



August 2023 (for July 2023)

Prepared by:

Barbara St. Clair, CEO

Activity Report

ARTS AND TOURISM MARKETING

New Initiative With Keepers of the Heritage Builds Awareness in the Arts Coast

To look at new ways to build awareness for Creative Pinellas, the Gallery and new products such as Arts Navigator, Creative Pinellas participated in the monthly Val Pak mail drop. We distributed an Arts Navigator Message in Val Pak out to 80,000 homes throughout Pinellas County.

Click through (using the QR code) was about .8% - which is very good for this type of direct mail - especially since it was not discount or promotion-based.

ARTS COAST
Arts Navigator

Explore
your Backyard!

Your custom Arts Coast adventure awaits.

Take the **Quiz.**

Scan the QR code to begin.

ARTSNAVIGATOR.COM

Arts Navigator, an exciting new tool, will help you find the events and activities you'll enjoy most while visiting the Arts Coast.

Powered By:

Creative Pinellas

Keepers of Heritage: Hidden Tales /
Custodios de la Herencia:
Cuentos Ocultos

AUG 3 - OCT 15, 2023 Above: "America-Yo-Europa" by Brenda Cruz

Join the opening reception on Saturday, August 5 from 6-8pm at the Gallery at Creative Pinellas.



FREE to attend.

Enjoy Music, Lite Bites, and ART

Scan the QR code to RSVP.

Don't miss an evening filled with music and art as we celebrate the premiere of a new exhibition created by the Keepers of the Heritage collective of renowned artists from Puerto Rico, Florida, and New York including Brenda Cruz, Domingo Garcia, Martin Garcia Rivera, and Rafael Rivera Rosa. Experience the art, meet the artists, purchase their work.



12211 Walsingham Rd., Largo, FL 33778
CreativePinellas.org | 727-582-3600



COOP Marketing

In the month of July the COOP Marketing program, created through a partnership with VSPC became real! We purchased \$100,000 of media in the market, with participants paying 48% of the cost, and VSPC/Creative Pinellas paying the other 52%. as a match. (Which means that both the advertisers and VSPC doubled the value of the media spend!

VSPC + Creative Pinellas Arts & Culture Co-op Program

- Co-op program, open to all members of the arts community
- Media selection targeted to reach in-market visitors and visitors who have booked a trip (e.g. billboards, print, digital)
- All ads will include partner images/messages within the Visit St. Pete/Clearwater arts template
- Total media cost will be split 50/50 between partner and VSPC/Creative Pinellas
- Pilot program period: launch in May for media running July – September 2023

The graphic also features three images: a person viewing a large mural, a person sitting on a bench in an art gallery, and a vertical banner for 'THE JAMES MUSEUM OF WESTERN & WILDLIFE ART' with a 'BUY TICKETS NOW' button.

The eleven participants included:

- Creative Pinellas
- Fairgrounds St. Pete
- City of Largo | Central Park Performing Arts Center
- The James Museum
- Chihuly Collection
- Paddle Pub Clearwater Beach
- Shine Through Me
- Tarpon Arts – City of Tarpon Springs

Participants chose between e Airport Billboards, Rental Car Tags, Digital Banners, Radio, Carvertise, and Print. The most popular placement was PIE Airport Billboard ads.

Conceived as a pilot by Creative Pinellas the program runs through September 2023. Based on the success, we hope to expand and grow the program in F/Y 2024.

Creative Pinellas highlighted the Arts Navigator – advertising on digital and in hang tags on rental cars as well as at PIE and TPA

YOUR CUSTOM ARTS COAST VACATION AWAITS.

TAKE THE QUIZ

ARTS COAST Arts Navigator
Powered by Creative Pinellas

ST. PETE CLEARWATER

Other Advertising



Tampa Magazine

In alignment with our charge to reach tourists while they are in Pinellas County with a vibrant arts message, Creative Pinellas placed display advertising in



The Artisan Magazine

Future State

Opening soon in the Gallery at Creative Pinellas – *The Arts Visitor Center*. A one stop shop, with easy access from the beaches, to learn about everything to do in the arts in Pinellas County.

IN THE GALLERIES

By the numbers:

July 1-15, 2023 Gallery Attendance: 484

July Art Sales: \$1095

2021-22 Total Attendance: 13,329

2022-23 (Six Month) Attendance: 15,942



We said farewell to:

Emerging Artist Exhibition 2023

May 4 – July 16, 2023

Art in Recovery: Artwork from the Sixth Judicial Circuit Adult

May 24 – July 16, 2023



In person and Instagram LIVE Artist Talks

We continued our artist talks throughout July. On July 11, artist Linda Costa interviewed EAG Agada Zabisky for our first Insta conversation in Portuguese, racking up an impressive 500+ international views! On July 13, Sr. Director of Arts and Cultural Programming, Beth Gelman interviewed EAG Kimberly Engel on Insta. On Saturday, July 15 the final Emerging Artist Talk was a hybrid conversation with Dennis DeBon both a live and Insta audience.

Emerging Artist Exhibit Visitor Comments:

"We were looking for something to do with our kids that was inexpensive. So glad we found this place!"

"When we return for our annual vacation here, we will definitely not miss seeing the great art here!"

From Carol: "Two people raved about the curator. "

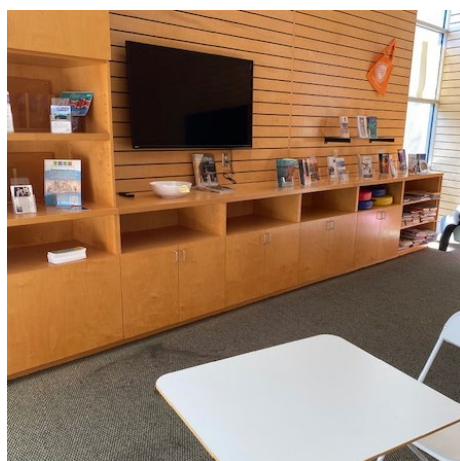


Gallery Hours Expansion

Beginning in August, the Gallery will be open 10am–5pm. From Nov 24–Dec 31, the Gallery will stay open until 8pm to align with Holiday Lights at the Botanical Gardens.

