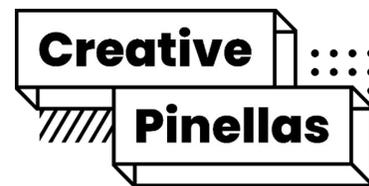




Creative Pinellas
TDC REPORT
JULY 2024



ADVOCATING FOR THE ARTS



With recent budget vetoes adversely impacting the arts, , Creative Pinellas participated in multiple regional and statewide events focused on increasing and diversifying support for the arts in Pinellas County.

August 2, 2024

[Fund the arts, speakers tell St. Petersburg City Council](#)

State Funding Requests by Pinellas Arts Organizations

- **Facilities and Endowments**
\$1.6million
- **General Program Support**
\$3.2million
- **Legislative Recommendations**
\$3million
- **Funding**
\$0





In the News

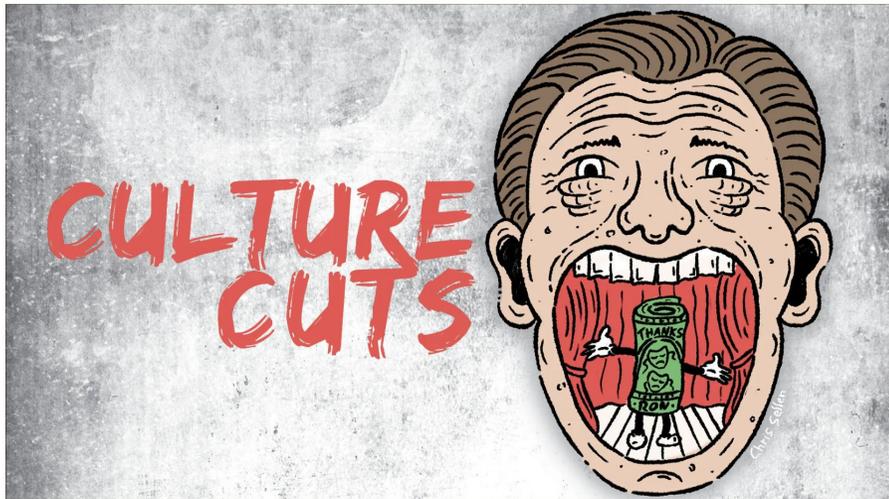
Media Mentions

In July, we had numerous media mentions. Coverage continued to include State funding cuts along with two new gallery exhibitions, and artists connected through our grant programs.

ARTS & CULTURE

Arts orgs speak out after DeSantis vetoes \$32 million in funding

By Deborah Bostock-Kelley • July 25, 2024



CREATE

Brush to canvas: Arts veto town hall at Palladium tonight

Published 1 day ago on July 31, 2024
By Bill DeYoung



Detail, "Energy Blue" by Leslie Bustalic, at Brenda McMahon Gallery. All images provided.

ARTS, BURG

Florida's \$32 million art budget was vetoed, experts discuss the future of St. Pete's art scene

JULY 24, 2024 • BY AARON STYZA



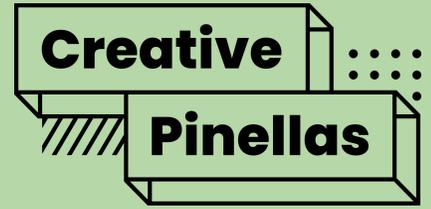
City Council Member Gina Driscoll, Andrew Pink, Creative Pinellas' CEO Margaret Murray, Celeste Davis Director of Arts Culture & Tourism (City of St. Petersburg, Florida), and WADA board chair Mark Aeling discuss the future of the arts in St. Pete

Rollin Oats
New to the Smoothies Menu
Tropical Trio
EXPLORE THE MENU

TICKETS
START AT

MAKING AN IMPACT:

Early feedback on arts education summer camps



We absolutely LOVE the Dunedin program...however we'd love to see some options closer to mid-county-if possible. For kids who are talented in the arts, it would be nice to have an option to attend for longer than a week.

