

Grants Department

November 2024

Grant Dept. Activities Highlights

We:

- Facilitated the Arts Ignite Fund panel – which decided on \$4826 in funding for 10 Artists
- 2025-26 Department of Arts & Culture / Department of State application panel: received a score of 95.5/100 for a \$150K grant
- Pinellas County Tax Collector: Indoor Mural by local artist
- Finalized Camp Grant programming for \$63K in grants
- Co-penned 2024 hurricane-effects survey
- Finalized five-year public art contract with Lealman CRA
- Participated as Clearwater PSTA public art panelist
- Held final reflection meeting for Creative Pinellas NEA Artists 2024
- Scouted for Lealman 2025 mural locations
- Designed Calls to Artists and applications for Pinellas County Art Works Signal Boxes 2025; Lealman CRA Signal Boxes 2025; and Hurricane Relief 2024-25

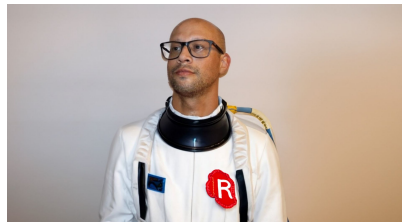
Creative Pinellas Arts Ignite Fund Artists 2024-25



Abby Knauff



Alice Ferrulo



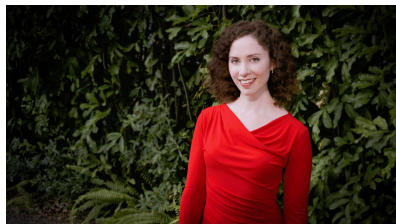
Arturo Romero



Carl Noll



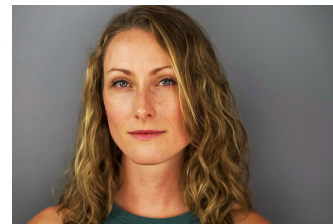
Jeff Morris



Jenna Jane



Jillian Holladay



Laura Frederick



Lisa Bagley



Tod Stephens

*Additional 24 Artists in
other Fund areas to be
announced December 16th*

Creative Pinellas Arts Ignite Fund Artists 2024-25

| Artist | Summary |
|------------------|--|
| Abby Knauff | To purchase a durable zine stand and curate zines to promote a range of artistic voices |
| Alice Ferrulo | To purchase professional video editing software access that will allow the Artist to edit their own videos for portfolio development and marketing |
| Arturo Romero | To purchase supplies to complete art projects that inspire local pride of area natural wonders |
| Carl Noll | To purchase art supplies to bridge the gap between art-making as a hobbyist and as a professional Artist |
| Jeff Morris | To support teen workshops focused on the intersection of grief and comics, with inspiration from the "True Believer" comic book |
| Jenna Jane | To acquire screenwriting software and professional playwriting training to increase opportunities to be produced by theatres |
| Jillian Holladay | To purchase a 500mm camera lens to better capture detailed images of the avian subjects of future artwork |
| Laura Frederick | To cover studio fees and clay supplies to allow the Artist to continue their work |
| Lisa Bagley | To market and promote the mixed-media diary exhibition "Hopes and Fears: My Diary of Cancer" to be shown at the Morean Arts Center |
| Tod Stephens | To finalize exhibit "Fractal Immersion" at Beach Cottage Gallery that increases viewer knowledge of fractals |

2024–25 Granted Artists Top Spring Learning Asks

| Out of 34 Artists | Topic Requests |
|-------------------|--|
| 21 | Submitting Work to Contests, Galleries, and More |
| 17 | Communicating About My Art in Proposals |
| 16 | Social Media |
| 16 | Establishing an LLC, Paying Taxes, and More |
| 14 | Artist Insurance |
| 13 | Non-Social Media Marketing |



