



December 2023 (for November 2023)

Prepared by:

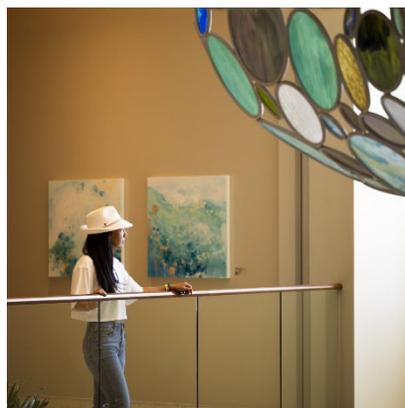
Barbara St. Clair, CEO

Activity Report

ARTS AND TOURISM MARKETING

ART'N Month

November is ART'N Month in Pinellas County, and November 2023 was year two of this award-winning event. Designed to celebrate the arts, arts organizations, and artists throughout all of Pinellas County (Arts Coast), the Creative Pinellas team brought something new to the program this year. Residents and travelers alike were invited to explore the depth and breadth of the arts offerings in Pinellas County and to get recognition and win prizes by embarking on an artistic expedition of St. Pete/Clearwater during ART'N Month on the Scavify app.



Working in partnership with VSPC, we had two influencers that took part in uplifting this initiative with reported reach and interactions.



Creative Pinellas and VSPC on the Road

Also, as part of ART'n activities, Creative Pinellas and VSPC went on the road. Traveling to Fiesta in the Park at Lake Eola in Orlando. We distributed our Arts and Culture Guides, ART'n Month and Arts Navigator Flyers, showcased Arts Annual artists' stickers with Instagram handles, and featured Beyond the Walls Hotel Postcards with QR codes showcasing artists and hotels, as well arts and culture venues to visit close to the hotels.

Attendees also received a handout promoting 2023 Emerging and Professional Artists, including a special Arts Coast Magazine article on Eugenie Bondurant (a St. Pete actor and part of the Marvel Universe!) along with a pocket to store the stickers and postcards.



Key Highlights:

- Arts and Culture Guides (240 distributed)
- ART'n Month Kickoff / Arts Navigator (250 flyers)
- Like Follow Collect Stickers (Arts Annual artists)
- Beyond the Walls Hotel Postcards (Vintage Postcard Vibe)
- Arts Navigator Sunglasses (125)
- Creative Pinellas and Arts Navigator Bracelets (75)

Part of the goal of attending the “Fiesta” was to create buzz – and we delivered, hearing from:

- An Orlando resident who loves to visit St Pete/Clearwater and all because she won a trip to the Sugar Sand Festival and has returned for the last 3 years with 4 friends.
- Community members who are talking moving to Pinellas County because:
 - They are artists.
 - They come over often to experience the arts.
- A family who – based on our conversation– is going to put the Gallery at Creative Pinellas and the Florida Botanical Gardens on their list of things to do when visiting.

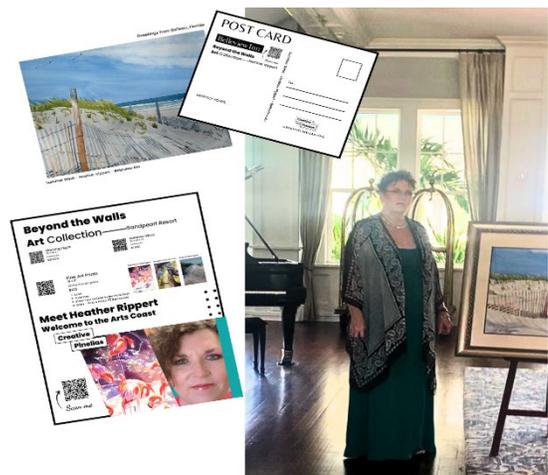


Beyond the Walls

We are pleased to report that all 10 participating hotels are in active exhibition for Beyond the Walls, connecting visitors to the arts as part of their experience overnighting in the Arts Coast.

This year's campaign theme, "Immerse Yourself: WHERE CREATIVITY WELCOMES YOU," reflects our commitment to elevating guest experiences through art.

Final production stages for campaign videos are underway, highlighting the synergy between art and hospitality. We anticipate a successful campaign sharing the video content for each of the 10 hotels and Exhibiting artists.



- Belleview 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' in its 5th year continues to positively impact our arts community as prints and original artwork is being sold (collected). This year we also elevated the stipend for the artists participating to \$200.

Upcoming

Stay tuned for our December edition, when we will be reporting on the joint Creative Pinellas/VSPC Familiarization and Sponsor tour to Art Basel in Miami. The purpose of the tour is to discover how we can activate our arts presence in Art Week in Miami, in support of Pinellas County as an arts and cultural destination next year.

