



Report to the Board

A Survey of Accomplishments

June/July 2017 – June 2018

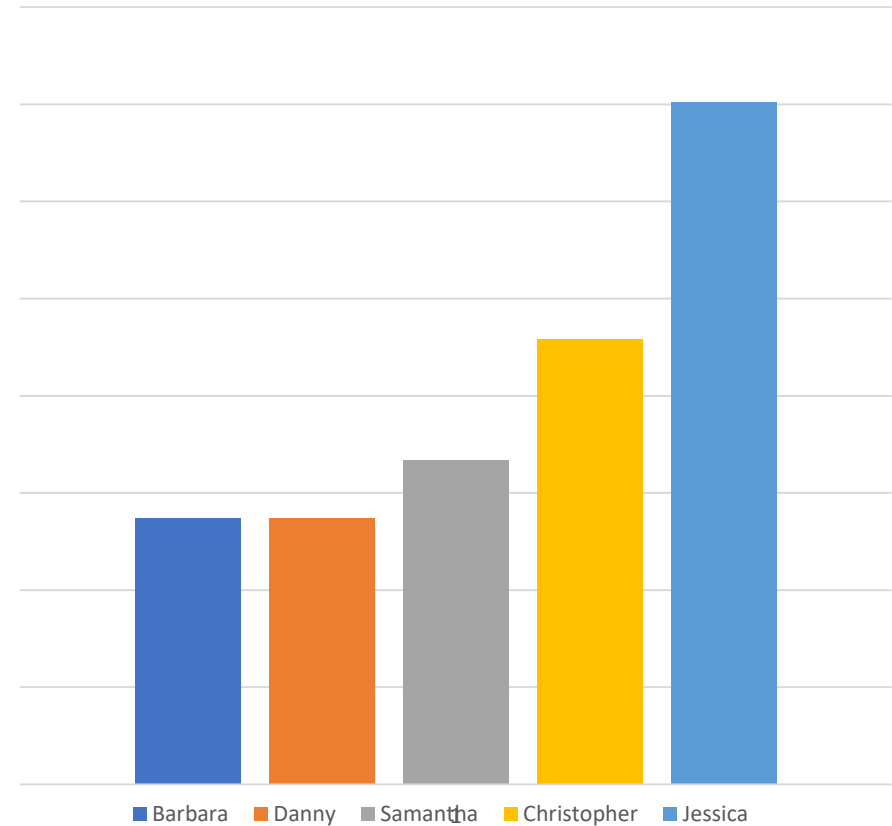
Barbara St. Clair, Executive Director

Organizational/Structure

Staffing Model

Switched from a contractor to employee model **to *better run and manage*** Creative Pinellas.

- Onboarded OASIS Outsourcing
- Fully staffed as of January 2018



Organizational/Structure

Tax Status

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.



Organizational/Structure

Office Location

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.



Organizational/Structure

Board and Governance

Established a full slate of officers:

- President: Doreen More
- Vice President: Lauren Davenport
- Treasurer: CJ Zygadlo
- Secretary: Susan Benjamin

Expanded our Board of Directors:

Current:

- Ken Rollins
- Carla Bristol
- David Rajaram
- Carlen Peterson
- Karen Seel (Ex Officio)

New:

- Tony Satterfield (Ex Officio)
- John Brielmaier
- Mark Weinkrantz

Updated policies and procedures:

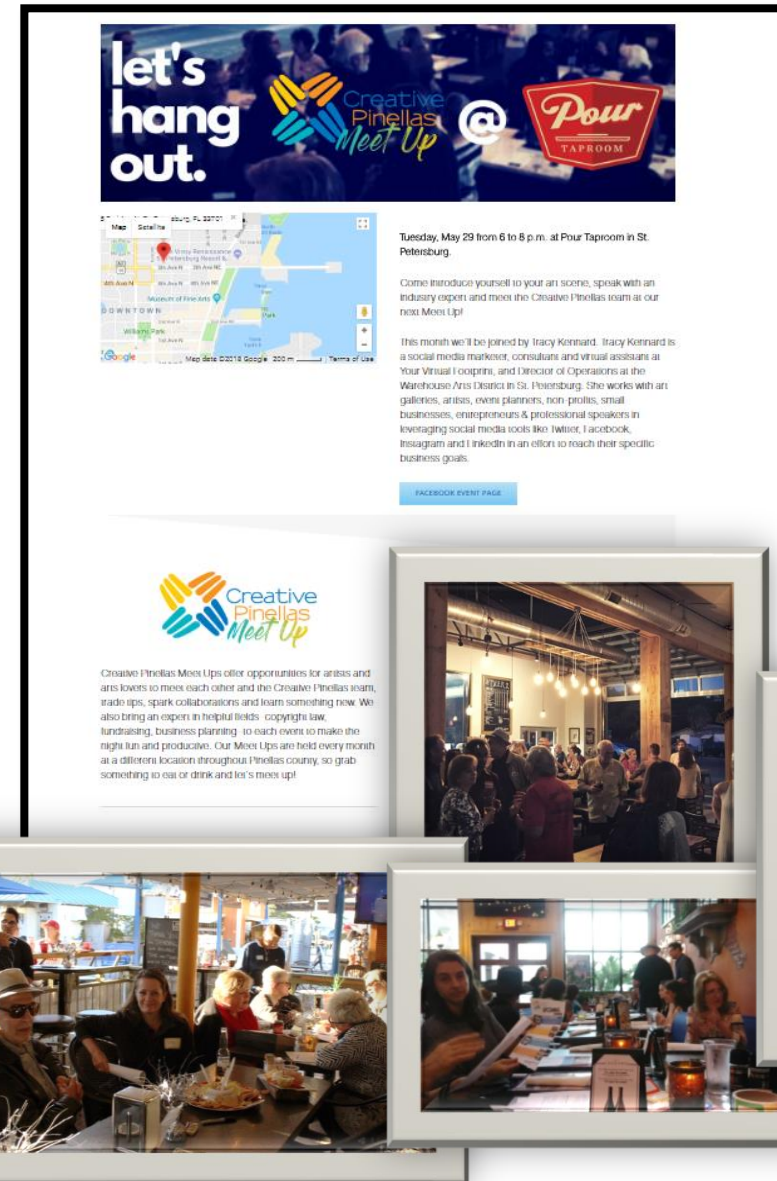
- Established committee structure
- Initiated term limits
- Adopted new financial policies
- Completed audit

“A strategic board has a view of looking ahead, an insight to look deeper, and competency to look beyond.” — [Pearl Zhu](#)

Monthly Programs

Meetups

Our monthly meetups – held at various locations throughout Pinellas County bring artists and community members together and ***create opportunities*** for networking, growth, collaboration.



Tarpon Springs | Gulfport | Dunedin | Safety Harbor | St. Pete | Clearwater | Pinellas Park | Largo


Monthly Programs

Workshops

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.

Workshops for Artists & Organizations

Creative Pinellas offers workshops designed to help artists and arts organizations learn skills that will move their career and organizations forward.



