

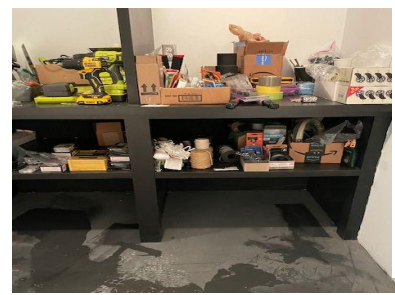
Creative Pinellas

October 2024

OVERVIEW

Hurricanes Helene and Milton have resulted in:

- Gallery closure for 3 days in September, and we have been closed from Oct. 6 - present
- The galleries flooded, damaging carpeting and supplies, while the administrative offices received minimal water intrusion.
- This has resulted in a financial setback for the organization, with sales and visitation curtailed.



How we are supporting the arts in Pinellas County

We have coordinated a supply drive throughout Pinellas County:

- Dunedin Fine Art Center
- freeFall theatre
- FloridaRAMA
- Pinellas Arts Village

- We are offering free workspace to displaced artists and arts organizations

- We are working with 26 local artists on a #Still Shining pop-up exhibition, a collaboration between VSPC and Creative Pinellas

- Our Arts Annual Hurricane Relief Fundraiser will provide funds to artists and arts organization



ARTS ANNUAL HURRICANE RELIEF FUNDRAISER

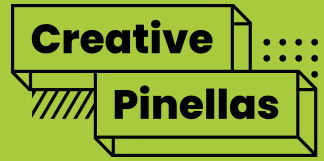
Dec. 7, 2024 6–9pm

With the money raised through ticket sales, sponsorships, donations, and art sales, ***Creative Pinellas will distribute 80% of the net proceeds to Pinellas County artists and arts organizations.***

This fundraiser will:

- Help an artist return to their studio: Not only have many artists lost their homes, they have lost their studios.
- Support housing stability for artists: Many artists are now scrambling for places to live; your support will help pay rent or help them find new places to live
- Help our cultural community regain their livelihood: Your donations will help artists and arts organizations continue their creative work, speeding up the cycle of recovery.





Grants Department

October 2024

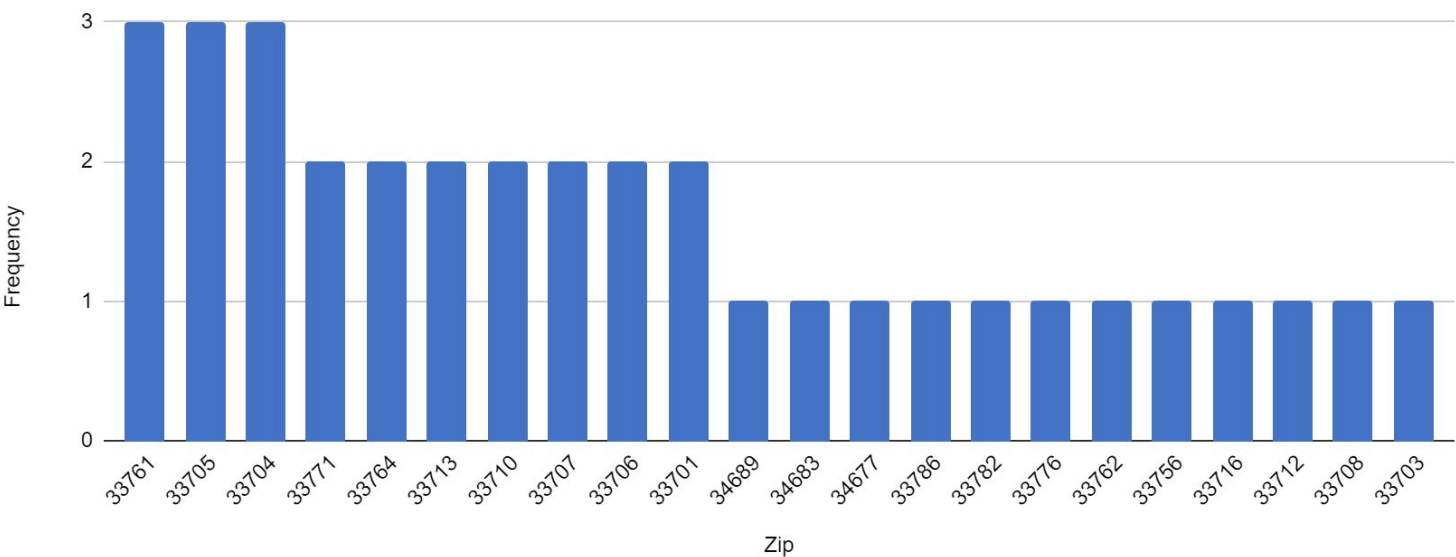
Grant Dept. Activities Highlights

We:

- Supported Gallery Staff with Submittable designs and reviews for Arts Annual / Hurricane Benefit
- Due to hurricanes' effects, adjusted Individual Artists grants timelines, including for panel reviews
- Facilitated panel reviews of Individual Artists grants
- Submitted initial FEMA application for funds to cover costs of Gallery losses due to Hurricane Milton
- Paid grant balances to Arts Camps that invoiced
- Re-connected with County to re-begin Signal Boxes 2025 project
- Re-connected with Lealman Exchange to re-begin public arts 2025 project
- Re-connected with Tax Collector to re-begin indoor mural 2024 project
- Programmed applications for Arts Camps Providers & Campers 2025
- Spoke as part of panel at Center for Health Equity events on the arts

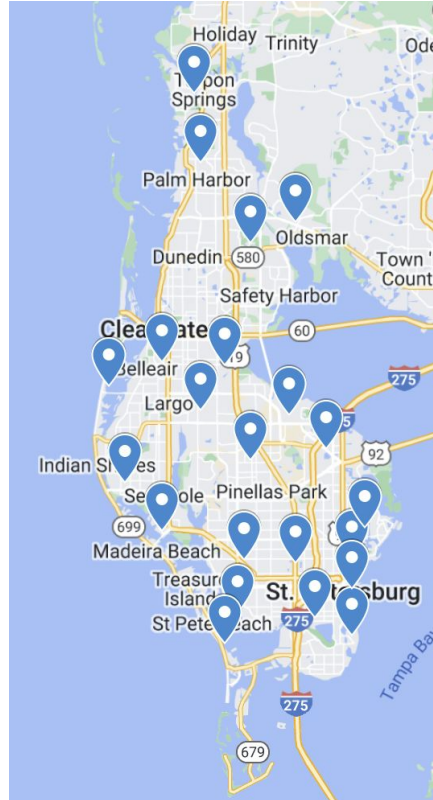
Selected for 24-25 Grants by Zip Frequency