Marketing Department

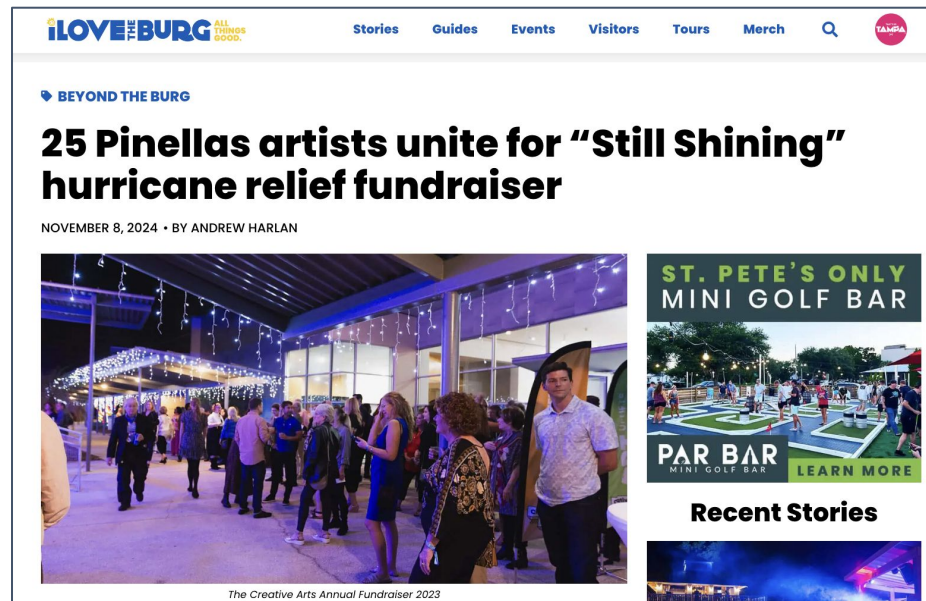
November 2024

In the News

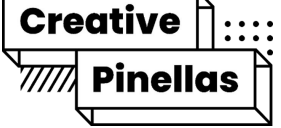


Media Mentions

In November, we received seven media mentions, featuring coverage of our Hurricane Relief Fundraiser and upcoming exhibitions. While slightly increased, the number of media mentions remains lower than usual due to disruptions caused by the hurricanes.



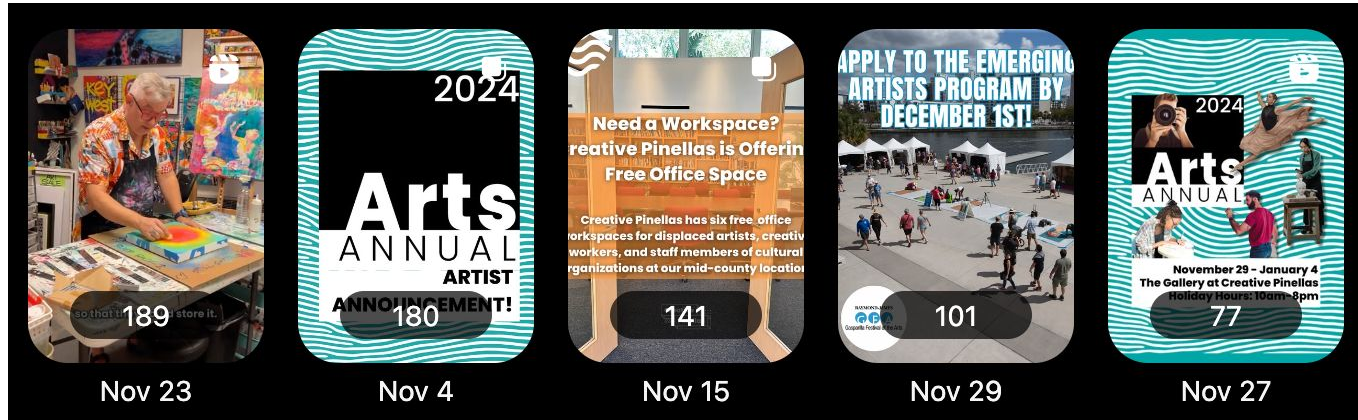
Digital Engagement



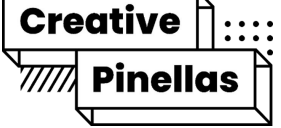
Instagram Metrics

- **Gained 86 new followers.** Total Followers: **6,641**
- Our artist and organization collaboration posts ranked in the top five campaign slots, indicating that collaborations boost audience engagement.
- Visits to our Instagram page and clicks on our link in bio increased significantly this month, with 522 visits to our page.
- **Top Campaigns:** Our first Collaboration Tag with VisitSPC resulted in our top campaign for the month!
- In second place was our Arts Annual Artist Announcement, followed by our Hurricane Relief Initiatives, a collaboration with Gasparilla Festival of the Arts, and the 2024 Arts Annual Exhibition

Overall Top Campaigns



Digital Engagement



Facebook Metrics

- Our most-viewed post, the Arts Annual Artist Announcement, surpassed the top five by thousands. In second place was the Still Shining Exhibition announcement, followed by the Pop-Up Gift Shop, a collaboration with the Gasparilla Festival of the Arts, and our Hurricane Relief Initiatives.
- Views were outstanding this month, garnering **over 125k and increasing by 196%**
- Videos/Reels still take the lead in having the largest reach to our current audience and new.
- Followers have increased consistently **to 9,223**
- **New followers increased by 31**

Top Interacted Post in November



2024 Arts ANNUAL ARTIST ANNOUNCEMENT!

We are thrilled to announce the artists...

Mon Nov 4, 2:05pm

7.6K 195 40 19



Still Shining EXHIBITION

Sponsored by: ST. PETER CLEARWATER

Creative Pinellas is excited to introduce...

Thu Nov 7, 11:46am

1.7K 41 1 10



POP-UP GIFT SHOP

OPEN WED-SUN 10 AM - 6 PM

FIND THE PERFECT HOLIDAY GIFTS WHILE SUPPORTING LOCAL ARTISTS!


HAND CRAFTED HOUSEWARES, JEWELRY, ART AND MORE.

STOP BY OUR CAFE FOR SNACKS, COFFEE, OR A DRINK

Creative Pinellas is excited to announce...

Tue Nov 26, 12:23pm

894 21 3 6




ARTIST TO THE LIFELONG ARTISTS PROGRAM DECEMBER 1ST!

Our good friends over at the Gasparilla...

