

# Creative Pinellas

**March - April  
2024**

# Current Arts Coast Cultural Plan Survey

## Community Engagement

3000 physical surveys distributed in March and April at the following festivals/activations in partnership with Visit St Pete Clearwater:

**Reggae Rise Up – Vinoy Park**

**Valspar Championship –  
Innisbrook Resort & Golf Club**

**Sugar Sand Festival – Clearwater Beach**

**Market Marie – Safety Harbor**

**Motherland Festival**

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# Cultural Plan Community Conversations

## Community Events:

### **Safety Harbor Art & Music Center Pop-Up**

Thursday, April 11, 5 to 7 p.m.

### **Storytime at Majeed Discovery Garden in the Florida Botanical Gardens Pop-Up**

Friday, April 12, 10 to 11 a.m.

### **Beach Art Center Discussion Group**

1515 Bay Palm Blvd, Indian Rocks Beach, FL 33785

Friday, April 12, 4:30 to 5:45 p.m.

### **Beach Art Center Opening Reception Art Show Pop-Up – Learn More About the Poetry in Motion show [Here](#)**

1515 Bay Palm Blvd, Indian Rocks Beach, FL 33785

Friday, April 12, 6 to 8 p.m.

# Americans for the Arts

## Economic Prosperity Report

# Audiences: Local vs. Non-Local

**Local**  
**66%**



**Non-Local**  
**34%**

**(Nonlocal = Outside the County)**

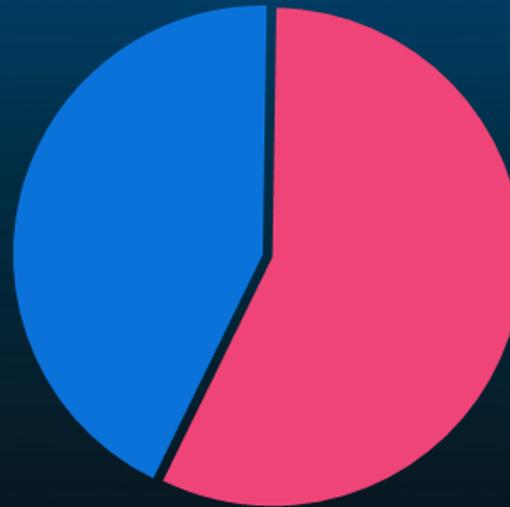


# Government Revenue (Local, State, Federal)

# \$58.9 Million

# \$294.7 Million in Spending (2022) Pinellas County

**Organizations**  
**\$126.8 Million**



**Audiences**  
**\$167.9 Million**

# Arts and Economic Prosperity Campaign

Randy Cohen, VP of Research at Americans for the Arts, and Creative Pinellas CEO Margaret Murray presented results of the recent Pinellas County economic prosperity survey to the following:

- Safety Harbor City Council
- Clearwater City Council
- Visit St. Pete Clearwater
- ABC Action News
- Regional Hillsborough/Pinellas Arts Leader Reception
- Pinellas Economic Development Department
- Public Economic Prosperity Forum
- Tourism Development Council

# CREATIVEPINELLAS.ORG

## Have you seen the banner on our site?

CREATIVEPINELLAS.org has updated to include a feature on the homepage to highlight important messages.

March - April goal:

Distribute survey calls to action

Drive traffic to site through community engagement

Cross-promote CURRENT Arts Coast Cultural Plan

Your Voice. Your Vision. Your Plan.

TAKE THE CULTURAL PLAN SURVEY

Creative  
Pinellas

About Gallery Events Grants Connections Magazine 

Featured Event



**Artist Talk: Mikhail Mansion**

Featured Exhibition

**Nature Pix Exhibition**

February 22, 2024 - April 21, 2024  
FREE Dive into the mesmerizing world of Nature... [Read More](#)

Featured Grant

**Emerging Artist Grant 24**

The Emerging Artist Grant aims to support and build meaningful relationships among the outstanding creative... [Read More](#)

Featured Arts Coast Article

**The Economic Impact of the Arts**

By [Sasha Stewart](#), [Theater for People](#)

**The Gallery  
at Creative Pinellas  
Spring and Summer Exhibitions**

# Nature Pix

*Sketching with Code*

*A poetic display of nature through the computer*

February 22 – April 21



Upcoming Special Programs

April 11 – Artist Talk: Mikhail  
Mansion in conversation with  
Jason Hackenwerth

