



Marketing Dept.

April 2025

In the News

**Creative
Pinellas**

Media Mentions

In April, we had 13 media mentions, including TV segments and digital and print articles featuring the launch of our new gallery, Sightline at St. Pete–Clearwater International Airport (PIE), as well as continued coverage of our grant impact on Pinellas County artists and upcoming exhibitions for travelers and locals to experience.

LIFESTYLE > DAILY DISCOVERIES



Free workshop "Healing Through Comics" uses creativity to help process grief

The class will be held June 10 & 12 at NAMI Pinellas in Clearwater

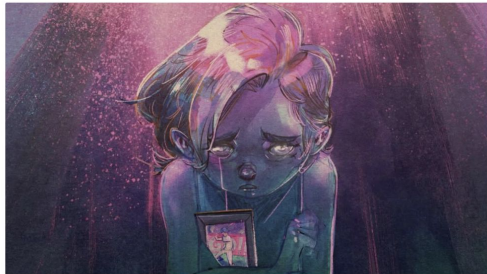
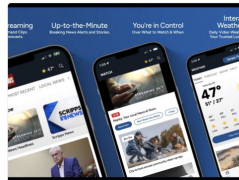


Photo by: Jeff Morris



By: Sean Daly

Posted 10:17 PM, Apr 09, 2025



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Creative Pinellas Opens a Gallery at the St. Pete-Clearwater Airport

April 27, 2025 by Maggie Duffy



From left, the work of Babette Herschberger, Matthew Drennan Wicks and Elizabeth Barenis are in the *Made in the Shade* exhibition. This is part of Creative Pinellas' gallery at the St. Pete-Clearwater Airport.

Photo courtesy of Creative Pinellas

CREATE

Artist Luci Westphal creates visual 'love letters' to St. Pete



Published 3 weeks ago on April 8, 2025

By Bill DeYoung



Artist Luci Westphal. Self-portrait, Hamburg.

County Connections Spotlight



Creative Pinellas Launches Sightline Gallery at PIE, Showcasing Local Art to Millions of Travelers

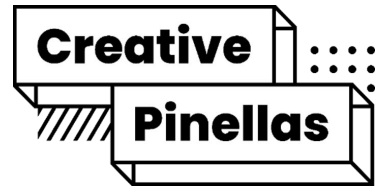


Creative Pinellas is proud to announce the opening of Sightline Gallery at St. Pete–Clearwater International Airport (PIE)—a dynamic new collaboration that brings the vibrant arts of Pinellas County to more than 2.5 million travelers each year.

Throughout the airport and at Sightline, visitors be able to enjoy a wide array of artistic experiences created by artists living and working in Pinellas County. The gallery's inaugural exhibition, *Made in the Shade*, curated by Katherine Gibson of Arthouse3, celebrates Florida's vacation culture and natural beauty through works by Elizabeth Barenis, Matthew Drennan Wicks, and Babette Herschberger.

This new initiative enhances the cultural landscape of PIE while offering travelers a memorable and uplifting arts experience. Creative Pinellas will also manage and maintain PIE's growing public art collection—**furthering our mission to support and showcase the artists who make our region a vibrant place to live, work, and visit.** Next time you're flying through PIE, don't miss the chance to experience Sightline Gallery!

Staff Spotlight



Welcome Maggie Duffy – New Managing Editor of the Creative Pinellas Digital Magazine



Creative Pinellas is excited to welcome Maggie Duffy as the new Managing Editor of our digital magazine, effective May 5, 2025. An award-winning journalist and arts advocate with more than eight years of experience covering the Tampa Bay arts scene, Maggie brings a deep passion for storytelling and a strong connection to the local creative community. In this role, she will lead the magazine's editorial direction—highlighting the artists, institutions, and cultural experiences that make Pinellas County a vibrant destination for residents and visitors alike.

"I am honored and excited to be the Managing Editor for their digital magazine. I look forward to working with the writers, photographers, and videographers to showcase Pinellas County's vibrant arts scene—a key part of what makes our area a top tourism destination," says Maggie Duffy, Managing Editor of Creative Pinellas.