What People Are Saying

100%

100% of attendees surveyed said that the Arts Insider Workshop met or exceeded their expectations.

★★★★★

Average Workshop Instructor Rating — 4.7 out of 5

★★★★★

Average Workshop Content Rating — 4.7 out of 5

★★★★★

Arts Insider Workshops Overall Average Rating — 4.5 out of 5

Coming this Summer!


We're excited to present two new installments in the Arts Insider Workshop Series beginning this July.


Everything I Learned as an Artist, I Learned at Street Fairs

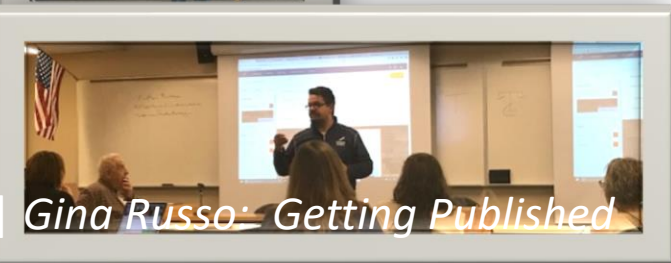
Led by Acclaimed glass artist Marlene Rose, this exhibition will help you learn how to connect with art fair audiences, determine what they want and move that knowledge into the gallery. Marlene Rose is a highly-exhibited artist, represented by galleries across the country and operates her own gallery in downtown Clearwater.

It's All in the Process

In this workshop instructor and artist Mark Aeling will help you develop your creative process, making it work for you. Mark Aeling is a master sculptor with decades of experience. Additionally, he operates the internationally-known MGA Sculpture Studio boasting clientele and artwork around nation and abroad.







Steven Kenney: Building Collectors | Paul Wilborn: How to Collaborate | Gina Russo: Getting Published

Monthly Programs


Arts + Innovation Conversations


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.

Conversations in Art + Innovation

AN INTERACTIVE LECTURE SERIES FOR THE CREATIVE COMMUNITY
EVERY THIRD THURSDAY AT CREATIVE PINELLAS

THE FUTURE OF **ANIMATION** IN FLORIDA






Esteban Valdez
June 21, 2018 - 7 p.m.
Pinewood Auditorium
12211 Walsingham Rd
Largo, FL 33778

Join us for the next installment of Conversations in Art + Innovation as we speak with animator, director and producer Esteban Valdez.

Valdez started his career as an animator producing commercials and music videos before he began directing and producing shows for Nicktoons Network. In 2010, after establishing the St. Petersburg-based animation studio Echo Bridge, Valdez began to direct and produce on shows such as Ave Cop, Chozan and Major Lazer for FOX, FOX, Amazon Studios and Netflix.

During this month's conversation we'll take a look at Florida's rich history in animation, that state of the industry today and what the future holds for animators and artists alike.




What People Are Saying

★★★★★
Average Rating of Content and Subject Matter — 4.7 out of 5


★★★★★
Average Rating of Presenters — 4.5 out of 5

★★★★★
Conversations in Art + Innovation Overall Average Rating — 4.3 out of 5

RSVP FOR THIS FREE EVENT NOW



The Third Thursday of Every Month



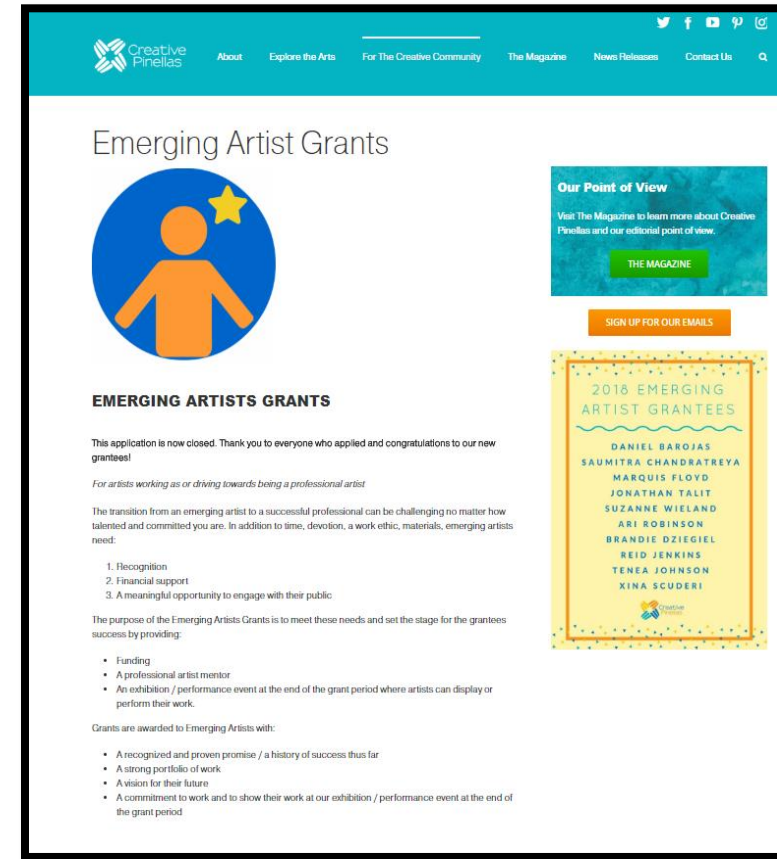


Renee Piechocki: Pittsburgh Dept. of Public Art | Ryan Swanson: Urban Conga | Delores Coe: Art and Health

Grants for Artists

Emerging Artist Grants

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

Daniel Barojas Visual Art

Daniel works in various artistic mediums including painting, mixed media illustration, watercolor, graphic/product design, jewelry, photography and metals. The creative works from the mind of Daniel Barojas seek to cultivate a visual world that is a brew of elements from traditional cultures, ancient mythologies and... [Read More and Find the Artist's Blog Here](#)



Brandie Dziegiel Visual Art

Brandie Dziegiel is a printmaker and art educator based out of Clearwater, FL. Before she received her bachelor's degree from the University of Maine in art education with minors in studio art and art history she was active duty with the United States Coast Guard for four years. Recently, her relief prints were published in Military Experience and the... [Read More and Find the Artist's Blog Here](#)



Reid Jenkins Visual Art

Reid Jenkins, 33 from St. Petersburg, is a contemporary artist who lives and works out of St. Petersburg, Florida and was in "Shore" St. Petersburg Mural Festival. Reid was raised in St. Petersburg, Florida graduating from the P.C.C.A. at Gibbs High School. He holds a BFA from Maryland Institute College of Art. Reid has shown in numerous group shows. [Read More and Find the Artist's Blog Here](#)



Ari Robinson Visual Art

Ari Robinson is a collage artist who currently resides in St. Petersburg, Florida. Her work is approached by a creative execution driven by process and spontaneity, focused on form, color, and energy. Informed with an intuitive sense of color and space, she then establishes the direction of each piece, layer by layer until the work feels grounded with a... [Read More and Find the Artist's Blog Here](#)



