

# Marketing Dept.

# In the News



## Media Mentions

In March, we had 14 media mentions, with exposure through TV segments and digital and print articles highlighting our grant impact on Pinellas County artists and exhibitions at our gallery, including one that celebrated National Youth Art Month.

**FOX 13** News Weather Sports Good Day We Live Here Contests More

## Creative Pinellas celebrates National Youth Art Month with special exhibit

By Barry Wong | Updated March 25, 2025 5:27pm EDT | Pinellas County | FOX 13 News | [Share](#)



Creative Pinellas celebrates National Youth Art Month with special exhibit

From color crayon sketches to complex oil paintings, some of the best artwork by Pinellas County students is on display at Creative Pinellas, celebrating National Youth Art Month.

**DAILY NEWSLETTER**

NEWS

## Morean Center for Clay debuts ‘trans/clay/body’ exhibition

By Julia Ferrara • March 18, 2025





The opening of “trans/clay/body” March 8. (Photo courtesy Dakota-Joan Parkinson)

Arts & Entertainment Black Arts Now Featured

## “Excavating Self: Retrieving and Reinventing” Latonya Hicks at FloridaRAMA through April 30

March 28, 2025 577 lbs



**LATONYA HICKS**  
EXCAVATING SELF: RETRIEVING AND REINVENTING  
2606 FAIRFIELD AVE S


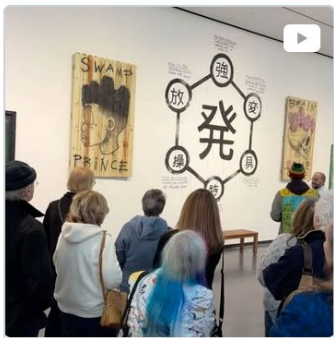

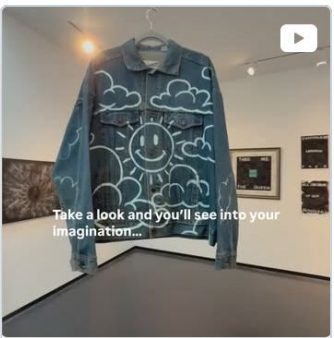

# Digital Engagement



## Instagram Metrics

- Gained 109 new followers, **nearly double the previous month. Total Followers: 6,960**
- On March 7, we posted **a successful Stories run on a Friday, reaching 186 views by noon.** This data will help shape a new once-a-month Stories run strategy.
- Our organic views have **increased by 6.4%**, indicating that our posts continue to reach our target audience without ad boosts.
- **Overall Top Campaigns:** Sean Daly Ft of Source of All Hair, iBOMS: iMAGiNE NATiON recap, Signal Boxes

## Overall Top Campaigns in March

 <p><b>WHO WANTS WAFFLES?</b> 🍷❤️ The...</p> <p>Sat Mar 8, 5:00am</p> <p>👁 2.9K    ❤️ 71 👤 2    ➡️ 15</p>	 <p><b>iBOMS: iMAGiNE NATiON</b> opened to a...</p> <p>Wed Mar 5, 10:00am</p> <p>👁 2.8K    ❤️ 171 👤 7    ➡️ 14</p>	 <p><b>We are excited to announce the 2025 Signal Box Recipients!</b></p> <p><b>2025 Signal Box Project</b></p> <p>Congratulations to the 11 artists chosen for...</p> <p>Wed Mar 26, 9:01am</p> <p>👁 1.9K    ❤️ 101 👤 24    ➡️ 30</p>	 <p><b>Pure imagination and fascinating storytelli...</b></p> <p>Tue Mar 11, 1:38pm</p> <p>👁 997    ❤️ 51 👤 3    ➡️ 4</p>	 <p><b>Now Open through March 30! The Youth...</b></p> <p>Thu Mar 6, 8:50am</p> <p>👁 729    ❤️ 38 👤 0    ➡️ 4</p>
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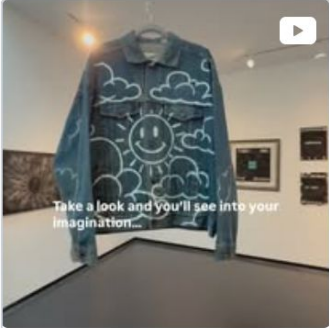

# Digital Engagement



## Facebook Metrics

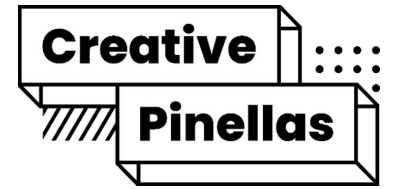
- Watch time on our Reels continues to increase this month, skyrocketing with the Signal Box Artist Announcement, **reaching a total watch time of over one hour.**
- Our highest interaction rate was attributed to Reels, followed by multi-photo posts, and single photo posts.
- **Followers** remained consistent at **9,244**
- **New followers increased nearly threefold** from the previous month to 33