Thanks Creative Pinellas!

We truly appreciate the summer arts grant. Without it, we would not be able to attend art camp.

This was the best camp ever and I want to go again!

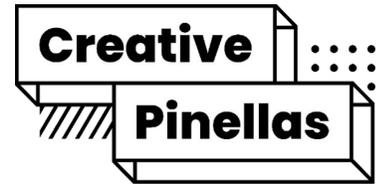
I will definitely apply for the grant next year and save up money to attend extra weeks of camp.

The way they foster a love for the art of performing is incredible.

I appreciate your kindness to send me to art camp! Thank you!

This was an amazing opportunity for my boys to try something new that they otherwise would not have had access to and never have tried. Thank you!

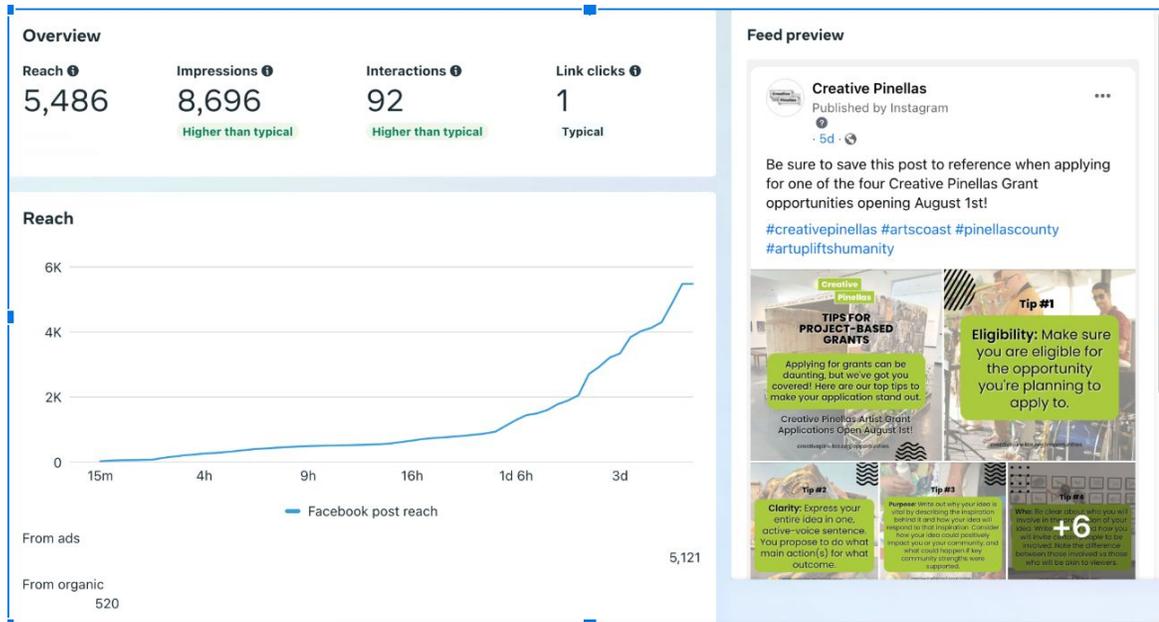
Digital Engagement



Facebook Metrics

- **58.8K Reach** – Up 83.2% from previous month
- Our reels continue to be the most interacted organic posts while **carousels were our most interacted boosted posts.**
- **Our highest reach, with an impressive over 12k accounts,** was our Creative Pinellas Grants campaign.
- Followers have increased consistently, **with 9,124**
- **New followers increased by 92**