Jonathan Talit Visual Art

Jonathan Talit grew up in Lakeland, FL. He went to the International Baccalaureate High School in Bartow, FL, where he took art classes and participated in arts-related community service. After graduating high school, he moved to Houston to attend Houston University. After taking classes in many fields, he decided on a BFA in Sculpture and... [Read More and Find the Artist's Blog Here](#)



Saumitra Chandratreya Visual Art

Saumitra Chandratreya is a fiber installation artist who lives in Largo, FL. He was born in Mumbai and he considers Bangalore, India as his other home. He graduated from the School of the Art Institute of Chicago in 2017 with a degree in Master of Design in Fashion, Body, and Garment. He has a BFA in Textile Design from the Srishti Institute of Art... [Read More and Find the Artist's Blog Here](#)



Marquis Floyd Choreography

Marquis Floyd is an amazing artist from Clearwater, Florida. He is a recent graduate of the Russian Conservatory. Marquis is also a Pinellas County Center for the Arts graduate of the class of 2018. Marquis has been a scholarship student at numerous prestigious schools for dance such as Russian Ballet, Alonzo King's LINES Ballet, Alvin Ailey... [Read More and Find the Artist's Blog Here](#)



Tenea Johnson Literature

Tenea D. Johnson is the author of Staring Friction, a poetry/prose collection, as well as the novels, Revolution and Smokehouse, of which Publisher's Weekly wrote "the understated, lyrical prose makes even small moments feel triumphant." Smokehouse went on to win the Parallax Award while Revolution received an honorable mention that year. [Read More and Find the Artist's Blog Here](#)



Xina Scuderi Visual Art

Xina Scuderi is a self-taught fine art photographer based in St. Petersburg (Tampa Bay), Florida. She is a St. Pete native and has a Bachelor's Degree in Geography and Anthropology from University of South Florida. Scuderi is most known for her Macro Collection of wildlife and nature. Capturing the smallest details challenges and excites her. Macro offers a... [Read More and Find the Artist's Blog Here](#)



Suzanne Wieland Music Composition

Suzanne Wieland (MA) is a composer who lives in the Tampa Bay area. Her compositions have been recorded by Abacus Records. Suzanne received her education at Florida State University, University of North Texas, and Florida Atlantic University. Recent performances of original works include Statements by the Iroquois Philharmonic... [Read More and Find the Artist's Blog Here](#)



Grants for Artists

Professional Artist Grants

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.

The screenshot shows the Creative Pinellas website's 'Professional Artist Grants' page. The header includes the Creative Pinellas logo and navigation links: About, Explore the Arts, For The Creative Community, The Magazine, News Releases, and Contact Us. A large orange circle with a white silhouette of a person is featured on the left. On the right, there's a 'Our Point of View' section with a link to 'THE MAGAZINE' and a 'SIGN UP FOR OUR EMAILS' button. The main content area is titled 'PROFESSIONAL ARTISTS GRANTS' and contains several paragraphs of text, a list of disciplines, and a list of 2018 grantees. The list of grantees is presented in a blue box with white text, decorated with confetti.

PROFESSIONAL ARTISTS GRANTS

Applications for the Professional Artist Grants are now closed. Thank you to everyone who applied and congratulations to our new grantees!

For artists at the pinnacle of their career

This Professional Artist Grant program is designed to support the sustainability and retention of artists of outstanding talent and ability.

Grants are available in the disciplines of:

- Choreography
- Literature
- Interdisciplinary
- Media Arts
- Music Composition
- Theatre/Musical Theatre
- Visual Arts

In 2018 we awarded 11 grants—nine grants of \$5,000 and two of \$2,500 each were awarded to professional artists who have created a recognized body of original work, who are striving to achieve the highest level of professional recognition, and who have a history of increasingly successful work on a national / international as well as local or regional level.

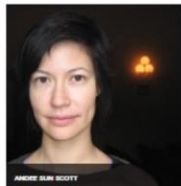
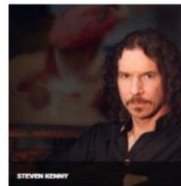
Grants are unrestricted, and artists are encouraged to use them in ways they believe will be meaningful to the enhancement of their work or their careers.

2018 PROFESSIONAL ARTIST GRANTEES

KRISTY ANDERSEN
KEVIN GRASS
RIC SAVID
DONALD GIALANELLA
JASON HACKENWERTH
CLAYTON SWARTZ
LENORE MYKA
CATHERINE WOODS
SHEILA COWLEY
MICHAEL CONWAY
TIE NATALIE SYMONS

Grants for Artists

Professional Artists 2017



It, The Toronado

September 28, 2017



FOR HARRISON, 2017 OR 2018, 2017 OR 2018

As I write this, Harrison's 1966 is two days away, predicted to work its way up the west coast of Florida, passing right over St. Petersburg. So it seems appropriate that I reuse the Toronado, the best painting in the group that will be included in my upcoming solo exhibition at Angela King Gallery in New Orleans.

The scene in my scene before, when I was living in the blue ridge Mountains of Virginia a thousand light the raincloud in a 100 year old cabin at the end of a winding dirt road in New York. From the mountain ridge, in the one neighborhood where right had indicated without looking and knowing to be in the two days and the road, freedom to say how outside when a hard-end ladder appeared in the middle of the night to clear the road. I also create work from their life experiences, no colony landscapes were inspired by this landscape. However, in retrospect, that was a relaxing weekend compared to what they are doing.

Professional Artists 2018

Kristy Andersen Media Art

Kristy Andersen is an Emmy award winning documentary filmmaker whose work is centered in Florida, where she has worked for more than 40 years. The documentary, *Anna Nicole Hansen: Jump on the Gun*, is her legacy film, the seminal story of the pioneering Florida anthropologist, and author of *These Eyes Were Watching God*. It was awarded... [Read More and Find the Artist's Blog Here](#)



Michael Conway Visual Art

Michael Conway is a photographer and photo mixed media artist based in St. Petersburg, FL. His work has been shown locally, nationally and internationally, recently winning work in the 2017 Suncoast International Photo Biennale in St. Petersburg, FL. He has been producing fine art photography since the early 1970s discovering new ways... [Read More and Find the Artist's Blog Here](#)



Sheila Cowley Theatre

Sheila Cowley is a playwright and audio producer based in St. Petersburg. Current projects include collaborative work with choreographers Helen Hansen French and Paula Kramer... [Read More and Find the Artist's Blog Here](#)



Donald Gialanella Visual Art

Donald Gialanella is a sculptor who focuses on turning metal and found materials into large-scale shapes, figures, and symbols. His body of work includes elegant seated horses, towering abstract towers, and very often made up of discarded consumer objects, and can be found both in public sculpture gardens from California to New York, and in... [Read More and Find the Artist's Blog Here](#)