Cafe and Visitor Center @ the Gallery Opening Aug 5

Opening in August, our Pop-Up Café becomes a permanent Gallery Café. This cash-less café will offer cold and hot drinks, and sweet and savory packaged snacks through the run of Keepers of the Heritage: Hidden Tales.



Continuing our drive to become the hub for information about cultural arts experiences and opportunities in Pinellas County, we have reached out to 150 nonprofit Pinellas cultural organizations asking to display both hard copy literature as well as digital/video media to run on two screens in our Arts Visitor Center. At this point, 30% of the organizations throughout Pinellas have submitted materials.

The Visitor Center area will contain comfortable seating and tables, books for adults and children, as well as few art-related puzzles and games.

What may not be obvious about the Arts Visitors Center, is that prior to our opening this center, and providing this service, there really was no place for tourists, or residents to get information about all of the arts opportunities in Pinellas County! We expect that we are going to see some true benefit for the community from this project.

Keepers of Heritage: Hidden Tales

Custodios de Nuestra Herencia: Cuentos Ocultos

August 4 – October 16, 2023/Reception Saturday, August 5.



A new exhibition created especially for Creative Pinellas; Hidden Tales/Cuentos Ocultos was organized by the Puerto Rican artist collective Keepers of Heritage.

The collective's Director Angel Rivera-Morales is a force of nature, not only working with artists from Puerto Rico and the diaspora but traveling to Puerto Rico and to other states to pick up the work and deliver it to Creative Pinellas. The exhibition was curated by the collective's curator Yasir Nieves. For more information about the exhibition please visit:

<https://creativepinellas.org/event/keepers-of-heritage-hidden-tales-custodio-de-la-herencia-cuentos-ocultos/>

Aligned Programming:

- September 16: Tampa Bay Latin International Film Festival (Partnership Mi Gente Mi Pueblo)
- October TBA – Hidden Tales Storytelling Slam

Upcoming!

Arts Annual: Exhibition

New! Previews: Nov 4-9 Open to the Public Nov 10 – Dec 31



This year's exhibition will feature a wide variety of visual artists including former board member Akiko Kotani. We are working to incorporate performing artists and writers into this year's exhibition using screens, digital audio, and cloud-based platforms.

Arts Annual: The Party!

November 9 from 6-9pm

Leah Slavensky, the Retired Director of Community Impact and Communications at the Pinellas Community Foundation is serving as this year's point person for Creative Pinellas' annual Fund/Friend-raiser event. *The theme is Discovery: Discover the art, the people, the experience!*



NEW! Arts Annual: ARTSventure

November 11 from 10am-4pm

A family-friendly free event that combines an arts and crafts market, live performances, craft activities and food! Plans include two short musical commemorations to recognize Veteran's Day – one to begin the day at 10am and the other mid-afternoon.



PROGRAMS & PARTNERSHIPS

Pinewood Park Partnership

Third Saturdays



Our partnership with the other institutions inside Pinewood Park continued during July with a family-friendly art project and artists Talk.

On August 19, visitors can join in a family bingo scavenger hunt in the gallery with prizes to help them explore “Keepers of Heritage: Hidden Tales / Custodios de la Herencia: Cuentos Ocultos.”

All-Campus projects in the works (with the Florida Botanical Gardens, Heritage Village and Ag Extension):

September: Open house for educators

October: Pumpkinfest!



First Mondays

We are saying Goodbye to First Mondays with American Stage and Hello to Fresh Ink!

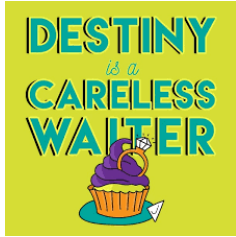
In September, First Mondays will be transforming to FRESH INK: Staged Readings of New Plays

UPCOMING

On Monday August 10 at 7pm

Destiny is a Careless Waiter by Julie Zaffarano





Sean invites Emily to dinner to propose marriage. He brings his grandmother's engagement ring to the restaurant and instructs the server to place the ring in Emily's dessert. Justin invites Bria to the same restaurant at the same time, planning to break up with her. When the engagement ring intended for Emily ends up in Bria's dessert, the chaos begins.

RECENT PERFORMANCES

On Monday July 10 at 7pm First Mondays presented

Validation by Daphne Macy

Gracie has been absent from work for an entire week, since returning from a work trip. Her boss, Sheryl, thinks she knows why. Can a C-Suite exec who didn't grow up in the era of #MeToo and an introverted Millennial have an open, unapologetic conversation about appropriate workplace behavior?



PARTNERSHIP PROGRAMS

Signal Box Projects

We currently have six of the nine signal boxes in the signal box project, approved by the County. They are at:

- Walsingham and the Pinellas Trail (close to the Creative Pinellas offices)
- 8th Avenue and the Pinellas Trail
- West Bay and 14th Street.

Three more will be approved in early August, and the other three will be completed in September.

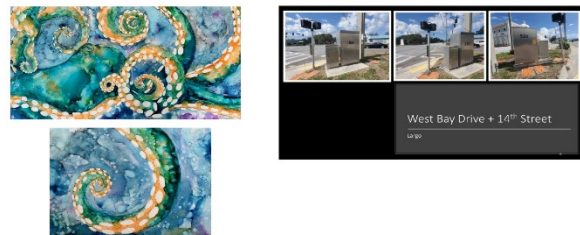
Amy Llic Volpe



Pamela Joy Trow



Heidi Stavinga



The ribbon cutting is scheduled for October 4, and will be at the signal box wrapped East Lake and Sandy Point Rd.

South Pasadena Mural Project

Applications for the first three murals of the South Pasadena Mural Project are now open – and will continue through mid August.

- Pasadena Liquors and Fine Wines
- Leverocks
- Florida Groves Winery

In addition to two community meetings, we held an artist information session, attended by about 18 artists.

We are planning a Ribbon Cutting with the County on **October 4**.