Top Interacted Post in July

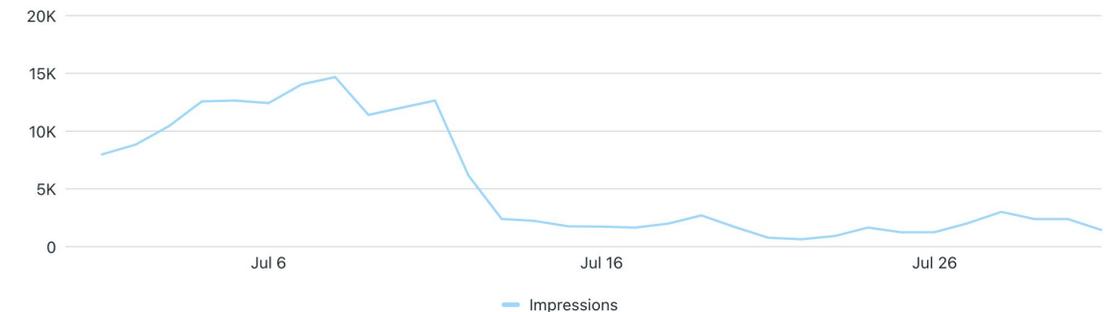


Overall Performance in July

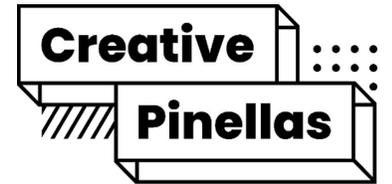
Performance

Daily Cumulative ⓘ

Metric	Value	Change
Impressions	169.8K	↑ 121%
Reach	58.8K	↑ 83.2%
Content interactions	857	↑ 49.8%
Followers Lifetime	9.1K	
Link clicks	1.3K	↑ 154%