Kevin Grass Visual Art

As a young boy, Kevin Grass was intently drawing in the kitchen table in his family's small home in St. Cloud, Minnesota, when he was asked to, "Sketch you see all the smoke?" He was so engrossed in his sketches of clouds that he never noticed that his mother had watched some smokers, and had put them in the oven to dry and... [Read More and Find the Artist's Blog Here](#)



Jason Hackenwerth Visual Art

Jason Hackenwerth received his MFA in painting from Southern College of Art and Design in 2010 and Bachelor of Fine Arts in painting from Western University, St. Louis, MO 1997. His work has been exhibited in museums around the world including the Solomon R. Guggenheim New York, The Victoria and Albert Museum London, and... [Read More and Find the Artist's Blog Here](#)



Lenore Myka Literature

Lenore Myka is the author of *King of the Egyptians*, *Sisters*, winner of the 2014 U.S. Shasta Chandra Prize for Short Fiction and a finalist for the Chautauque Book Prize. She has received fellowships from the National Endowment for the Arts, Creative Penalties, the City of Jacksonville Arts Council, and Hawthorne International Women's Festival... [Read More and Find the Artist's Blog Here](#)



Ric Savid Visual Art

Ric Savid was born in New York City, served in the U.S. Peace Corps in the Philippines, and earned a master's degree in journalism from Columbia University. He worked as a public reporter for the St. Petersburg Times upon his moving to Florida, and currently lives in Clearwater. Savid has taught classroom photography at Tampa Bay area art centers and for... [Read More and Find the Artist's Blog Here](#)



Clayton Swartz Visual Art

Clayton Swartz is a sculptor who works primarily in welded metal, signed and inscribed in circles, colorful and vibrant pieces that blend modern abstract sensibilities with more formal subjects that often reveal an ocean life theme. Swartz has lived in Florida's Clearwater region of his life. After earning his artist's graduate as a painter at St. Petersburg College... [Read More and Find the Artist's Blog Here](#)



Natalie Symons Theatre

Natalie Symons' plays have been developed and produced at itself at Theatre, ACT, Aurora Theatre, American Stage, New American Theatre, Theatre Solennel, Florida Studio Theatre, Virginia Theatre, Theatre 22, Aurora Theatre, New Century Theatre, and Urbanscape Theatre. Natalie's commissioned play *Schooner's Home for Girls and John*, inspired... [Read More and Find the Artist's Blog Here](#)



Catherine Woods Visual Art

Catherine Woods is a sculptor who builds pieces from architectural glass and metal. These large, public art works are so inspired by, and sometimes, the environments around them. Woods earned a Bachelor's of Arts in Graphic Design from the University of Maryland. She continued her education as the Potomac Center in Atlanta, where she studied sculpture. Since 2003... [Read More and Find the Artist's Blog Here](#)



Artists at Work

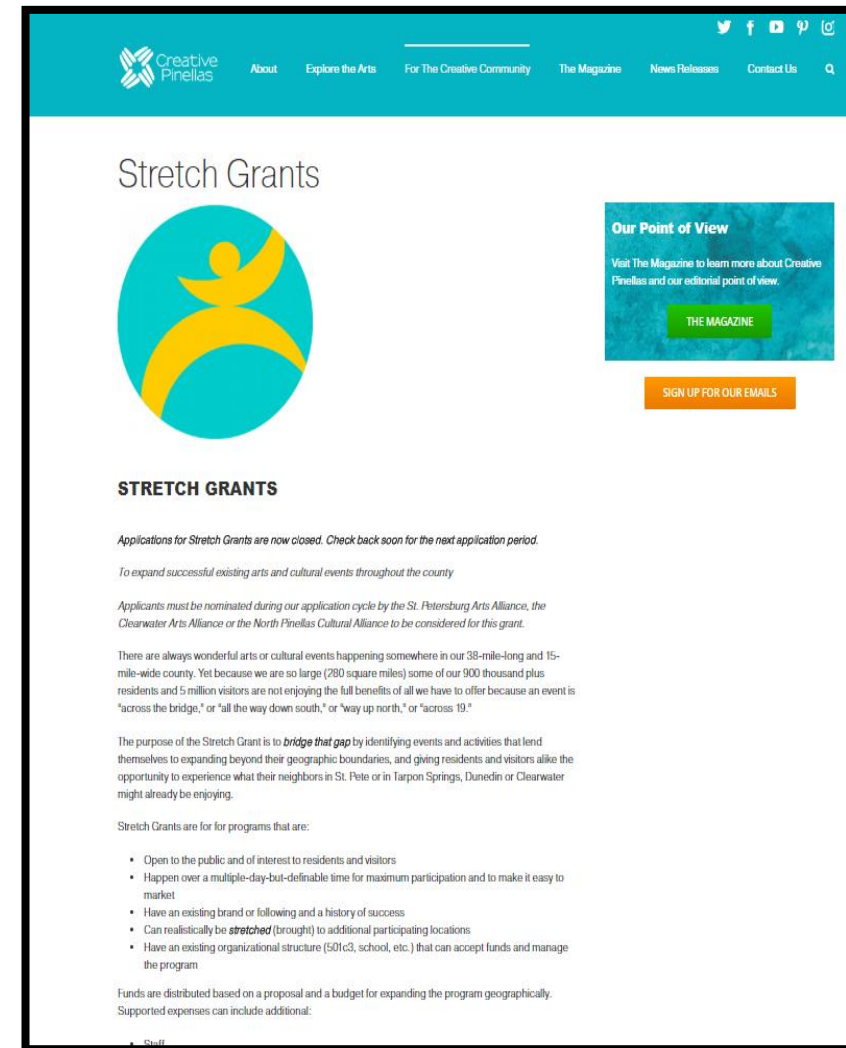
Each year, the artist community is invited to submit a photograph of their work. It is an opportunity to showcase their work and share their creative process. The artist community is invited to submit a photograph of their work and share their creative process. The artist community is invited to submit a photograph of their work and share their creative process.



Grants for Organizations

Organizational Support

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.



The screenshot shows the Creative Pinellas website's 'Stretch Grants' page. The header is teal with the Creative Pinellas logo and navigation links: About, Explore the Arts, For The Creative Community, The Magazine, News Releases, and Contact Us. Social media icons for Twitter, Facebook, YouTube, Pinterest, and Instagram are in the top right. The main content area has a large circular logo with a stylized yellow figure in a blue circle. To the right is a teal sidebar with 'Our Point of View' text and a green 'THE MAGAZINE' button, and an orange 'SIGN UP FOR OUR EMAILS' button below it. The main text area is titled 'STRETCH GRANTS' and contains the following information:

Applications for Stretch Grants are now closed. Check back soon for the next application period.

To expand successful existing arts and cultural events throughout the county

Applicants must be nominated during our application cycle by the St. Petersburg Arts Alliance, the Clearwater Arts Alliance or the North Pinellas Cultural Alliance to be considered for this grant.

