

Growth. Impact. Advocacy

What we Do

Build Cultural Tourism

Raise Awareness

Support County Initiatives

Creative Collaboration Across the County

Develop Capacity for Artists and Arts Organizations

NEW! *Sightline Gallery* at PIE



- Introducing Pinellas artists to 2.5 million visitors
- Promoting arts experiences for visitors
- Showcasing cultural institutions and events



Cultural Tourism Marketing

SPOTLIGHT CITY: Artist Organization Leader/Advocate Events

CULTURAL ITINERARIES: Artist videos showcasing their favorite attractions and destinations

ARTISTS TO WATCH: Artist profiles and places to see their work

FEATURED EVENTS: Countywide arts events for both current visitors and those planning their trip

CALENDAR OF EVENTS: Openings, Festivals, and Markets

DATA COLLECTION & SHARING: Drive visitation to visitor-facing organizations to ensure easy access to cultural tourism opportunities



MAKING WAVES: Pinellas Celebrates Nature & Art

What: Making Waves is a county-wide series of tourist-attracting art experiences along our vibrant coast.

When: April/May 2026: a month that supports our hospitality industry while celebrating Pinellas County's excellence.

Where: Beaches, Parks, Hotels, etc.

Why: Encourage visitation and in-market explorations of hotels, parks, and locations throughout the County.

Who: Beaches Chambers, Hospitality Partners, VSPC, Cultural Institutions, Artists



We work with VSPC to Support Tourism Marketing Initiatives through Arts Experiences

