



# **Creative Pinellas**

## **TDC REPORT**

### ***JULY 2024***

# ADVOCATING FOR THE ARTS

**Creative  
Pinellas**

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



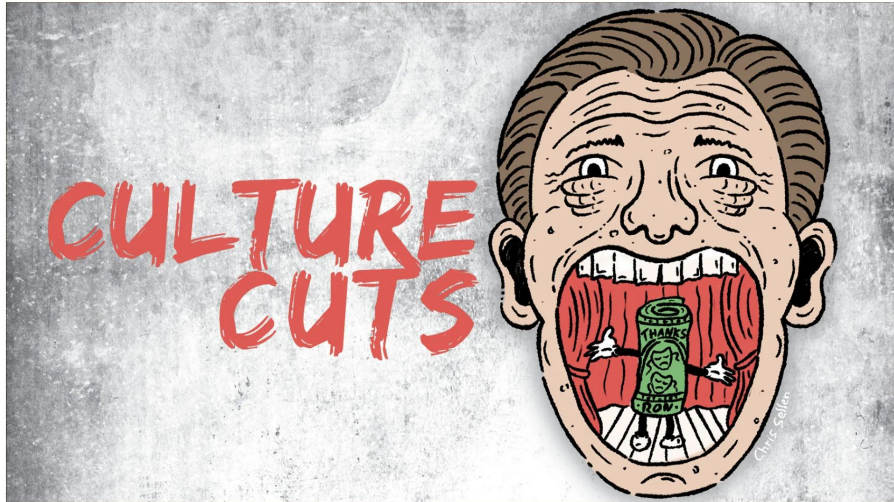
## Media Mentions

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

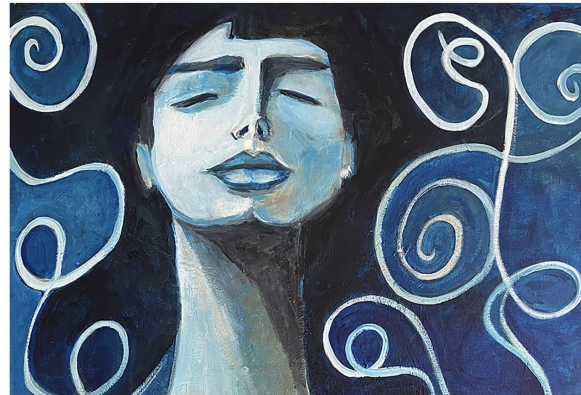


### CREATE

## 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



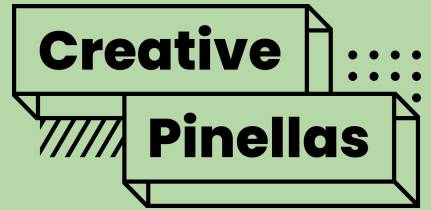
City Council Member Gina Driscoll, Andrew Pink, Creative Pinellas' CEO Margaret Murray, Celeste Davis Director of Arts Culture & Tourism (City of St. Petersburg, Florida), and WADA board chair Mark Aeling discuss the future of the arts in St. Pete