Creative
Pinellas

About Events Grants Connections Publication

South Pasadena, FL Mural Project

Posted on June 13, 2023 by [Candace Pinellas](#)

SOUTH PASADENA MURAL PROJECT

Call to Artists

Are you a Pinellas County Artist looking to beautify the community? Creative Pinellas and the City of South Pasadena, Florida are excited to accept artist applications for a new mural project in the City of South Pasadena, Florida.

Three local artists will be selected to create murals that bring color and vibrancy to the community of South Pasadena by developing captivating spaces that uplift and showcase the unique essence of South Pasadena while enhancing the commercial corridor's aesthetic appeal.

The goal will be for people to slow down, see amazing murals, and view what South Pasadena has to offer to locals and tourists alike while also giving residents and local businesses pride in their city.

This project will take place on South Pasadena Ave and will include 8-10 Murals along the business corridor. The program will have 2 cycles of applications. Applications for the first cycle open July 9, 2023, with murals completed on or around November 15, 2023. Applications for the second cycle will open in November with additional details to be provided after selection of the first cycle.

Detailed information on how to apply is provided below.

Artists must be a **Pinellas County Resident** or have a strong community ties to Pinellas County.

Resources

[APPLY NOW](#)
[REQUIREMENTS](#)
[PARTNERSHIP INFORMATION](#)

Opportunity Dates

Applications Open: 07/09/2023
Applications Close: 08/15/2023
Selection Date: 09/01/2023
Grant Start: 10/30/2023
Grant End: 12/30/2023

Recent Opportunities

[City of Artista 2024 Survey #1](#)
[South Pasadena 2024 Survey #2](#)
[South Pasadena 2024 Survey #3](#)
[South Pasadena 2024 Survey #4](#)
[South Pasadena 2024 Survey #5](#)
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[South Pasadena 2024 Survey #99](#)
[South Pasadena 2024 Survey #100](#)

Lealman Mural Project

We have signed a new agreement with the County/Lealman CRA to paint up to 3 additional murals in the Lealman area. We will be meeting with Chris Moore, the Assistant to the County Administrator for the Lealman Community in August, to determine the new locations.

GRANTS

2023 Emerging Artist Grant

The Emerging Artist Exhibition closed on July 16. Grantees [Troy Bernardo](#), [Dennis DeBon](#), and [Amy Wolf](#) sold their artwork during the exhibition. Troy Bernardo, who is a literary artist, book *Hardly Harding* is available on Amazon, and published short stories can be found at troybernardo.com.

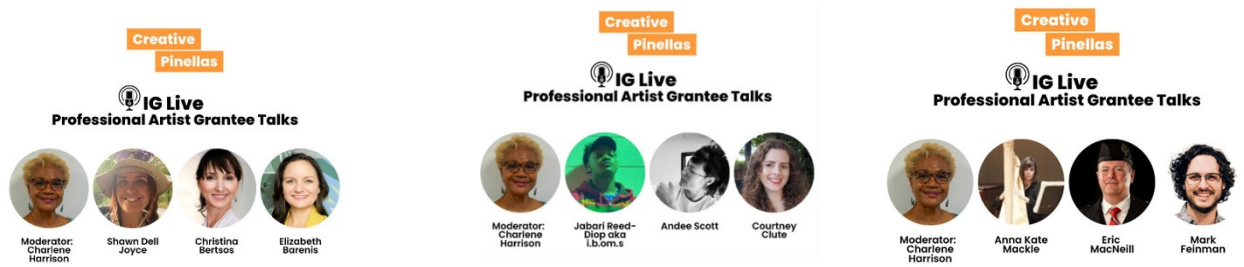
The last activity for the grantees is to complete a final report to take us through their journey of the Grant. Grantees provide a narrative, an evaluation, a financial summary, and comments to share their thoughts, feelings, and ideas for what they would like to share with us about their experience throughout the granting period.

"I challenged myself to make bigger and more complex pieces than I was used to in a tight time frame. Certainly, the commitment to the exhibition was stimulating and challenging, and I can say that, in the end, I felt accomplished. I still have much to learn, and I understand this has been a time for experimentation and discovery. [Agueda Zabisky](#)

"The award funding allowed seed funding to begin efforts to present my piece and allowed me to continue to develop his brand of artistry and community connection." [Patrick Arthur Jackson](#)

"This award developed the business side of my art practice. The deadlines helped me follow through and focus on a body of work. Blogging was a new skill I learned which will translate into the development of a monthly newsletter to my clients. [Kimberly Engel](#)

2023 Professional Artist Grant



Three artist talk segments took place in July with the Professional Artist Grantees, moderated by, Grants Manager Charlene Harrison. The strategy was to pair like-minded artists to produce a talk where artists could meet, some for the first time, and have them answer questions and speak to each other.

The questions to and from each artist's talk included what inspires and drives them, their passion, and how they define their success.

- Christina Bertsos, Elizabeth Barenis, and Shawn Dell Joyce. [1st Artist Talk with 2023 PAG.](#)
- Jarbari Reed, aka i.b.o.m.s, literary artist Courtney Clute and dancer/performer Andee Scott. [2nd Artist Talk with 2023 PAG.](#)
- Harpist Anna Kate Mackle and drummers Mark Feinman and Eric MacNeill. [3rd Artist Talk with 2023 PAG.](#)
- The fourth and final 2023 PAG Artist Talk will occur in August with the Artist Laureate, Mikhail Mansion.



ORGANIZATIONAL UPDATES

Search Firm

Creative Pinellas has engaged the **Arts Consultant Group** to lead the search for the new CEO.

Right now, we are on track for the search activities and very optimistic about the process.

Cultural Plan Consultant

The County has been in negotiations with the consultant chosen for the Cultural Plan. The firm will be announced at the August 16, TDC meeting, and a press release will go out the following week.

INFLUENCE

In July Press included:

Creative Pinellas received international coverage from FAR OUT magazine in the United Kingdom.