Calan Ree



Merritt Horan



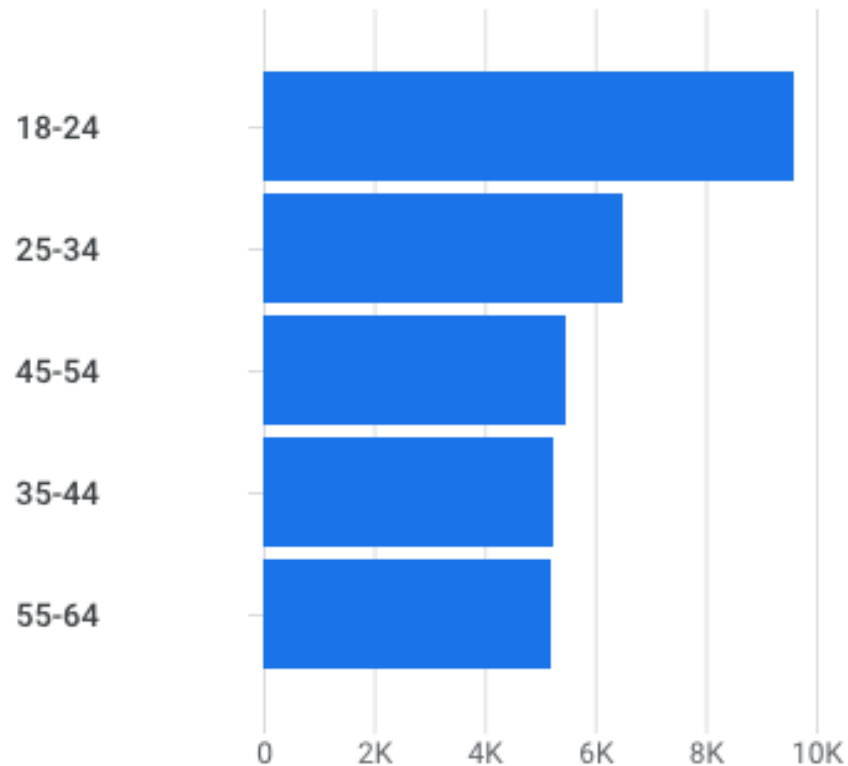
Tiffany Elliot



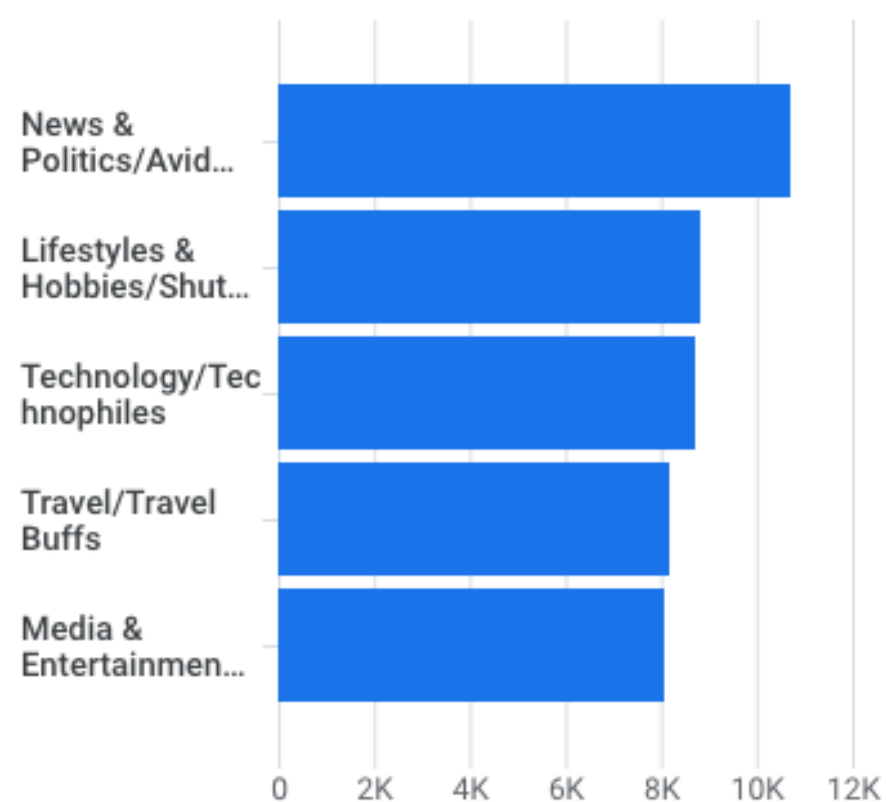
Website Traffic: Desirable Demographics & Growth Opportunities