ARTS AND CULTURAL PROGRAMMING IN NOVEMBER

The Gallery and Campus

In November (ART'N Month) the Gallery was all about the Arts Annual. That is:

1. The Party (Thursday, November 9)
2. The ArtsVenture Art Fair in the Park (Saturday, November 11)
3. The Exhibition (November 9 through December 31)
4. The Artist Laurette Play reading November 18 (in partnership with the Tampa Bay Afrofuturism Festival)

What else is part of ART'N Month?!

Why the Arts Annual of course!

Arts Annual: The Party!

We had a terrific response from our all who attended, welcoming over 400 people into our gallery to eat, drink, dance, have their picture drawn, play games, and - of course - appreciate the amazing art and artists who live and work in Pinellas County.





Siobhan Monique and the Negro Ninjaz performed to great acclaim and fun. Kudos to Commissioner Charlie Justice and Creative Pinellas Board President David Warner for speaking so beautifully to recognize our artists, sponsors, Creative Pinellas, and retiring CEO, Barbara St Clair.



Arts Annual: ARTSventure

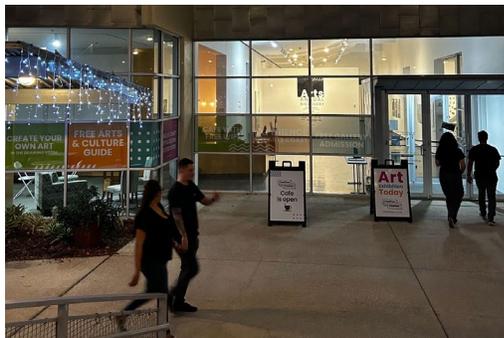
Our very first family-friendly free event combining an arts and crafts market, live performances, craft activities, food and more was a rousing success!

With over 55 vendors and terrific performances of music, dance, and spoken word throughout the day, our 2500+ visitors to the gallery and surrounding grounds had a great time.



Arts Annual: The Exhibition

The Arts Annual exhibition, featuring 80 + artists this year, has continued to receive high marks from our community. Showcasing a variety of mediums, genres and arts forms, there is something new and surprising in every room of the gallery. We have had a marvelous response from visitors – who are spending longer than we have seen in the past, walking through the show and taking in the amazing art by our professional and emerging artists grantees, and mentors.



Additionally, we have extended the gallery hours, to 8 p.m. to offer a high quality arts experience to visitors to the Botanical Gardens' holidays lights. And, the café is back and stocked with hot cocoa and other goodies.



Artist Laureate Play Reading

Artist Laureate Jake-ann Jones presented her third staged reading on Saturday, November 18 at Creative Pinellas as part of the 2nd Tampa Bay Afrofuturism Festival. Jake-ann is a playwright, author, and co-founder of Pinellas Diaspora Arts Project. Over the course of the year, attendees to her series of workshop/readings have had privilege and joy to watch this project continue to develop and grow over the past year. Replete with photos, drawings, and music, this iteration of the play, directed by Erica Sutherlin, unfolded in beautifully crafted dialogue, rapping, and dance. The talkback afterwards, led by Erica Sutherlin was engaging and helpful. It was truly a marvelous example of what an Artist Laureate process could accomplish.



Gallery Wrap Up

By the Numbers

November Attendance: 2,927

Year to date: 18,262

November art sales: \$914

Year to date \$4,178

November donations: \$1,985

Year to date: \$ 6,000

Visitor Comments:

It is truly amazing what you guys are doing here.

We are going to plan our next vacation here because of The Gallery, The Garden and The Village.

A Very Powerful Show in a Powerful Space.

I love that The Gallery is available to the community and is free.

ARTS COAST PARTNERSHIP PROGRAMS

Second Saturday Art Walk at the Well

Creative Pinellas has partnered with The Well for Life to present a special monthly arts event, for Second Saturday, featuring Creative Pinellas grantees and other artists of color. Located in the Deuces district of South St. Pete, the Well is a healing space whose “mission is to Connect, Care, Cultivate, Curate, Celebrate and Champion for Wellbeing within our community.”

November’s featured artist was Jabari Reed-Diop (iBOMS) a Creative Pinellas 2023 Professional artist grantee.



South Pasadena Mural Project

We have completed all three murals in South Pasadena. And everyone, from Carley Lewis, the city clerk/administrator (and our key contact) to S. Pasadena Mayor Arthur Penny, to the general public are all delighted!

Three new walls along S. Pasadena Ave. have been identified for our second round. They are:

- Kimberly's Nails
- Pasadena Bar and Grill
- S. Pasadena Shopping Center

The call for the new murals will go out the week of December 11, 2023 and painting will start in February or March.

