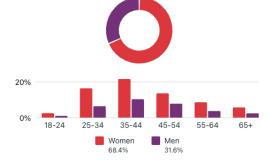
Instagram followers (i) 5,705

Age & gender (i)



74.1%

25.9%



26.1%

Top cities

Tampa, FL

Largo, FL

Clearwater, FL

Saint Petersburg, FL

5.4%

5%

3.7%

#### Top cities

Saint Petersburg, FL 21.3% Tampa, FL 6.3%

#### Clearwater, FL

4.4%

Largo, FL

```
2.8%
```

Palm Harbor, FL 2.1%

Top countries

United States

United Kingdom

Canada

Germany

Spain



Palm Harbor, FL

3%

Seminole, FL 1.7%

Pinellas Park, FL

Gulfport, FL

1.4%

Safety Harbor, FL 1.3%

Top countries

United States

Mexico

Puerto Rico

Brazil

Canada

France

Germany

United Kingdom

India

Italy

#### Arts Coast Magazine (Photos are links to the articles)



Flowers, Glitter and Supplements

By Luna May and Kathryn Rizzo



## From the Classroom to the Screen

By Laura Kepner



# The Slow Speed of Seeing

By Tony Wong Palms



# A Look at DFAC's Wearable Art 17

By Emily Lee Stehle



By Sheila Cowley



## **Exploring Afrofuturism This Month**

By Fatemah Tuwainah



Ybor Memories Inspire Movement

By Amanda Sieradzki Gabaldon



#### Arts In – Eugenie Bondurant

By Sheila Cowley

# Literary Arts

## A National Novel Writing Month Affirmation

By Sheree L. Greer



#### Dreams in the New Century

By Gary Mormino



A Tale of Self-Discovery

By L.L. Kirchner



**Exploring Protest Poetry** 

By Yuki Jackson



# Back to School with Takeya Trayer

By Jennifer Ring