



Creative Pinellas TDC Report

January 2025



Marketing Dept.

January 2025

In the News



Media Mentions

In January, we increased to 16 media mentions, with coverage highlighting county-wide beautification through outdoor art, several exhibitions ranging from miniature art to larger-than-life murals, and artists elevated through grants.

EVENTS & FILM **THINGS TO DO**

At Creative Pinellas, Sam Modder tackles consumerism, greed, status and oppression

'Source of All Hair, Wearer of All Socks' is up through Feb. 23.

By Jennifer Ring on Fri, Jan 31, 2025 at 3:47 pm

[SEND A NEWS TIP](#)

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TRENDING

-  **Interview: Before Tampa show, chef and 'Good Eats' host Alton Brown explains why he's ready to take a break**
By Wesley Roderick Jan 30, 2025
-  **Lifehouse frontman Jason Wade plays sold-out Ybor City concert this weekend**
By Josh Bradley Jan 29, 2025

NEWSLETTERS

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Signal Box Art Project boosting creativity on the streets of Tampa Bay

By Mark Wilson and Bryan Gray | Published January 28, 2025 3:40pm EST | What's Right with Tampa Bay | FOX 13 News | [➔](#)



Signal Box Art Project boosts creativity on the streets

Signal Box Art Project boosts creativity on the streets

FOX 13's Mark Wilson highlights Signal Box Art Project, a unique project that brings a splash of art to the streets of Tampa Bay by bringing many ordinary sidewalks and street corners in the Bay Area bursts of color in What's Right with Tampa Bay.



MODERN HOMES, TOP AMENITIES & EASY ACCESS TO WORLD-CLASS DESTINATIONS!

Riverwood – Zephyrhills, FL
From the mid-\$300Ks

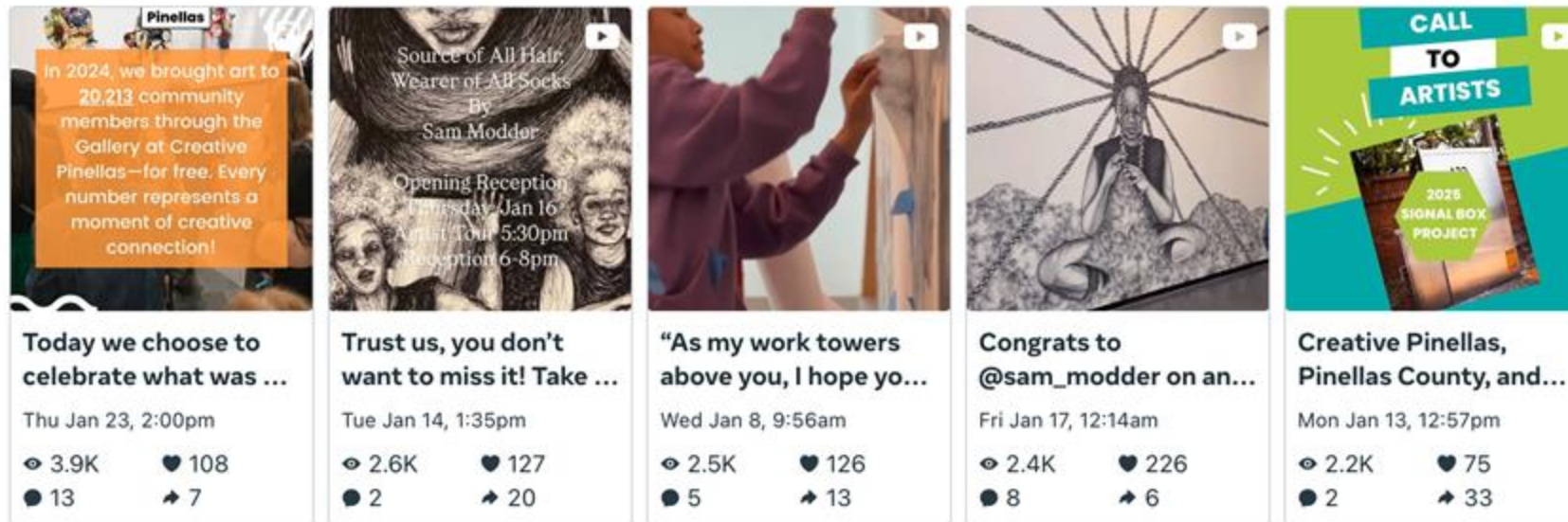
Digital Engagement



Instagram Metrics

- **Gained 195 new followers.** Total Followers: **6,835**
- **Views have gone up significantly in January, by 52.9%.** Paid ads contributed to 15.7% of that increase meaning the value of ads is quite significant.
- The **highest viewed post this month was our Year in Review carousel** followed by Sam Modder's Opening Reception Reel.