Active users by Age

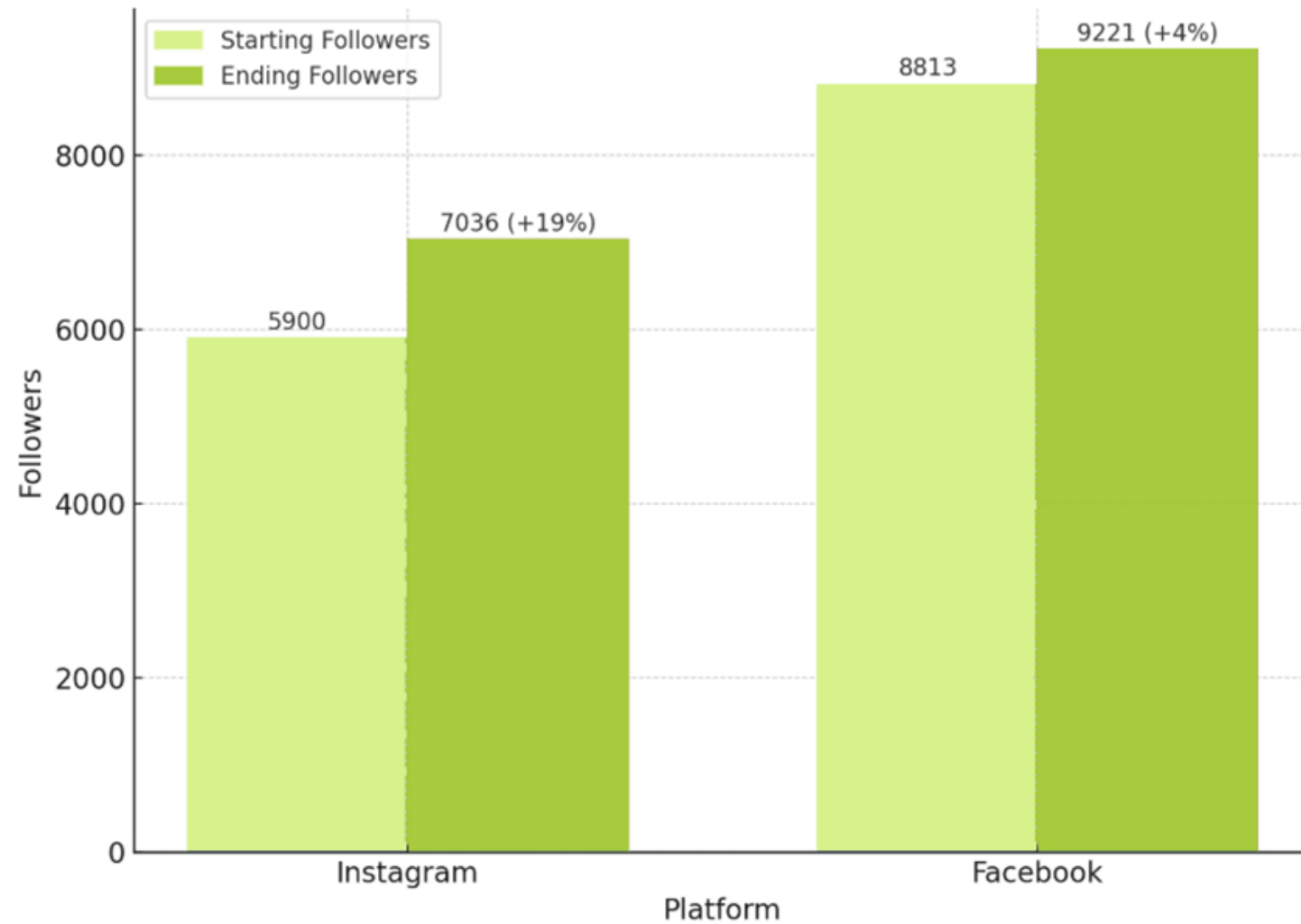


Active users by Interests

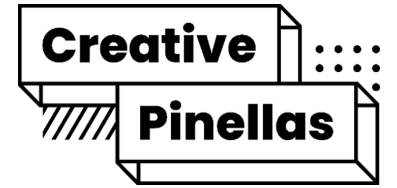


Social Media Growth

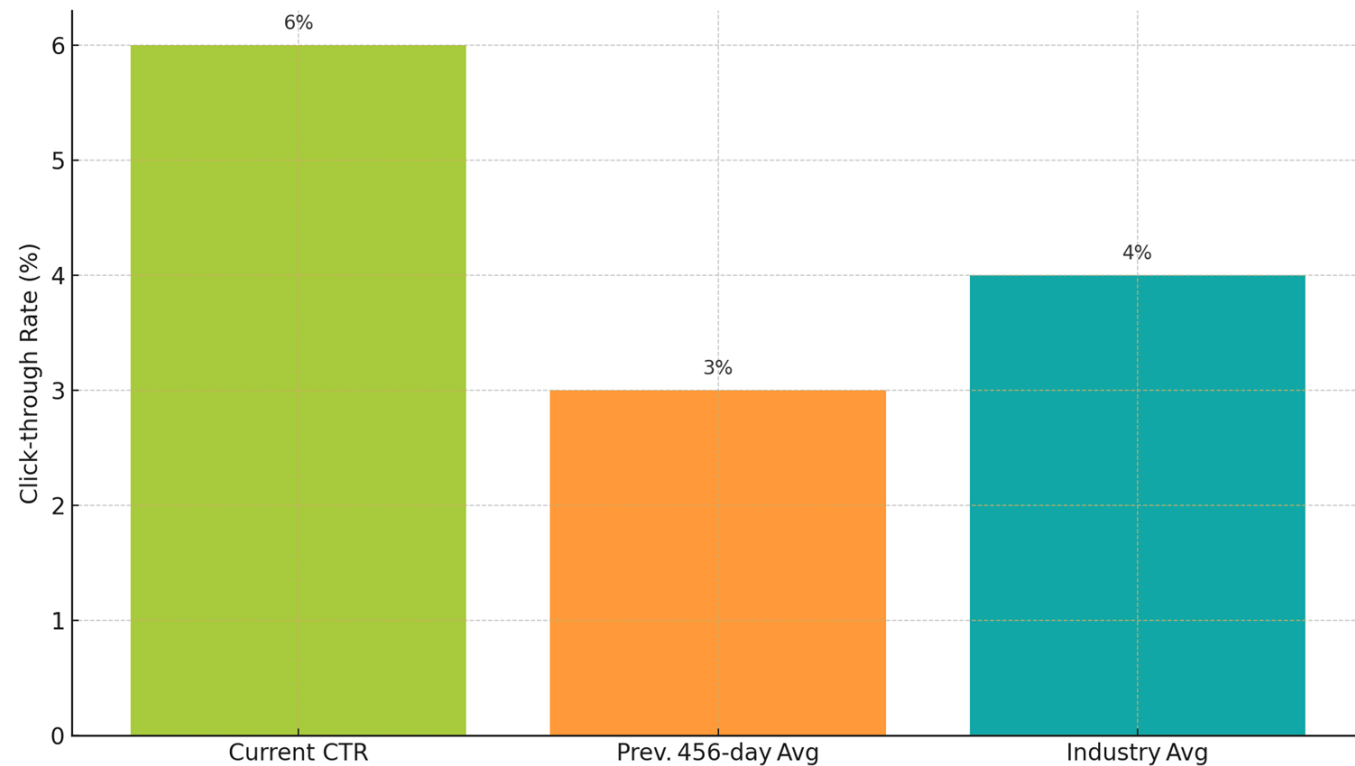
Overview Over 14 Months



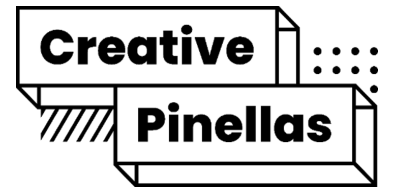
Digital Engagement



Click-through Rate Comparison

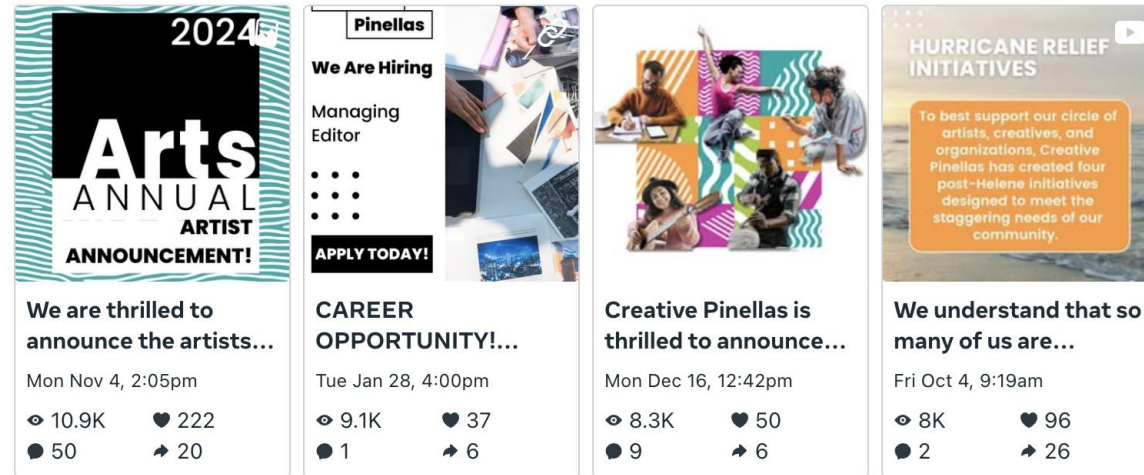


Social Media Engagement

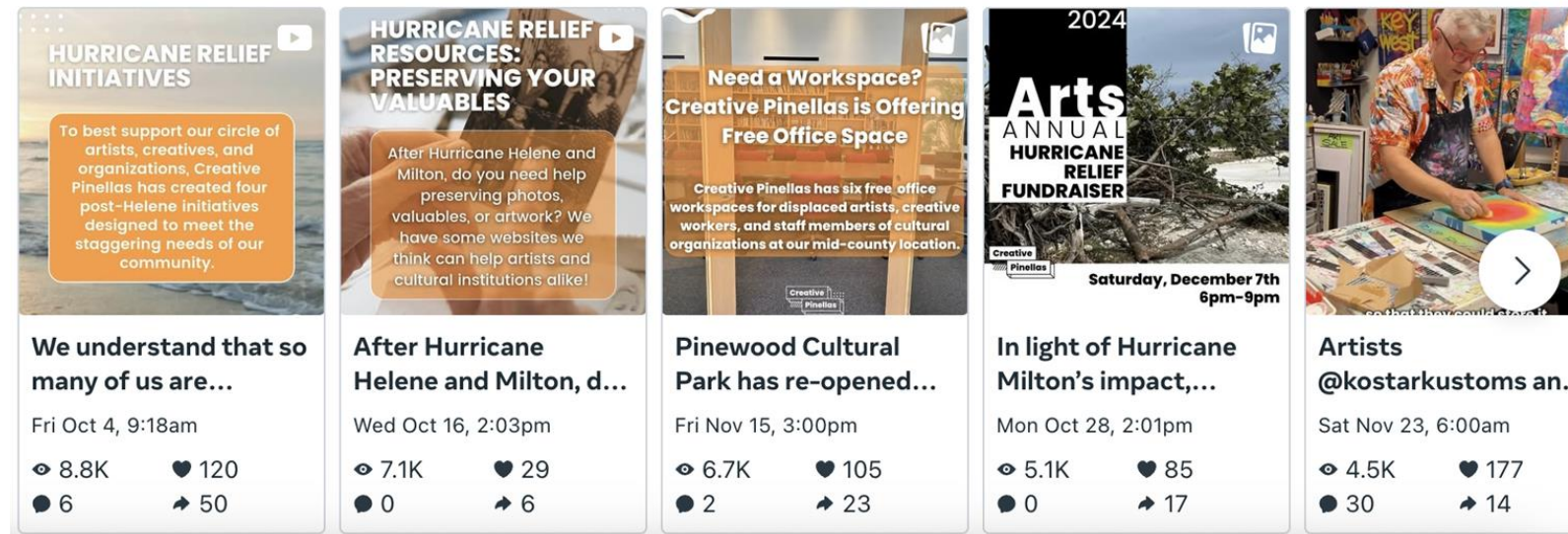


Top Campaign Views by Platform

Facebook



Instagram

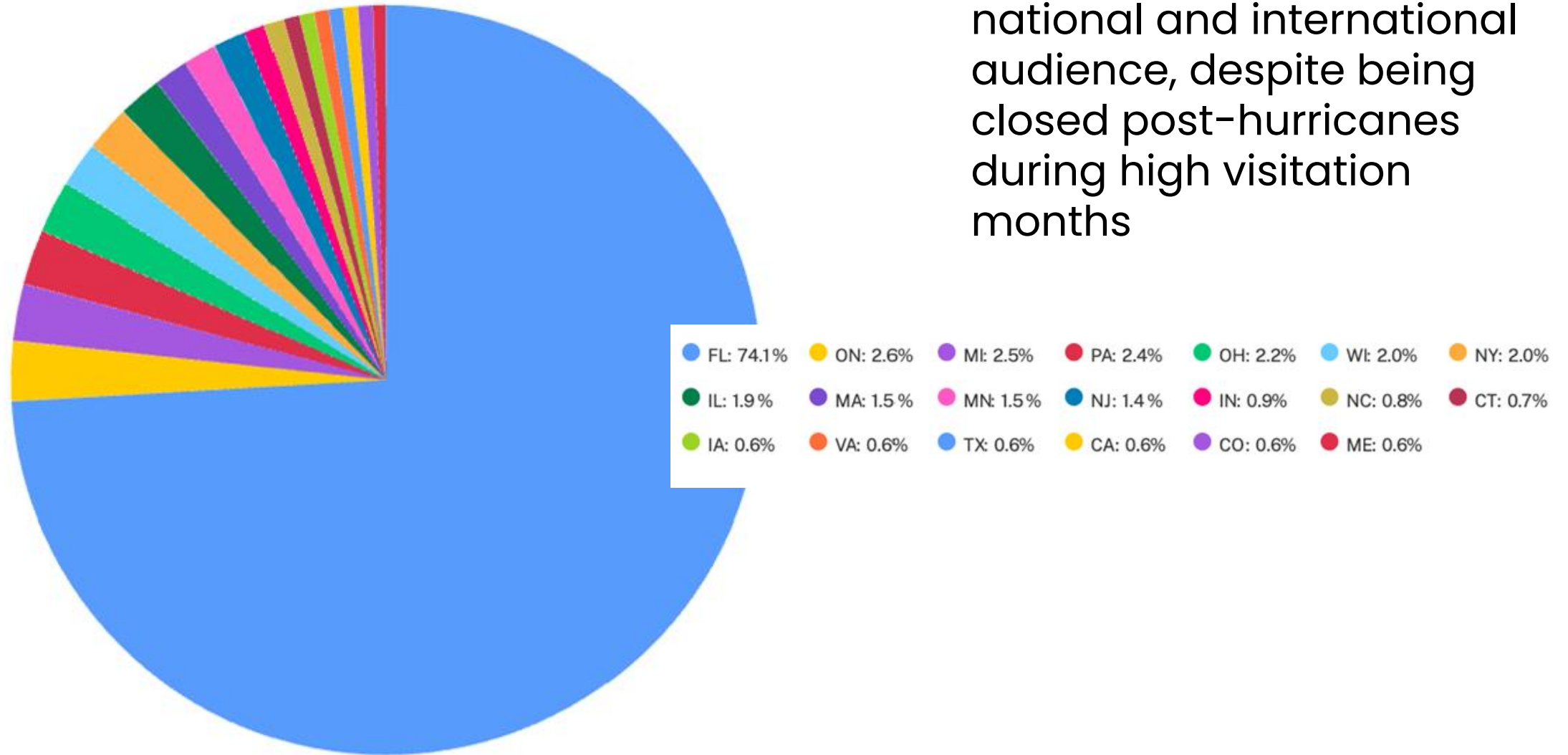


The Gallery at Creative Pinellas:

- We Showcase Pinellas County Artists to Residents and Visitors
- We Serve as a collaborative Partner with Heritage Village and Florida Botanical Gardens
- We Partner with Pinellas County Schools

