

Arts Coast Studios is an exciting new way for visitors to experience the Arts Coast - Pinellas County from anywhere in the world. This highly-curated experience will bring fresh new arts performances and arts-related content to visitors' eyes and ears with a multi media channel approach including email and general marketing outreach targeted to the tourism market visiting the Arts Coast - Pinellas County

With Arts Coast Studios, we aim to bring the amazing artists, art work and arts organizations to the attention of a wide audience from Pinellas county to around the globe; to promote Pinellas County as an arts and cultural destination; and to make the arts here in our home accessible to everyone, even people that physically can't visit us at the moment. We'll feature a mix of great video content created by our arts community and written content from Creative Pinellas' award-winning online magazine.

With all that in mind, the type of video content we look forward to featuring on Arts Coast Studios would:

- Be new content, though not necessarily exclusive or premiering on Arts Coast Studios or compelling
- Have both high-quality content and audio and video production
- Be an appropriate length for subject matter and production value.
- Be of interest to a general audience. Arts Coast Studios will reach a local audience familiar with Pinellas county as well as regional, national, and international audiences that are new to Pinellas county arts. We'll also be engaging with arts enthusiasts, the arts curious, artists and everyone in between.
- Not contain hate-speech, violent or graphic content, harmful or dangerous content.
- Have all applicable copyrights owned by the person submitting the content and/or have obtained and retained all necessary legal permissions to use copyrighted material.

Arts Coast Studios will feature two major types of submitted videos: (1) Video content that is also available on other websites and portals and (2) Video content that is only available on Arts Coast Studios (for an agreed period of time).

### **Non-Exclusive Video Content (also available on other websites and portals)**

**Creative Pinellas pays \$35 to \$75 for each accepted Regular content video.**

For any of your non-exclusive video content that is featured on Arts Coast Studios, you'll keep all rights and ownership of your content and may simultaneously publish your content elsewhere as well. We just ask for your permission to share your work with others across our platforms, for example, by embedding it on our website and posting the video content to social media. You'll need to submit an MP4 or similar file-type (rather than just a link) for us to be able to upload the video across all of Arts Coast Studios' marketing channels.

Submissions that are approved will be compensated according to the following schedule:

<b>Category</b>	<b>Amount</b>
5 – 15 mins. of content	\$35
16 – 60 mins. of content	Up to \$75

### **Exclusive Video Content (Only available on Arts Coast Studios) Proposals**

**Creative Pinellas pays \$300 to \$1,000 for each video accepted as Exclusive content.**

For any of your exclusive video content that is featured on Arts Coast Studios, you hold on to all of the same rights as above. The only difference is that we ask for you to not publish this content anywhere else *online* as long as it's on the Arts Coast Studios platforms or a mutually agreed upon length of time (for example, film festivals or in-person screenings/performances are acceptable). Exclusive videos will be exclusive to the Arts Coast Studios platforms for about a minimum of three months.

Again, you'll need to submit an MP4 or similar file-type (rather than just a link) for us to be able to upload the video across all of Arts Coast Studios' marketing channels.

Creative Pinellas determines the exact amount paid between \$300 and \$1,000 using a rubric based on content length, originality, content, production, etc.

### **Pre-Recorded Exclusive Video Content (Will only be available on Arts Coast Studios)**

**Creative Pinellas pays \$50 -- \$500 for each pre-recorded video accepted as Exclusive content.**

For any of your pre-recorded exclusive video content that is featured on Arts Coast Studios, you hold on to all of the same rights as above. The only difference is that we ask for you to not publish this content anywhere else as long as it's on the Arts Coast Studios platforms or a mutually agreed upon length of time. This could last about three months or longer.

Again, you'll need to submit an MP4 or similar file-type (rather than just a link) for us to be able to upload the video across all of Arts Coast Studios' marketing channels.

Creative Pinellas determines the exact amount paid between \$50 and \$500 using a rubric based on content length, originality, content, production, etc.

### **Exclusive Video Series Proposals (A series of video episodes to be available exclusively Arts Coast Studios)**

**Creative Pinellas pays an amount negotiated with the artist for a series after a proposal is accepted.**

We ask that you begin by submitting a series proposal instead of video content (See "Submitting Your Video Proposals" section below). If we decide to consider your proposal further, we'll contact you about next steps.