Overall Top Campaigns



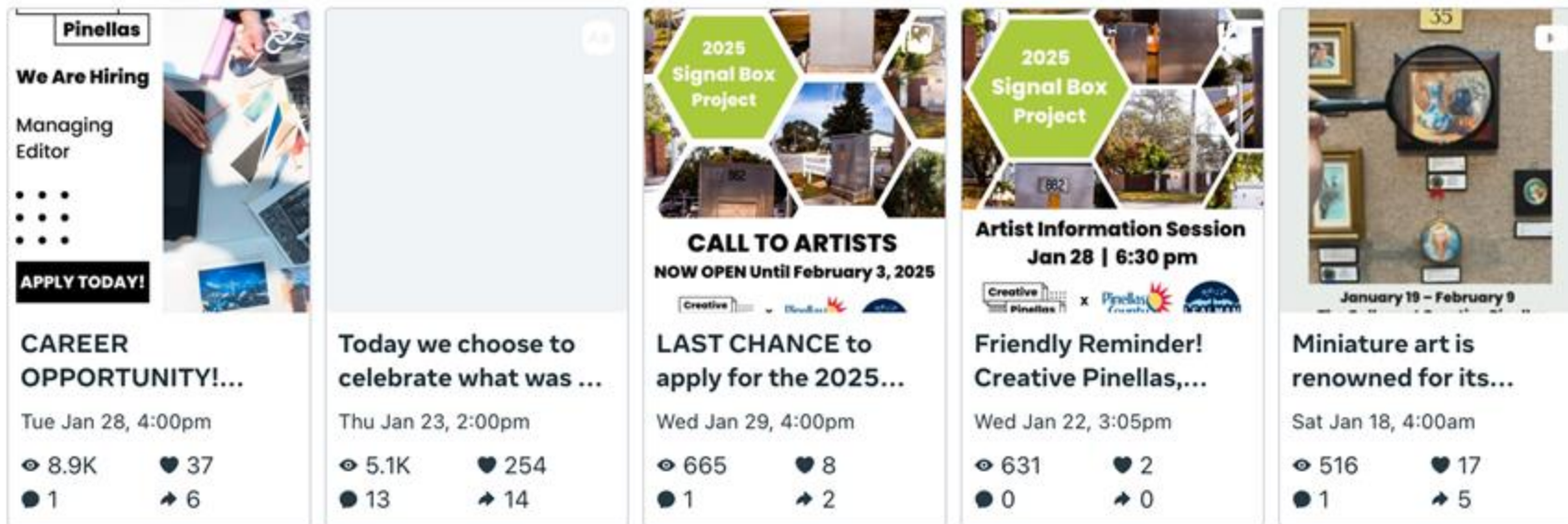
Digital Engagement



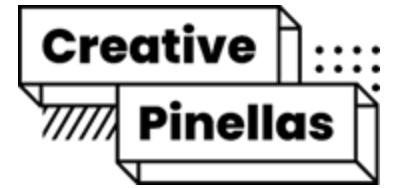
Facebook Metrics

- All **4 metrics to measure performance have increased this month**. This includes views, reach, interactions, and follows.
- **Text posts with links** have contributed to our **highest reach and content interactions** this month.
- **Followers** have increased consistently to **9,243**
- **New followers increased by 47**

Top Interacted Post in January



Digital Engagement



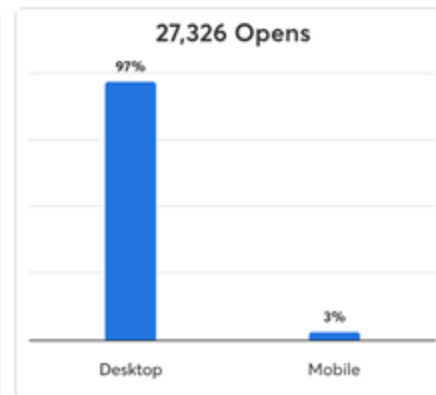
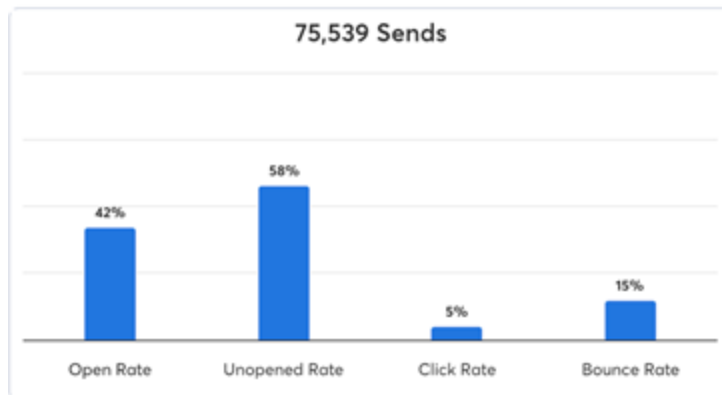
Website