April 20 – Earth Day at Night: A  
Meditation Experience in the  
Exhibition

# Strength of Character

March 14 – April 28

*Work by Edgar Cumbas Sanchez,  
Kendra Frorup, Kathleen Bly & David Bly  
Curated by Katherine Gibson*

Special Events:

March 14 – Exhibition Opening

April 9 – Strong Coffee Among  
Characters



## **UPCOMING EXHIBITIONS**

Emerging Artist Grantee Exhibition:  
May 9 – July 21

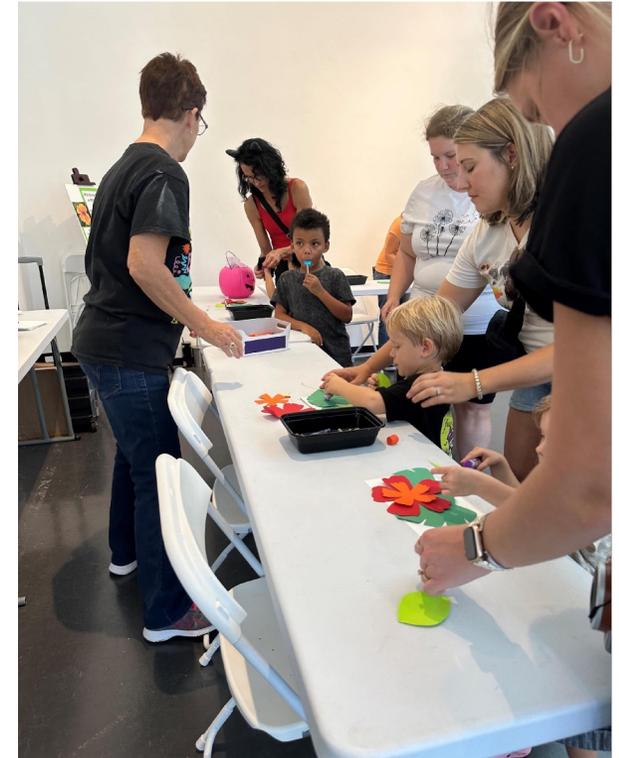
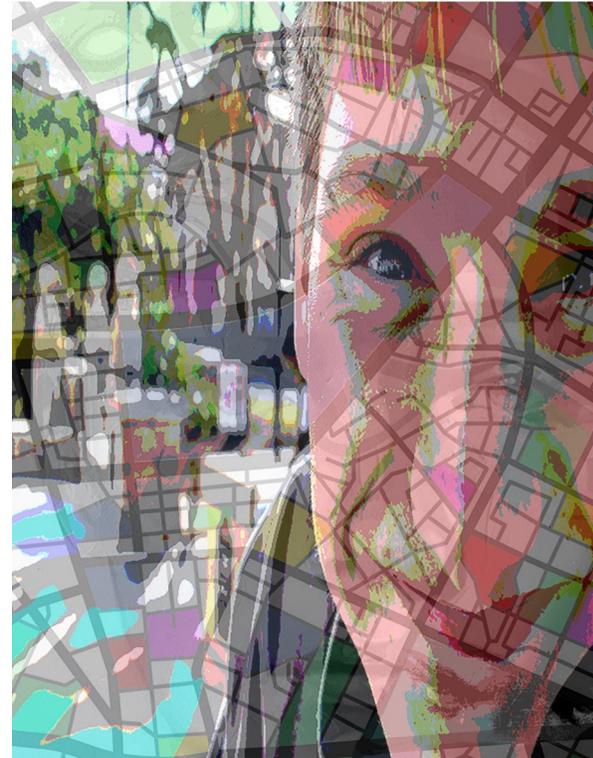
Flora & Fauna: May 23– July 7

Threads of Nature: July 18– October 6



# Community Connections

Youth Art Month Exhibition March 2 – March 31  
Congressional District High School Exhibition April 6–April 28  
Pinewood Partners Monthly Third Saturday Family Activities  
American Stage: Monthly New Plays Staged Readings