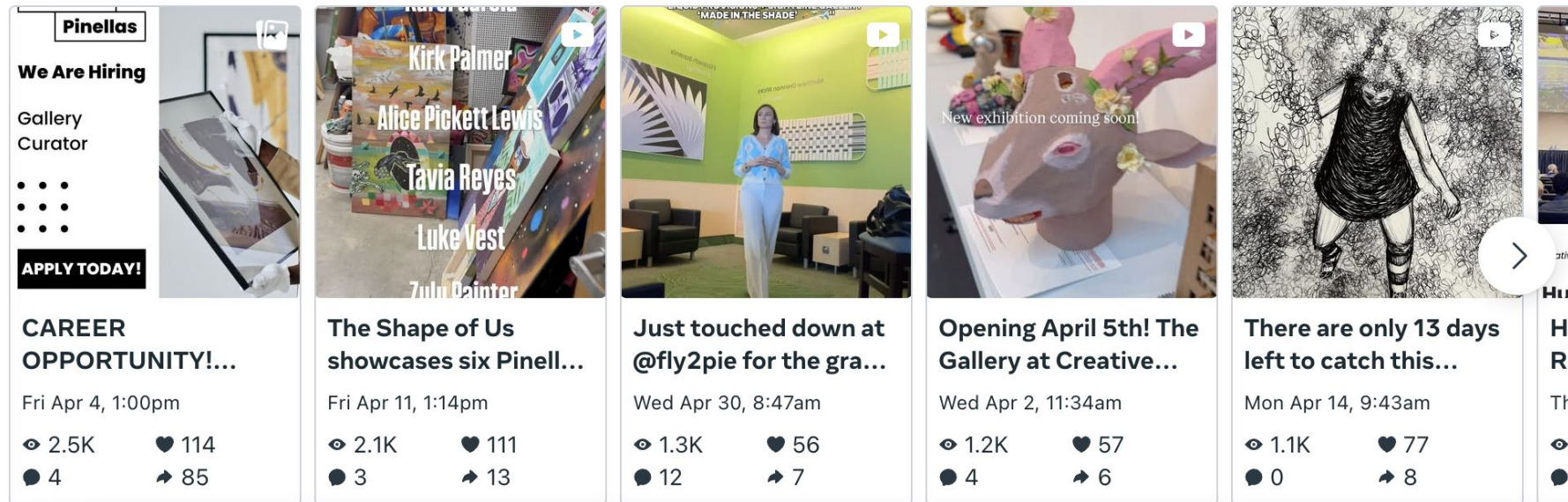
Digital Engagement



Instagram Metrics

- **We've officially surpassed 7K followers** and are continuing to expand our reach and grow our creative community.
- **Gained 95 new followers**, from previous month. **Total Followers:** 7,036
- Reels and Collaborations continue to be a winning strategy for reach and engagement.
- **Overall Top Campaigns:** Curator Opportunity, The Shape of Us, Sightline Opening w/ Influencer Alexia Gonzalez