For any of your exclusive video series content that is featured on Arts Coast Studios, you hold on to all of the same rights as above. The only difference is that we ask for you to not publish this content anywhere else online as long as it's on the Arts Coast Studios platforms or a mutually agreed upon length of time (for example, film festivals or in-person screenings/performances are acceptable). The length of time the video series episodes will be exclusively available on Arts Coast Studios platforms will be mutually agreed upon prior to production.

## **Submitting Your Video Content Proposals**

Please submit your videos by using the form at [www.creativepinellas.org/arts-coast-studios-call-to-creators](http://www.creativepinellas.org/arts-coast-studios-call-to-creators).

Creative Pinellas will inform you within 48-72 hours from submission if your agreement is accepted.

If you're submitting a proposal, you'll be asked to submit basic contact information, a description of your video proposal, and links or uploads of samples of your past work.

If you're submitting pre-recorded content for consideration, you'll be asked to submit basic contact information as well as a clip of the strongest portion of the work you're submitting for consideration.

In consideration of the audience that Arts Coast Studios is curating for please reference these tourism archetypes. Use this as a guide to formulate an idea of who your content will be engaging with. Creative Pinellas is committed to an ongoing update for all content creators with market research of the Arts Coast (Pinellas County)

Tourist Archetypes	Description	Looking For	Characteristics
Recharger	Rechargers tend to avoid crowds or extreme sensations. They are fairly self-sufficient. When visiting a museum, recharges aim to get away from it all and to decompress. Often, rechargers are people who have significant demands on their time with work and active families. For them, the experience of sitting quietly at a concert is a welcomed change of pace. They are seeking me-time and opportunities to restore the spirit and refresh the soul.	<ul style="list-style-type: none"> <li>a. They are seeking to get away from it all.</li> <li>b. They are seeking a peaceful experience.</li> <li>c. They want to reduce stress and find a source of energy.</li> <li>d. They are seeking spiritual reflection.</li> <li>e. They want to avoid crowds or sensations.</li> <li>f. A successful arts &amp; culture experience for them will leave them with the feeling that they have gotten away.</li> <li>g. They might enjoy getting away to the museum for a few hours.</li> </ul>	<ul style="list-style-type: none"> <li>a. Mindful</li> <li>b. Spiritual</li> <li>c. Empathetic</li> <li>d. Self-aware</li> </ul>

<p>Experience Seeker</p>	<p>Experience Seekers are highly active, diverse, social, and ambitious. They tend to be singles, couples, and younger people engaging with the arts regularly. When traveling or visiting a place, they are following a to-do list. Their goal is to check off their list of iconic places to visit, and will gravitate towards the local "attractions."</p> <p>Experience Seekers will tend to live and stay close to city centers with easy access to a wide variety of arts, museums, galleries, and culture. Their interests span mainstream, contemporary and culturally diverse offers. They are in search of new things to do and have the disposable income to spend on a variety of activities like arts, sporting events, memberships, visits to cafes, bars, and dining out.</p> <p>Experience Seekers tend to be active on social media and use smartphones regularly to document their experiences. They are more likely to share their experiences on social media with friends and followers. In an age where it's possible to access high-quality content online, the rationale behind attending a live event for many is the occasion itself.</p>	<p>a. They are seeking a unique experience that not everyone can have.</p> <p>b. They want to have fun and be entertained.</p> <p>c. They like to be hands-on.</p> <p>d. They are likely to travel.</p> <p>e. They are seeking to check off their list and want to hit the highlights.</p> <p>f. They want to do "what you're supposed to do" in that city or area.</p> <p>g. They may need to see the highlights to feel satisfied.</p> <p>h. They delight in the experience of searching for art and buying art.</p> <p>i. They may enjoy being part of the community.</p> <p>j. They are the largest group attendees to exhibitions, while, at the same time, they make up the smallest percentage of sales.</p>	<p>a. Highly active</p> <p>b. Diverse</p> <p>c. Social and ambitious</p> <p>d. Engaging</p>
<p>Host or Facilitators</p>	<p>Facilitators live to serve others and they attend events because of someone else. They are likely to bring a friend or a group of people because they think that the visit would benefit the other party, not because of a personal need. Their personal need is to make a good experience for others.</p>	<p>a. They are motivated by the needs of others.</p> <p>b. They aim to make others happy and produce a great experience for their guests.</p> <p>c. They are likely to share what they love and what they know with others.</p> <p>d. They focus on creating an experience for others.</p> <p>e. They like to keep their guests well-fed and comfortable.</p>	<p>a. Friendly</p> <p>b. Confident</p> <p>c. Personable</p> <p>d. Compassionate</p> <p>e. Enthusiastic</p> <p>f. Team Player</p>