Largo Central Park Mural

We have also onboarded a new mural project. The City of Largo reached out to Creative Pinellas for assistance with an asphalt mural in Central Park, at the crosswalk between the library and the Performing Arts Center.

We will be releasing the call for that project in mid-December with painting to start in April.

Illsol Studio at Leverocks



Brian McAllister at Pasadena Liquors



Ashley Cassens at Florida Orange Groves Winery



Pinellas County Public Works and Lealman CRA

This year, we will continue wrapping signal boxes as our County Public Works “Mural” project, adding another 8 signal boxes to our current collection.

We are also switching from walls to signal boxes in the Lealman area, for another 9 to 10 boxes that we will cover with art from area artists!. One of the reasons we are so excited about this is the opportunities that we create for artists who work in any visual media to participate. For example, we will be doing outreach to the traditional artisans in the Lealman area who work in fabric and weaving and invite them to submit designs for this public art opportunity.



Motifs: Lao textiles or the stories they te...



Textiles of Laos



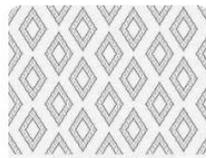
Textiles of the World: Lao Sinhs – Sewcia...



Textiles of Laos



17,785 Lao Pattern Images, Stock Photos...



17,785 Lao Pattern Images...



Laos Pattern Fabric Stock Ill...



Laos Textile Motif Photo068...



Laos fabric designs hi-res ...

Arts and Economic Prosperity 6

Creative Pinellas partnered with Americans 4 the Arts, and 5* municipalities in Pinellas County:

- Clearwater
- Largo
- Safety Harbor
- St. Petersburg
- Tarpon Springs

Together we gathered data from arts organizations and arts audiences to measure the economic impact of arts and cultural organizations in Pinellas County as a whole, and in the individual arts and cultural districts (municipalities) that participated.

The data is amazing and powerful!

In the County, arts and cultural nonprofits delivered \$295M of economic impact. They are responsible for over 4,500 jobs, \$185M in salaries and compensation to Pinellas residents, and almost \$10M in local tax revenue (not TDT taxes).

What’s more, there is an amazing tourism story. Out of the 4M plus people who visited an arts and cultural venue, or attended an arts and cultural event, 35% of them were visitors to Pinellas County and they delivered \$75M in economic impact. Further, 84% of visitors (non-local attendees) when asked about the primary reason for their trip reported that they were there specifically to attend the performance, event, exhibit, venue or facility where they were surveyed.

We also learned that:

- St. Pete was responsible for about 45% of the economic impact.
- Clearwater was responsible for about 40%.
- The other communities made up the 15% difference.

Click here for more: <https://creativepinellas.org/magazine/the-economic-impact-of-the-arts/>

On March 21, Randi Cohen, VP of Research for Americans 4 the Arts will be presenting these findings to the community from 9 to noon at the Epicenter.

**Dunedin was originally part of the survey but was unable to complete the number of intercepts needed to produce a report. Arts and cultural organizations in Dunedin are included in the county information.*

Table 9: Nonprofit Arts and Culture Attendees Spent an Average of \$35.62 Per Person, Per Event as a Result of Attending an Event in Pinellas County During Fiscal Year 2022			
	Local Attendees	Nonlocal Attendees	All Attendees
Food and Drink (off-site only)	\$14.30	\$18.57	\$15.77
Retail Shopping	\$4.14	\$6.05	\$4.80
Overnight Lodging	\$2.33	\$9.85	\$4.92
Local Transportation	\$2.40	\$4.14	\$3.00
Clothing and Accessories	\$2.89	\$2.80	\$2.86
Supplies and Groceries	\$2.18	\$2.24	\$2.20
Childcare	\$0.57	\$0.56	\$0.57
Other/Miscellaneous	\$1.15	\$2.16	\$1.50
Overall Per Person Average	\$29.96	\$46.37	\$35.62

THE ARTS DRIVE TOURISM

Each of the nonlocal survey respondents (i.e., those that live outside Pinellas County) were asked about the primary reason for their trip: **84.0% of nonlocal attendees reported that the primary purpose of their visit to Pinellas County was “specifically to attend the performance, event, exhibit, venue, or facility”** where they were surveyed.