Zip Code Frequency - Selected Individual Artists for Grants 2024-25



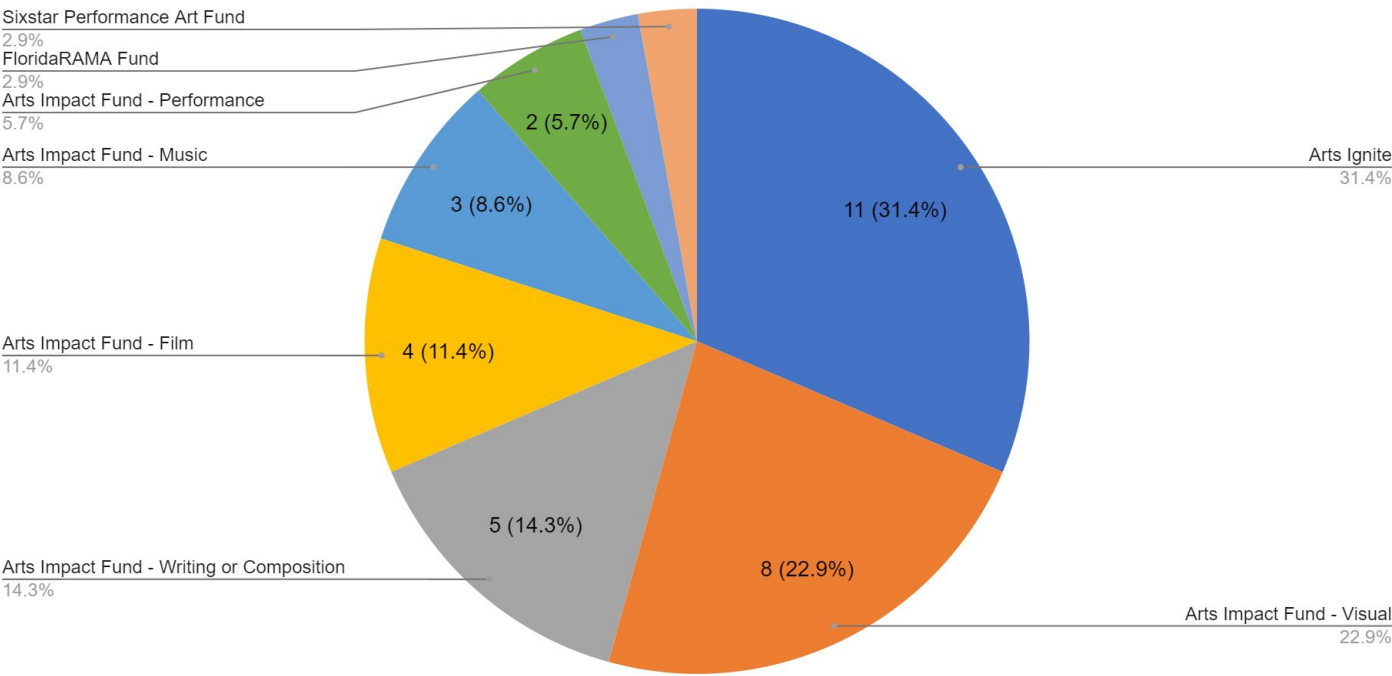
Selected for 24-25 Grants by Zip Map

- 22 Zip Codes across Pinellas County where selected Individual Artists live



Selected for 24-25 Grants by Fund Frequency

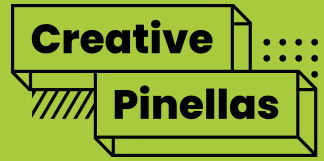
Fund Frequency - Selected Individual Artists for Grants 2024-25



Individual Grants Funded v. Applications

We continue to see more demand than we are able to meet, and anticipate this gap increasing in FY 2025/26.

<i>17.5% of requests funded</i>	
2024-25 Grants Requested	2024-25 Grants Funded
\$610,751.60	\$107,026.00



The Gallery at Creative Pinellas

October 2024

Hurricanes Helene and Milton

- On Tuesday, September 24, the Gallery was secured for Hurricane Helene's landing. No damage resulted.
- On Sunday October 6, the Gallery began an emergency deinstallation of 156 pieces of artwork from the Surface Design Guild and the Florida Watercolor Society prior to Hurricane Milton's landing. By Tuesday evening, all artwork had been picked up or was safely stored.





Tampa Bay Latin International Film Festival



- The Latin International Film Festival was rescheduled to October 6 due to storm damage to Pinewood Park from Hurricane Helene. Even with Hurricane Milton, the 75 attendees had a terrific time.



Pumpkinfest 2024

•On October , Pinewood Park allowed visitors in for a few hours for the FL Botanical Garden's Pumpkinfest. Creative Pinellas provided art activities which saw 472 participants.



Open Submissions for Arts Annual 2024 October: Artist Juries & Notification

52% of this year's Arts
Annual artists will be
shown at Creative
Pinellas for the first time