There are always wonderful arts or cultural events happening somewhere in our 38-mile-long and 15-mile-wide county. Yet because we are so large (280 square miles) some of our 900 thousand plus residents and 5 million visitors are not enjoying the full benefits of all we have to offer because an event is "across the bridge," or "all the way down south," or "way up north," or "across 19."

The purpose of the Stretch Grant is to **bridge that gap** by identifying events and activities that lend themselves to expanding beyond their geographic boundaries, and giving residents and visitors alike the opportunity to experience what their neighbors in St. Pete or in Tarpon Springs, Dunedin or Clearwater might already be enjoying.

Stretch Grants are for programs that are:

- Open to the public and of interest to residents and visitors
- Happen over a multiple-day-but-definable time for maximum participation and to make it easy to market
- Have an existing brand or following and a history of success
- Can realistically be **stretched** (brought) to additional participating locations
- Have an existing organizational structure (501c3, school, etc.) that can accept funds and manage the program

Funds are distributed based on a proposal and a budget for expanding the program geographically. Supported expenses can include additional:

- Staff

Grants for Organizations

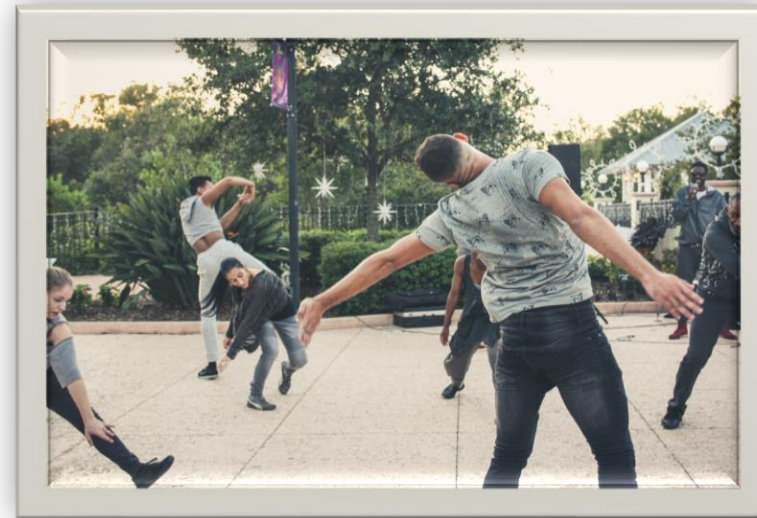
10 Youth Education Grants



2 Grants to develop new programming/expand audiences



Suncoast Jazz Classic



Our Trail
Music/dance along the Pinellas Trail

3 grants to support local arts alliances

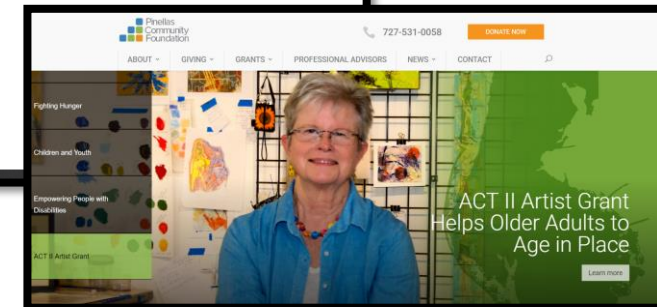


Grants with Partners

Act II Grant with Pinellas Community Foundation

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.

The screenshot shows the website for the Pinellas Community Foundation Act II Artist Grant. The header features the Creative Pinellas logo and navigation links: About, Explore the Arts, For The Creative Community, The Magazine, News/Releases, and Contact Us. The main content area includes the Pinellas Community Foundation logo, the title "Act II Artist Grant", and a sign-up button for emails. The text describes the grant's purpose: to assist artists aged 60+ in creating original work that addresses aging-in-place. It mentions the application period (May 7, 2018, to June 11, 2018) and the grant amount (\$2,000). A list of accepted disciplines includes Choreography, Interdisciplinary, Media Arts, Music Composition, Theater/Musical Theater, and Visual Art. A sidebar on the right provides more information about the Pinellas Community Foundation and a link to learn more. At the bottom, there is a button to "APPLY NOW" and a link to "GRANT GUIDELINES".



Grant Management Software

Launched and successfully deployed *grant management software* for all 2018 grants – provides online application, *financial/document controls* and tracking dashboard

The image displays three screenshots of the Grant Management Software interface.

The top-left screenshot shows the "Act II Artist Grant: Application Form". The sidebar on the left lists tasks: "Proof of Pinellas County R...", "Upload Artist Resume or CV", "Detailed Information: Wor...", "Upload Work Sample #2", and "Detailed Information: Wor...". The main form area includes "Task Instructions" and a "Contact Information" section with fields for First Name, Last Name, DBA Name, Phone Number, Street Address, Street Address Line 2, City, County, State (Florida), and Zip Code. A "Principal Address" section is also visible.

The top-right screenshot shows a "CP Executive Director Review - Contract and First Invoice" form. It includes a signature field and a section for "Initial Request for Funding" with a table for "Project Details".

The bottom screenshot shows the "Creative Pinellas" dashboard. It features a "Status" section with "Applications submitted" and "Applications completed" counts. The "Active Programs" section displays cards for "EMERGING ARTIST GRANT APPLICATION", "Alliance Grant", "Art & Cultural Organization Dr...", "Stretch Grant", and "2018 PROFESSIONAL ARTIST GRANT". Each card shows "Applications (Eligibility Stage)", "Workflow", "Automations", and a "Ready to launch?" button.

Community Activities/Partnerships

Co-Starters

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.



Community Activities/Partnerships

Arts and Tourism Think Tank

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.

How can local artists and hotels work together to create an exciting experience?

Art Meets Tourism Think Tank
November 29th, 2017
5 p.m. to 7 p.m.

RSVP

Marriott SpringHill Suites Clearwater Beach
309 Coronado Dr., Clearwater Beach, FL 33767

In keeping with the Marriott Springhill Suites art brand, Director of Sales Kelly Clark is seeking artists to discuss ideas about how to connect the arts and Pinellas County artists to visitors and guests at the new hotel on Clearwater Beach.

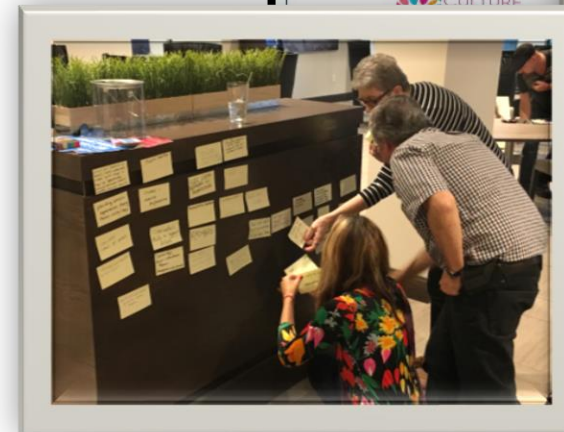
Topics for discussion include:

- How local artists can get involved with the hotel and assist in creating a unique experience for hotel guests
- How the hotel can support local artists and help them take advantage of the growing tourism industry in very direct and beneficial way

We hope you will join us over delicious wine and cheese and add to this exciting dialog between local artists and leaders in the tourism and hotel industries.