ART

The article talks about "How Afrofuturism in AI art is exposing biases in the system."
<https://faroutmagazine.co.uk/how-afrofuturism-in-ai-art-is-exposing-biases-in-the-system/>

Other press in June included:

1. Emerging Artist Exhibition – Tampa Bay Magazine (PRINT)
2. Third Saturday at Pinewood – Tampa Bay Magazine (PRINT)
3. [July arts roundup: FMoPA international competition, new exhibits at the Kress, and much more – 83 Degrees](#)
4. [Arts Alive! podcast: Sheila Cowley –St. Pete Catalyst](#)
5. [Third Saturdays continues in July –Spot on Florida](#)
6. [Third Saturdays continues in July – Tampa Bay Newspapers](#)
7. [How Afrofuturism in AI art is exposing biases in the system – FAR OUT Magazine \(UK\)](#)
8. [Creative Pinellas arts guide available – Spot on Florida](#)
9. [Creative Pinellas arts guide available – Tampa Bay Newspapers](#)
10. [St. Pete Local Events – Patch](#)
11. [Keepers of Heritage: Hidden Tales Opening Reception – Patch](#)
12. [Gulfport, St. Pete Things To Do July 13-19 – The Gabber](#)
13. [Massive land use changes proposed for Lealman – St. Pete Catalyst](#)
14. [South Pasadena Mural Project Calls For Artists](#)
15. [Creative Pinellas announces call to artists – Spot on Florida](#)
16. [Creative Pinellas announces call to artists – Tampa Bay Newspapers](#)
17. [Creative Pinellas announces call to artists _ Tampa Bay Newspapers](#)
18. [Creative Pinellas to present 'Keepers of Heritage: Hidden Tales' – Spot on Florida](#)
19. [Creative Pinellas to present 'Keepers of Heritage: Hidden Tales' – Tampa Bay Newspapers](#)
20. First Mondays – Tampa Bay Magazine (PRINT)
21. Custodios de Nuestra Herencia – Tampa Bay Magazine (PRINT)
22. The Gallery at Creative Pinellas – Tampa Bay Magazine (PRINT)

SEEN

Awards & Nomination



Voting is officially closed for **Tampa Bay Times Best of the Best Readers' Choice 2023**! Results will be announced in late August.



Creative Loafing's 2023 Best of the Bay nominations took place and ended on Friday, June 30th 11:59 pm EST. We encouraged an ask to nominate Creative Pinellas in the following ways listed below. Further updates will be announced, and voting will begin in August.

- The Gallery at Creative Pinellas as Best Gallery (Non-Museum)
- Creative Pinellas' Arts Annual as Best Art Party
- IMAGINE BLACKNESS Exhibition as Best Gallery (Non-Museum) Show
- Arts Coast Magazine as Best Literary Journal
- Lealman Mural Project as Best Public Artwork

