Report to the Board

A Survey of Accomplishments

June/July 2017 – June 2018

Barbara St. Clair, Executive Director
Switched from a contractor to employee model to better run and manage Creative Pinellas.
• Onboarded OASIS Outsourcing
• Fully staffed as of January 2018
Became a 501c3 Organization (were a 501c4) which gives us the *opportunity* to apply for significant grants from foundations and government entities – as well as to fundraise and create a donor community.
Moved into a new home in the administration building of the former Gulf Coast Museum of Art enabling us to more effectively function as a team and an organization.
Established a full slate of officers:
- President: Doreen More
- Vice President: Lauren Davenport
- Treasurer: CJ Zygadlo
- Secretary: Susan Benjamin

Expanded our Board of Directors:

<table>
<thead>
<tr>
<th>Current</th>
<th>New</th>
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<tbody>
<tr>
<td>Ken Rollins</td>
<td>Tony Satterfield (Ex Officio)</td>
</tr>
<tr>
<td>Carla Bristol</td>
<td>John Brielmaier</td>
</tr>
<tr>
<td>David Rajaram</td>
<td>Mark Weinkrantz</td>
</tr>
<tr>
<td>Carlen Peterson</td>
<td></td>
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<tr>
<td>Karen Seel (Ex Officio)</td>
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Updated policies and procedures:
- Established committee structure
- Initiated term limits
- Adopted new financial policies
- Completed audit

“A strategic board has a view of looking ahead, an insight to look deeper, and competency to look beyond.” — Pearl Zhu
Our monthly meetups – held at various locations throughout Pinellas County bring artists and community members together and **create opportunities** for networking, growth, collaboration.
Our sold-out monthly **Insider** workshops focus on topics and have experts of interest to our arts community share their “how-to-do-it” knowledge.

*Steven Kenney: Building Collectors* | *Paul Wilborn: How to Collaborate* | *Gina Russo: Getting Published*
Each **third Thursday** we bring lively and significant conversations to our community with thought leaders who discuss their work at the intersection of art and innovation.

**Arts + Innovation Conversations**

Renee Piechocki: Pittsburgh Dept. of Public Art | Ryan Swanson: Urban Conga | Delores Coe: Art and Health
Creative Pinellas provided 10 grants in 2017 and 10 grants in 2018 for emerging artists – each grantee receives their own blog page, a professional mentor devoted to helping them make **the leap into success** and a curated show that connects them with curators, reviewers and collectors.

“I saw Nathan, Kenny and Shannon's work at the Creative Pinellas Emerging Artists and I invited them to be part of our annual summer show (I and Though)” — Catherine Bergman, Dunedin Fine Arts Center
Grants for Artists

Emerging Artists 2017

Emerging Artists 2018
Professional artist grants support and recognize the arts-power-leaders who continue to put our community on the map. With 8 grants in 2017 and 10 grants in 2018, each artist created content for their own blog page – generating 100’s of blogs, participated in two public panels and will support our fundraiser/show at the Gallery in November 2018.
Grants for Artists

Professional Artists 2017

Professional Artists 2018
Grants for organizations **support arts programs and outreach** to youth and underserved populations, promote the development of new audiences and new works and support the feet-on-the-ground activities of arts organizations.
Grants for Organizations

10 Youth Education Grants

Suncoast Jazz Classic

Our Trail
Music/dance along the Pinellas Trail

2 Grants to develop new programming/expand audiences

3 grants to support local arts alliances
In spring of 2018 Creative Pinellas partnered with the Pinellas County Community Foundation to offer a grant to artists 60+ to have them create original work that would address the issues of aging-in-place. We see this as the first of many partnerships we are looking to develop to connect artists and organizations in new ways.
Launched and successfully deployed grant management software for all 2018 grants – provides online application, financial/document controls and tracking dashboard
Fall and spring classes to train artists and arts organizations in successful business development and business practices. We have been running this program in partnership with TEC Garage since 2016 and have graduated over 60 attendees.
Public meeting sponsored by new Courtyard/Fairfield Suits Marriott at Clearwater Beach to bring artist and tourism industry professionals together, make connections and generate actionable ideas to benefit both sectors.
Series of public meetings and visioning opportunities in partnership with Forward Pinellas to set the stage for establishing Alt 19 as a cultural corridor and funding arts and cultural project to support that vision and activity.
Community Activities/Partnerships