The Gallery at Creative Pinellas

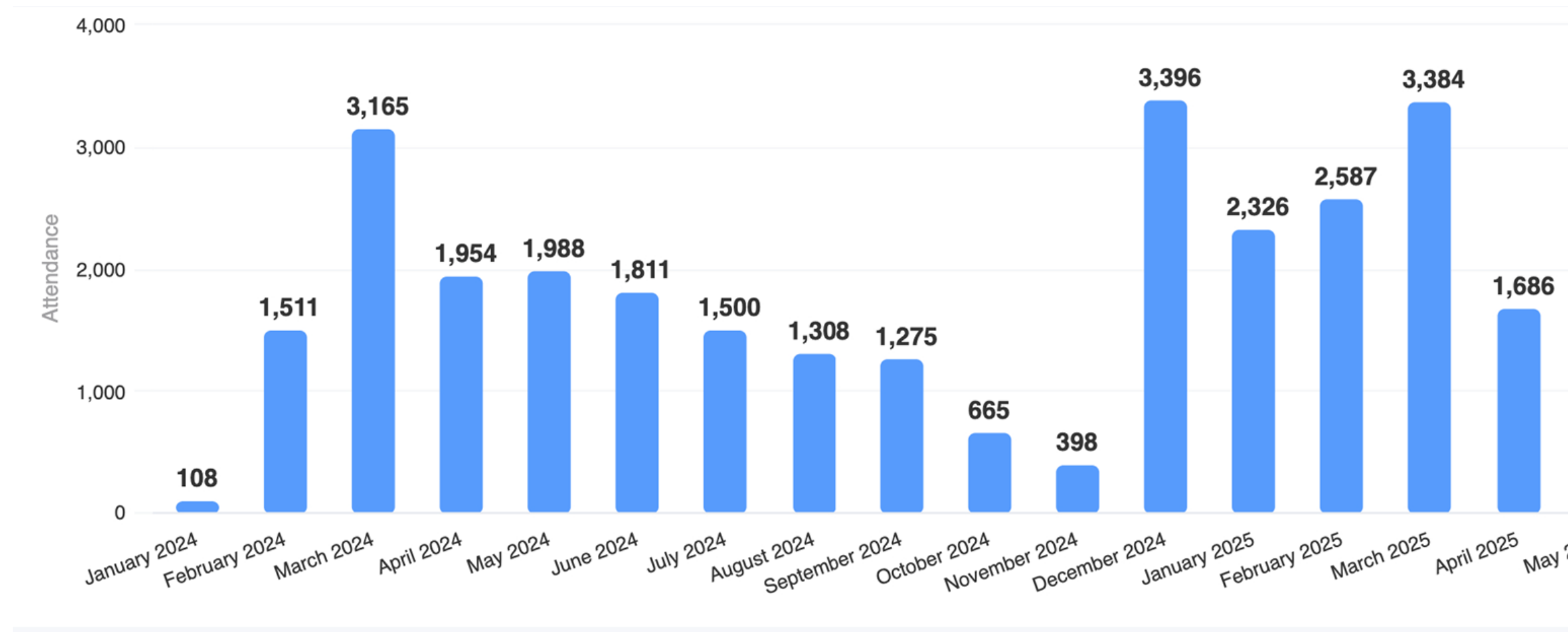
Visiting States and Provinces



We continue to grow our national and international audience, despite being closed post-hurricanes during high visitation months