July Web, Email & Social Media

Web Site



Google Analytics Audience Overview

Continent

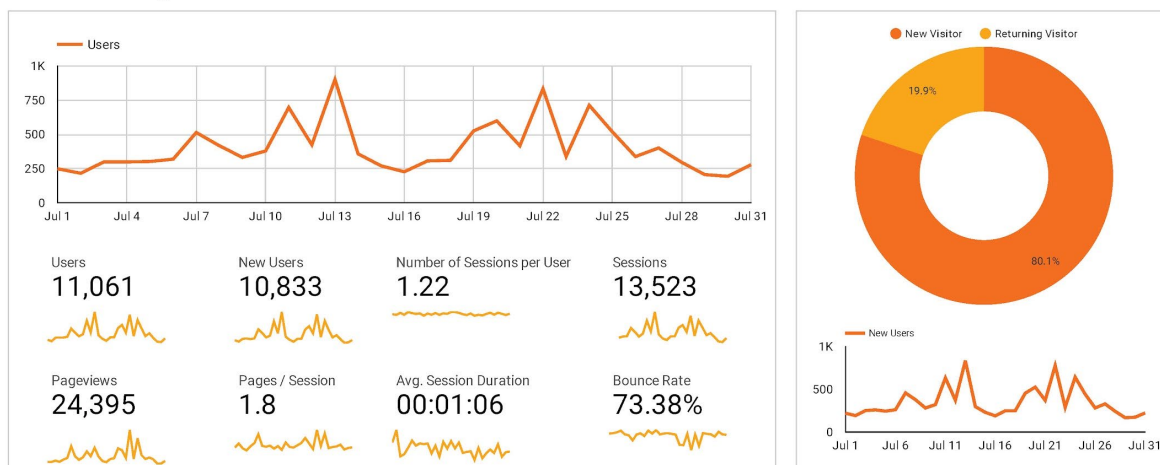
Region

Channel

Device

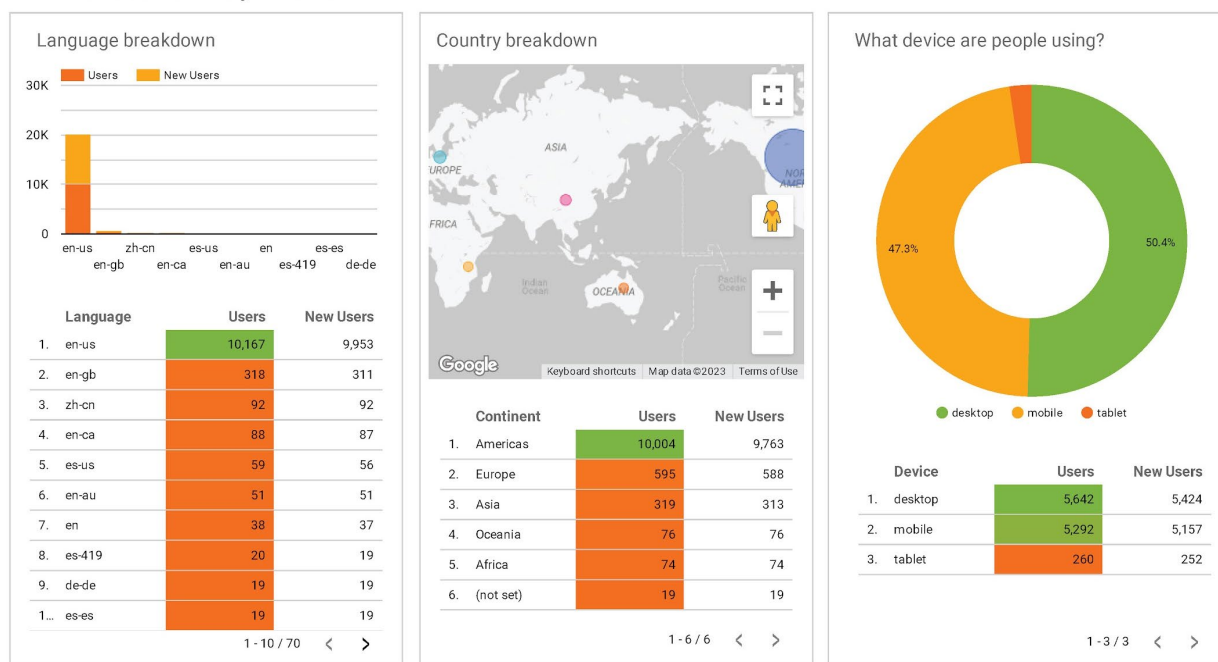
Jul 1, 2023 - Jul 31, 2023

Your audience at a glance

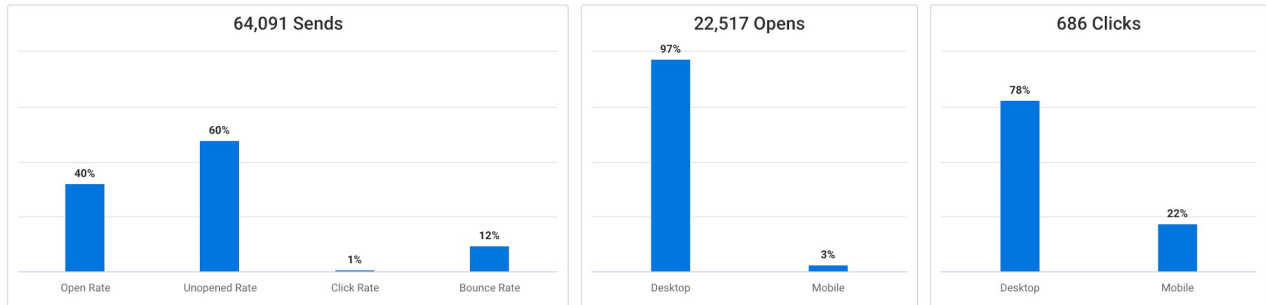


- Users: 11,061 (33%) Increased events/opportunities for this month
- Pageviews: 24,395 (24%)
- New Users: 10,833 (35%)
- Users - Top 5 Regions: Florida (3,233), Texas (833), Washington (820), Washington (742), and Virginia (653).

Let's learn a bit more about your users!



Email



- Contacts: 7,247
- New Contacts: -16 (subscribes: 41, unsubscribes -57)
- Open Rate: 40%
- Click Rate: 1%

Twitter

- New Followers: -10
- Impressions: 6,612 (-5%)
- Total Followers: 3,882 (-9)
- Profile Visits: 91 (-30%)
- Tweets: 36 (-60%)
- **Your Tweets earned 6.6K impressions over this 31 day period**

Top Tweet earned 746 impressions

The NEW Arts & Culture Guide is here! Find festivals, art walks, and arts-focused places to go. [#ThingstodoDo](#) [#PinellasCounty!](#) [bit.ly/ArtsCoastGuide](#) [#visitflorida](#) [#stpete](#) [#florida](#) [#travelers](#) [#explorers](#) [#vspc](#) [#creativepinellas](#) [#artupliftshumanity](#) [#travelguide](#) [@PinellasGov](#) [pic.twitter.com/i2ETAwtCtm](#)



1 2

Facebook

- New Page Likes: 40 (60%)
- New Followers: 85 (89%)
- Total Followers: 8,500
- Page Reach: 47,465 (317%)
- Paid Reach: 40,272 (2,500%)
- Post Engagements: 5,781 (200%)
- Total Likes: 6,900

Top Facebook Post*



Have you heard the news? The NEW Arts & Culture Guide is here and it's free! In this guide, you'll find festivals, art walks, and arts-focused place...