**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!***

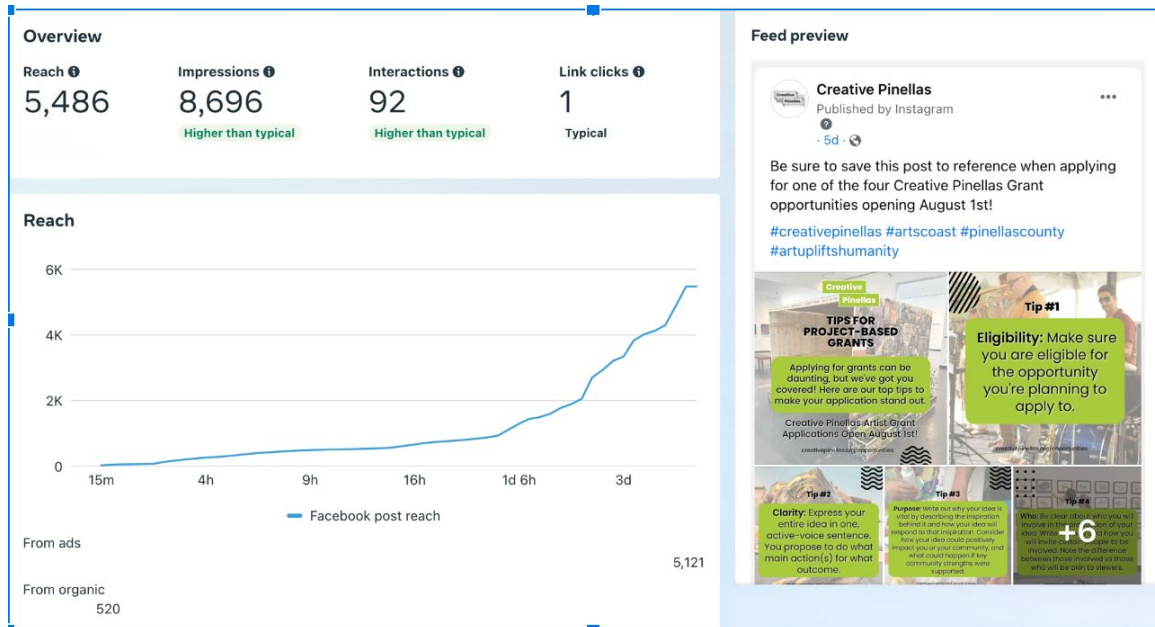
# Digital Engagement



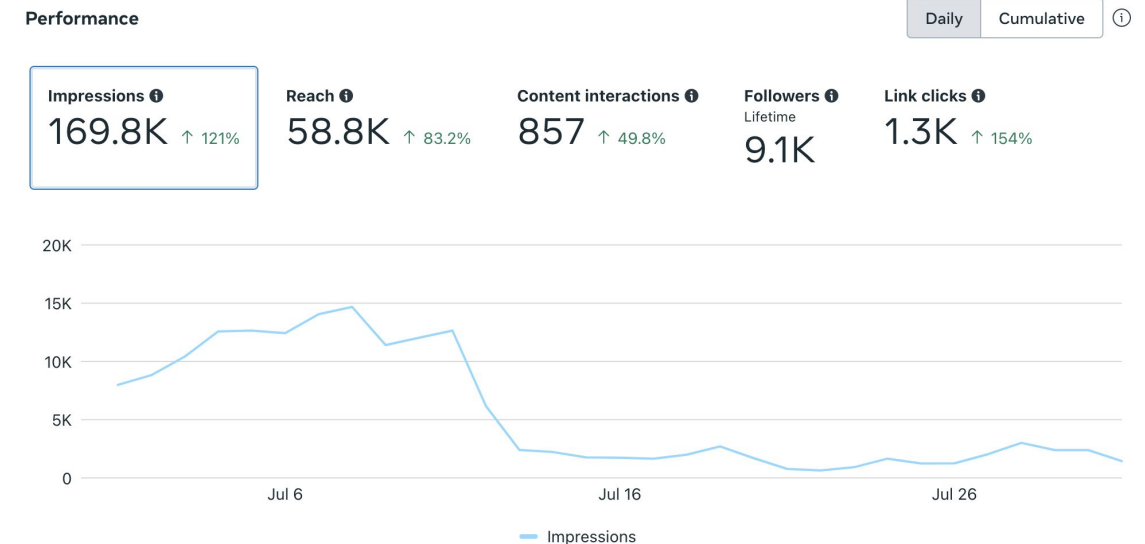
## Facebook Metrics

- **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

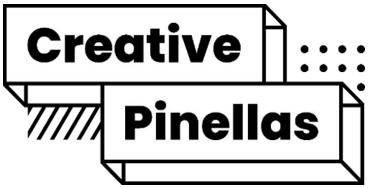


## Overall Performance in July





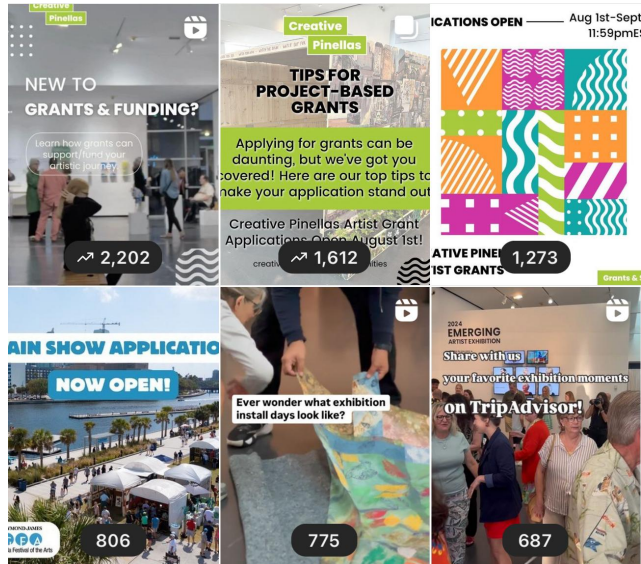
# Digital Engagement



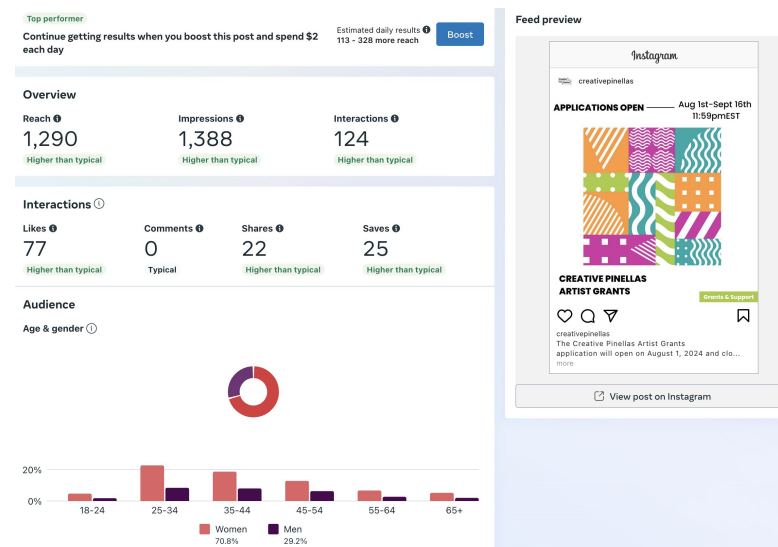
## Instagram Metrics

- 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

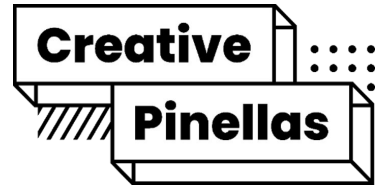
## Overall Top Campaigns



## Top IG Post in July



# Digital Engagement



## Website and Email Metrics

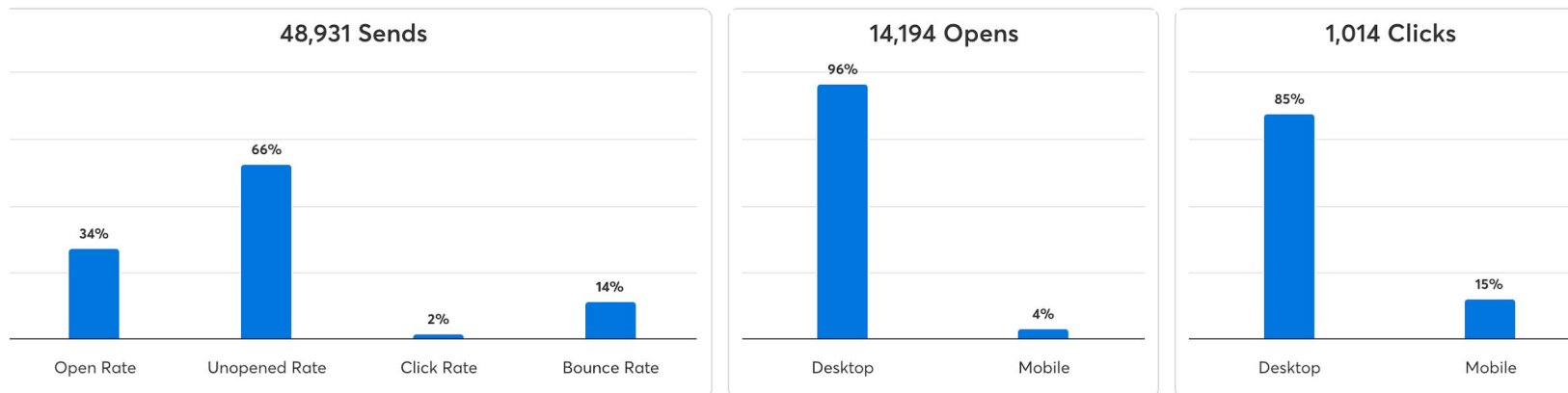