The Gallery at Creative Pinellas

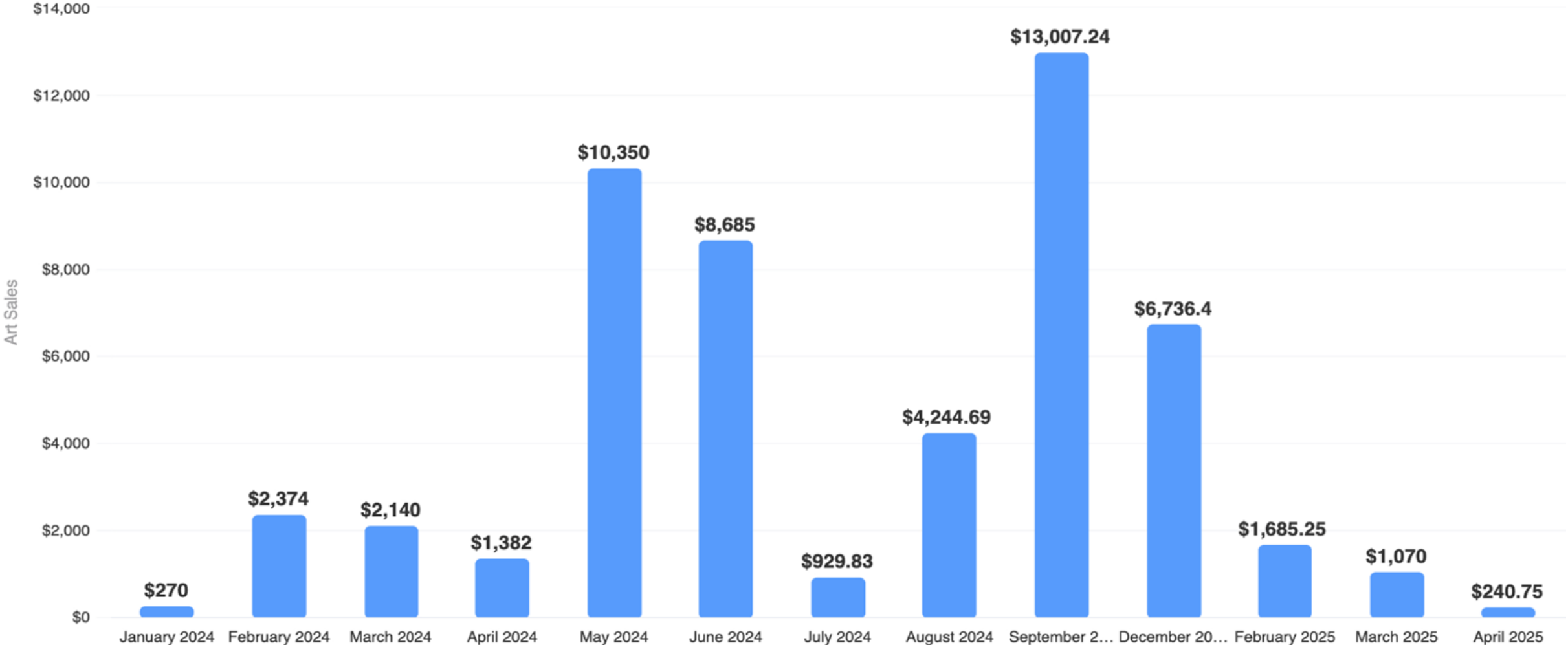
Attendance: **30% increase**



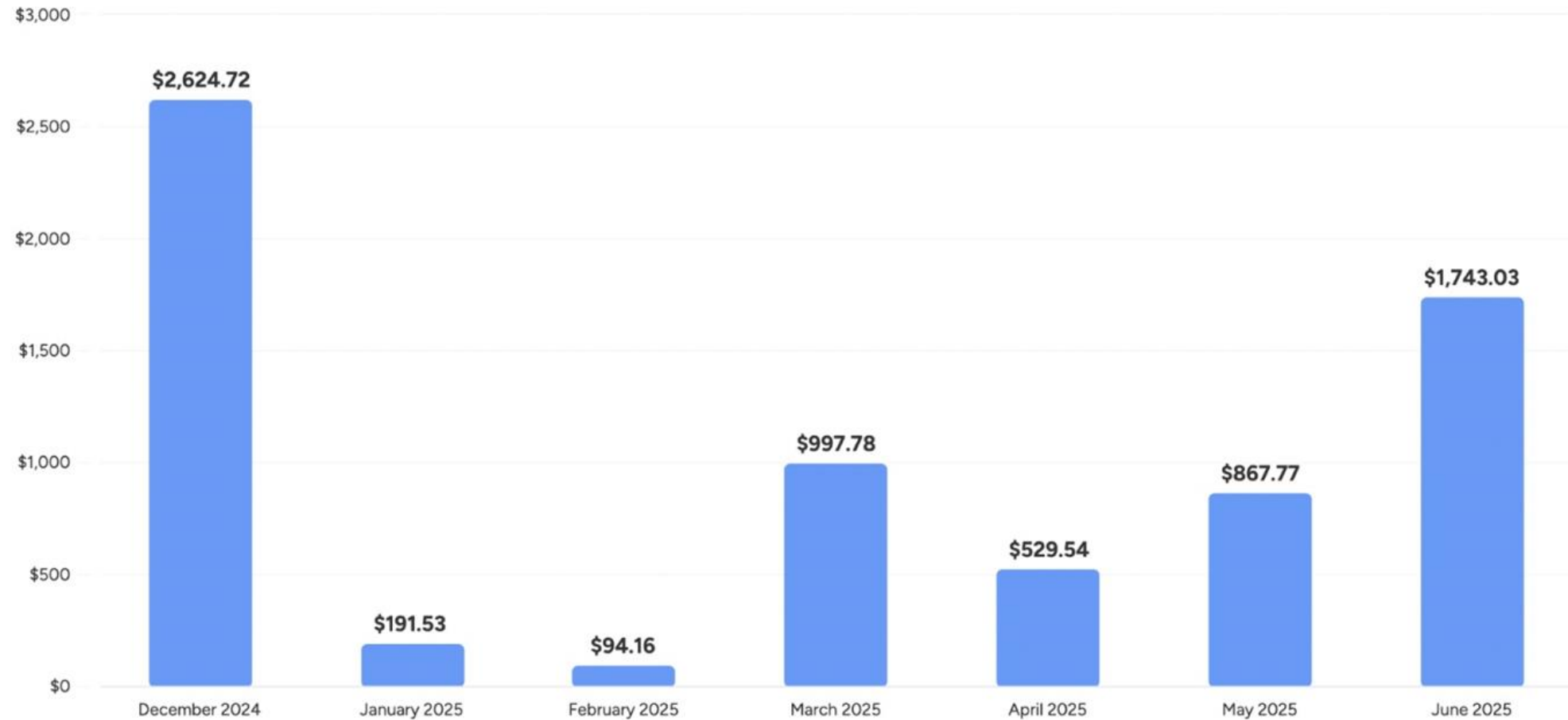
The Gallery at Creative Pinellas



Art Sales



Visitor Center & Gallery Store



Supporting the Growth of the Pinellas County Cultural Community

Using the Arts to Enhance Civic Life

Through municipal and corporate contracts, we are beautifying our county through public art, wayfinding, and art programs.