Regular and special meetings with partners and stakeholders *key to building relationships*, collaboration and the advancement and strengthening of the arts in Pinellas County.
A one day summit in July 2017 followed by a programmed series of public meetings, focus groups, one-on-one interviews and surveys around Pinellas County to understand community needs and develop a community vision and 3 – 5 year plan for arts and culture.
In February 2018, Creative Pinellas published a detailed **Community Plan** that summarized the results of the research from the Community Arts Dialog and set out 15 key strategies for moving arts and culture forward in Pinellas County. This will be followed by a **Strategic Plan** now in development.
The Creative Pinellas Arts Business Incubator is designed to provide a home and a supportive/collaborative environment for arts and cultural nonprofit organizations.
We provide multiple opportunities for engagement and support – and also require participants to:

• Commit to being on site
• Provide volunteer hours
• Provide and commit to mentoring
• Share their art/skills
We rebuilt and relaunched the creativepinellas.org website to overcome some limitations in the ability of the backshop to meet our needs – including *updating and enhancing* the artists directory, venue directory and event calendar.
We upgraded and enhanced the magazine with articles that take a deeper dive into the arts scene and that are **worth reading** whether you live in Pinellas, or Texas.
The website has also established itself as a **content powerhouse** with 5 – 7 new articles each week, our artists blog (which have strong followings) and our high-quality podcasts.
We are well on our way to make the Community Traveling Public Art project a reality – we have 12 locations identified, a panel that has met 3 times to craft the sense of the project and the call to artists has been posted on CAFÉ.
In October of 2017 we had our Emerging Artists show at the Gallery (former Gulf Coast Museum or Art). Over 300 people attended – the first presentation of art in the space since 2008!
We followed the successful Emerging Artists show with a 4 week long show of PAVA (Professional Association of Visual Artists – open on Friday, Saturday and Sunday, and coinciding with the Florida Botanical Gardens holiday lights. We had over 1,000 people attend.
Our other wonderful special event on the Pinewood Campus was our Arts Business Incubator *Open House* – we had 200+ visitors over the course of the afternoon, including civic and business leaders as well as artists, arts organizations and supporters.
Over the last year, Creative Pinellas has received very positive press – and has had a significant *media presence* from articles about our Emerging Artists show in the Tampa Bay Times Thursday Entertainment tab to articles in Broadway World, and 83 Degrees.
We have been able to establish and **execute on important partnerships** – from a joint content project with Visit St. Petersburg Clearwater to laying the groundwork with our colleagues in Pinellas County to work together for the greater good.
And we are especially proud of taking the bull by the horns and installing wayfaring signage at Pinewood Cultural Park to help visitors find their way and have a positive experience when they visit our wonderful location.
### By the Numbers

**Community Participation**

<table>
<thead>
<tr>
<th>Activity/Program</th>
<th>Direct Impact</th>
<th>Service Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants</td>
<td>76 grants managed</td>
<td>1,400 people at grants related events + 500 children directly served</td>
</tr>
<tr>
<td>Programs</td>
<td>67 programs offered</td>
<td>1,804 people attended</td>
</tr>
<tr>
<td>Incubator/gallery activities</td>
<td>42 incubator activities</td>
<td>2,237 people attended</td>
</tr>
<tr>
<td><strong>Total Program Impact</strong></td>
<td><strong>109 events</strong></td>
<td><strong>5,441 direct participants</strong></td>
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<th>Service Impact</th>
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<tr>
<td>Website</td>
<td>228 regular articles, 36 magazine feature articles, 7 guest editors, 35 podcasts</td>
<td>127,355 website and magazine readers/444,678 impressions</td>
</tr>
<tr>
<td>Social media</td>
<td></td>
<td>7,500 followers</td>
</tr>
<tr>
<td><strong>Marketing/digital impact</strong></td>
<td><strong>306 digital actions</strong></td>
<td><strong>579,533 engagements</strong></td>
</tr>
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## By the Numbers

### Fundraising and Revenue

<table>
<thead>
<tr>
<th>Source</th>
<th>Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incubator Rents</td>
<td>$3,478</td>
</tr>
<tr>
<td>Gallery/Auditorium Rents</td>
<td>$700</td>
</tr>
<tr>
<td>Service Revenue</td>
<td>$4,098</td>
</tr>
<tr>
<td>Sponsorships</td>
<td>$18,000</td>
</tr>
<tr>
<td>Donations</td>
<td>$1,125</td>
</tr>
<tr>
<td>Partnerships</td>
<td>$8,000</td>
</tr>
</tbody>
</table>

**Total generated revenue**  
$35,401
Thank You!

Creative Pinellas