Overall Top Campaigns in April



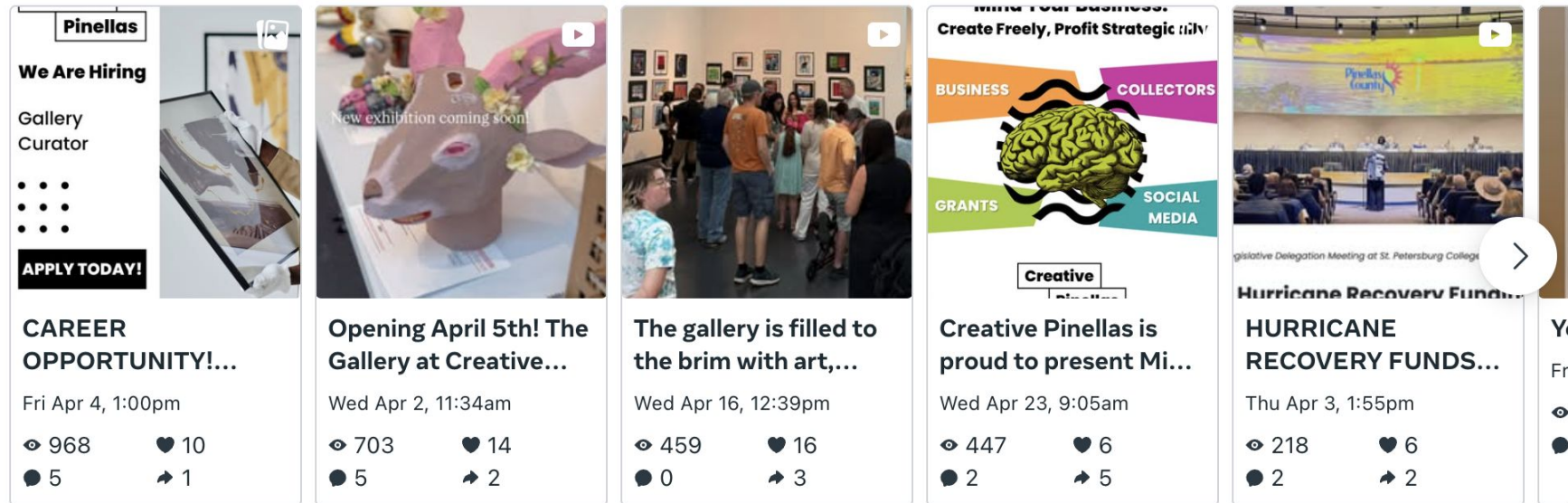
Digital Engagement



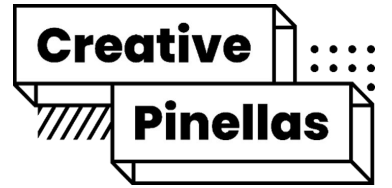
Facebook Metrics

- **Views overall are up** and 88% of the increase can be attributed to our paid ads.
- Our highest interaction rate was attributed to our Mind Your Business workshop announcement. This post had likes, comments, and sends.
- **Followers** remained consistent at **9,221**
- **New followers increased** from the previous month to 19
- **Top Campaigns:** Curator Opportunity, Artistic Discovery, and Mind Your Business workshops