- In January, we received an 18% increase with 13,000 active visitors.
- Average engagement rate grew to **46%**, with over **89% of users looking for events at Creative Pinellas – up 25% from previous month.**
- **Organic search traffic** during January had **over 419K impressions** and **6.5K clicks– up 30% from previous month.**
- **January views nearly doubled** year over year, with **new views soaring by 114%.**

Email

- Last month, we had **over 75,539 sends–increased by over 16%**
- Our open rate for January **increased again to 42%**, with a **5% click-to-open rate** –2% higher than the previous year.
- We added 144 new contacts, bringing the total to **over 8,617 contacts.**

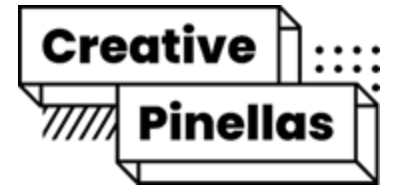
Email Overview



New Users by Channel Group

| | |
|----------------|------|
| Organic Search | 7.2K |
| Direct | 3.5K |
| Organic Social | 796 |
| Referral | 499 |
| Paid Social | 237 |
| Unassigned | 22 |
| Organic Video | 1 |

2024 Year in Review



Creative Pinellas has had an inspiring year, fostering collaborations between artists and cultural organizations, working with municipalities throughout Pinellas County and funding the creation of hundreds of artworks and performances by Pinellas County artists. Below are Highlights from Creative Pinellas in 2024.



County Connections Spotlight



Frankie G Brings Vibrant Public Art to Pinellas County Tax Collector's Reimagined Space



We're excited to share a recently completed project by muralist Frankie G who painted two amazing murals at the reimagined Pinellas County Tax Collector location at 13025 Starkey Road. The artwork enhances the already great experience for visitors to the Tax Collector. Creative Pinellas is proud to contribute to public art that fosters collective identity, reflection, and meaningful public conversation among community members who visit the location.

"Supporting our community is one of our core values here at the tax collector's office, and that includes our arts community," Tax Collector Adam Ross said. "This project was important to me and my team because we wanted to elevate our space through a partnership with a local Tampa Bay artist and Creative Pinellas. Frankie G did an awesome job – I can't wait for everyone to see his work when they visit our Largo office!"

In addition to this mural project, the tax collector's office supports the arts through their Kids Tag Art Pinellas program, which raises funds for local elementary art classrooms.



Grants Department

January 2025

Granting Activities Highlights

- Awarded \$20K in Hurricane-Relief Grants to artists and arts organizations
- Completed a new 5-year public art contract with Lealman CRA
- Reported ARPA spending to PCF
- Distributed \$100K in grants payments to 2024-25 Pinellas County Artists
- Completed FEMA Application with FEMA Advisor
- Launched combined County and Lealman Signal Box applications
- Completed NEA Report for 2023-25 funding
- Completed orientations for 17 potential Arts Camp providers
- Supported art proposals to PIE and County
- Consulted with Solid Waste for potential public art
- Finalized RUPs / Permits with County for Signal Boxes
- Provided consultation to St Pete Arts Alliance on grants management software