The audience-intercept survey also asked nonlocal attendees if they would have traveled somewhere else (i.e., somewhere other than Pinellas County) if the event where they were surveyed had not been available: **71.5% of nonlocal attendees responded “I would have traveled to a different community to attend a similar arts or cultural activity.”**

GRANTS

Emerging Artists Grant

The emerging artists have all been assigned their mentors:

- Kaitlin Crockett’s mentor is Elizabeth Hermann
- Vanessa Cunto’s mentor is Jorge Vidal
- Thomas Sayers Ellis’s mentor is Dr. Dallas Jackson
- Fran Failla’s mentor is Shawn Dell Joyce
- Tyler Gillespie’s mentor is Sheree L. Greer
- Antonia Lewandowski’s mentor is Gloria Munoz
- David McCauley’s mentor is Andrea Pawlisz
- Harriet Monzon-Aguirre’s mentor is Maureen McDole
- Garbiela Rosa’s mento is Sharon McCaman
- Lucy Westphal’s mentor is Victoria Jorgensen

Additionally, the artists have had training on how to write their artists’ stories and publish them in Arts Coast Magazine. And they have participated in a meet and great, and also met with staff for a gallery orientation.

Beyond Placemaking Grant

The grant, which stays open through December 15, is creating a lot of interest in the community. We held two virtual workshops in November, with a live workshop scheduled for December 2. Margaret Murray, who is assisting with the grant as an outreach consultant, led them to great affect.

This grant is in partnership with the NEA. Learn more about it here

<https://creativepinellas.org/opportunity/beyond-placemaking/>

APPLICATIONS
NOW OPEN
CLOSES ON DEC 15, 2023 at 11:59 PM EST.

2023

Beyond Placemaking Grant



Creative Pinellas



APPLY TODAY
creativepinellas.org/beyond-placemaking

UP TO 10 GRANTS OF \$10,000 EACH WILL BE AWARDED TO INDIVIDUAL ARTISTS OR COLLABORATIVE ARTIST TEAMS.

NATIONAL ENDOWMENT FOR THE ARTS
arts.gov

CREATIVE PINELLAS, THROUGH OUR CONTINUED COLLABORATION WITH THE NATIONAL ENDOWMENT FOR THE ARTS (NEA) IS EXPANDING OUR PROFESSIONAL ARTIST GRANT PROGRAM TO DEVELOP ARTS-DRIVEN COMMUNITY PROJECTS.

Grants & Support

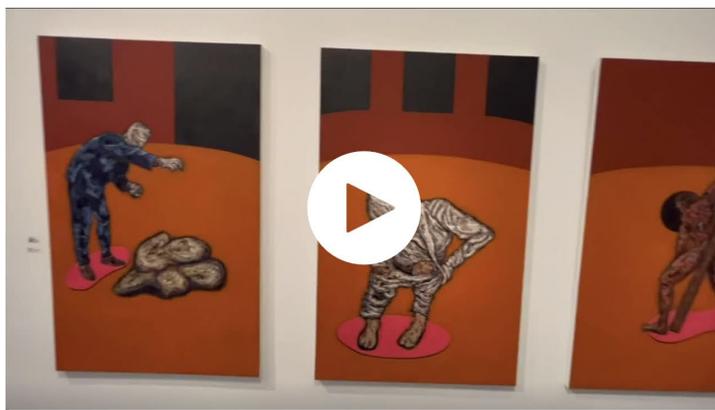
INFLUENCE

In November Press included:

Arts Annual 2023: Discovery exhibition features 75 artists at the Gallery at Creative Pinellas on ABC Action News. [Learn More.](#)

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

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



Other press in November included:

1. [Creative Pinellas names Emerging Artists - Tampa Bay Beacon](#)
2. [What to Do in Sarasota This Week - Spot On Florida](#)
3. [More than 75 local artists are part of Creative Pinellas' Arts Annual, which kicks off this weekend - Creative Loafing](#)
4. [Creative Pinellas Arts Annual 2023 - The Patch](#)
5. [Study quantifies arts impact - Tampa Bay Newspaper](#)
6. [Study quantifies arts impact - Tampa Bay Newspaper](#)
7. [ArtsVenture - Spot On Florida](#)
8. Arts Annual 2023: The Party Event Calendar - Creative Loafing
9. [Top local artists gather for a free 'greatest hits' exhibition in Largo - ABC Action News](#)
10. [Family visiting for the holidays? Here are some fun things to do in Tampa Bay - Tampa Bay Times](#)

11. [THRIVEMassive land use changes approved for Lealman - St Pete Catalyst](#)
12. [Weekend Top 10: St. Pete Run Fest and Tampa Bay's Ten Coolest Events Right Here! - Registry Tampa Bay](#)

SEEN

Awards & Nomination & Directories

We are excited to announce that the Gallery at Creative Pinellas is now on **Tripadvisor** as another place for travelers and residents to learn about what we offer. In the near future, we will launch a campaign to build awareness, encourage interactions & reviews, and increase our ranking on their site as one of the top things to do.