2024 ARTS ANNUAL

PARTICIPATING ARTISTS

Film and Performance

Sheila Cowley

Polita Glynn

Amy Collins

Courtney Elvira

Marquis Floyd

Nicholas Garlo

Alexander Jones

Mark Feinman/La Lucha Trio

David Manson/O Som Do

Sharon McCamon

Leigh Davis

Suzanne Weiland

Literature

Gregory Byrd

Ani Crane

Antonia Lewandowski

Maureen McDole

Kaitlin Murphy-Knudsen

Lenore Myka

Tiffany Razzano

Lisa Rowan

Thomas Sayers Ellis

Ree Shapiro

Rachel Shapiro

Paul Wilborn

2024 ARTS ANNUAL SELECTED VISUAL ARTISTS

Elizabeth Barenis

Christina Bertsos

Steph Blondet

Matthew Boyle

Kyle Brown

Wendy Bruce

Brigette Coover

Neverne Covington

Kate Cummins

Javier T Dones

Kimberly Engel

Laura Frederick

Emmett Freeman

Jodi Fuchs

Kleon

John Gascot

Michelle Gordon

Kevin Grass

Bonnie Hacker

Samuel Hammer

Ethan Harmon

Susan Hess

Latonya Hicks

Merritt Horan

Kenny Jensen

Tracy Kennard

Patricia Kluwe Derderien

AGalbon

Cora Marshall

Rhys Meatyard

Davida Milne

Harriet Monzon-Aguirre

Gianna Pergamo

Zoe Pappas

Ashley Rivers- The Nature of Fire

Mike Toth

Takeya Trayer

Angela Warren

Marilynne Wasielewski

Joseph Weinzettle

Amanda Westenberg

Luci Westphal

2024 ARTS ANNUAL POP-UP SHOP PARTICIPANTS

Taboose

Casey Lee

June Bunch

Javier T Dones

Molly Duff

Patricia Fustino

Mason Gehring

Susan Hess

Percy Kleinops

Abby Knauff

Kerry Kriseman

Anna Laxton

Antonia Lewandowski

Harriet Monzon-Aguire

Suzanne Murphy

Gianna Pergamo

Ashley Cabrera

Sketzii

Val Steur

Pamela Joy Trow

Valorie Vogel

Mike Toth

Patricia Rella

Sara O'Donoghue

Kathy Reilly

By the (Abbreviated) Numbers

October 2024

October 2024

Total Attendance: 665

Donations: \$ 24

Art Sales: \$ 0

Café Sales: \$ 27



October 2023

Total Attendance: 1186

Donations: \$ 207

Art Sales: \$ 5,180.00

Café Sales: \$ 124



Marketing Department

October 2024

In the News



Media Mentions

In October, we received 5 media mentions, featuring coverage focused with our hurricane relief initiatives for artists and arts organizations. The decline was a result of two hurricanes affecting our area.

CREATE

Creative Pinellas offering free work spaces - when power returns



Published 3 weeks ago on October 14, 2024

By Bill DeYoung



Creative Pinellas' offices and gallery are located in Largo's Pinewood Cultural Park (pictured pre-hurricanes). Photo provided.

EVENTS & FILM

Resources available for Tampa Bay artists affected by hurricanes Helene and Milton

Tampa Arts Alliance and Creative Pinellas offer Tampa Bay artists resources in the wake of hurricanes Helene and Milton.

By Jennifer Ring on Fri, Oct 11, 2024 at 1:31 pm

SEND A NEWS TIP



click to enlarge

TRENDING



Tampa Bay hardcore scene to honor the late Joshua Couture at two-day Hammer & Nail Fest

By Ray Roa Nov 6, 2024



Tampa Bay Elections 2024: Winners and losers

By Ray Roa Nov 6, 2024

NEWSLETTERS

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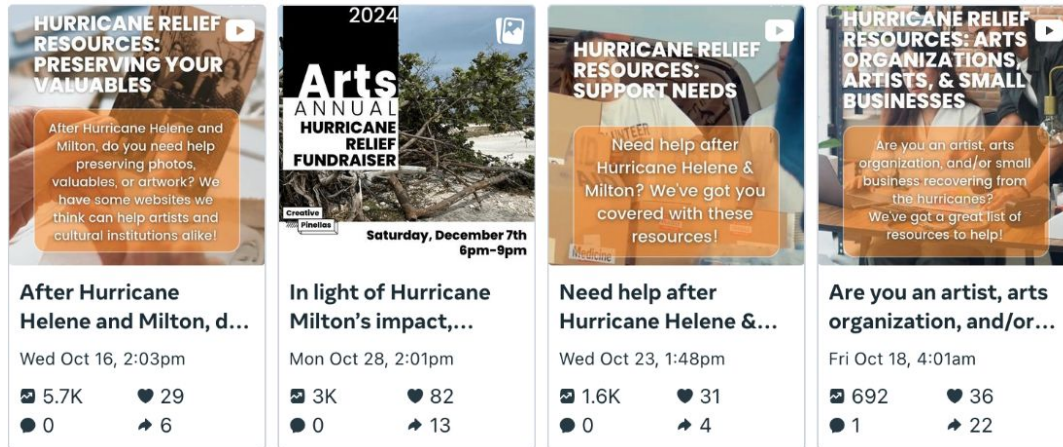
Digital Engagement



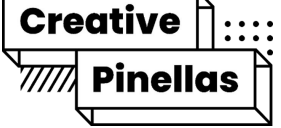
Instagram Metrics

- **With 40 new followers.** Total Followers: **6,574**
- Reach is **up by 148.6%** proving that Instagram has our highest engaged audience.
- One of the **highest shared posts this month with 50 shares** was our Hurricane Relief Initiatives Reel.
- **Top Campaigns:** Hurricane Relief Initiatives & Resources dominated our reach and interaction numbers.

