

Creative Pinellas Tourism Development Council Report April 2024

Marketing News

In the News



Media Mentions

For the month of April, we had 22 media mentions with a 38% increase over previous month. Our coverage ranged from the Current Cultural Plan to the Rays Artist Series along with events and opportunities at the Gallery. This month, we were even featured in Tampa Bay Times' ["18 ways to celebrate Earth Day in the Tampa Bay area."](#)

Explore artistic gems at Pinellas' many galleries and festivals

By NANETTE WISER, TBN Correspondent Apr 5, 2024



1 of 5

Special Sections



Discover Pinellas

To view our latest e-Edition click the image on the left.



Medical & Dental Guide

To view our latest e-Edition click the image on the left.



Active Living

To view our latest e-Edition click the image on the left.

Arts & Entertainment Featured

Take the Survey by April 30! Pinellas' Arts Coast Cultural Plan examines \$294 million in economic activity

April 27, 2024

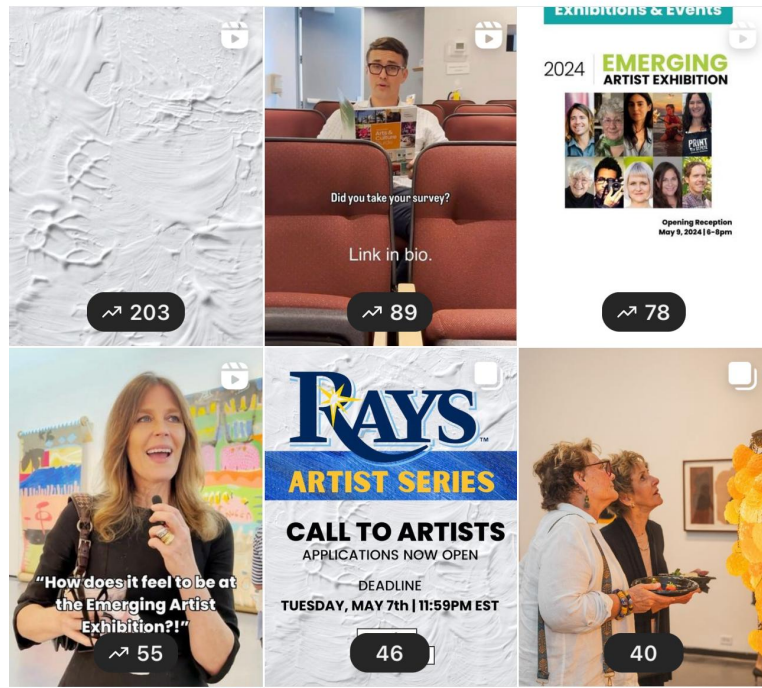
1762



Digital Engagement

Instagram Metrics

- With 139 new followers, we have increased followers by 1.7%
- Total Followers: **6,150**
- **Engagement has increased** amongst our current followers by **17.4%**
- **Reels lead in most engaged posts** with an **increase of 19.4%**