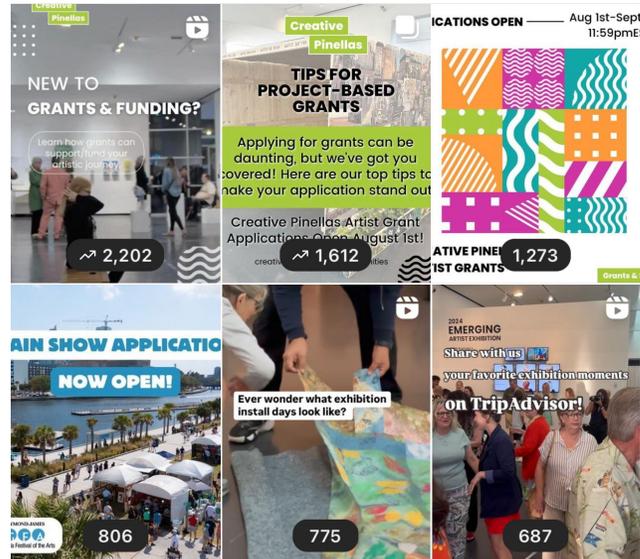
Digital Engagement



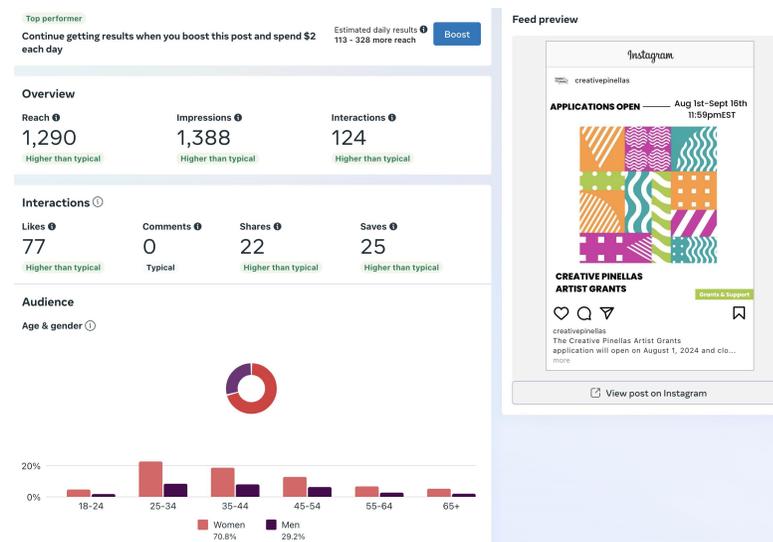
Instagram Metrics

- **With 119 new followers, we have increased by 1.5%. Total Followers: 6,429**
- Boosted single and carousel posts did surprisingly well this month **surpassing reel engagement for the first time.**
- Impressive reach this month with over 10k accounts reached. **81.4% were non-followers leading to an 156% increase in NEW viewers.**
- **Top Campaigns:** Educational Grants Campaign, Creative Pinellas Artist Grants Campaign, & GFA Collaboration Post

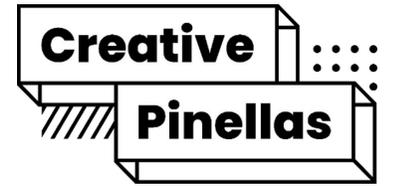
Overall Top Campaigns



Top IG Post in July



Digital Engagement



Website and Email Metrics

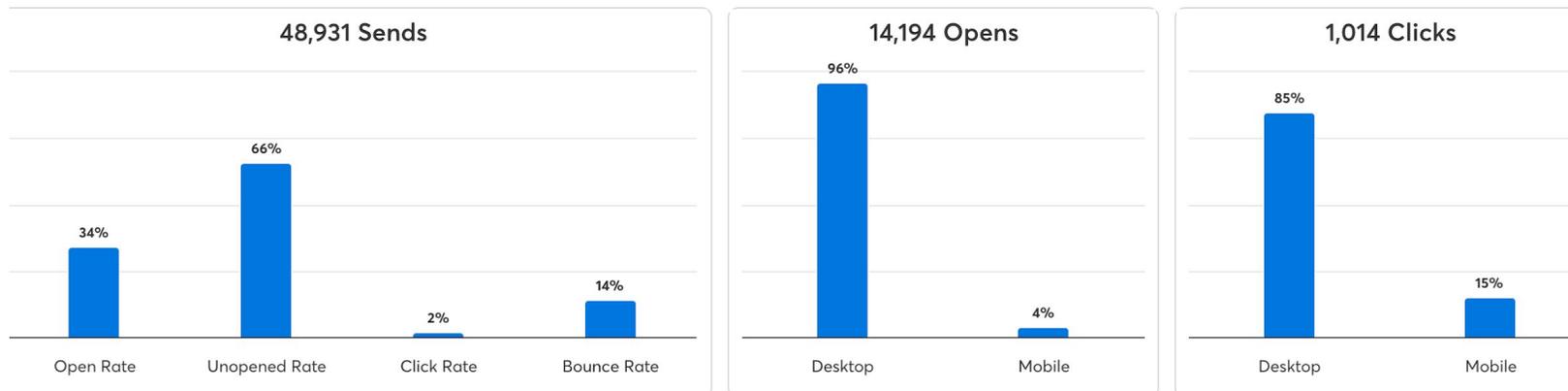
Website

- **In July, we received 13,000 visitors;** down 7% from previous month
- **Average Engagement Rate: 42.9%** with over 87% continuing to look for events at Creative Pinellas.
- **Search traffic over the last 28 days had 405K impressions** (-5.3% from last month) with 5.4K clicks (-9.8% from last month)
- **The search impact** on Google continues to grow month after month getting close to 7K