Top Interacted Post in April



Digital Engagement



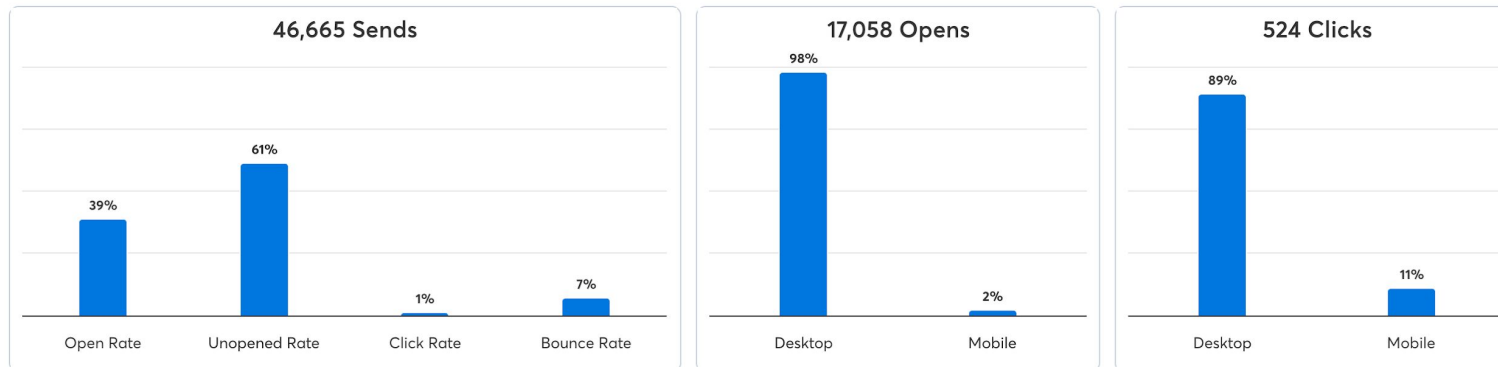
Website

- In April, we received **8,700 active visitors**.
- The average engagement rate was **over 48%**, with an **increase of over 88% in users looking for events at Creative Pinellas**.
- **Organic search traffic** during April had **over 367K impressions** and **4.4K clicks**.
- **Returning visitors:** 12.5% of 8,780 total visitors, slightly lower from the previous period.
- The engagement rate **increased to 7% from the same time last year**.

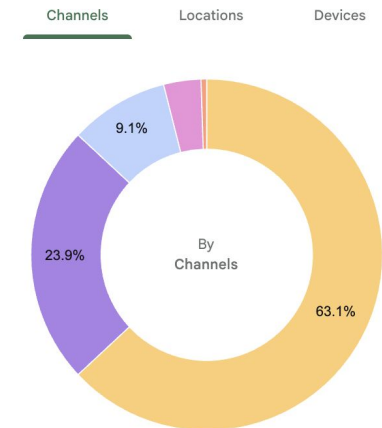
Email

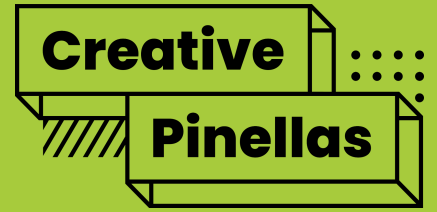
- Last month, we had **46,665 sends**
- Our open rate for April **was 39%, up 11.4%** from previous year, with a **3% click-to-open rate**
- We added 24 new contacts, bringing the total to **over 7,481 contacts**.

Email Overview



Visitors by Channel Group





Grants Department

April 2025

Grant Dept. Activities Highlights

We:

- Received \$40K from Tampa Bay Resiliency Fund
- Continued checking in with Individual Artists with active grants
- Finalized choices for Lealman CRA and PODS muralists
- Managed mural installation prep: art concepts, vendors
- Continued to partner with CEO on \$1M Decision Package proposal
- Submitted grant request to FL Div Emergency Management
- Drafted grant requests – e. g., VIA Fund and Foundation for a Healthy St. Pete
- Attended events we sponsored such as Jazz Fest at the Palladium
- Met with Seminole Library for vision of art in the library
- Made progress on creating list of all installed art projects by Creative Pinellas
- In-kind consulted for City of Miami Beach Government on grants software
- Met with FEMA representatives for additional paperwork
- Met with Pinellas County Natural & Cultural Resources Recovery Support Function
- Launched plan to test PixelStix implementation
- Began revision for 2025–26 Individual Artist Grants

Art Camp Grants 2024 v. 2025

Art Camp	2024	2025	ZIP
American Stage Theatre Company	\$5,500.00	\$8,705.00	33701
Beach Art Center	\$10,140.00	\$7,760.00	33785
Bill Edwards Foundation for the Arts	\$0.00	\$870.00	33701
City of Largo	\$4,009.00	\$3,017.00	33771
Dalí Museum	\$1,575.00	\$2,400.00	33701
Dominion Helping Hand Ministry Aspire	\$0.00	\$4,800.00	33711
Dunedin Fine Art Center	\$8,840.00	\$7,000.00	34698
Girls Rock St. Pete	\$0.00	\$3,750.00	33703
James Museum of Western & Wildlife Art	\$225.00	\$1,380.00	33701
Marcia P. Hoffman School of the Arts at Ruth Eckerd Hall	\$1,500.00	\$1,400.00	33755
Morean Arts Center	\$15,480.00	\$10,400.00	33701
Museum of Fine Arts St Pete	\$1,650.00	\$2,475.00	33701
Safety Harbor Art and Music Center	\$2,025.00	\$1,380.00	34695
St Pete City Theatre	\$11,900.00	\$7,650.00	33712
	\$62,844.00	\$62,987.00	