30 Hurricane Relief Grants Awarded – 1 of 2

- 10 arts nonprofits \$1000 each
- 20 Artists \$500 each

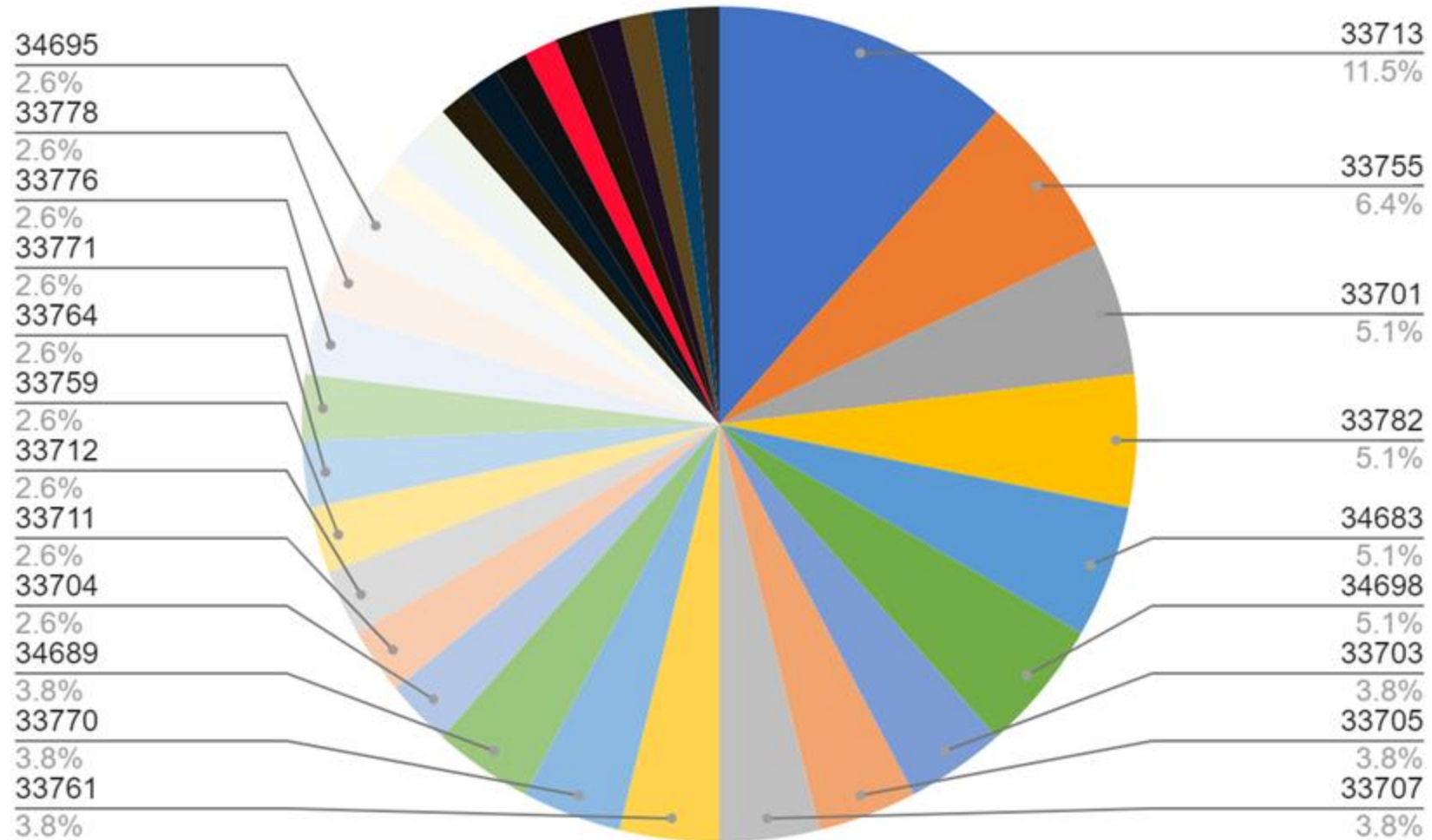
| | | |
|-----------|--|----|
| MidCounty | 33771 - Largo | 1 |
| MidCounty | 33770 - Largo | 1 |
| MidCounty | 33760 - Clearwater | 1 |
| MidCounty | 33709 - Kenneth City / West Lealman | 1 |
| MidCounty | 33708 - Saint Petersburg, West Beaches | 3 |
| MidCounty | 33703 - Saint Petersburg | 2 |
| MidCounty | 33785 - Indian Rocks Beach | 1 |
| North | 34683 - Palm Harbor | 1 |
| North | 33765 - Clearwater | 2 |
| North | 33755 - Clearwater | 1 |
| South | 33713 - Saint Petersburg | 3 |
| South | 33712 - Saint Petersburg | 2 |
| South | 33711 - Saint Petersburg, Gulfport | 1 |
| South | 33710 - Saint Petersburg | 1 |
| South | 33707 - Saint Petersburg, Gulfport | 4 |
| South | 33706 - St Pete Beach | 1 |
| South | 33705 - Saint Petersburg | 1 |
| South | 33701 - Saint Petersburg | 3 |
| | | 30 |