## Top Interacted Post in March

 <p>We are excited to announce the 2025 Signal Box Recipients!</p> <p>2025 Signal Box Project</p>	 <p>Now Open through March 30! The Youth...</p>	 <p>ART CAMP GRANTS 2025 PAINT   DANCE   ACT   FILM   &amp; MORE!</p> <p>Play, Grow, and Thrive through an Art Camp Grant from Creative Pinellas!</p> <p>APPLY TODAY! Applications now open!</p>	 <p>Pure imagination and fascinating storytelli...</p>	 <p>iBOMS: iMAGiNE NATiON opened to a...</p>
<p>Congratulations to the 11 artists chosen for...</p> <p>Wed Mar 26, 9:00am</p> <p>1.3K 71 35 7</p>	<p>Thu Mar 6, 8:41am</p> <p>685 17 0 4</p>	<p>Get ready for the BEST CAMP EVER to Play,...</p> <p>Mon Mar 3, 12:00pm</p> <p>531 4 0 3</p>	<p>Tue Mar 11, 1:38pm</p> <p>444 15 1 2</p>	<p>Wed Mar 5, 10:00am</p> <p>368 13 0 1</p>



# Digital Engagement



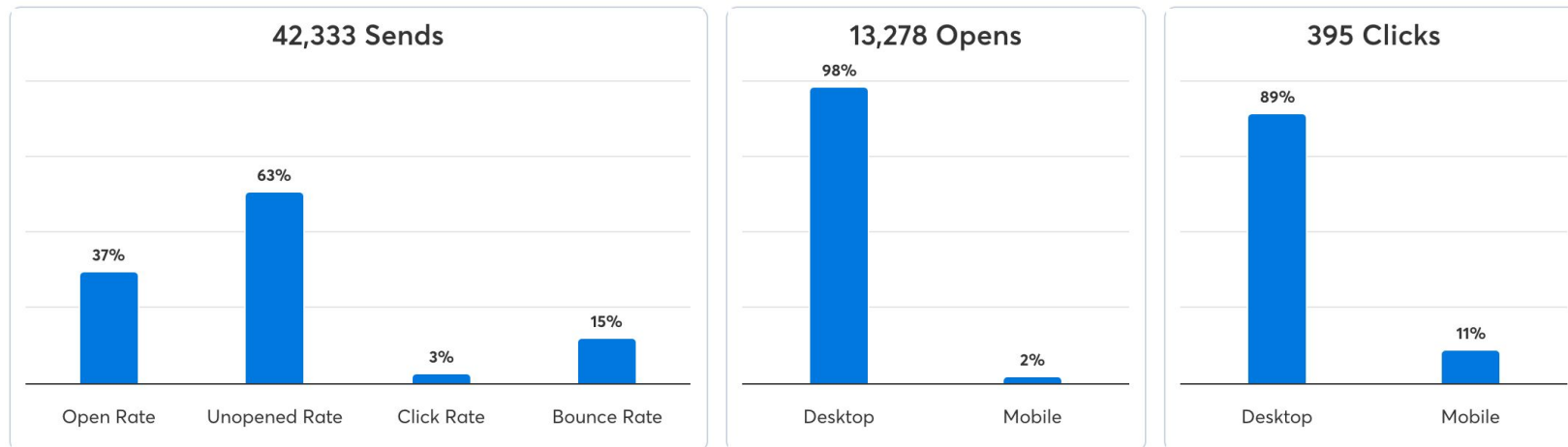
## Website

- In March, we received **10,000 active visitors**.
- The average engagement rate **remained at 51%**, with an **increase of over 87% in users looking for events at Creative Pinellas**.
- **Organic search traffic** during March had **over 443K impressions** and **6K clicks**.
- **Returning visitors:** 14.2% of 10,103 total visitors, flat from the previous period.
- The engagement rate **increased to 34% from the same time last year**.

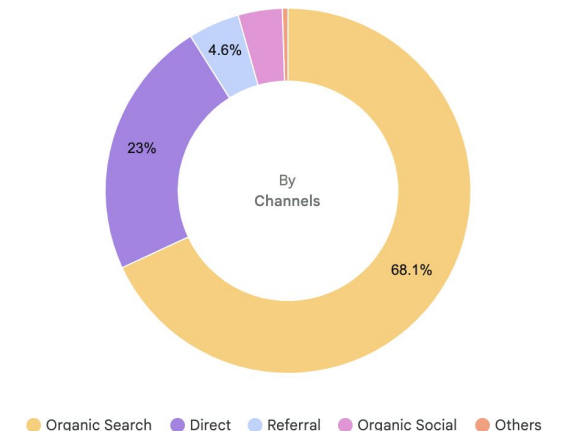
## Email

- Last month, we had **42,333 sends**
- Our open rate for March **was 37%**, with a **3% click-to-open rate**
- We added 52 new contacts, bringing the total to **over 8,633 contacts**.

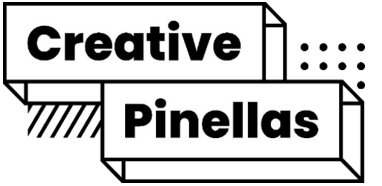
### Email Overview



### Visitors by Channel Group



# County Connections Spotlight



## Creative Pinellas Celebrates National Youth Art Month with Pinellas County Schools and Clearwater Arts Alliance



Creative Pinellas continues its partnership with Pinellas County Schools and the Clearwater Arts Alliance to celebrate National Youth Art Month. This year's K-8 exhibition, themed Visual Movement, ran March 1-30, showcasing student creativity from public, private, and charter schools.

"We want to celebrate the creativity and innovation that we see coming out of our Pinellas County Schools' art programs," said Clearwater Arts Alliance Creative Projects Director Betsy Adler.

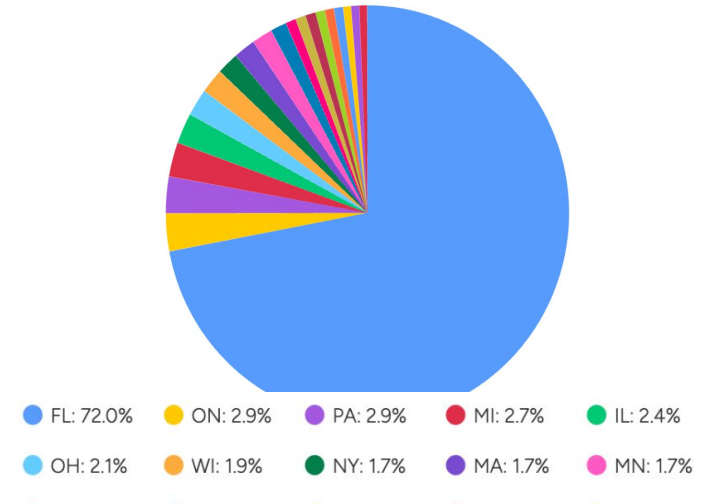
**FUN FACT:** National Youth Art Month started in 1961.

# Gallery Dashboard

Visitor Information just got a bit more visual.

The Gallery is a front line to all of the data about our visitors. Through data form collection we have been able to present a more visual way to consume the visitor information collected. In March the Gallery Dashboard was enhanced to show top Zip Codes, Cities, States, Countries and more visiting the Gallery at Creative Pinellas.

Visiting States and Provinces



## Gallery Metrics Dashboard

View Edit

Invite

+ Add widget

5 connected boards

Type to filter

People

Filter

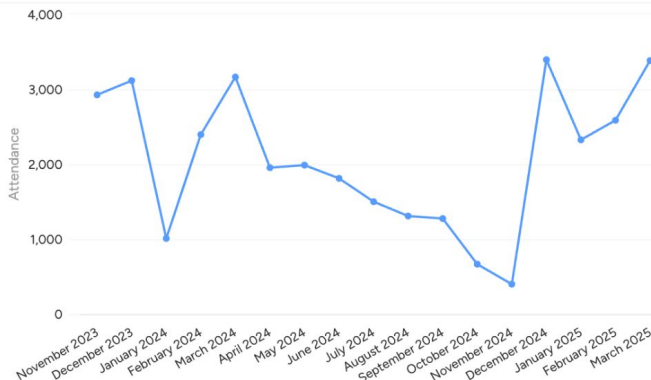
Refresh

Settings

2023/2024/2025 Visitors

Just now

...



2022 Fiscal Year V...

13,329

2023 Fiscal Year V...

18,262

2024 Fiscal Year V...

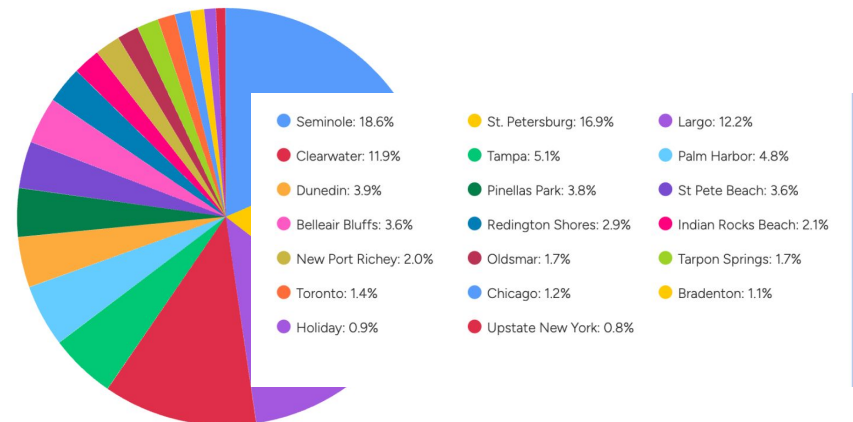
23,758

2025 Fiscal Year V...

10,297

Sum

Top 20 Visiting Cities



# March Performance on Google Search

## Trending Content this Month

Trending searches continue to find creativepinellas.org for visitors. This means that creativepinellas.org is on the first page of searches.

Visitors online find Creative Pinellas, engage in content, this enables future strategies of visitors becoming part of our online and in-person community.

<https://creativepinellas.org/magazine/mozarts-cosi-fan-tutte-misogynistic-or-just-plain-marvelous/>

Top Search queries: cosi fan tutte meaning, cosi fan tutte inhalt, cosi fa...

📈 +27 📈 +68%

<https://creativepinellas.org/magazine/seri-tribe-konkaak-comcaac-of-sonora-mexico/>

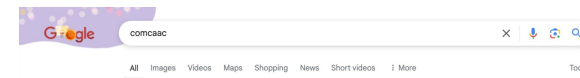
Top Search queries: comcaac, comcaac tribe, seri tribe mexico

📈 +18 📈 +41%



Try a trending March search and notice where creativepinellas.org appears.

[cosi fan tutte meaning](#)  
[comcaac](#)



Images



Comcaac Nation Demands W...  
KJZZ



Indigenous Comcaac turtle gr...  
Mongabay



Comcaac Nation in Sonora re...  
AZPM

Show more images

The New York Times  
<https://www.nytimes.com/comcaac-seri-people-mexico>

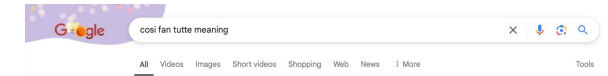
**An Intimate Look at Mexico's Indigenous Seri People**

May 16, 2022 — A member of the Seri people, also known as the Comcaac, she was the only woman who worked in the Indigenous group's traditional guard, which had ...

Creative Pinellas  
<https://creativepinellas.org/articles>

**Seri Tribe (konkaak / comca'ac) of Sonora Mexico**

Jun 14, 2018 — Comcaac - Seri. The Seri peoples are a traditional fishing culture that has historically resided near the coast of Sonora.



View all

Creative Pinellas  
<https://creativepinellas.org/articles>

**Mozart's Cosi fan tutte – Misogynistic or Just Plain ...**

Oct 8, 2021 — Even the opera's title, which translates to "Women all act the same," suggests the two sisters, Fiordiligi and Dorabella, are disloyal. But ...

Hollywood Bowl  
<https://www.hollywoodbowl.com/musicdb/pieces>

**Cosi fan tutte, Wolfgang Amadeus Mozart**

The full title of the opera is Cosi fan tutte, ossia La scuola degli amanti, usually translated as something like "All Women Behave That Way, or the School for ...

Metropolitan Opera  
<https://www.metopera.org/cosi-17-18/guide.pdf>

**[WHAT TO EXPECT FROM COSI FAN TUTTE**

But on closer study, Cosi fan tutte is a paradox. It explores depths of emotion previously untapped in opera buffa while moving between high farce and profound ...

32 pages



# March Performance on Google Search

Trending Search also tells the story of what is happening in our community and how we can respond.

This month there was some saddening news, that artist, Rafael Rivera Rosa, passed away. Content about Rafael was updated to acknowledge his passing and his legacy.

rafael rivera rosa biografia

Avg. position: 2.9  Top 5 results

rafael rivera rosa


Avg. position: 4.7  Top 5 results

<https://creativepinellas.org/artist/rafael-rivera-rosa/>

Top Search queries: rafaël rivera rosa, rafaël rivera rosa biografia

 +61  +871%



 Instagram · national\_pr\_museum  
2 weeks ago

Today, we mourn the passing of Rafael Rivera Rosa (1942 ...

Today, we mourn the passing of Rafael Rivera Rosa (1942 -2025) and honor his life and legacy as an extraordinary artist and human being.



Creative  
Pinellas

About Gallery Events Grants Connections Magazine 

## Rafael Rivera Rosa, In Memory



### Recent Articles by Creative Pinellas

[Transforming the Streets: Local Artists Continue to Bring Vibrant Public Art to Pinellas County](#)

[Creative Pinellas Awards \\$20K in Hurricane Relief Grants to Bolster Local Arts Community](#)

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

### More Artists

[Margaret Murray, CEO](#)

[Justine Zitman, Office Assistant](#)

[Todd Wellman, Director of Grants](#)

*We honor the life and legacy of Rafael Rivera Rosa (1942–2025), whose humanity, artistic vision and contributions will continue to inspire. As part of the Keepers of Heritage exhibition at Creative Pinellas, his work showcased the deep connection to Puerto Rican art and culture, leaving a lasting impact for generations to come.*

# March Performance on Google Search

Our most popular content for March.

In its fourth month [Lodi Community Art Center](#) is still at it with the most popular article on Creative Pinellas for helpful content regarding copyright law, followed by Creative Pinellas homepage, with social topics, theater and kiln temperature.



## Your most popular content

By clicks in the past 28 days



<https://creativepinellas.org/magazine/working-from-other-peoples-photo-s-and-copyright-law/>

Top Search queries: can you sell a painting of someone else's photo, is ...

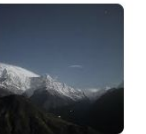
🔍 597



<https://creativepinellas.org/magazine/no-pride-for-some-of-us-without-liberation-for-all-of-us-marsha-p-johnson/>

Top Search queries: marsha p johnson speech, marsha p johnson spee...

🔍 83



<https://creativepinellas.org/>

Top Search queries: creative pinellas, creative pinellas gallery, gallery a...

🔍 181



<https://creativepinellas.org/magazine/theatre-in-the-time-of-plague/>

Top Search queries: bubonic plague shakespeare

🔍 76



<https://creativepinellas.org/magazine/exploring-protest-poetry/>

Top Search queries: protest poetry, protest poems, protest poem, wha...

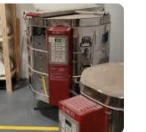
🔍 85



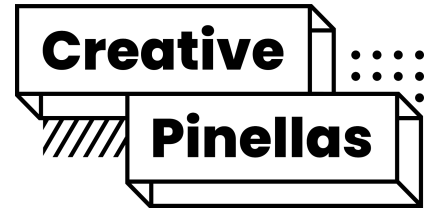
<https://creativepinellas.org/magazine/its-always-been-about-the-process-part-2/>

Top Search queries: kiln firing temperature chart, kiln temperature, kiln ...

🔍 70







# Grants Department



# Grant Dept. Activities Highlights

- Launched 2025 Art Camp Grant application, partnering with **15 Pinellas Arts Nonprofits**
- Closed Art Camp Grants **in 4 days** due to demand
- Finalized & launched 2025 Lealman Murals application for **2 murals**
- Worked with Pinellas County & Lealman CRA staff to approve **11 Signal Box** artworks; moved forward with installation process preparation
- Submitted grant or contracting requests: PODS, United Way, AARP, Speer Foundation, FEMA
- Awarded PODS agreement for a mural and a United Way **\$40K grant**
- Met with grants software provider for annual review of service
- Attended Natural & Cultural Resources working group meetings
- Completed booking of speakers and locations for Mind Your Business education series
- Met with Artists to provide technical assistance
- Commenced re-installation of damaged Lealman mural with Leo Gomez
- Met with an SPC Public Policy student for their class assignment interview

# Signal Box Artists 2025

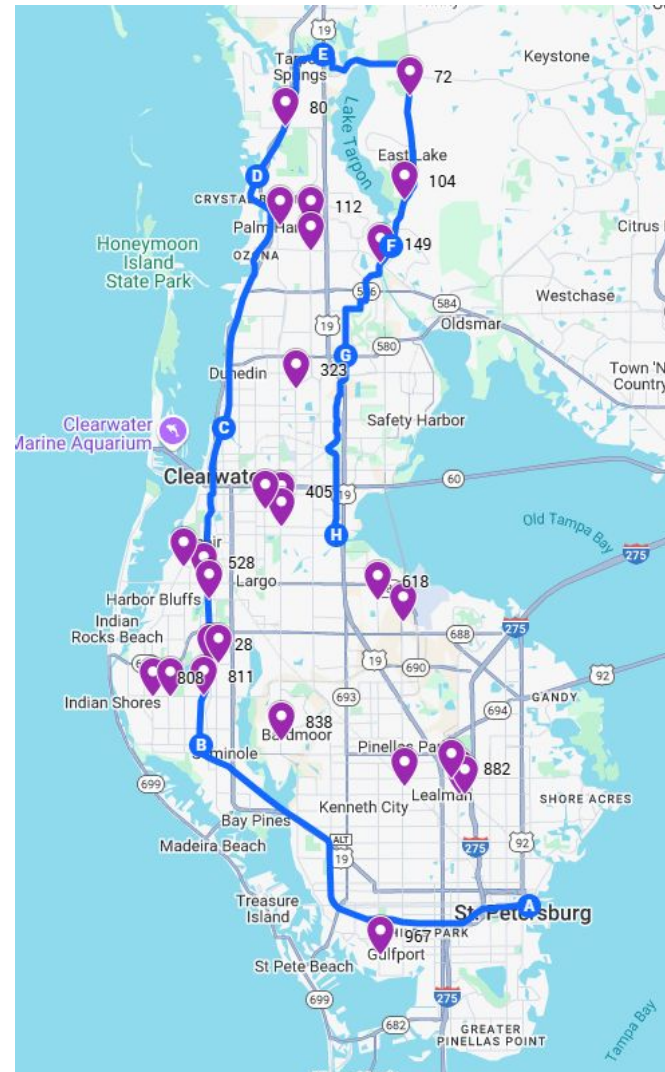
- cheryl weber (jujmo) – 113th St and Walsingham #682
- Chris Van Vooren – Tampa Rd and Belcher Rd #133
- John Gascot – Haines and 28th St #882
- MAGNETIC SPACE BUBBLE – Nursery Rd & S Keene Rd #418
- Taylor Crosland – 49th St & 140th Ave #630
- Adela Salas – 131st St & 102nd Ave #809
- Kim Michelle Coakley – Lakeview Rd & S Lake Ave #402
- ChromaCreature – 28th St N and 54th Ave N #906
- Zoe Perez – 54th Ave @ Haines Road #907
- Michael James O'Connell – 62nd Ave @ Haines Rd #877
- Tania Torres – 49th St @ 58th Ave #5020 / #F20

# Preview Samples of Signal Box Art 2025



# Map of 28 Signal Box Artworks in Pinellas

- Blue = Pinellas Trail





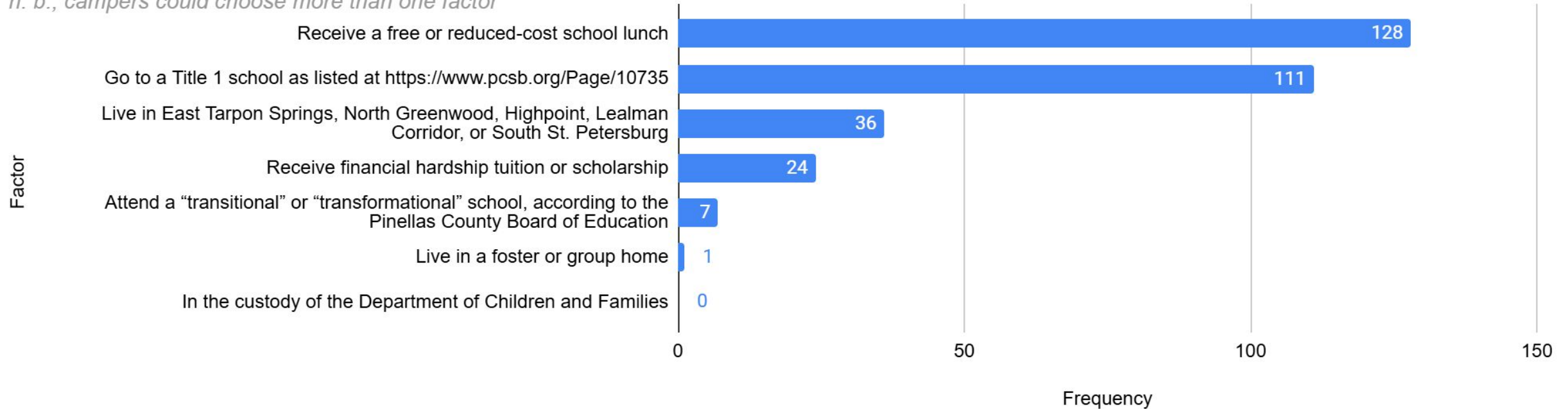
# \$63K Art Camp Grants: 2025 Data – 1

Creative Pinellas 2025 Art Camp Grants	
Arithmetic Mean per Individual Matched Grant	\$282
Median	\$260
Mode	\$260
Number Campers (Named)	202
Number Campers (est. of group subsidies)	21
Zip Codes Represented	38
Number Providers to be funded	14

# \$63K Art Camp Grants: 2025 Data – 2a

## Eligibility Factors of Art Camp Grant Campers 2025

*n. b., campers could choose more than one factor*



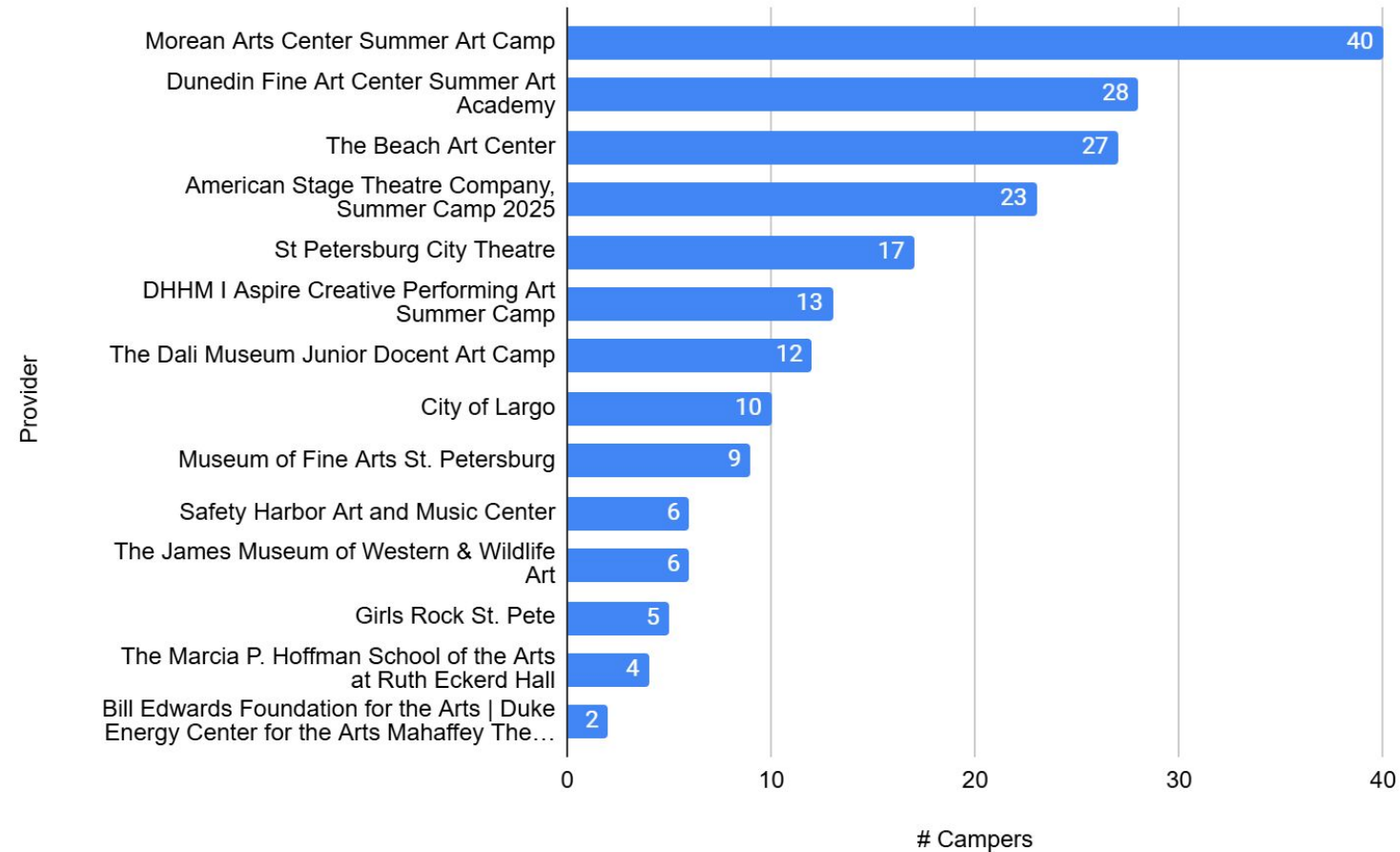
# \$63K Art Camp Grants: 2025 Data – 2b

- We looked at if any eligibility factors were more prevalent in different Zip Codes.
- The following are Zip Codes that had 10 or more Campers report any particular eligibility factor.

12	33712	Live in East Tarpon Springs, North Greenwood, Highpoint, Lealman Corridor, or South St. Petersburg
10	33713	Receive a free or reduced-cost school lunch
10	33713	Go to a Title I school as listed at <a href="https://www.pcsb.org/Page/10735">https://www.pcsb.org/Page/10735</a>
10	33711	Receive a free or reduced-cost school lunch

# \$63K Art Camp Grants: 2025 Data – 3

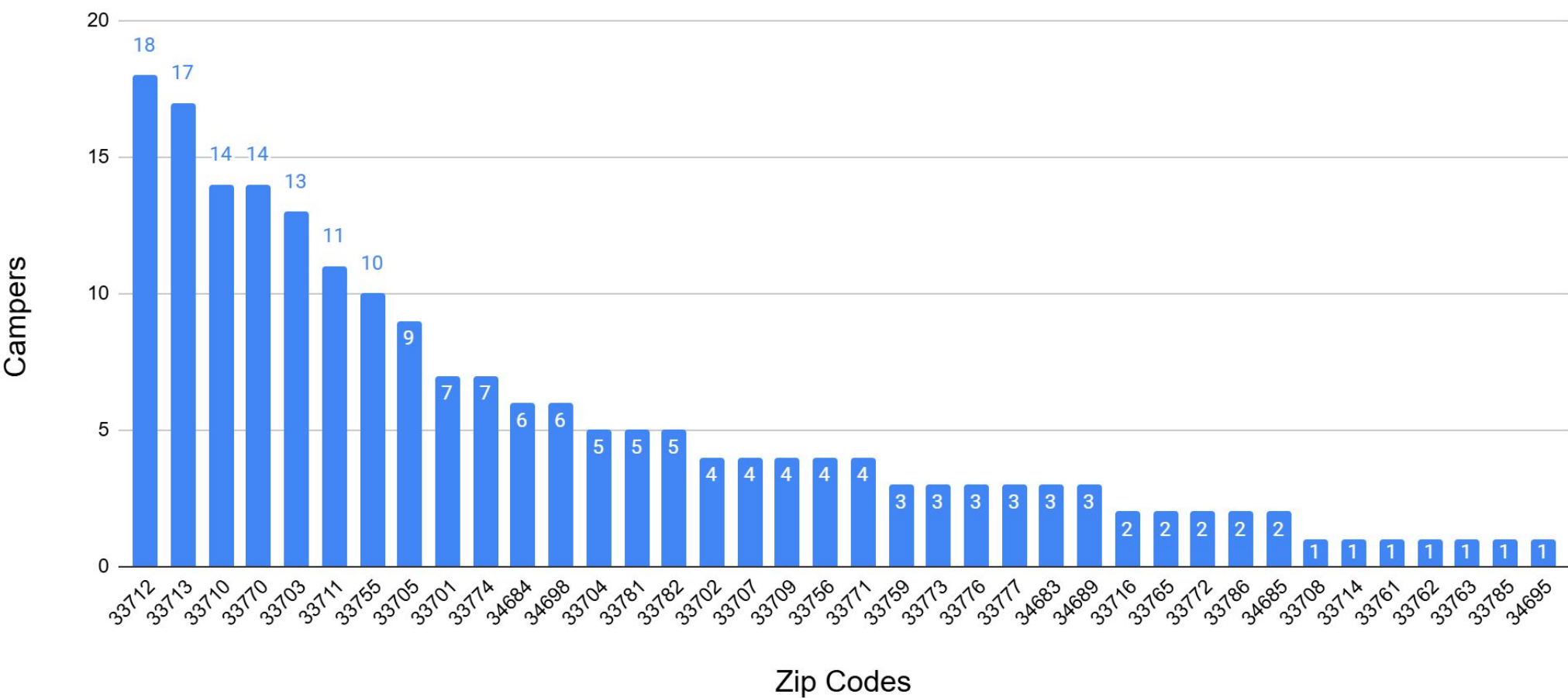
2025 Campers by Provider





# \$63K Art Camp Grants: 2025 Data - 4a

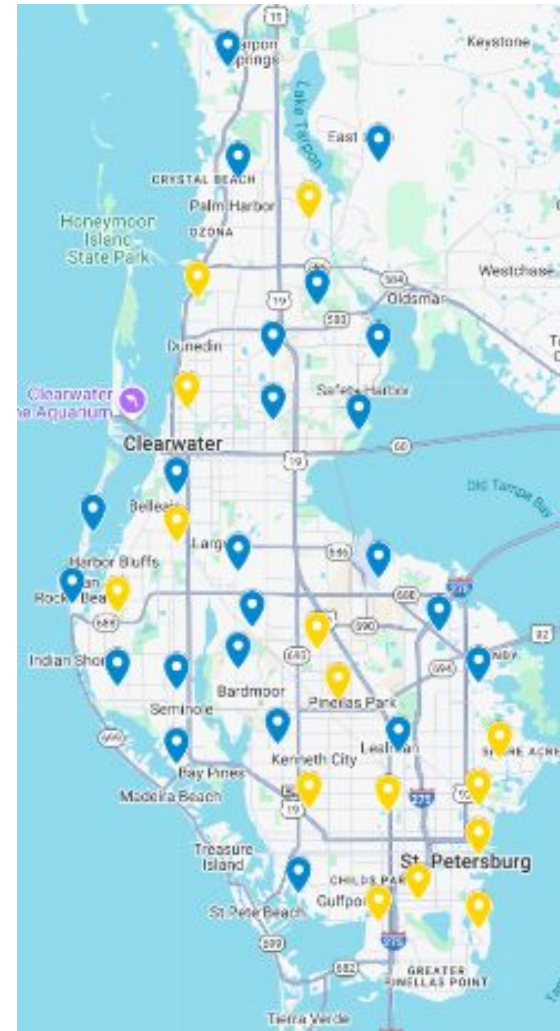
Creative Pinellas 2025 Art Camp Grant Campers by Zip Code



# \$63K Art Camp Grants: 2025 Data – 4b

## 2025 All Zip Codes Map

- Yellow Markers = 5 or more Art Camp Grants
- Blue Markers = 4 or fewer Art Camp Grants



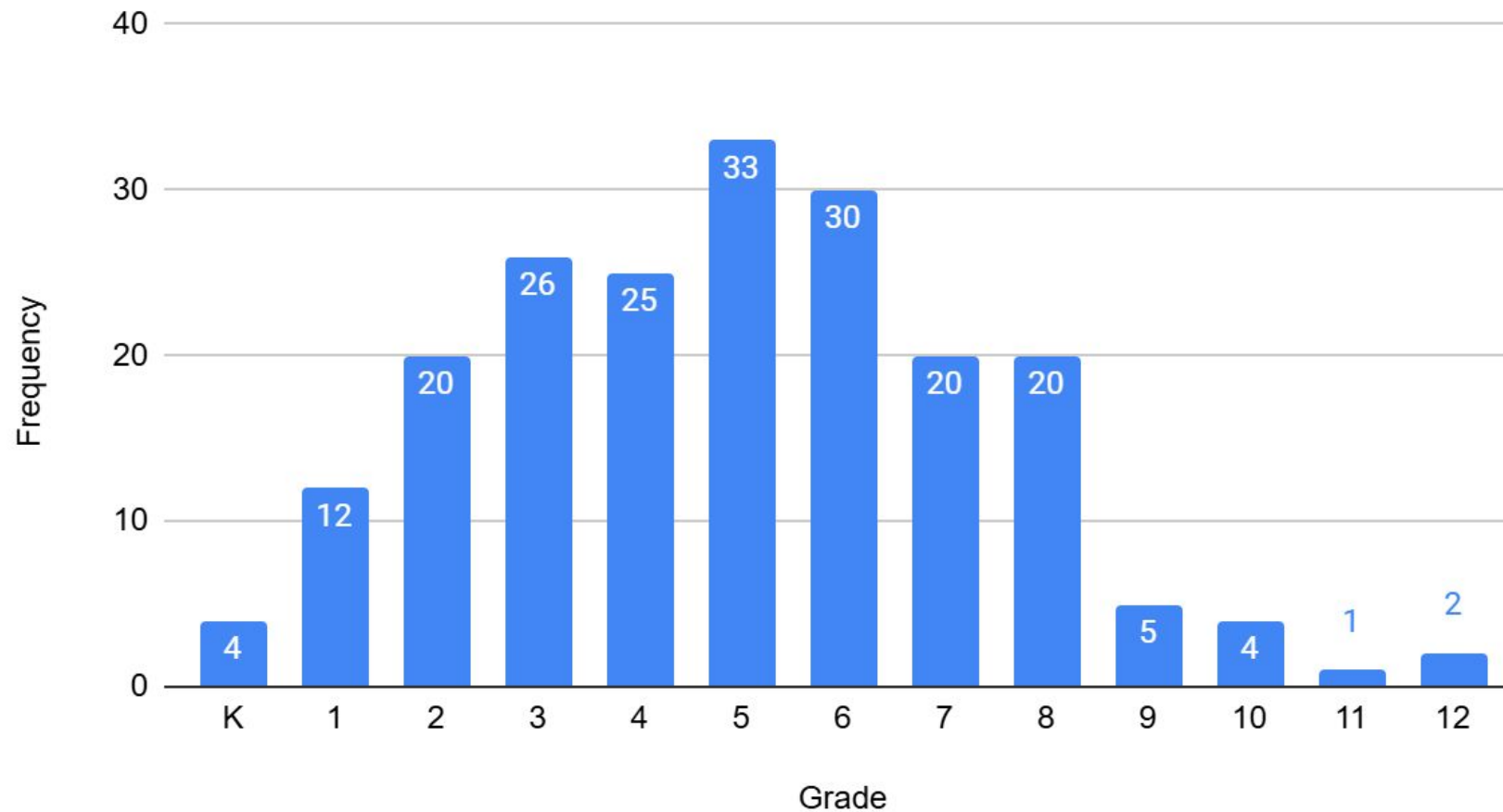
# \$63K Art Camp Grants: 2025 Data – 4c

- We looked at if any Camp Providers were matching more prevalently to any Zip Codes.
- The following are Zip Codes that had 5 or more Campers match to any particular Camp Provider.

9	Morean Arts Center Summer Art Camp	33713
8	The Beach Art Center	33770
7	The Beach Art Center	33774
7	American Stage Theatre Company, Summer Camp 2025	33712
6	St Petersburg City Theatre	33710
6	Dunedin Fine Art Center Summer Art Academy	34698
5	DHBM I Aspire Creative Performing Art Summer Camp	33711

# \$63K Art Camp Grants: 2025 Data – 5a

Frequency vs. Grade



# \$63K Art Camp Grants: 2025 Data – 5b

- We looked at if any grades were matching more prevalently to any Camp Providers.
- The following are grades that had 5 or more Campers match to any particular Camp Provider.

8	Morean Arts Center Summer Art Camp	2nd
7	The Beach Art Center	3rd
6	Morean Arts Center Summer Art Camp	3rd
6	Morean Arts Center Summer Art Camp	5th
6	Morean Arts Center Summer Art Camp	6th
6	The Beach Art Center	5th
6	Dunedin Fine Art Center Summer Art Academy	5th
5	St Petersburg City Theatre	6th
5	St Petersburg City Theatre	8th
5	American Stage Theatre Company, Summer Camp 2025	6th