### Website

- **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

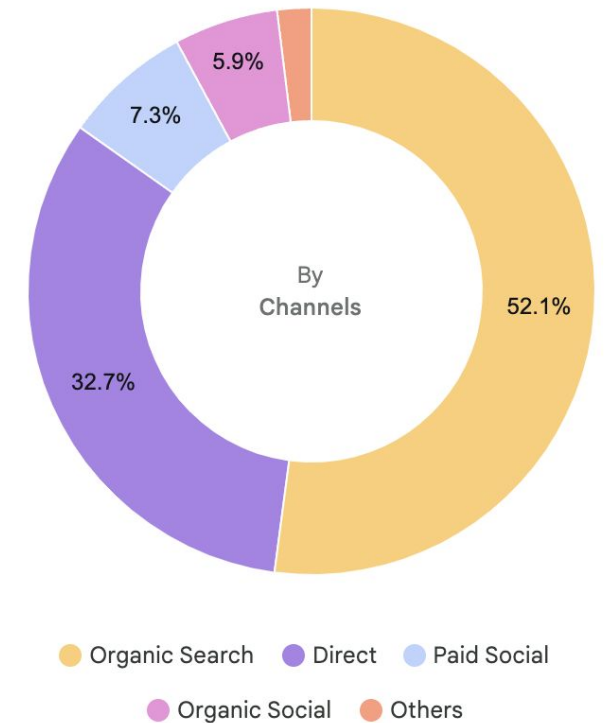
### Email

- **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**

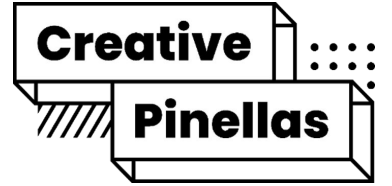
### Email Overview



### 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](https://vote.cltampa.com)**







**The Gallery  
at Creative Pinellas**  
***JULY 2024***

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

<b>1/23-8/23</b>	<b>1/24-8/24</b>	<b>Increase</b>
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Orders: 257	925	260%
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Sales: \$6231	\$31,382	404%
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**Threads of Nature: *Art  
Inspired by the Florida  