Muralists Selected for Three 2025 Projects

Lealman CRA Murals



Satnamananda



Ashley Cassens

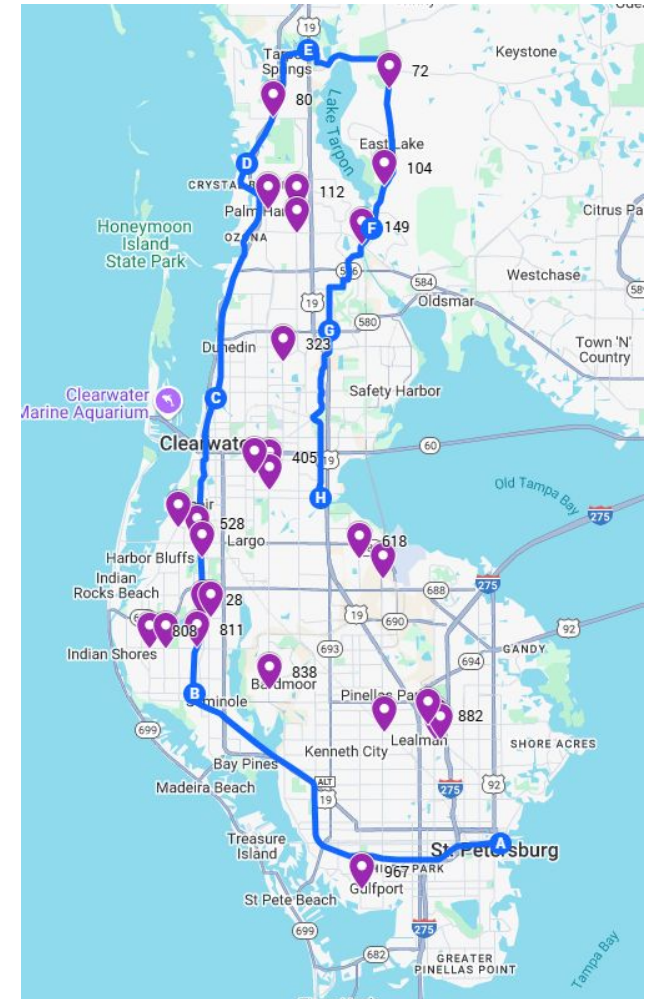
PODS Mural



Frankie G

Highlights from All Installed Art List (so far)

- **56 Identified (including May 2025 in process)**
- **Installed 2019 to 2025**
- **Locations across the county:** East Lake, Palm Harbor, Largo, Lealman, Tarpon Springs, Clearwater, Seminole, South Pasadena, Highpoint, Belleair Bluffs, Gulfport, and Pinellas Park
- **At right:** Map sample of just art installed on Traffic Cabinets (blue is the Pinellas Trail)



Preview of Individual Artist Grants 2025–26

- **More visitor-focused:** Artists will still apply to “create & present” art, but we’re strengthening the “present” side of grants to be more focused on visitors
- **Beach-related Chambers** excited to partner with us to identify optimal locations for “present” part of art projects – we’ll match successful applications to visitor-specific locations
- **Information session** for Artists June 25, 2025

By the Numbers April 2025

Total Attendance: 1,686

- Donations: \$ 513.25
- Gallery Art Sales: \$ 160.50
- Sightline Gallery \$ 80.25
- Gift Shop: \$ 529.54
- Café Sales: \$ 308.16
- April 2024 Attendance: 1,954



Visitation FY to Date (2024 and 2025)

Returning Visitors

56.8% vs. 20%

Recommended by a Friend

11.4% vs. 4.7%

Top states/provinces:

FL: 72%

Ontario: 2.9%

Pennsylvania: 2.9%

Michigan: 2.7%

Illinois: 2.4%

Ohio: 2.1%



Guest Comments

“Our Friends were in the other day and said we had to check out the exhibits and wow all of them are incredible”

“ We made new pictures! We love your art room!! ”

“Amazing art! You guys always feature the kids artwork and we love that!”