Overall Top Campaigns



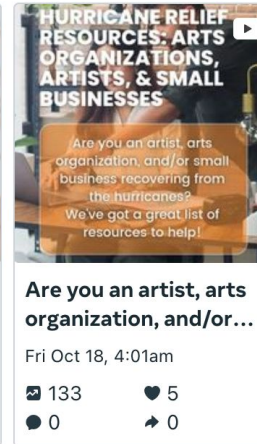
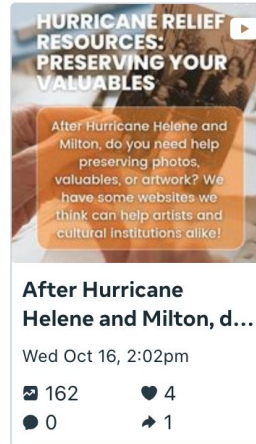
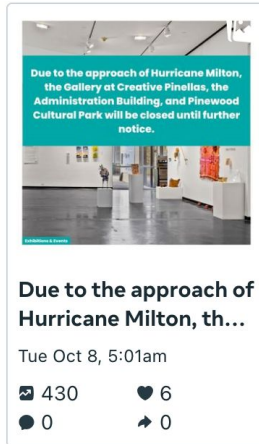
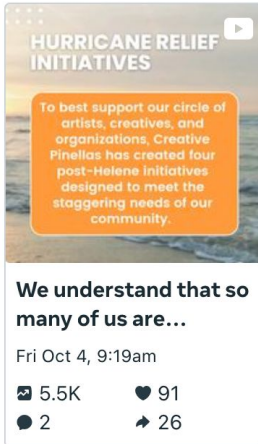
Digital Engagement



Facebook Metrics

- Hurricane Relief Initiatives & Resources dominated our reach and interaction numbers.
- Our organic posts have garnered a higher reach in October resulting in more interactions. This tells us that our audience engages more with our organic feed.
- Our highest reach numbers in FB stories happened this month.
- Followers have increased consistently **to 9,220**
- **New followers increased by 34**

Top Interacted Post in October



Digital Engagement



Website and Email Metrics

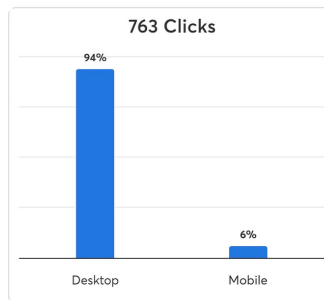
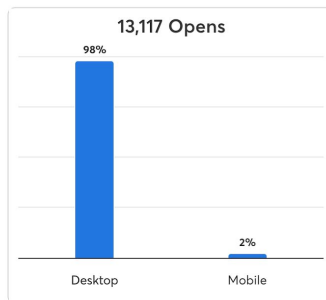
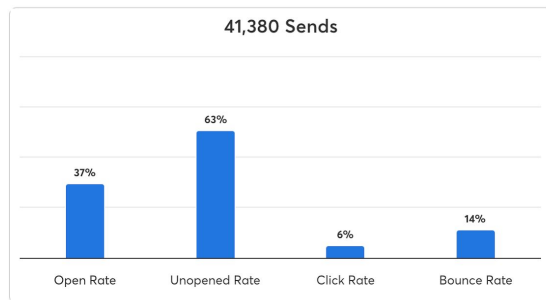
Website

- In October, we received **12,000 visitors**, slightly down from the previous month.
- Average engagement rate was up over: 44%, with over **90% of users looking for events at Creative Pinellas**, slightly down last month.
- **Search traffic during September had 541K impressions** (+7.5% from last month) and 6.83K clicks
- The search impact on Google continues to grow month after month, **nearing 7,000**.
- Since June 2023, people viewed our site **over 345,000 times**.

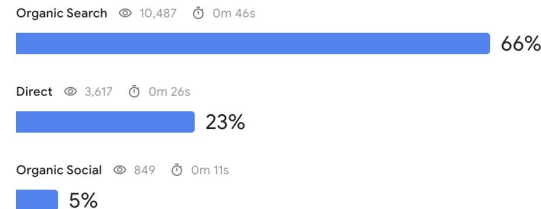
Email

- Last month, we had **over 41,380 sends** (down 43% due to the hurricanes)
- Our **open rate for October was up again at 37%**, with a **2% click rate** and **doubled since previous year**
- We added 22 new contacts, bringing the total to **over 8,400 contacts**.

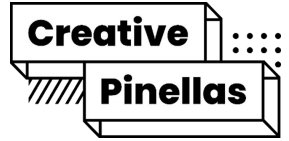
Email Overview



Top Traffic Channels



Connections



Creative Pinellas, Visit St. Pete–Clearwater, and Local Artists Unite



Creative Pinellas is proud to offer a new fundraising initiative, *Still Shining*, debuting at this year's Arts Annual Hurricane Relief Fundraiser on December 7th at the Gallery at Creative Pinellas. Sponsored by Visit St. Pete–Clearwater (VisitSPC), *Still Shining* showcases the work of 25 Pinellas County artists, each creating a unique 12x12 artwork celebrating the resilience and enduring beauty of the region in the wake of Hurricanes Helene and Milton.

Sponsored by:

