



ST.PETE  
CLEARWATER, FL  
VisitSPC.com



ST. PETERSBURG  
ARTS  
ALLIANCE



# Competitive Arts Tourism Grants

*A Month of Arts in Pinellas County*

NOVEMBER 2025

# Leverage Assets

## FACTS

- We have wonderful arts & culture in Pinellas County
- We have seasonal need periods in travel demand

## GOAL

Leverage our partnership with arts experts to create a month-long celebration of the arts that drives visitation during a seasonal need period, while enhancing the reputation of St. Pete-Clearwater as a must visit arts destination

## PROPOSED PROGRAM

Provide competitively selected awards to individual artists, public and private organizations, and arts agencies that create a month of themed arts experiences located throughout the destination

Collectively, each experience ties into one overarching event aimed at enhancing the visitor experience, driving visitation, and elevating St. Pete Clearwater's profile in the creative community





# Program Administration

**Shared management maximizes the strengths of the various agencies**

**Visit St. Pete-Clearwater leads on marketing**

**The three Arts Agencies partner for management of program**

Planning, outreach, application development, application tracking, panel facilitation, program and event management

- 75% Creative Pinellas
- 15% St. Pete Arts Alliance
- 10% Clearwater Arts Alliance

# Funding Breakdown

## **Program Administration \$100,000**

Creative Pinellas \$75,000

St. Pete Arts Alliance \$15,000

Clearwater Arts Alliance \$10,000

## **Awards and Event Production \$400,000**

Competitively selected experiences

Up to \$25,000 for larger experiences

Up to \$10K for smaller experiences

**Executed through funding agreement with Creative Pinellas that includes St. Pete and Clearwater Arts Alliances as subrecipients**



# Award Features

## ELIGIBILITY

- Increases Pinellas as a premier arts destination
- Proposal comprises an arts experience
- To be produced in Pinellas County
- For-profit, nonprofit, individual, or partnership with capacity to produce the proposed experience
- Able to collect certain metrics (such as interactivity, attendance, Zip code, sales)
- Not receiving Elite funding for the same experience
- Integratable by VSPC into outreach methods

# Selection Committee

## Seven (7) member committee

Visit St. Pete Clearwater staff, hospitality, arts experts across genres

### Evaluation

- Meets eligibility criteria
- Supports vision of program, including driving visitation in selected month
- Qualified to deliver the experience





# Program Evaluation

**Metrics will be established to determine program performance in year one**

**Metrics may include, but will not be limited to the following:**

- Occupancy rates during events
- Attendees
- Social media and webpage engagements
- Economic Impact
- Event check-ins