Published by Hootsuite · July 7 at 8:01 AM · 🌐

Post Impressions

12,374

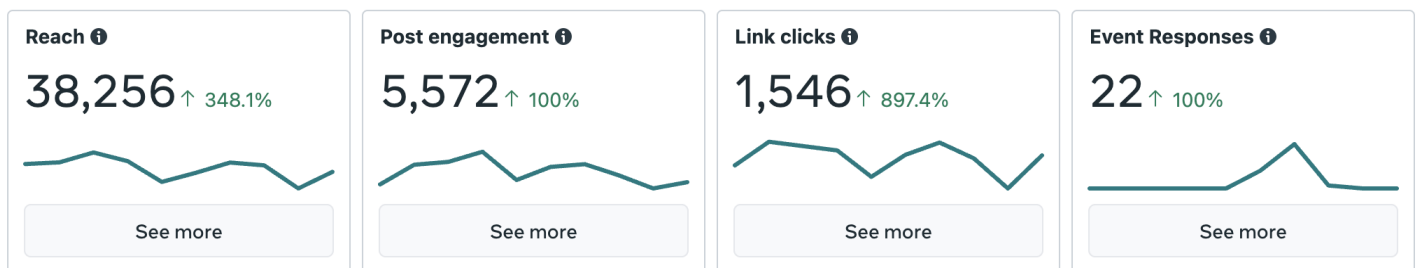
Post reach

3,150

Post Engagement

535

Facebook Ad Summary



Instagram

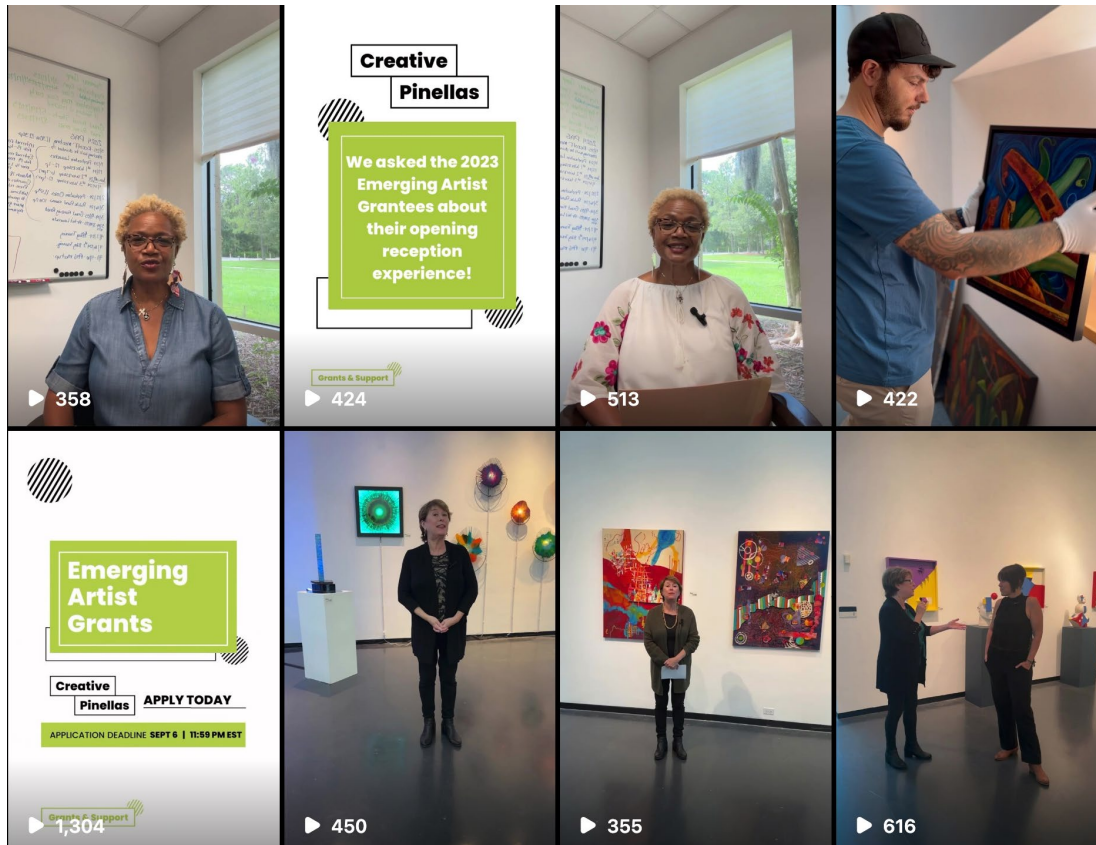
Overview

You reached +324% more accounts compared to Jun 1 - Jun 30

| | | |
|------------------|----------------|---|
| Accounts reached | 11.6K +324% | > |
| Accounts engaged | 571 +47.9% | > |
| Total followers | 5,338 | > |

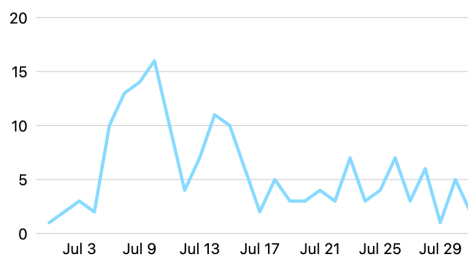
- Overall Followers Growth: 129
- 70 posts, 37 stories, 9 reels, 1 video, 18 live videos
- Reel Interactions: 415 (+538%)
- Live Video Interactions: 45 (+164%)
- Top Locations: 24.8% St Petersburg, 6.1% Tampa, 4.3% Clearwater, 2.6% Largo, and 2.1% Palm Harbor
- Post Interactions 898(+9.6%)
709 likes, 28 comments, 58 saves, 37 shares

Top Instagram Data Points:



New Instagram followers ⓘ

167 ↑ 68.7%



Instagram profile visits ⓘ

892 ↑ 12.8%



- **Our overall profile visits have increased significantly** meaning our audience is becoming more and more interested in who Creative Pinellas is as an organization.
- **68.7% increase in followers.** The increase in reach has brought 167 new followers in just one month's time.
- **IG LIVE and Reels continue to be our biggest reach driver.** IG Live Artist Talks have increased organic reach while our Reels have increased our paid reach.

Facebook reach ⓘ

47,465 ↑ 314.8%

Instagram reach ⓘ

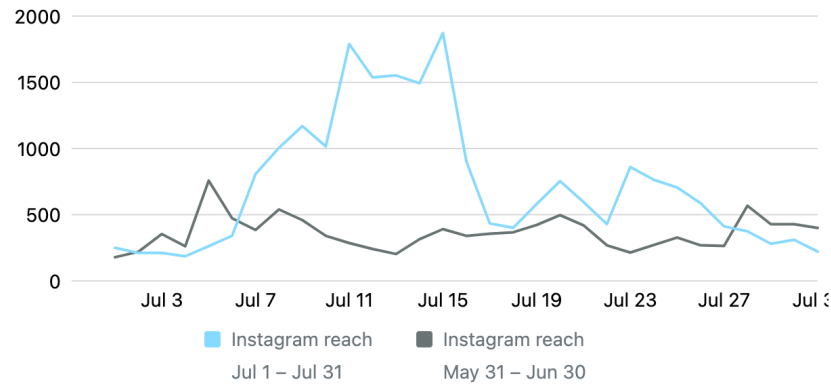
11,663 ↑ 321.4%

Paid reach ⓘ

0 0%

Daily

Cumulative



LinkedIn

- Page Views: 108 (–20%)
- Total Followers: 444 (+16.7)
- Reactions: 39 (–13.3%)

Follower demographics ⓘ

Location ▾

Greater Tampa Bay Area · 290 (65.3%)