30 Hurricane Relief Grants Awarded – 2 of 2

- List of Arts Nonprofits

| |
|---|
| American Stage Company, Inc. |
| Arts Center Association, Inc., dba Morean Arts Center |
| EMIT |
| Francis Wilson Playhouse |
| Girls Rock St. Pete, Inc. |
| Gulf Beach Art Center |
| Pinellas Diaspora Arts Project Inc |
| REVolutions Dance |
| Sharevival at the Blueberry Patch, INC. |
| St Petersburg Opera Company |

78 Signal Box Applications 2025 ZIP Preview



The Gallery at Creative Pinellas

Winter Exhibitions

By the Numbers

January

January 2025

Total Attendance: 1,816

Donations: \$ 754.25

Art Sales: \$0

Cafe sales: \$381.48

Bar Sales: \$ 117.82



January 2024

Total Attendance: 1009

Donations \$ 279

Art Sales: \$ 0

Café Sales: \$ 272.56



Creative Pinellas team working with artist Sam Modder to install ***Source of All Hair, Wearer of All Socks***



Opening for Sam Modder: ***Source of All Hair, Wearer of All Socks***

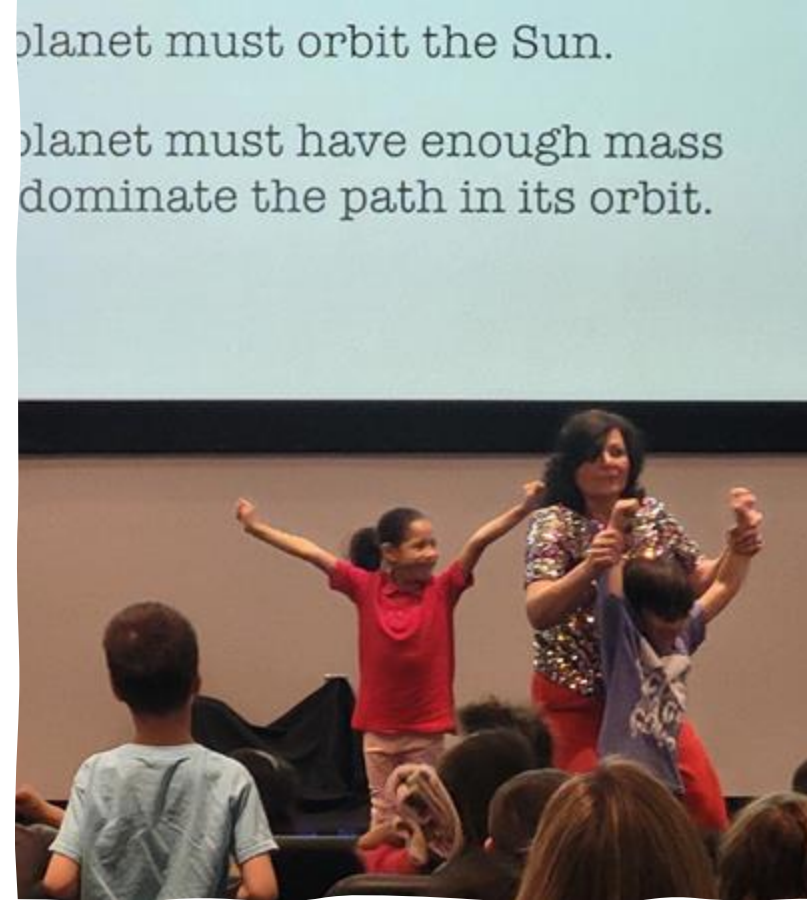




Miniature Art Society of Florida **50th Annual International Miniature Art Exhibition Private Reception**



iBOMS:
iMAGiNE NATiON
Opening
February 20, 2025



In a new partnership with Ruth Eckerd Hall, students from Forest Lake Elementary and Lila Davis Elementary experienced the interactive science show, "Janet's Planet," in the Creative Pinellas auditorium on January 30, 2025.

Visitor Comments

Love the contrast between large and small

I loved the combination of the large art from Sam Modder with the miniature show.

I can't believe how talented people are!!
How do they make art so tiny?!

Thank you for the art today. I needed this so much!

Thank you for being here to brighten my day and talk to me about art. All I have thought about was the news until now.

This is such a great idea to have these murals with these minis. I Love it!!