Overview

Reach ⓘ

4,283

Higher than typical

Impressions ⓘ

5,358

Higher than typical

Interactions ⓘ

313

Higher than typical

Plays and watch time

Plays ⓘ

2,969

Typical

Initial Plays 5,130
Replays 1,655

Average watch time ⓘ

7s

Typical

Watch time ⓘ

5h 23m

Higher than typical

Reach

From organic

2,434

From paid

2,011

Interactions ⓘ

Likes ⓘ

128

Higher than typical

Comments ⓘ

7

Higher than typical

Shares ⓘ

130

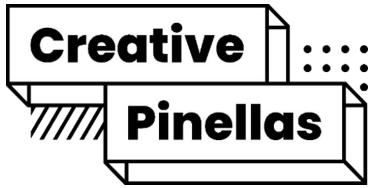
Higher than typical

Saves ⓘ

48

Higher than typical

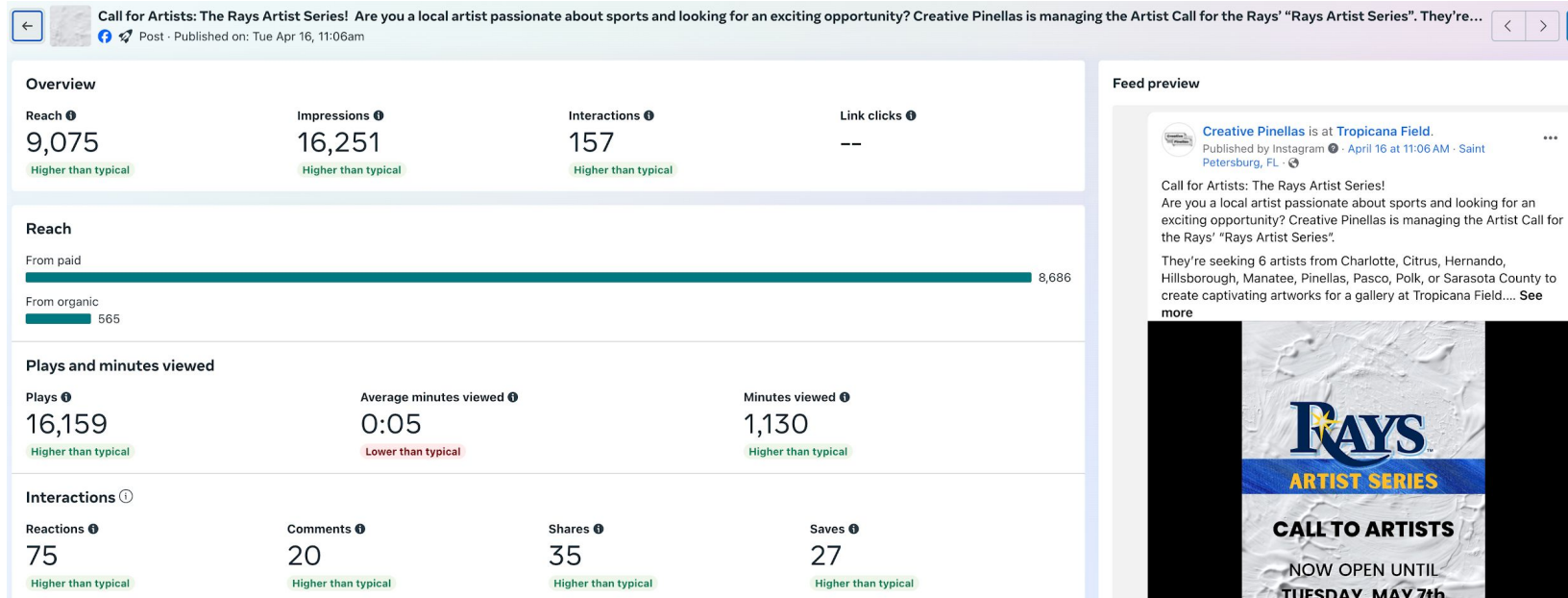
Digital Engagement



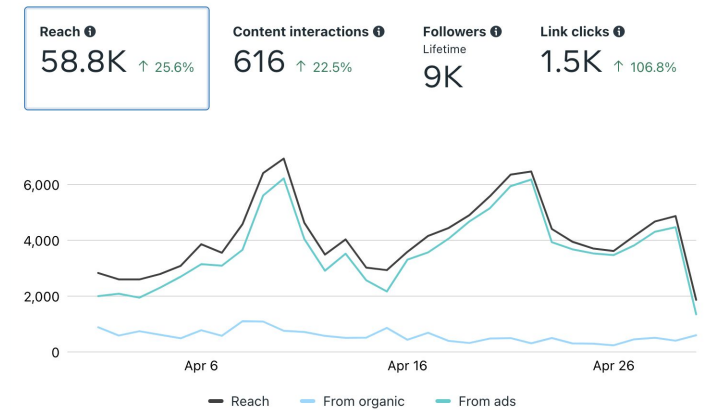
Facebook Metrics

- **58.8K Reach – Increased by 25.6%** with paid ads support
- **Our most interacted post was our reel for the RAYS ARTIST SERIES**
in part to it being a paid ad, partner name recognition, and having the most number of shares
- **Our followers are at 9K** with **increased content engagement this month** along with **link clicks increasing by 199%**
- **Top performing posts are Reels, top performing engagement are link clicks**