Atlanta Metropolitan Area · 19 (4.3%)

North Port-Sarasota Area · 12 (2.7%)

Miami-Fort Lauderdale Area · 10 (2.3%)

Washington DC-Baltimore Area · 7 (1.6%)

Greater Orlando · 6 (1.4%)

Los Angeles Metropolitan Area · 4 (< 1%)

San Francisco Bay Area · 3 (< 1%)

Greater Milan Metropolitan Area, Italy · 3 (< 1%)

New York City Metropolitan Area · 3 (< 1%)

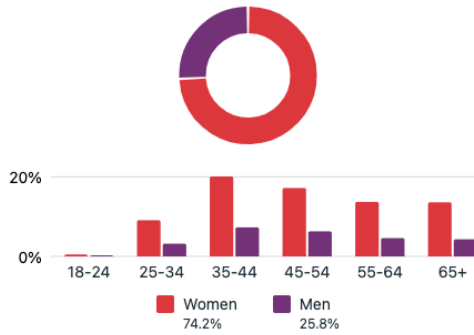
Current audience

Potential audience

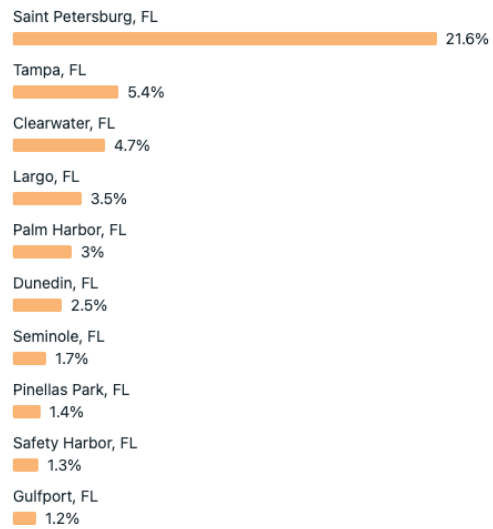
Facebook followers ①

8,503

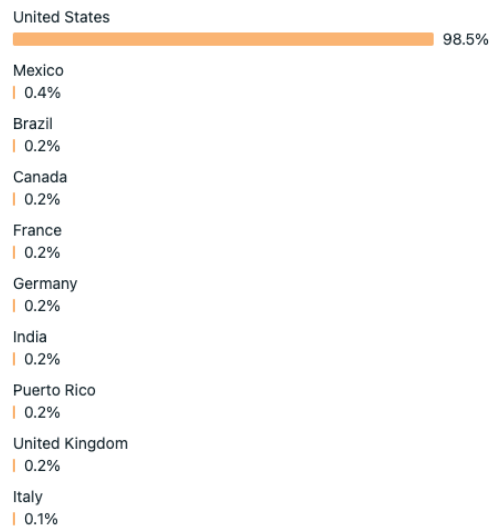
Age & gender ①



Top cities



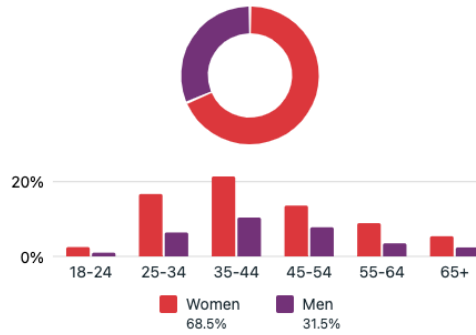
Top countries



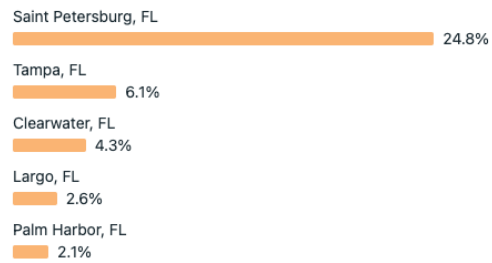
Instagram followers ①

5,337

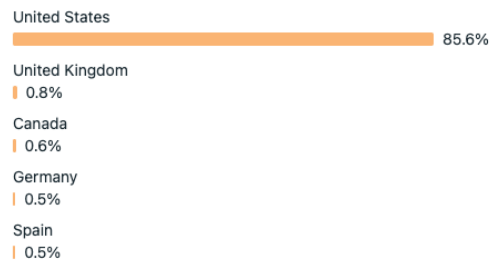
Age & gender ①



Top cities



Top countries



ARTS COAST MAGAZINE

VisualVisual



Discover What it's Like to Live Inside a Salvador Dalí Painting

By Jennifer Ring. Seeing technology turning the implied motion in Dalí's paintings into actual motion feels like seeing these paintings as they existed in Dalí's head — before he committed paint to canvas.... [Read More](#)



Healing Through Community Connection and Creativity

By Fatemah Tuwainah. I experienced Healing While Black 2023 last month after Dr. Ladonna Butler invited me to this 4-day event in St. Petersburg. Little did she know that her invitation was putting me on a path of regaining a piece of my soul, and hope. ... [Read More](#)



Artists For Impact Gives Back to St. Pete

By Cameron Healy. What started as a small event for New York artists to connect turned into a nonprofit organization expanding across the country — including a chapter in St. Pete. The mission statement of Artists For Impact is “providing a platform for artists and giving back to the communities around us.” ... [Read More](#)



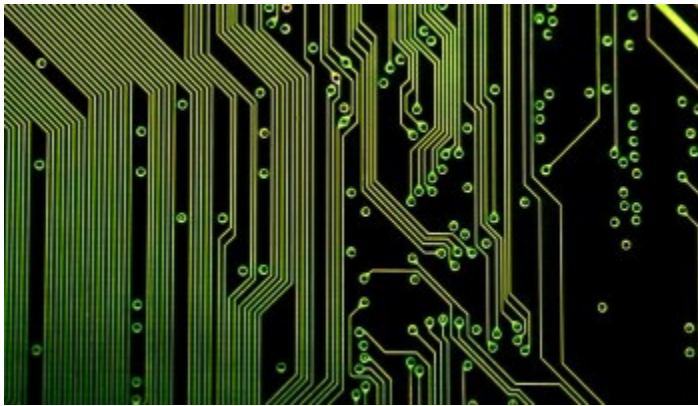
An Art Business with a Software Model

By Jennifer Ring. Despite the enormous role that artists have played in the beautification of St. Pete, many are still struggling to leave their day jobs and pursue art full-time. Curators & Co. rents local art to local businesses for a monthly fee – helping artists make a living through... [Read More](#)