# By the Numbers: March 2024

**Total Attendance for March  
2024: 3,165**

Total Attendance for March  
2023:  
-/+ : %

- Donations: \$552.28
- Art Sales: \$2,140.00
- Café Sales: \$607.00



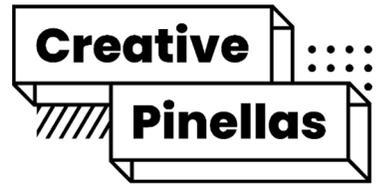
**Creative Pinellas**

**Marketing Metrics**

**March - April 2024**



# In the News



## Media Mentions

For the month of March, we had 16 media mentions. Our coverage ranged from our Current Cultural Plan to the three exhibitions currently on view. This month, as we continue to build awareness, we graced the Tampa Bay Times' WEEKEND cover as ["11 places in Tampa Bay to see art for free right now."](#)

TAMPA BAY'S MORNING BLEND



## Creative Pinellas Continues the Artworks Signal Box Project



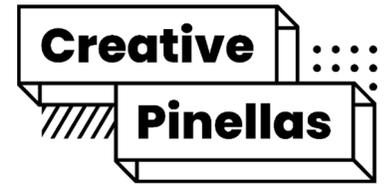
Photo by: Heather Rippert



Tampa Bay's Morning Blend is an original, local lifestyle show focused on providing our audience with informative, useful and

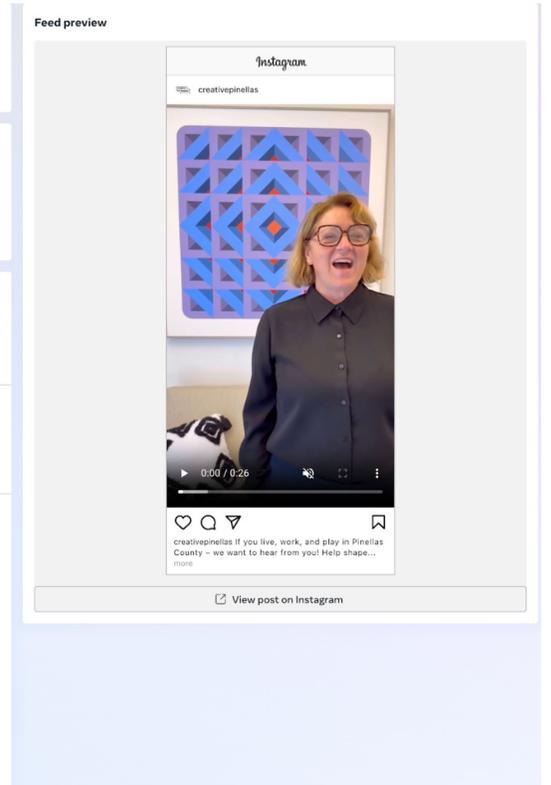
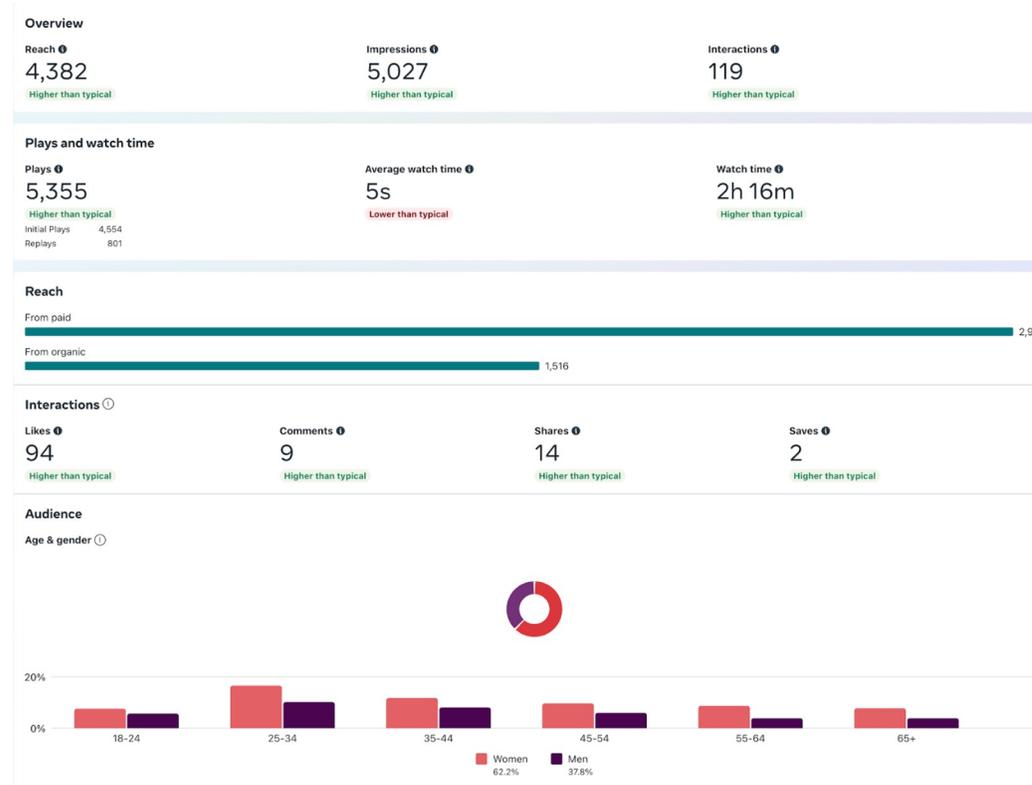