 Creative Pinellas

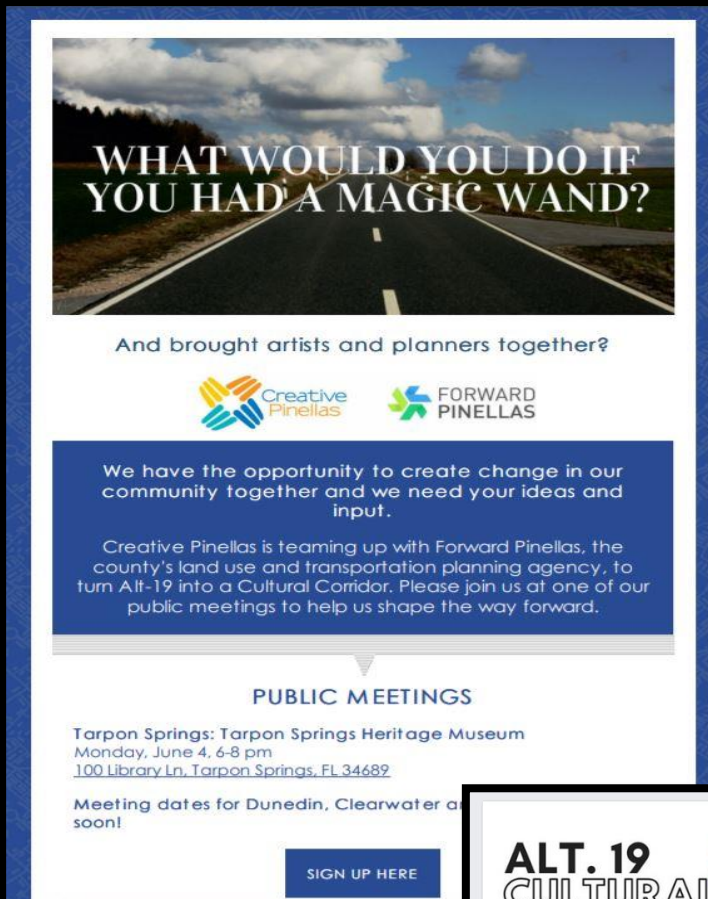
 CULTURE



Community Activities/Partnerships



Alt 19 Cultural Corridor

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.



WHAT WOULD YOU DO IF YOU HAD A MAGIC WAND?

And brought artists and planners together?

We have the opportunity to create change in our community together and we need your ideas and input.

Creative Pinellas is teaming up with Forward Pinellas, the county's land use and transportation planning agency, to turn Alt-19 into a Cultural Corridor. Please join us at one of our public meetings to help us shape the way forward.

PUBLIC MEETINGS

Tarpon Springs: Tarpon Springs Heritage Museum
Monday, June 4, 6-8 pm
[100 Library Ln, Tarpon Springs, FL 34689](https://www.tarponspringsfl.com/100-Library-Ln-Tarpon-Springs-FL-34689)

Meeting dates for Dunedin, Clearwater and soon!

[SIGN UP HERE](#)



ALT. 19 CULTURAL CORRIDOR

JUN 4 Alt. 19 Cultural Corridor Public Meeting
Public · Hosted by Forward Pinellas and Creative Pinellas

★ Interested ✓ Going ...

Community Activities/Partnerships

Partner Meetings

Regular and special meetings with partners and stakeholders **key to building relationships**, collaboration and the advancement and strengthening of the arts in Pinellas County.



Community Activities/Partnerships

Regional Arts Summit/Regional Arts Dialog

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.



Six interactive public meetings

- Dunedin
- Largo
- St. Pete
- Tarpon Springs
- Madeira Beach
- Clearwater Beach

Five targeted focus groups

- Business
- Tourism
- Education
- Social and Community Services
- Arts

19 one-on-one interviews

- Community and civic leaders
- County and municipal leadership
- Chambers of Commerce
- Arts and Cultural Organizations
- Civic and community leaders

Three surveys

- In English and Spanish

150 direct contact points

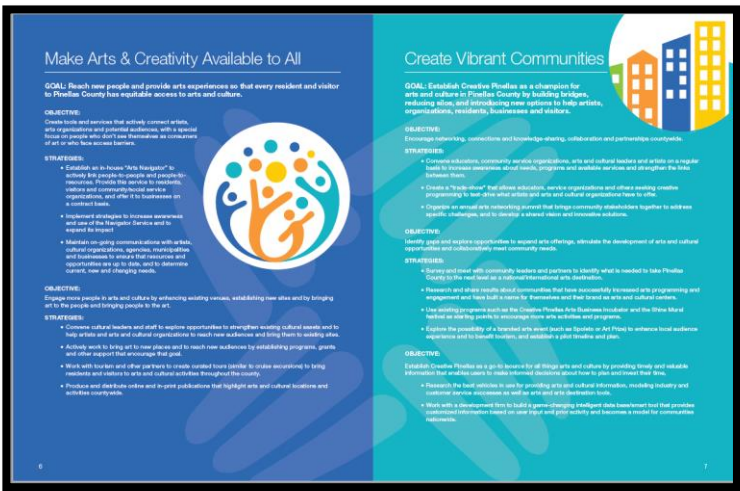
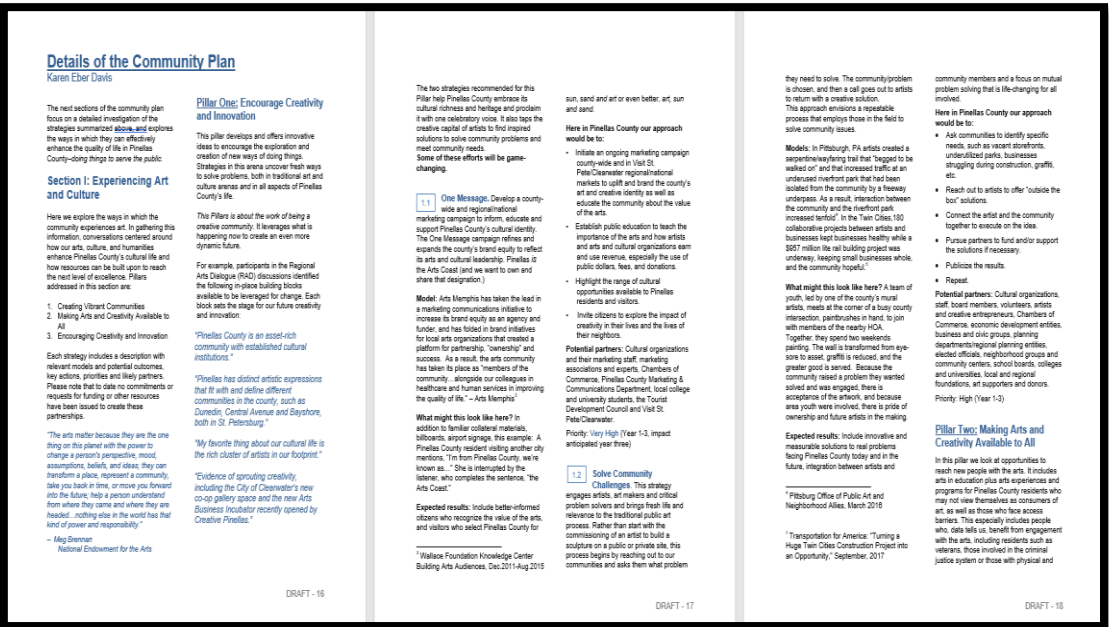
- Arts and cultural organizations
- Municipalities