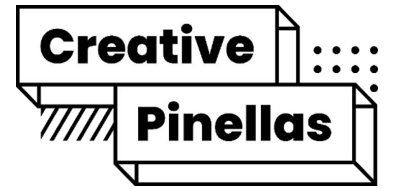
Top Interacted Post in April



Overall Performance in April



Digital Engagement



Website and Email Metrics

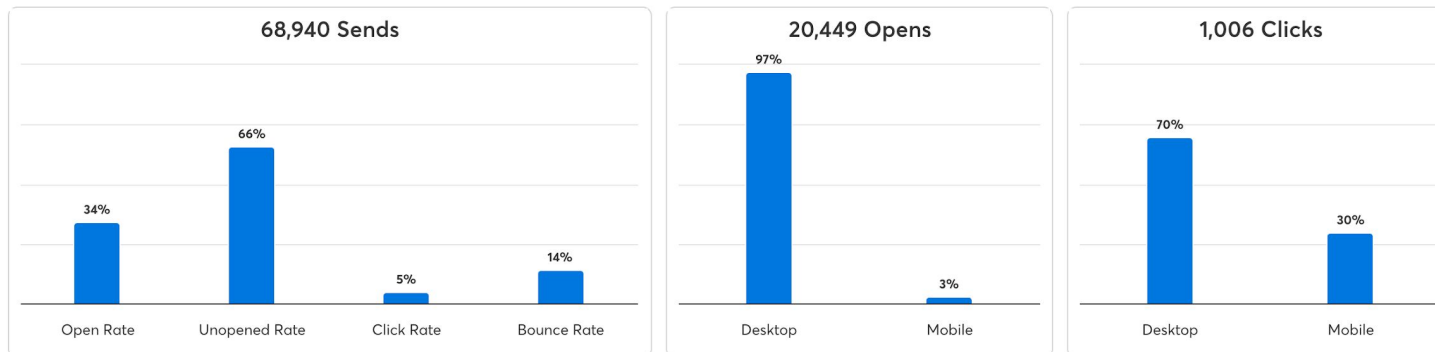
Website

- **In April, we received 11,000 visitors;** down 25% from previous month due to also driving traffic to our Current Pinellas County Cultural Plan site (currentartscoast.com)
- **Our engagement rate increased by 17% to 44.37%; and now 88% look for events at Creative Pinellas.**
- **Search traffic over the last 28 days had 351K impressions (+11.6% from last month) with 5.1K clicks (+8.5% from last month)**