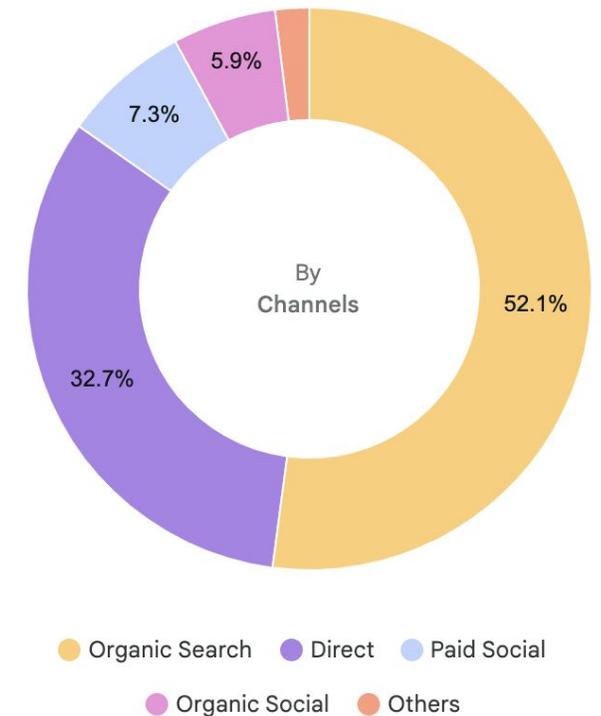
Email

- **Last month, we had over 48,931 sends**
- **Our open rate for July was at 33%;** with a 2% click rate
- **Our contacts grew by 166;** surpassing 8,415 total contacts

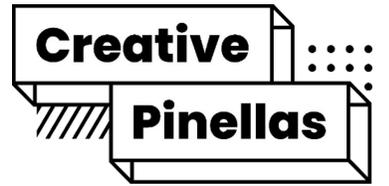
Email Overview



Channels



Awards & Nominations



In July, nominations took place for Creative Pinellas!

Creative Loafing Best of the Bay 2024

Voting is now open for Creative Loafing's 2024 Best of the Bay! Last month we were nominated in these categories:

- **Best Art Gallery (non-museum): The Gallery At Creative Pinellas**
- **Best Art Party: Creative Pinellas' Arts Annual**
- **Best Gallery (Non-Museum) Show: Creative Pinellas' 2024 Emerging Artist Exhibition**
- **Best Literary Journal: Arts Coast Magazine**
- **Best Public Artwork: Largo Central Park Crosswalk Mural Project**
- **Best Visual Art Curator: Beth Gelman**

Don't miss out—share with your colleagues and vote before Saturday, August 31st at 11:59 PM EST!

VOTE HERE: vote.cltampa.com





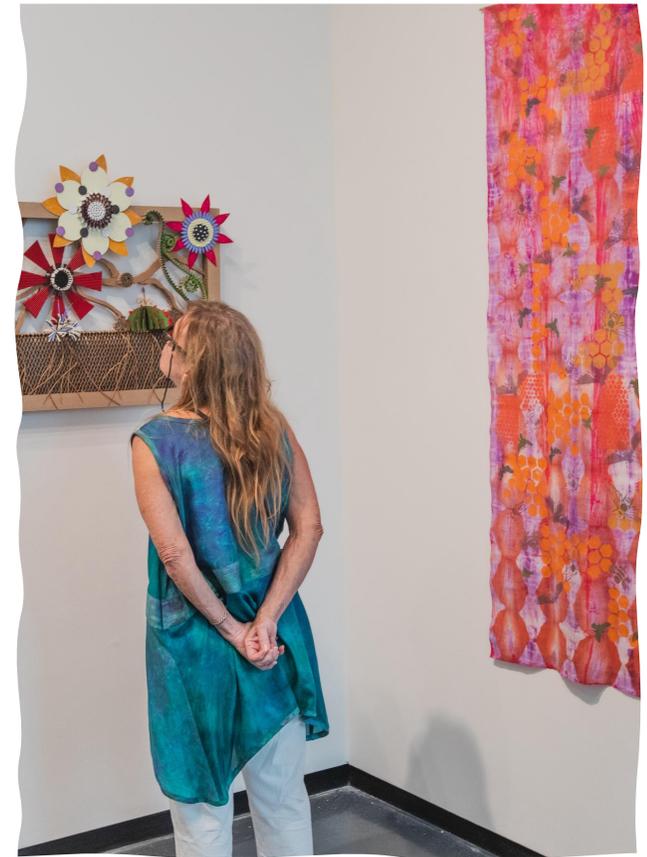
**The Gallery
at Creative Pinellas**
JULY 2024

Creative Pinellas has significantly increased our Gallery and Visitor Center revenue in 2024.