# Digital Engagement

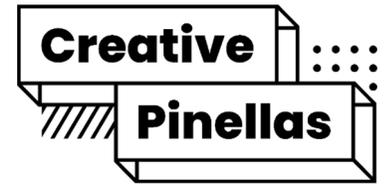


## Instagram Metrics

- **With 92 new followers, we surpassed 6K lifetime followers this month and have increased by 8.1%** mostly due to increased reach of paid ads.
- **All engagement has increased by 30.5%** from both organic and paid reach.
- **Ads have increased link clicks by 102.3%.** Boosted video content is a proven winning strategy for increases in overall engagement.
- **Page Reach Increased by 228.9%** from both paid and organic.

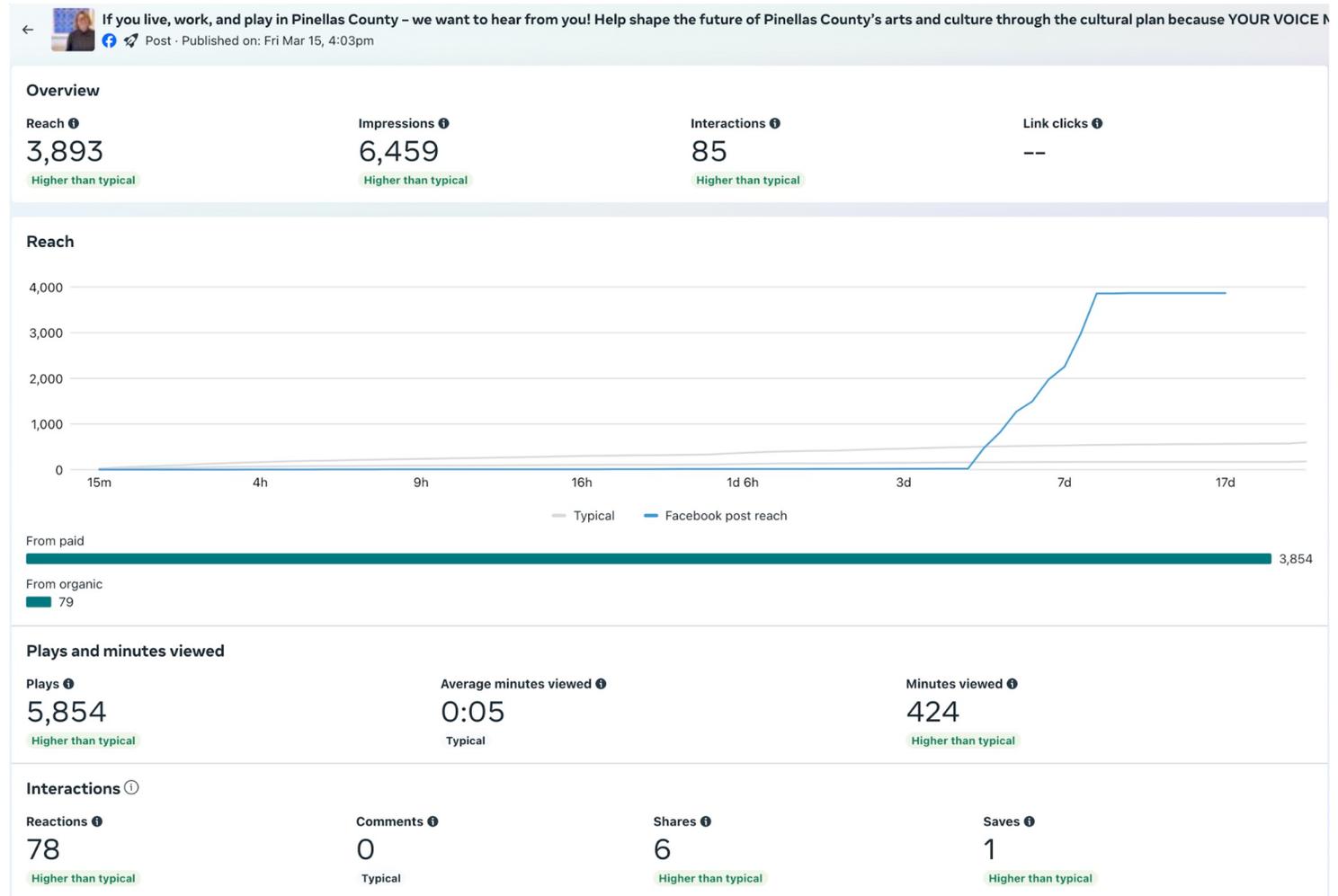


# Digital Engagement

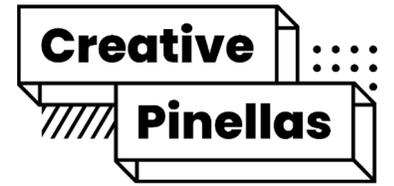