A Good Old-Fashioned Metal Shop with Affordable Studio Space in Dunedin

By Jennifer Ring. Visiting Bill Coleman's Institute for Creative Arts is like taking a trip to a bygone area — a time when people fixed things instead of discarding them, studio space was still available and affordable in Dunedin, people didn't have websites and... [Read More](#)



The Expanding World of Digital Artists

By Mikhail Mansion. Algorithm art, an artmaking technique with roots stretching back to the Islamic golden age, took on fresh meaning with the advent of computers in the mid-20th century. Computers provided artists with a novel framework to give shape to abstract visual systems ... [Read More](#)

Performing Arts



Murals in Mind

By Gabrielle Reeder. Twelve murals throughout St. Pete have correlating virtual artistic performances attached to inspire, uplift and enlighten the community – and showcase artists in our area. ... [Read More](#)



We Are Artists Creating

By Skyla Luckey. Drag is a theatrical art form that has existed for centuries, artist, actor and educator John Hulls says. Drag is not a crime and we are proof of that. We are simply artists creating.... [Read More](#)



The Darker Side of Mozart

By Kurt Loft. Keyboard virtuoso Dejan Lazić makes an indelible imprint as an interpreter of Mozart, and listeners can judge for themselves when he joins The Florida Orchestra in the Piano Concerto No. 20 in D minor, K. 466. This dark and turbulent work opens the orchestra's final masterworks program of the season, anchored by Wagner's Ring Without Words... [Read More](#)



Questions that Frame Reflections

By Amanda Sieradzki Gabaldon. What can dancers bring into the equine arena? That question framed the conversation at HCC when the Visual and Performing Arts Guest Artist Series and Dance department presented "physical listening" workshops with The Equus Projects... [Read More](#)



Both Sides of the Bay Cabaret

ThinkTank Theatre for Young Audiences is teaming up with freeFall Theatre in St. Pete and Stageworks Theatre in Tampa for Both Sides of the Bay Cabaret.... [Read More](#)



Ballet Academy of St. Petersburg Onstage

By Gabrielle Reeder. As the Ballet Academy of St. Petersburg prepares for its spring production of Sleeping Beauty on May 14, Geizner searches for a new practice space, the uptick in rent – especially in central St. Pete – does not bode well with the company's needs.... [Read More](#)



Creating a “Herstoric” Team

By Jake-ann Jones. “Ragtime” director Erica Sutherlin pulled together a



Beacon 2023

By Cindy Stovall. Each Spring since 2015, a cast of Tampa Bay’s premier dancers takes the stage at the Palladium, led by Beacon co-founders Helen French and Lauren Slone. The name is apt because this event literally shines a ‘beacon’ of light – of excellence – on dance in the Tampa Bay area.... [Read More](#)

Literary Arts

Literary



Manga and Poetry

By Yuki Jackson. I recently held a manga and comic book-based poetry workshop at St.Pete's Tombolo Books. It was an effort to connect and share the efforts of The Battleground, a youth program I founded, with the wider Tampa Bay community.... [Read More](#)



Heroes

By Ralph Wimbish. Anyone familiar with the history of St. Petersburg should know how important my parents, Ralph and Bette Wimbish, were in the fight against segregation. Restaurants, theaters, public restrooms, beaches,

swimming pools, schools and hospitals were integrated by 1967, the year my dad died at the age of 45.... [Read More](#)



New Novel Empowers Abused Women

By Laura Kepner. "The theme of *The Island Sisters* is shining a light on different ways a woman can be abused," says author Micki Berthelot Morency. "They are not just random people, they are our daughters, our cousins, our neighbors, our acquaintances... The story is about the strength of women's friendship."... [Read More](#)



Book Banning

By Margo Hammond. Lately I've been experiencing Yogi Berra's déjà vu all over again, that dreaded sense of being caught up in an endless loop like in the movie "Groundhog Day." Except in this loop, the events that are being repeated are getting scarier and scarier.... [Read More](#)

Arts and Education



The Art of Growing

By Fatemah Tuwainah. If there is anything I learned from being at the St Pete Youth Farm for 5 straight hours, feeling energized, welcomed and motivated, just being present – excellent people with brilliant, creative and good hearts, still exist here in Tampa Bay. And there are little pieces of paradise in our local neighborhoods ... [Read More](#)



Our ARTour Clearwater

By Harriet Monzon-Aguirre. My kids and I squeezed in a visit to ARTours Clearwater, a journey through downtown Clearwater's murals with augmented reality. On our technology-dependent tour, the tech gods were not with me – but you can enjoy the art regardless.... [Read More](#)



Dalí on the Fly

By Harriet Monzon-Aguirre. Dropping off my children at school one day I noticed a shipping container in the parking lot and painted on the side read, "Dalí on the Fly" with a small rendering of a young Salvador Dalí clad in a blue sailor suit holding a hoop. "Wow look at that guys, you have a mobile Dalí art exhibition right here at your school!"... [Read More](#)



The Art of Dealing With the Inevitable

By Margo Hammond. Ours is a death-denying culture – one that emphasizes youth and vitality and feels uncomfortable talking about death. So why are so many USF students taking a course entitled Death and Dying? The course is consistently one of the most popular general interest courses for undergrads at USF.... [Read More](#)



Compassion for Caregivers

By Skyla Luckey. SAGES – Plays with Purpose, is sharing free performances of “Memory Lane” this month – to let caregivers of loved ones with memory loss know they’re not alone, and there are resources to help. ... [Read More](#)