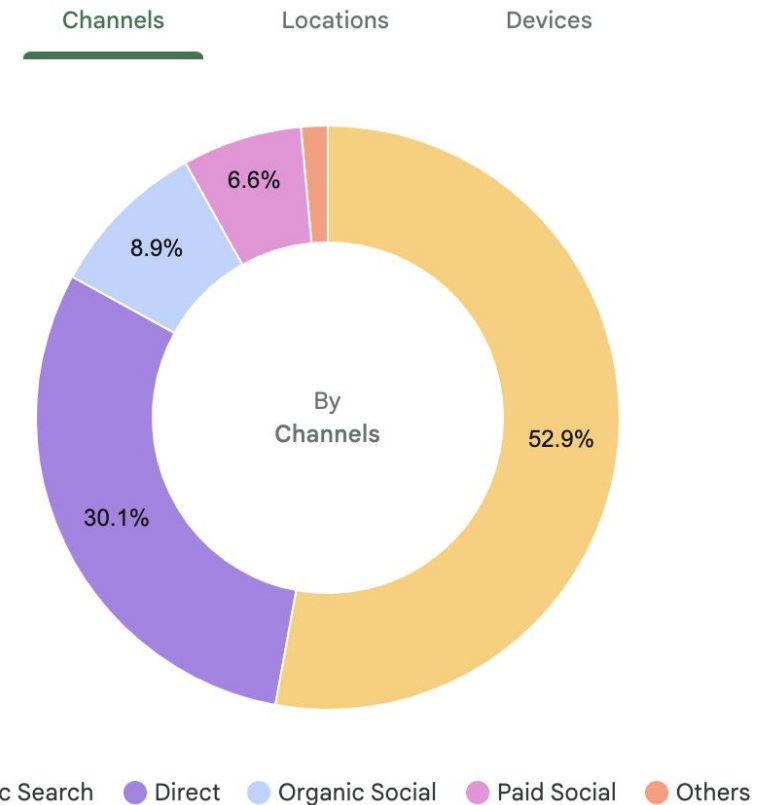
Email

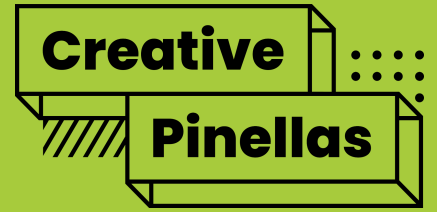
- **Last month, we had over 68,900 sends**
- **Our open rate for March was at 34%; and 5% click rate which was up 1%**
- **Our contact growth was up 165 with our list nearing 8,000**

Email Overview



Users Web Sessions





Grants Department Progress

Grant activities highlights

We:

- Clarified role for Rays to managing Artist Call and Artist Selection
- Launched Rays Artist Series 2024
- Selected a new Grants Management software to launch in July: Submittable
- Drafted 2025–26 State of FL grant ask – & oriented staff to the grant
- Drafted 2023–24 State of FL grant report
- Drafted 2025–26 NEA grant ask
- Completed Emerging Artist Grant payment requests
- Completed 1 Largo & 2 S. Pasadena Murals
- Provided County with Signal Box artwork from Artists – in review
- Held check-in meetings with Creative Pinellas NEA Artists
- Shared SPAA's camp grant opp to those families we couldn't grant to
- Received cross-posting from Hillsborough Arts of Rays opportunity