## Facebook Metrics

- **50.2K Reach – Increased by 18.2%** with paid ads support.
- **Our most interacted post was our reel on the Cultural Plan Survey** due to it being a paid ad and sharing by profiles.
- **While followers remained flat with 8.9K, our page visits and link clicks have increased.**



# Digital Engagement



## Website and Email Metrics

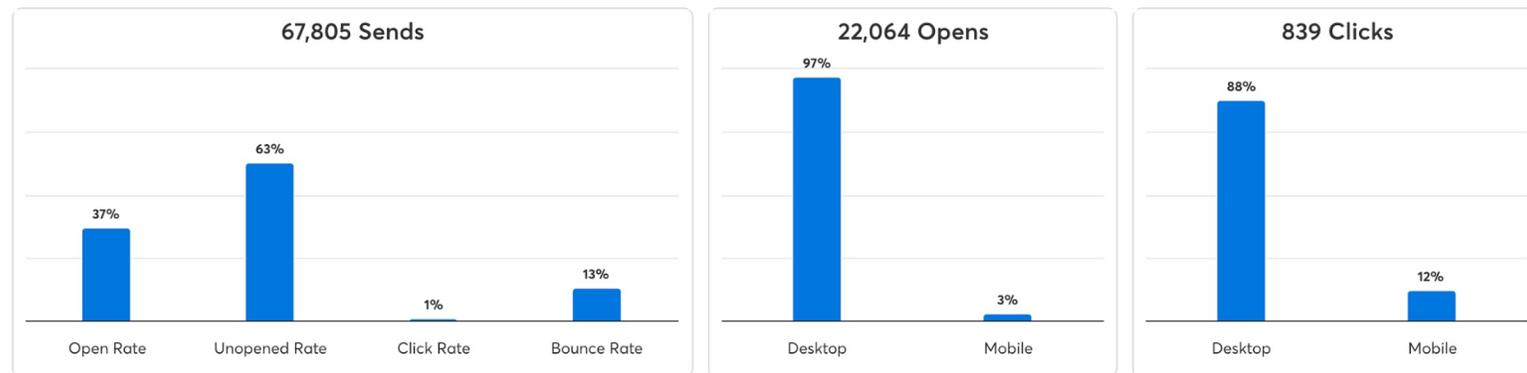
### Website

- In March, we received 15,000 visitors; up 59% from previous month.
- While average engagement rate was at 38%; 80% look for events at Creative Pinellas.
- Search traffic over the last 28 days had 304K impressions (+9.5% from last month) with 4.6K clicks (+8.3% from last month)