- Lealman CRA: \$250,000
- South Pasadena: \$47,000
- County Signal Boxes: \$36,000
- St. Pete Clearwater Airport: \$20,000
- City of Largo: \$8,975
- PODS: \$8800
- Tax Collector Office: \$4000

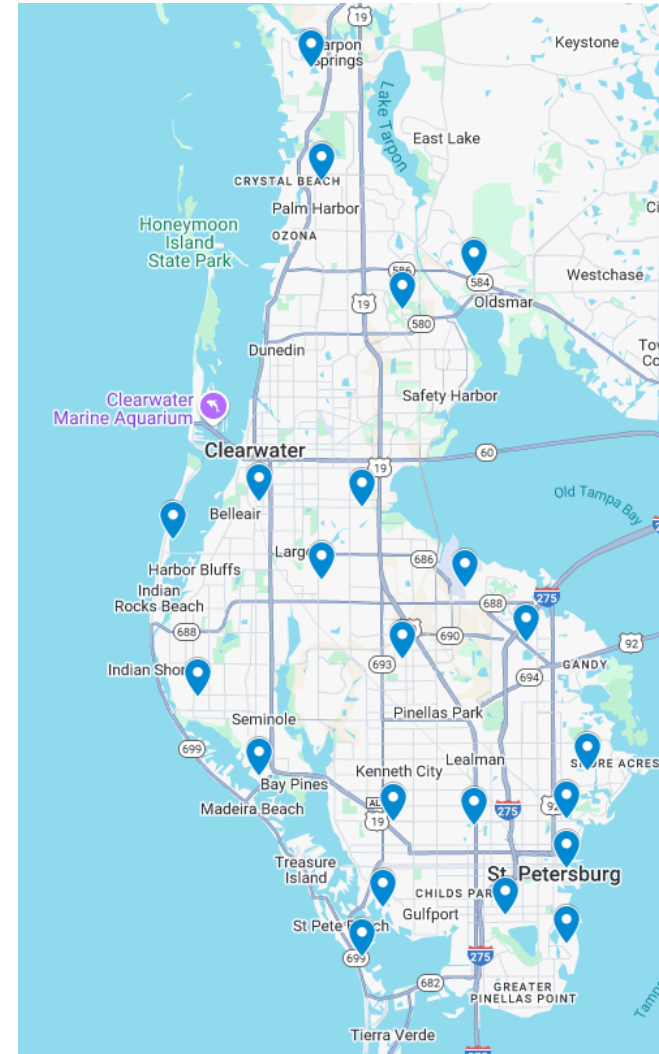
TOTAL: \$374,000



Funding Our Arts & Cultural Community

Funds Distributed: \$200,000

- Hurricane Relief
- Individual Artists
- Arts Organizations
- Summer Camps



Pinellas County Cultural Plan

Goal 1: Enhance Arts and Cultural Tourism

Goal 2: Enhance Countywide Cohesive Arts and Cultural Communications

Goal 3: Support the Cultural Development of Municipalities and Unincorporated Areas

Goal 4: Build the Capacity of the Arts and Culture Community



Measuring Success

ECONOMIC IMPACT: Visitor and resident spending on the arts

INCREASE IN CULTURAL TOURISM: Number of visitors and length of stay

CULTURAL PARTICIPATION: Visitor and resident attendance

EDUCATION AND OUTREACH: Children participating in cultural activities

ARTIST SUPPORT: Funding distributed to artists

Establish the VACAY Cultural Tourism Program

Visitors, Arts, and Culture Are Yours to reach travelers in key markets that align with Pinellas County's strategic tourism, engagement, and visitation goals:

- **Support County Tourism Initiatives:** VACAY is in direct support of current Visit St. Pete Clearwater goals to continue positioning Pinellas County as a:
 - Destination with a strong arts scene
 - Vacation spot with a variety of things to do
 - Unique region with a strong vibe
 - Place where visitors can enjoy unique, one-of-a-kind experiences
- **Generate new/unique out-of-home experiences** to generate exponential earned PR media
- **Support new initiatives** (art and cultural enrichment and community initiatives)
- **Offer co-op advertising programs** to industry partners that help them reach their business goals
- **Utilize cost-effective ways to produce new content**
With strong visual appeal and a year-round schedule of events, arts programming is an exciting and cost-effective mechanism to showcase the region during both slow and high seasons
- **Reinvigorate and redefine funding programs** that can be replicated across the tourism industry

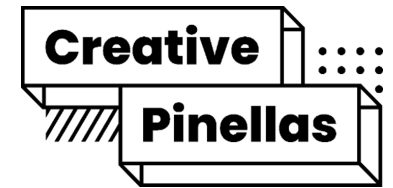
A Solid Return on a County Investment

Return on Investment for \$1.1 million

With a **9:1 ROI** for arts funding, the economic impact felt throughout our tourism and cultural communities are expected to reach more than \$9 million USD.

With a **27:1 ROI** on marketing dollars, an allocation of \$1million in marketing support from VSPC (new and current) and \$250,000 in matching funds would generate another \$27,000,000 in impact.

TOTAL expected economic impact = \$42,750,000.00



Thank you for your support.

**Creative Pinellas and the
Pinellas County Cultural Community**