Community Activities/Partnerships

Community Plan/Strategic Plan

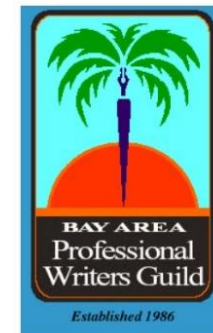
In February 2018, Creative Pinellas published a detailed ***Community Plan*** that summarized the results of the research from the Community Arts Dialog and set out 15 key strategies for moving arts and culture forward in Pinellas County. This will be followed by a ***Strategic Plan*** now in development.



Incubator

Participants

The Creative Pinellas Arts Business Incubator is designed to provide a home and a ***supportive/ collaborative environment*** for arts and cultural nonprofit organizations.



Incubator

Activities

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

Grant writing workshops

Digital media and marketing labs

Monday Coffee Club

Business development lab

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
| 25 | 26 | 27 | 28 | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |
| 32 | 33 | 34 | 35 | 36 | 37 | 38 |
| 39 | 40 | 41 | 42 | 43 | 44 | 45 |

TGIF Art Salon

Collaboration Opportunities

Presentations and round-table

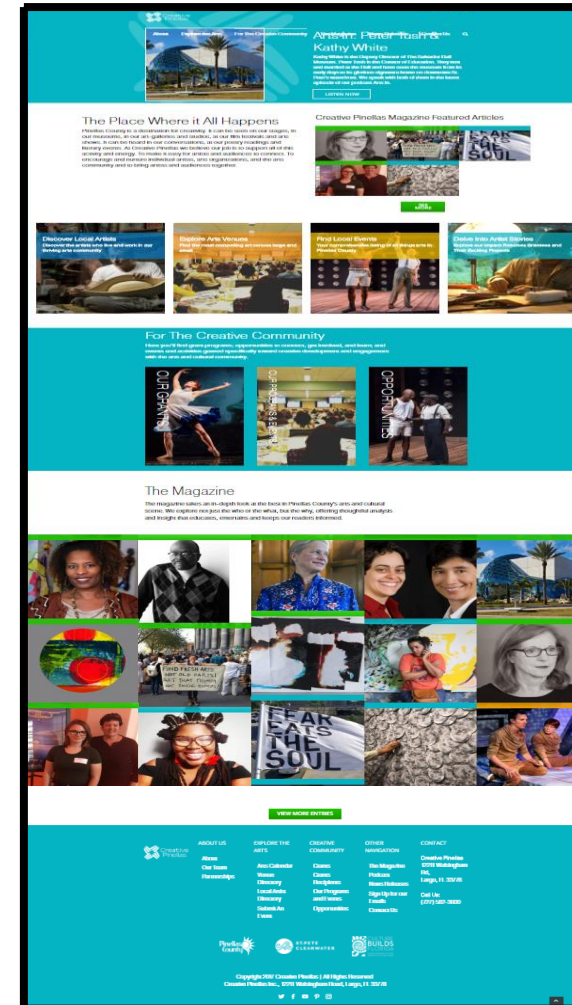
Graphic Design lab



Website

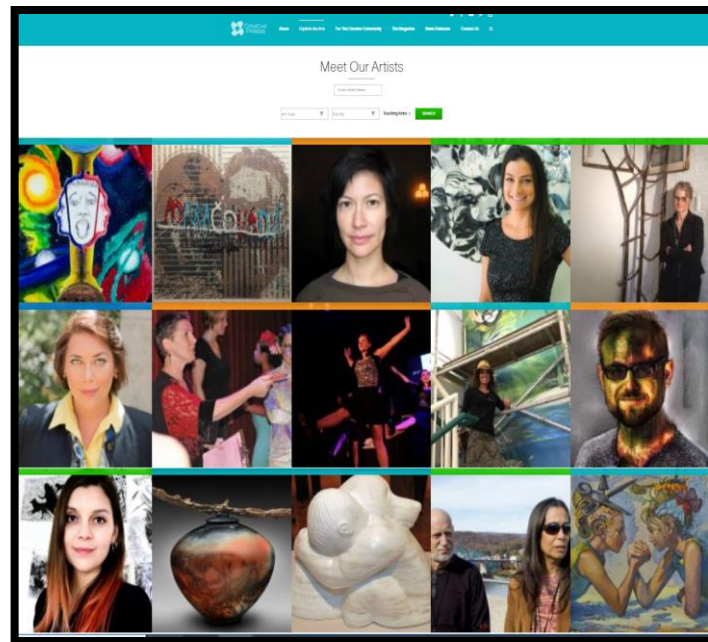
Creativepinellas.org

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.