Recently Completed Projects



Emily / Largo



Kimberly Nails Mena

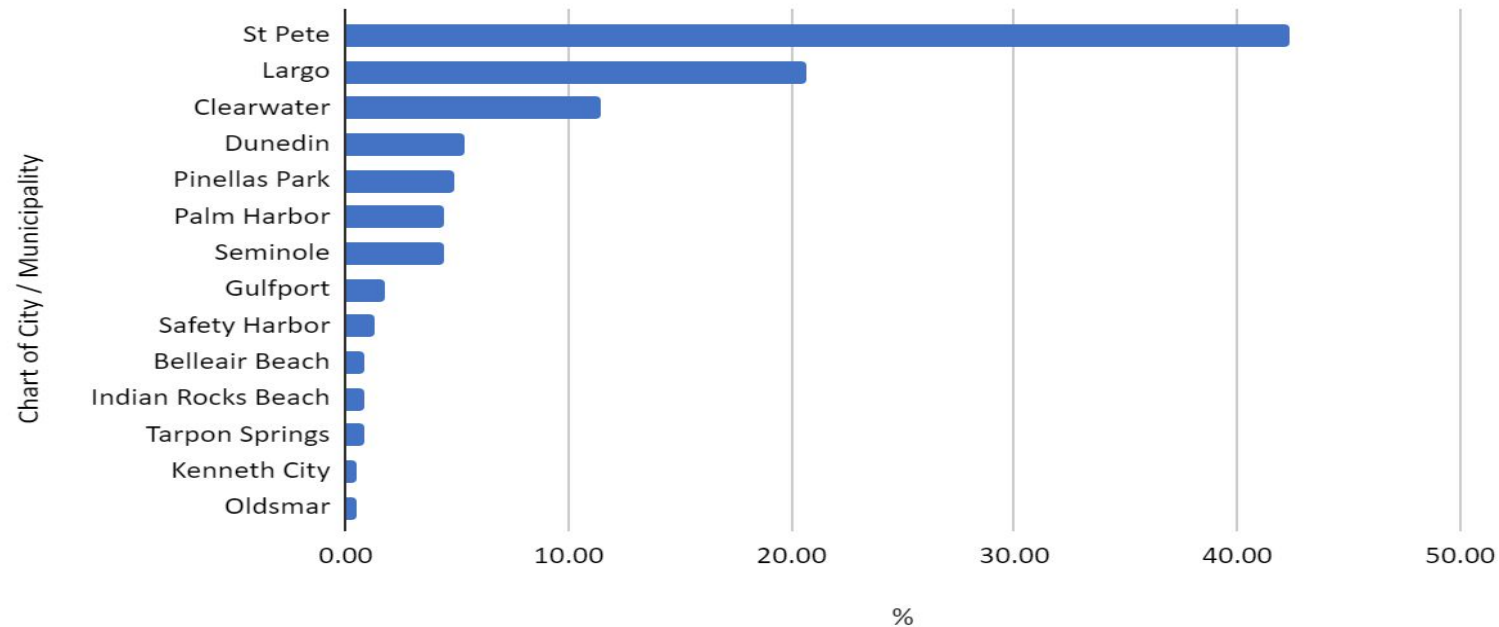


Bar & Grill Sydney

2024 Arts Catalyst – 227 Camp Grants by City

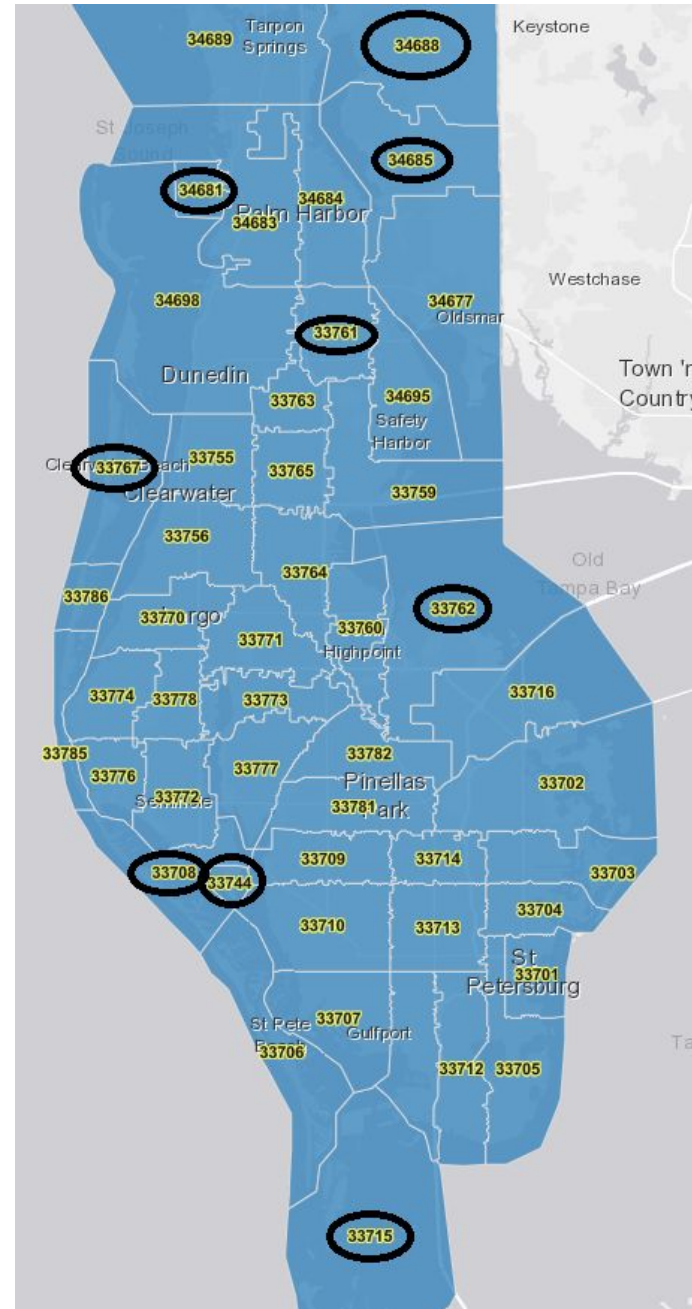
Our Summer Camp program served youth and families throughout Pinellas County.

% of Arts Catalyst Summer Camp Grants 2024 - by City / Municipality



2024 Summer Camp: Zip Code Penetration

- \$63K to 12 different arts-focused summer camps
- Campers from a majority of Zip Codes
- Only the 9 circled Zip Codes = no grants



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- Worked with Margaret & Kim to select new Grants Management software to launch in July: Submittable
- Drafted 2025–26 State of FL grant ask – & oriented staff to the grant
- Drafted 2023–24 State of FL grant report
- Drafted 2025–26 NEA grant ask
- Completed Emerging Artist Grant payment requests
- Completed 1 Largo & 2 S. Pasadena Murals
- Visited St. Pete City Theatre, LRMA, Morean, and more
- Provided County with Signal Box artwork from Artists – in review
- Held check-in meetings with Creative Pinellas NEA Artists
- Shared SPAA's camp grant opp to those families we couldn't grant to
- Received cross-posting from Hillsborough Arts of Rays opportunity