The Gallery at Creative Pinellas



#20 of 21 things to do in Largo • Art Galleries

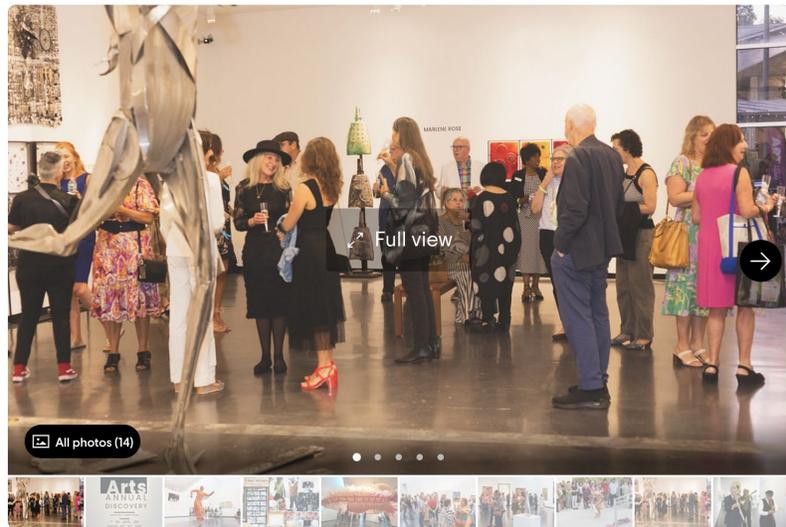
Open now • 10:00 AM - 5:00 PM [Write a review](#)

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](#) ✓

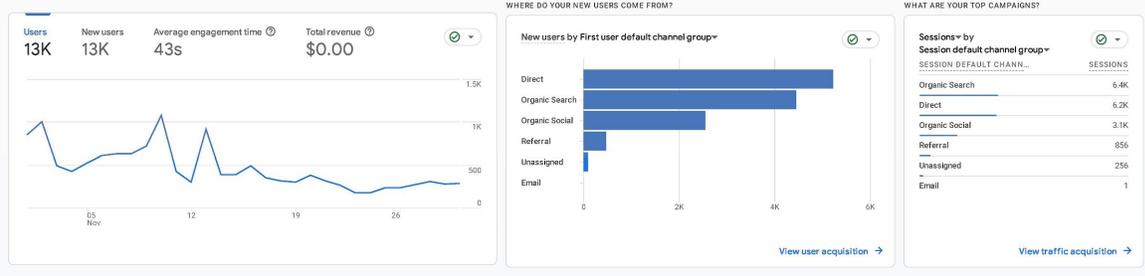
✎ Suggest edits to improve what we show.
[Improve this listing](#)