1/23-8/23 **1/24-8/24** **Increase**

Orders: 257 925 260%

Sales: \$6231 \$31,382 404%



Threads of Nature: *Art Inspired by the Florida Botanical Gardens*
Tampa Bay Surface Design Guild

Opening Reception
July 18, 2024

226 delighted artists and art lovers attended, and four art sales were made!



Artist Meetings

to better understand the needs of the varied art forms in Pinellas County and expand opportunities inside the gallery and beyond.

July & August: Dance

Baylie Dockins
Helen Hanson French
Nicholas Garlo
Kate Gierke
Sharon McCaman
Suzanne Pomerantzeff
Drew Robinson



Florida Watercolor Society
53rd Annual Exhibition
Opening August 8, 2024



Installing the Florida Watercolors exhibition





Grants Department

July 2024

Grant Dept. Activities Highlights

We:

- Explored Submittable
 - extensively trained on the new platform
 - programmed & tested application that opens Aug 1, 2024
 - programmed & tested panel review stages
- Recruited 5 of 6 panel spots for upcoming review; asks out for 6th spot
- Met with Beyond Placemaking Artists for ½-way check-in 7/10
- Submitted 2024-25 FL State Grant report
- Submitted 2025-26 NEA funding request
- Submitted 2023-25 NEA midterm report
- Met 1-1 with Artists for their questions about upcoming grants

Final / Recently Completed Signal Box

Gulfport Blvd. & 58th St. S.

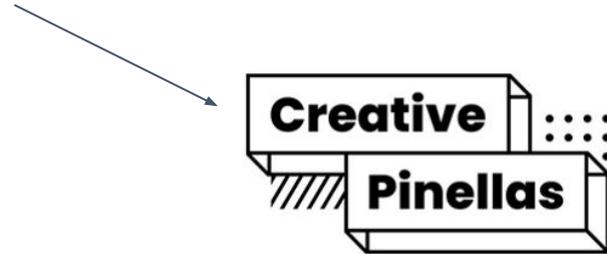


Soon! Artwork Reveal Aug 9 for Rays Artists

Ashli Harper	John Gascot	Ysanne Taylor	Jared Wright
			
Lauren Marshall	Clancy Riehm	<ul style="list-style-type: none">● Ashli - Jackie Robinson and Black Legacy of Baseball● John - Pride and the Rays● Ysanne - "Somos Rays" and the legacy of Roberto Clemente● Jared - City Connect● Lauren - From the Stands● Clancy - Celebrating Baseball in St. Petersburg	
			

Submittable Highlight - 1

- <https://creativepinellas.submittable.com>
- From now, we'll have one "homepage" application website to link to from CreativePinellas.org – in the past, it was a unique link per opportunity



Creative Pinellas

There are presently no open calls for submissions.

We're Pinellas County's local arts agency, busy fostering a vibrant arts scene & connecting community. Welcome.

[Return to our website](#) [View your submissions](#)

Creative Pinellas     [Follow](#)

Submittable Highlight – 2

- We applied the Submittable inclusivity audit guidebook to our application draft – and discovered even more ways to be inclusive:
 - Even more-welcoming narrative voice, akin to applicants guided along
 - More explanations of what to expect when arrive at application
 - Inclusion of more ways for Artists to self-identify, along with their “legal” names for agreements

Submittable 

The Ultimate Guide to Creating **Accessible** **Submission Forms**