Creative Pinellas continues to serve as a City Partner and Arts Project Manager for municipalities throughout the County



Emily / Largo Crosswalk
Tayman

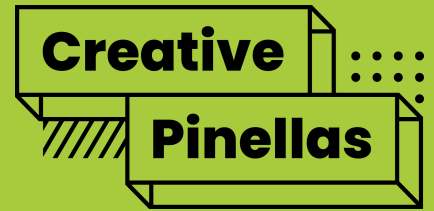


Kimberly Nails Mena

Artist: Ximena Sousa



Bar & Grill Sydney Prusso



The Gallery at Creative Pinellas

Spring and Summer 2024 Exhibitions



EMERGING ARTIST EXHIBITION 2024

May 9 – July 21, 2024

Working in different genres and mediums, ten exceptional grantees highlight the incredible diversity and richness of the arts in Pinellas County.

Related Audience Engagement Programs

May 9 – Opening Reception and Performance

ARIST TALKS

May 18 @ 1pm – *Fran Fallia*

May 19 @ 1pm – *Harriet Monzon-Aguirre*

May 29 @ 7pm – *Gaby Rosa*

May 30 @ 7pm – *Kaitlin Crockett & Tyler Gillespie*



Flora & Fauna

May 23 – July 8, 2024

Showcasing the artworks of A Galban, Adriano Nicot, Jorge Dans, Froilán Escobar, Josignacio, and Leslie Hiatt. Curated by A Galban and Tarin Mohajeri

Related Audience Engagement Programs

May 23 – Opening Reception

May 25 – Artist Conversations

Awardees of the Beyond Placemaking Grant from Creative Pinellas and the National Endowment for the Arts, the *Flora & Fauna* artists have partnered with the Florida Botanical Gardens Foundation to provide art experiences for people of all ages and abilities.



Threads of Nature:
*Art Inspired by the Florida Botanical
Gardens*
Tampa Bay Surface Design Guild
July 18- October 6, 2024



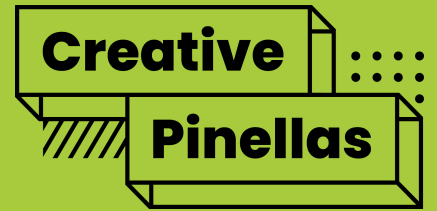
Florida Watercolor Society
54th Annual Exhibition
August 8 – October 14, 2024

Pinewood Partners 2024-2026 Planning

As the fourth most widely visited cultural attraction in Pinellas County, we are unifying our programming to include collaborative celebrations of our partners' history, as well as joint programs honoring Pinellas County's unique role in Florida history.

- Campus-wide celebrations
- Quarterly special events
- Night Art Market
- 25th Anniversary of Florida Botanical Gardens and Gulf Coast Museum
- 50th Anniversary of Heritage Village
- Monthly Third Saturday Family Activities
- Campus-wide Field Trip marketing





Tourism Development & Creative Pinellas



VSPC Partnership

Creative Pinellas is working with the VSPC Digital Marketing Team to develop a strategy for content sharing and sustained collaboration.

- Arts Navigator admin site was shared with the digital marketing team at VSPC for an evaluation on organizing events. Ownership of Arts Navigator may move to VSPC depending on viability of product.
- Explorations are underway to develop a streamlined data collection approach so that VSPC, Creative Pinellas, the county and other partners could access arts events and cultural data all pulling from the same source.
- Creative Pinellas is redesigning Arts Coast Magazine content to foster collaboration, assist in tourism marketing, and showcase arts and cultural programming. These changes will drive attendance to cultural programming and arts events through previews and announcements
 - Coordinate with VSPC on story design for easier cross-promotion
 - Create an editorial calendar to allow for content planning
 - Create search options via location/city/region
 - Incorporate VSPC initiatives and campaigns into content

AWARENESS BUILDING:

VSPC Director of Digital Marketing will present in June 2024 their data analytics platform to all Pinewood Partners

VSPC Digital Marketing team will hold their May meeting in the Creative Pinellas boardroom and will tour of our campus.