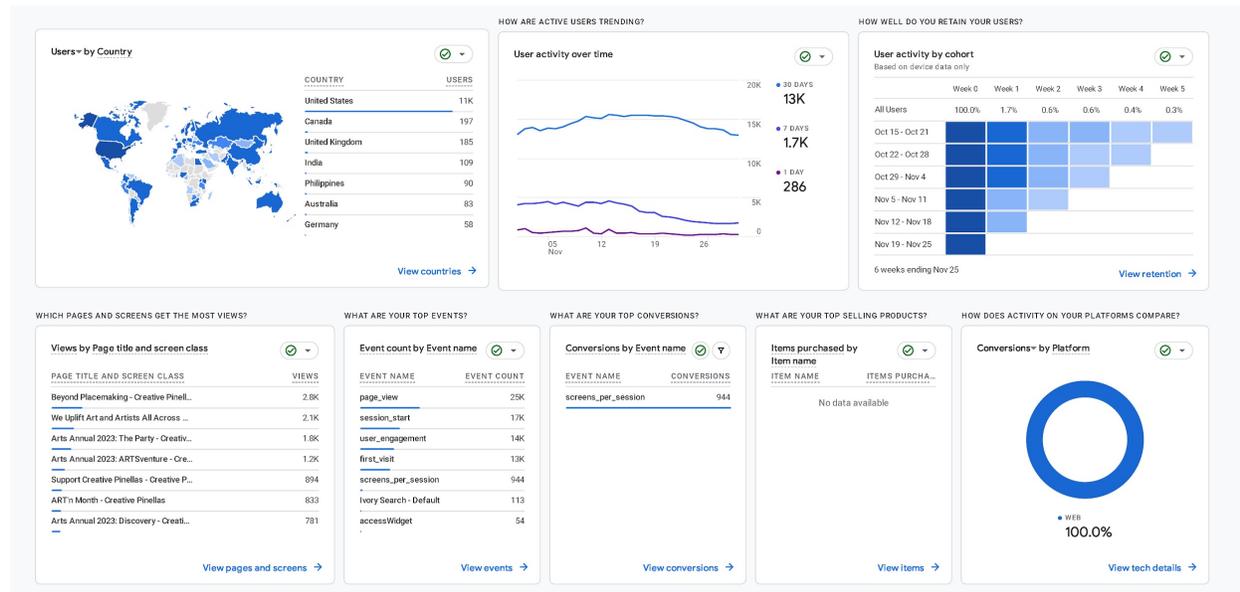
November Web, Email & Social Media

Web Site

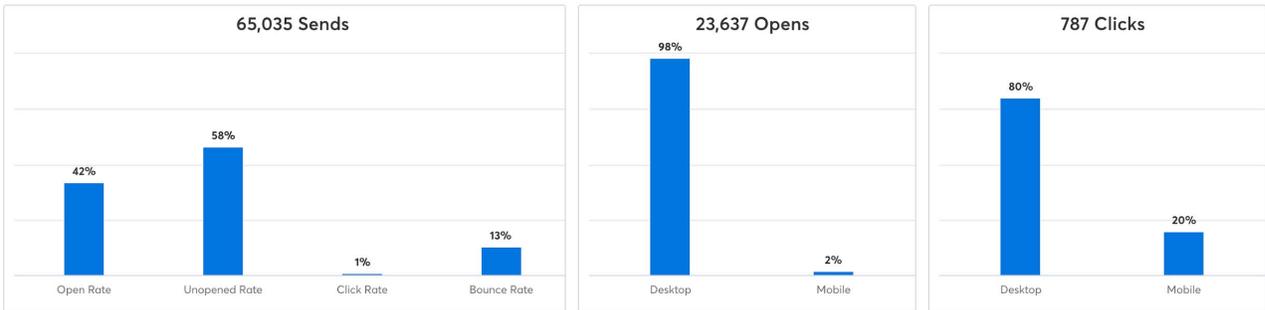
Reports snapshot



- Users: 13K (0%)
- Pageviews: 25K (0%)
- New Users: 13K (0%)
- Users - Top 5 Regions: Florida (4358), Virginia (745), Georgia (655), California (620), and New York (596).



Email



- Contacts: 7,651
- New Contacts: 236 (subscribes: 291, unsubscribes -55)
- Open Rate: 38 (-4%)
- Click Rate: 1%

X

- New Followers: 0
- Impressions: 880 (-65.2%)
- Total Followers: 3,831
- Engagement Rate: 2.1%
- **Your Posts earned 31 impressions per day in November**

Creative Pinellas @PinellasArts · Nov 30 Promote ...

On exhibit now thru 12/31, Arts Annual 2023: Discovery! See some of the Arts Coast's amazing artistic talent! [#artists](#) [#pinellasarts](#) [#arts](#) [#pinellascounty](#) [#artupliftshumanity](#) Please RT

creativepinellas.org

🗨️ ↻️ ❤️ 1 📊 69 📌 📤

Facebook

- New Page Likes: 51
- New Followers: 87
- Total Followers: 8,724
- Page Reach: 74942 (-2.2%)
- Paid Reach: 51,231 (-19.2%)
- Post Engagements: 3.2 (32.7%)
- Total Likes: 7,161

Top Facebook Post in November

Top post

[See all](#)

Last 28 days

Boost this post to reach up to 1301 more people with every \$40 you spend.



Everyone at Creative Pinellas wanted to take a moment to thank those who were able to join us for our Arts Annual 2023's THE PARTY last...

Published by Adam Pine · November 16 at 4:17 PM ·

Post Impressions

1,618

Post reach

1,493

Post Engagement

382

Top Organic Facebook Post (90 days)

Highest reach on a post



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



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



Facebook post

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

46.6K

Post Engagements

2,668

Link Clicks

1,576

Top Facebook Data Points:

- **In one month we have gained over 80 new followers** following the success of ARTSventure and has led to reaching a new audience.
- **Our highest reach post was also our highest engagement post:** ARTSventure.
- **FB posts that are advertised (boosted or ads) leads to a much higher reach.** This tells us that our paid boosting has been successful this month.

Instagram

Overview

You reached **+79.2%** more accounts compared to Oct 1 - Oct 31

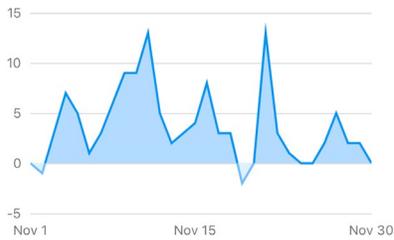
Accounts reached	11K	>
	+79.2%	
Accounts engaged	577	>
	+0.6%	
Total followers	5,749	>

- Overall Followers Growth: 109
- 24 posts, 65 stories, 8 reels
- Reel Interactions: 365 (-2.2%)
- Live Video Interactions: NA
- Top Locations: 25.4% St Petersburg, 6.2% Tampa, 4.5% Clearwater, 2.7% Largo, and 2% Palm Harbor
- Post Interactions 825 (-21.6%)
685 likes, 15 comments, 53 saves, 53 shares

5,749 Followers

Growth

• Overall	109
• Follows	158
• Unfollows	49



577 Accounts engaged

See how people have interacted with your content over the last month compared to the previous cycle.