Botanical Gardens***  
*Tampa Bay Surface  
Design Guild*

Opening Reception  
July 18, 2024

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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





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Florida Watercolor Society  
53<sup>rd</sup> 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





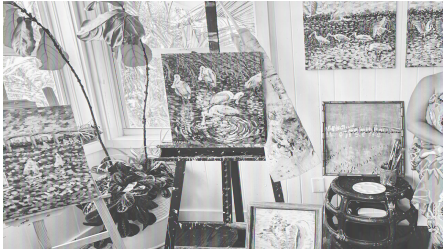



# Final / Recently Completed Signal Box

Gulfport Blvd. & 58th St. S.

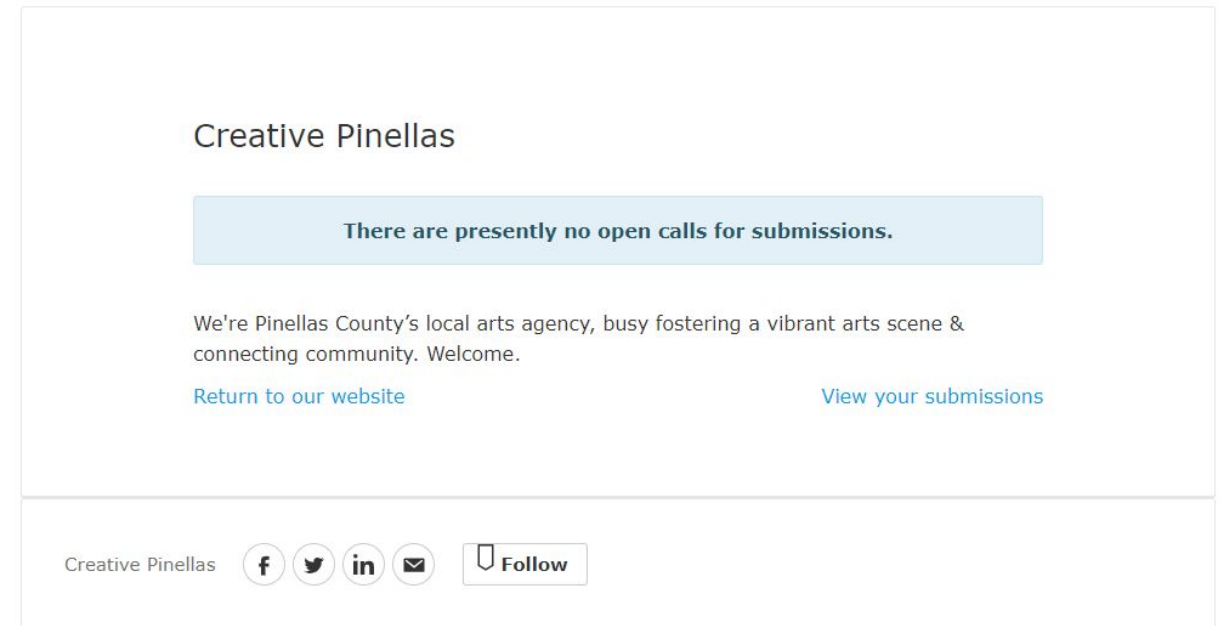


# Soon! Artwork Reveal Aug 9 for Rays Artists

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

# 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



# 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**