<p>Explorers</p>	<p>Explorers like to see what life has to offer and are interested in attending arts &amp; culture events because they appeal to their wonder. This type could be anyone. They are not typically attracted by any particular art style, they just know what they like when they see it. They do not have concrete learning objectives but they like to learn new things. The primary goal for Explorers is to satisfy their curiosity. Explorers hunt out art/culture opportunities that will satisfy their curiosity for something new and different. Often,</p> <p>Explorers will be the audience for new material from emerging producers.</p>	<ol style="list-style-type: none"> <li>1. They are driven by curiosity and a desire to learn new things.</li> <li>2. They know what they like when they see it.</li> <li>3. They like to learn new things.</li> <li>4. They enjoy experiences that appeal to their curiosity.</li> <li>5. They have a sense of adventure.</li> <li>6. They look out for something new and different.</li> <li>7. They like to discover new things.</li> </ol>	<ol style="list-style-type: none"> <li>1. Focus</li> <li>2. Preparedness</li> <li>3. Conviction</li> <li>4. Perseverance</li> <li>5. Creativity</li> <li>6. Curiosity</li> <li>7. Resilience</li> <li>8. Risk-taking</li> <li>9. Independence</li> <li>10. A sense of higher purpose</li> </ol>
<p>Community Builders</p>	<p>Community Builders have a strong sense of identity and seek groups that share their values and beliefs. Community Builders have a high degree of social capital with shared understanding, shared norms, shared values, trust, cooperation, and reciprocity. Community Builders have an entrepreneurial spirit and are committed and devoted to working together to make their community stronger. Community Builders seek opportunities to collaborate and work with others as a team. They will often be attracted to volunteer opportunities. They enjoy working with others to solve problems and make things better.</p> <p>Community Builders may become members and attend/volunteer often. They are also attracted to opportunities to discuss and critique among their peers which makes the live experience preferable to sitting at home.</p>	<ol style="list-style-type: none"> <li>a. They are social and seek a connection with other people.</li> <li>b. They appreciate a sense of community and are looking for ways to contribute.</li> <li>c. They are seeking connections with artists and others.</li> <li>d. They want to meet new people.</li> <li>e. They are seeking a sense of belonging and connecting with others that have similar interests.</li> </ol>	<ol style="list-style-type: none"> <li>a. Team oriented</li> <li>b. Forward thinkers</li> <li>c. Engaged</li> <li>d. Sharing</li> </ol>

<p>Professionals</p>	<p>Professionals include teachers, educators, producers, photographers, artists, and people in related fields. Their goals are linked to their role as a professional. For example, a nature photographer may go on an eco-tour with the goal to take pictures. An arts educator may visit an arts event in order to plan a lesson, etc.</p>	<p>a. They are a professional that is visiting as part of their work.</p> <p>b. They are looking for specific opportunities to connect with people, market products, source materials or information, produce work.</p> <p>c. They may be seeking inspiration for their work.</p>	<p>a. Accountable</p> <p>b. Organized</p> <p>c. Reliable</p>
<p>Purpose-Driven</p>	<p>Purpose-Driven users are seeking to fill a specific need. Perhaps they are in the market to purchase art for their home, or a gift for a friend. Purpose-Driven consumers represent more than 50% of all types of buyers. The Purpose-Driven consumer has an excellent understanding of what they want for their home or business, such as specific size, style, and color palette.</p>		
<p>Nostalgics</p>	<p>Nostalgics are seeking experiences that remind them of the past, often their youths. Nostalgics will be attracted to arts/culture opportunities from recent past decades. They may be motivated to attend a live performance because they know and love music and the experience.</p>		