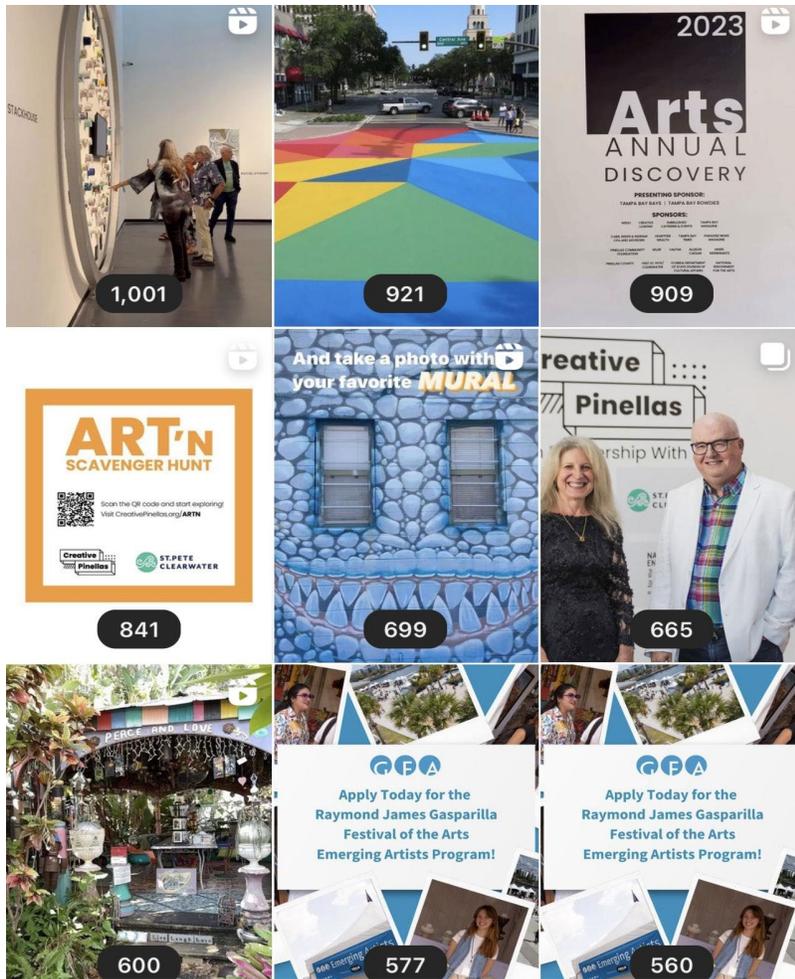


Top Content

Based on engagement

All Followers Non-followers

Posts	403
Reels	245
Stories	27



Top Instagram Data Points:

- **In one month we have gained over 100 new followers** following the success of collaborations during Art'N Month, artists/vendors sharing Arts Annual events, and a new and engaged EAG cohort.
- **Our reach for the month was at its highest for the year: 11,066 accounts.** 61% of that reach is due to boosted Reels as ads 9,357 of the accounts were non-followers.
- **Our top performing content was an EQUAL mix of Reels, single posts, and carousels.** This proves our new strategy build is being actualized and bringing in more community engagement on the platform.

LinkedIn

- Page Views: 97 (10.2%)
- Total Followers: 481 (+13 NEW)
- Reactions: 25 (-34.2%)

Follower demographics

Location ▾

Greater Tampa Bay Area · 320 (66.5%)

Atlanta Metropolitan Area · 19 (4%)

North Port-Sarasota Area · 14 (2.9%)

Miami-Fort Lauderdale Area · 9 (1.9%)

Washington DC-Baltimore Area · 8 (1.7%)

New York City Metropolitan Area · 7 (1.5%)

Greater Orlando · 5 (1%)

Los Angeles Metropolitan Area · 4 (< 1%)

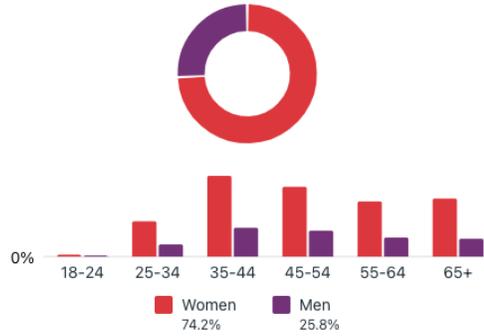
Tallahassee Metropolitan Area · 3 (< 1%)