Creative Pinellas KPI and Success Metrics Tracking

- The Creative Pinellas team is creating a robust CRM system, utilizing existing and future data to support our understanding of the needs and activities of :
 - Sponsors
 - Donors
 - Collectors
 - Artists
 - Event Attendees
- All-staff training will be developed and socialized with the group to continue growing the CRM
- A fully automated CRM is in progress
- In light of increased art sales and a new gift shop, we have upgraded our online retail platform to better take advantage of sales, customer trends, and inventory analytics
- Strategic planning for 2025 centers on:
 - Understanding our agency's role in supporting tourism efforts
 - Aligning with the established KPIs of our funding partners
 - Utilizing available data from partners to make informed decisions
 - Assisting artists and arts organizations in documenting visitation numbers and economic impact

Content Strategy Growth

In January, our website developed a focus on the storytelling of awarded artists by Creative Pinellas.

This growth of the content strategy adds the storytelling to the website that appears in social, emails and press. This way of managing content also allows the stories to be told outside of the call to artist content and will now provide the foundation for a more dynamic grants landing page.

Frankie G Brings Vibrant Public Art to Pinellas County Tax Collector's Reimagined Space

Posted on January 27, 2025 by Creative Pinellas



Frankie G Painting Mural at Pinellas County Tax Collector

In December 2024, muralist Frankie G installed two murals at the reimagined Pinellas County Tax Collector location at 13025 Starkey Road. The artwork enhances the already great experience for visitors to the Tax Collector. Creative Pinellas is proud to contribute to public art that fosters collective identity, reflection, and meaningful public conversation among community members who visit the location.

Art with Heart: Meet the Visionaries Shaping Pinellas Through the Arts Impact Fund

Posted on January 16, 2025 by Creative Pinellas



This year's recipients of the Arts Impact Fund, who were awarded between \$2,000 and \$5,000, are producing innovative projects in film, music, performance, writing, and visual arts. Their work is transforming local communities, inspiring engagement, and showcasing the diverse talent of Pinellas County.

Creative Pinellas Artist Grants Celebrate Visionary Projects Across Pinellas County

Posted on January 16, 2025 by Creative Pinellas



Creative Pinellas proudly celebrates the 2024 Arts Impact Fund, FloridaRAMA Fund, and Sixstar Performing Arts Fund recipients—exceptional artists who will create and present work in Pinellas County. These talented individuals, working across disciplines like film, music, visual arts, writing, and performance, have together been granted over \$100,000 to fuel their creative projects. These funds empower local creatives to bring their visions to life, enriching Pinellas County's vibrant arts scene. Meet the remarkable artists who are using this opportunity to spark new ideas and create lasting impacts in our community!

Recent Articles

[Frankie G Brings Vibrant Public Art to Pinellas County Tax Collector's Reimagined Space](#)

[Celebrating a Year Supporting Creativity: Art with Heart: Meet the Visionaries Shaping Pinellas Through the Arts Impact Fund](#)

[Creative Pinellas Artist Grants Celebrate Visionary Projects Across Pinellas County](#)
[Stage Set for Brilliance: Sixstar Grant Winner Redefines Contemporary Performance](#)



January Performance on Google Search

Top performing pages

| Page | Clicks (web) |
|---|--------------|
| https://creativepinellas.org/magazine/working-from-other-peoples-photos-and-copyright-law/ | 630 |
| https://creativepinellas.org/magazine/aquarius-the-philosopher/ | 368 |
| https://creativepinellas.org/artist/yuki-jackson/ | 278 |

The [Lodi Community Art Center](#) recently reached out to request permission to share a past blog post by grantee [Shawn Dell Joyce](#) on the topic of image reproduction rights. Once shared with artists participating in shows in Lodi, it became a valuable educational resource, sparking conversations and reinforcing best practices.

This unexpected connection to the West Coast is a great reminder of how our content resonates beyond our arts community.

January Performance on Google Search



How do people find you?

Top growing queries
Compared to previous month

yuki jackson
+158 clicks (web)

creative pinellas
+95 clicks (web)

aquarius moon writers
+60 clicks (web)

Yuki Jackson wrote a compelling piece for Creative Loafing, published on January 22nd entitled '[Gas Planting is a poem for everyone buried around, or displaced and overshadowed by, development at Tropicana Field](#)'.

Drawing conclusions from our top queries that readers were very interested in knowing more about Yuki and found her artist profile on Creative Pinellas.

In honor of Aquarius season, Creative Pinellas connected readers searching for Aquarius Moon Writers to the blog post, [Aquarius; The Philosopher, by Chelsea Catherine](#)