Fri Nov 29, 4:00pm

882 7 1 3



Need a Workspace? Creative Pinellas is Offering Free Office Space

Creative Pinellas has six free workspaces for displaced artists, workers, and staff members of organizations at our community center.

Pinewood Cultural Park has re-opened

Fri Nov 15, 3:00pm

853 14 0 3

Digital Engagement



Website and Email Metrics

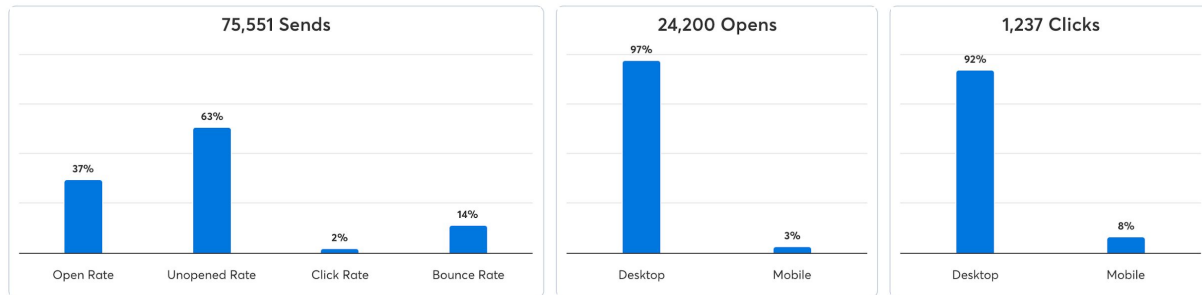
Website

- In November, we received **16,000 visitors**, up 33% from the previous month.
- Average engagement rate was 38%, with over **84% of users looking for events at Creative Pinellas**.
- **Search traffic during November had 524K impressions** and 6.66K clicks
- The search impact on Google continues to grow month after month, **nearing 7,000**.
- Since June 2023, people viewed our site **over 367,000 times**.

Email

- Last month, we had **over 75,551 sends (up 82%)**
- Our **open rate for November was 37%**, with a **5% click rate (increased over 40%)**
- We added 36 new contacts, bringing the total to **over 8,461 contacts**.

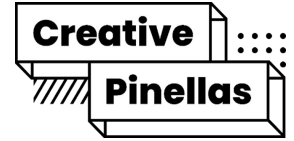
Email Overview



Top Traffic Channels

| | |
|----------------|------|
| Organic Search | 9.3K |
| Direct | 6.2K |
| Organic Social | 1.2K |
| Paid Social | 1.1K |
| Referral | 659 |
| Unassigned | 50 |
| Email | 34 |

Connections



Creative Pinellas and Pinellas County Collaborate to Assess Hurricane Impacts on Artists and Organizations.



**Help Shape the
Future of
Pinellas Arts**

**Were you impacted by the
recent hurricanes?**

Take Our Survey Today!



Creative Pinellas, in partnership with the County, is exploring recovery funding and future preparedness. The 2024 Post-Hurricanes Cultural Impact Survey, facilitated by Creative Pinellas, aims to assess financial impacts and resilience strategies. Hurricanes Helene and Milton caused nearly \$2.75 billion in damage, affecting over 40,000 homes in Pinellas County. Artist studios and cultural institutions were significantly impacted, with artworks, materials, and facilities destroyed or forced into extended closures. Our goal is to help artists and arts organizations recover and rebuild after these devastating storms.



Galleries at Creative Pinellas

November 2024

Gallery Recovery:

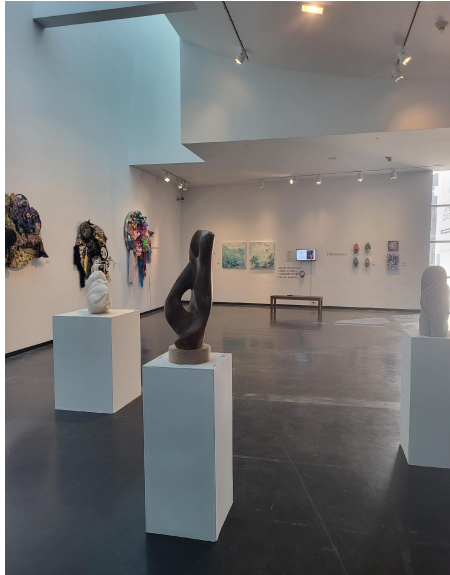
New Floors in the Visitor Center!





Gallery
Recovery:
Kitchen and
Bathroom
Floors
Cleaned and
Polished!

The Gallery Reopens with the Arts Annual Exhibition for Holiday Lights on November 29



Including the Debut of the Holiday Pop-Up Shop!



By the Numbers

November 2024

(November 29-30)

November 2024

Total Attendance: 398

Donations: \$42.00

Art sales \$0

Cafe sales \$14.98

Pop Up Shop \$121.45



November 2023

Total Attendance: 2927

November Art Sales:
\$913.65

Donations \$ 375.24

Coming Soon: January Exhibitions

Miniature Art Society of Florida 50th Anniversary



Samantha Modder: Source of All Hair, Wearer of All Socks