San Francisco Bay Area · 3 (< 1%)

Facebook followers ⓘ

8,724

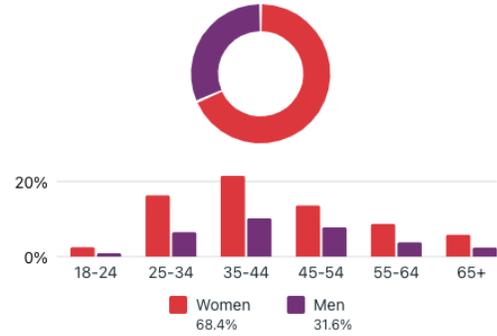
Age & gender ⓘ



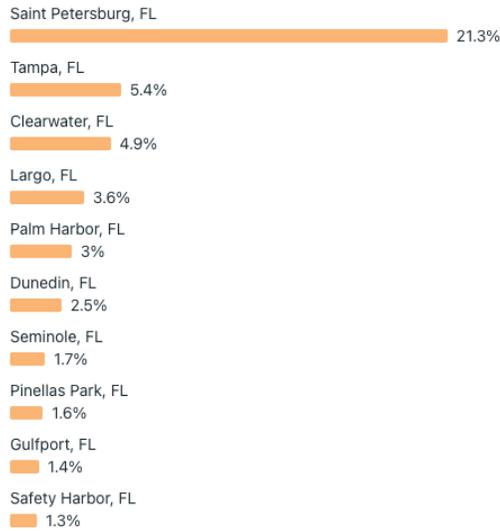
Instagram followers ⓘ

5,749

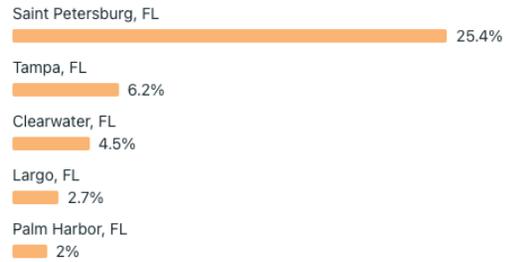
Age & gender ⓘ



Top cities



Top cities



Top countries

- United States
- Mexico
- Puerto Rico
- Brazil
- Canada
- France
- Germany
- United Kingdom
- India
- Italy

Top countries

- United States
- United Kingdom
- Canada
- Germany
- Nigeria

Elevating the ARTS COAST with ART'N Month

. Below are two influencers that took part in uplifting this initiative with reported reach and interactions.



Explore the vibrant arts scene of #PinellasCounty...
November 21 · Duration 0:57

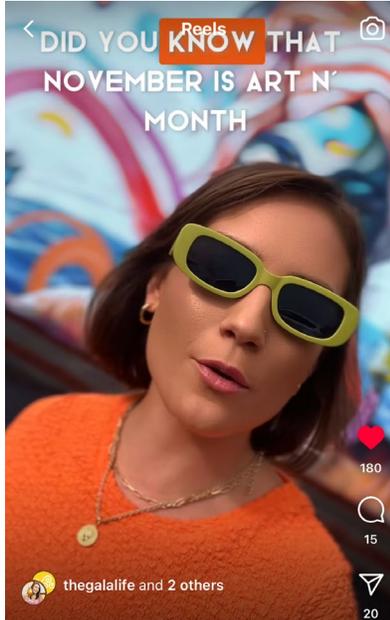
6384 180 15 20 13

Overview ⓘ

Accounts reached	4,324
Reel interactions	228

Reach ⓘ

4,324
Accounts reached



theagalalife and 2 others



November is ART'n month. How will you be celebr...
November 2 · Duration 1:06

1221 102 6 5 3

Overview ⓘ

Accounts reached	753
Reel interactions	116

Reach ⓘ

753
Accounts reached

HUNT



ART'N Month Scavenger Hunt
Embark on an Artistic Expedition! 🎨🔍

Finished

creativepinellas

ARTS COAST MAGAZINE (Photos are links to the articles)

Visual Arts & Film



How to Start to Make a Film

By Susana Darwin



Mountains of the Mind

By Tom Winchester



From the Classroom to the Screen

By Laura Kepner

Performing Arts



Harmony & Discourse

By David Manson



HCC Fall Dance Concert Preview

By Sheila Cowley



Down the Rabbit Hole

By Margo Hammond

Literary Arts



The Movements of Life in Vivid Words

By Sara Ries Dziekonski



A Tale of Self-Discovery

By L.L. Kirchner



Exploring Protest Poetry

By Yuki Jackson