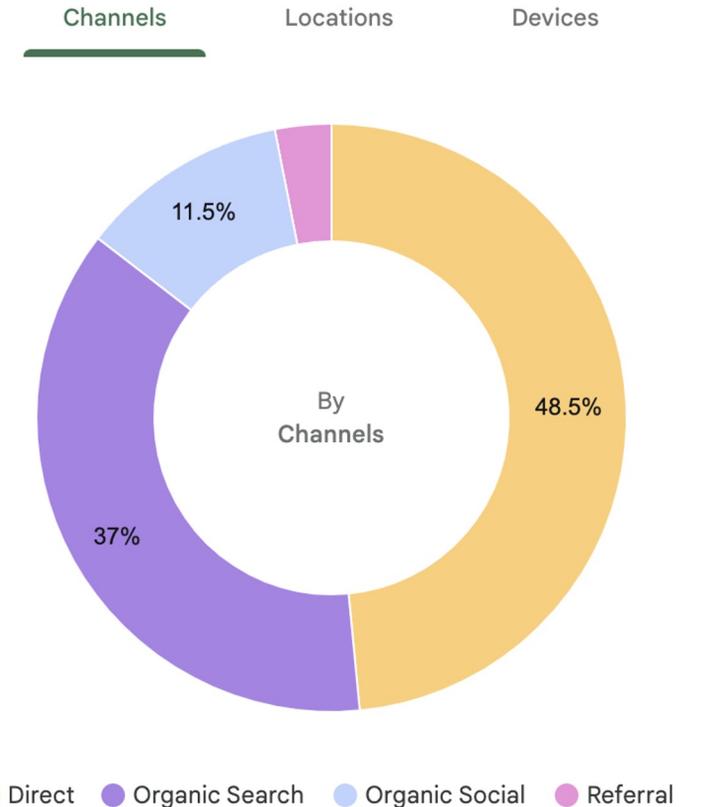
### Email

- Last month, we had over 67,000 sends
- Our open rate for March was at 37%; with no change from the last 90 days
- Our contact growth was up 80 with our list nearing 8,000

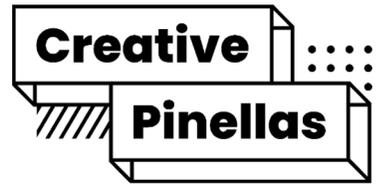
## Email Overview



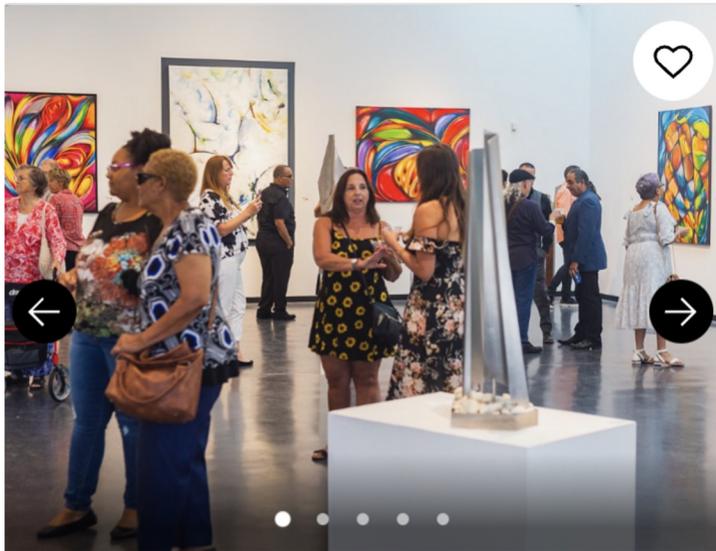
## Users Web Sessions



# Moving Up on Tripadvisor



**The Gallery at Creative Pinellas is continuing to build awareness on Tripadvisor.** For top attractions in Largo, we are now at #8. We are continuing to get reviews and further build our reputations within the community.



## 8. The Gallery at Creative Pinellas

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Art Galleries



### CREATIVE PINELLAS IS THE BEST

Feb 2024 • Couples

I come here with my wife all the time and it is THE best arts organization in pinellas county. You have to go see it for yourself. My favorite exhibition is their arts annual exhibit where they feature a bunnnnch of local artists from the area. Truly an authentic organization who supports their community



Written March 7, 2024

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