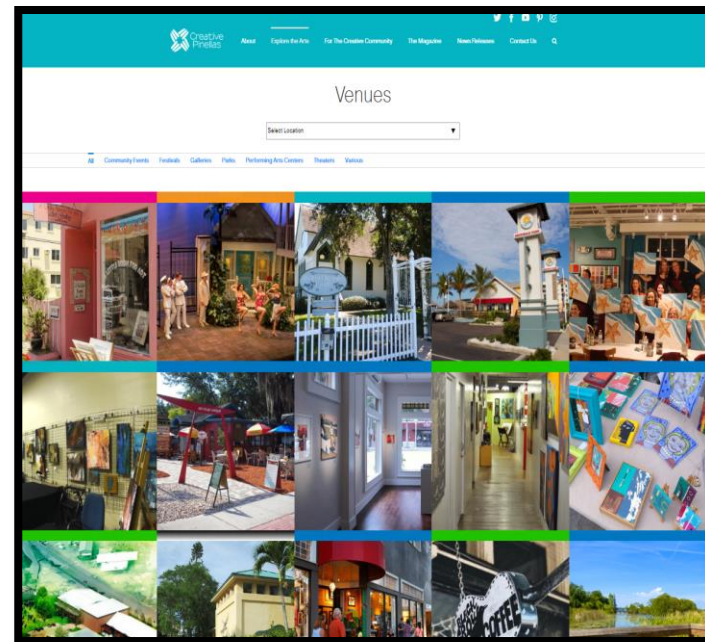


Website

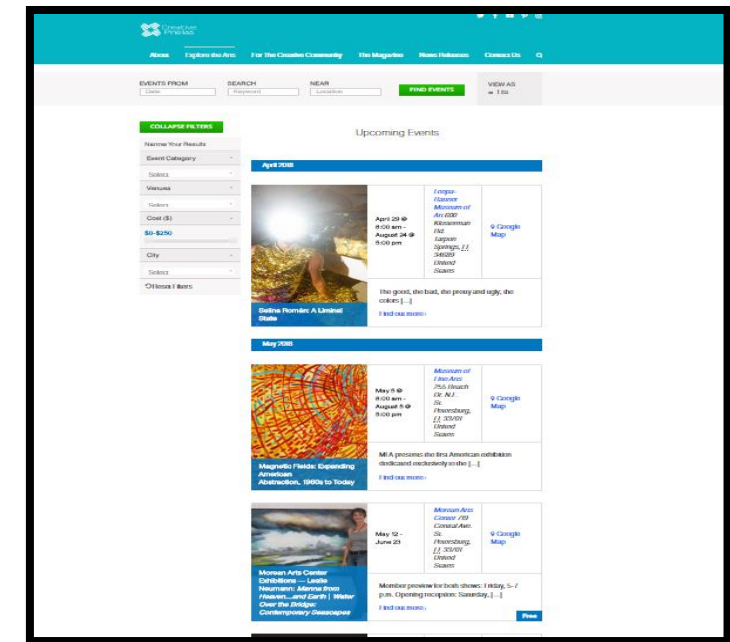
Artist Directory



Venue Directory



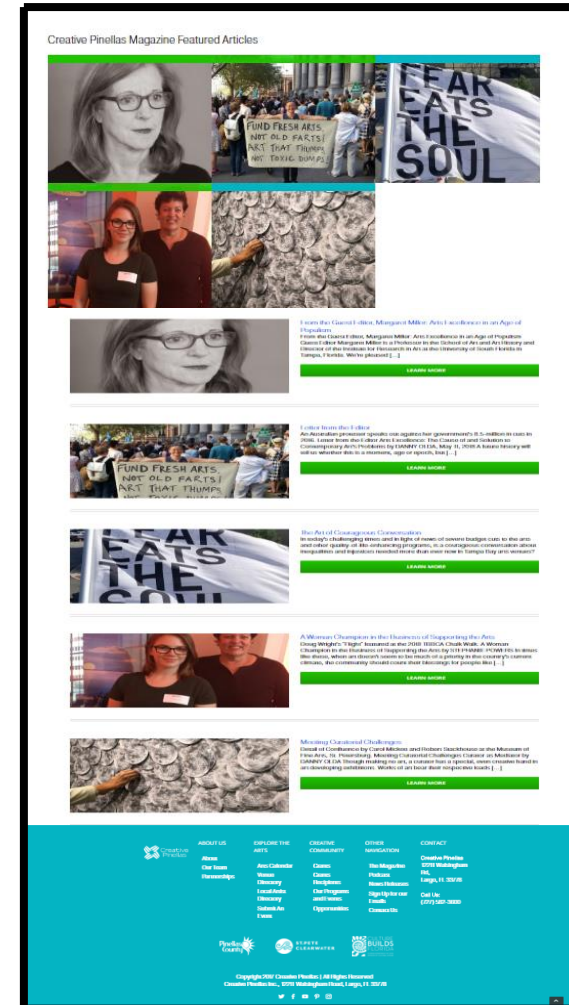
Calendar



Website

The Magazine

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.




Website

Specialty Features

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.












Delve into Stories from Our Grantees



The Impact Returns Artist Grants are designed to support the sustainability and retention of Pinellas County artists of outstanding talent and ability. The following artists have been awarded a grant for 2018 and will blog here during the grant period.





Delve into our Impact Returns artist grantees' stories and explore their exciting projects, find out what inspires them and take a peek into each artist's creative process.

Professional Artist Grantees

| | | | |
|--|--|--|--|
|  Kristy Anderson |  Michael Conway |  Sheila Cowley |  Donald Gialanella |
|  Kevin Grass |  Jason Hackenwerth |  Lenore Myka |  Rico Saved |
|  Clayton Swartz |  Natalie Symons |  Catherine Woods | |

Podcast

Arts In is a podcast presented by Creative Pinellas where we feature fascinating conversations with artists and arts leaders from our community and beyond.

| | |
|---|--|
|  Arts In: Markus Hesse Podcast Markus Hesse is a glass artist who doesn't make vases, instead, she creates large, mid-sized works using the technique of sand casting. Developed in the 1980s, the process involves heating [...] |  Arts In: Frank Grosse and Gary Lomax Podcast Frank Grosse and Gary Lomax [...] Frank Grosse is an artist, director, photographer, glass and metals professor. Gary Lomax is a writer, painter, musician and professor of [...] |
|  Arts In: Jim Holman Podcast Arts In: Jim Holman, Jim Holman's abstract paintings are remarkably gorgeous: explosions of color and form, while his thoughtfully simple canvases are gentle and profound. Jim was a professor [...] |  Arts In: Dan Gaskie by SARAHUA S.T. C. 3 April 11 Arts In: Dan Gaskie by SARAHUA S.T. C. 3 April 11 Dan Gaskie is a master of physical storytelling and a professional expert on evidence. Dan teaches at the University [...] |

Public Art

Community Traveling Art Project

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.



Special Events

Emerging Artist Show

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!



Special Events

PAVA Show

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.



Special Events

Open House

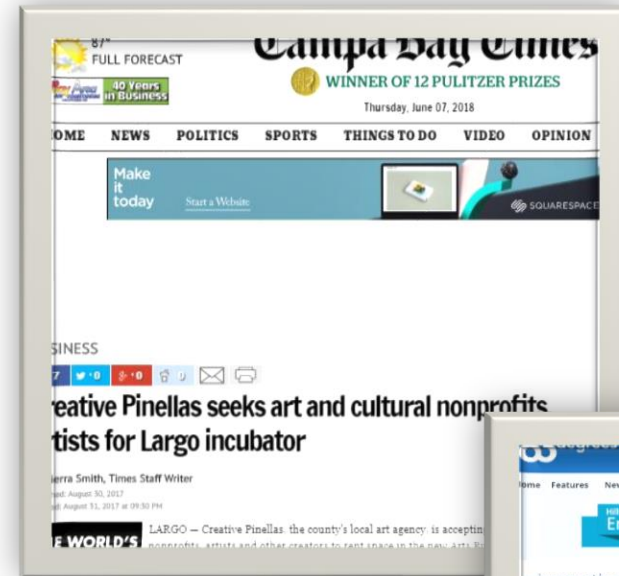
Our other wonderful special event on the Pinewood Campus was our Arts Business Incubator ***Open House*** – we had 200 + visitors over the course of the afternoon, including civic and business leaders as well as artists, arts organizations and supporters.



More

Great Press

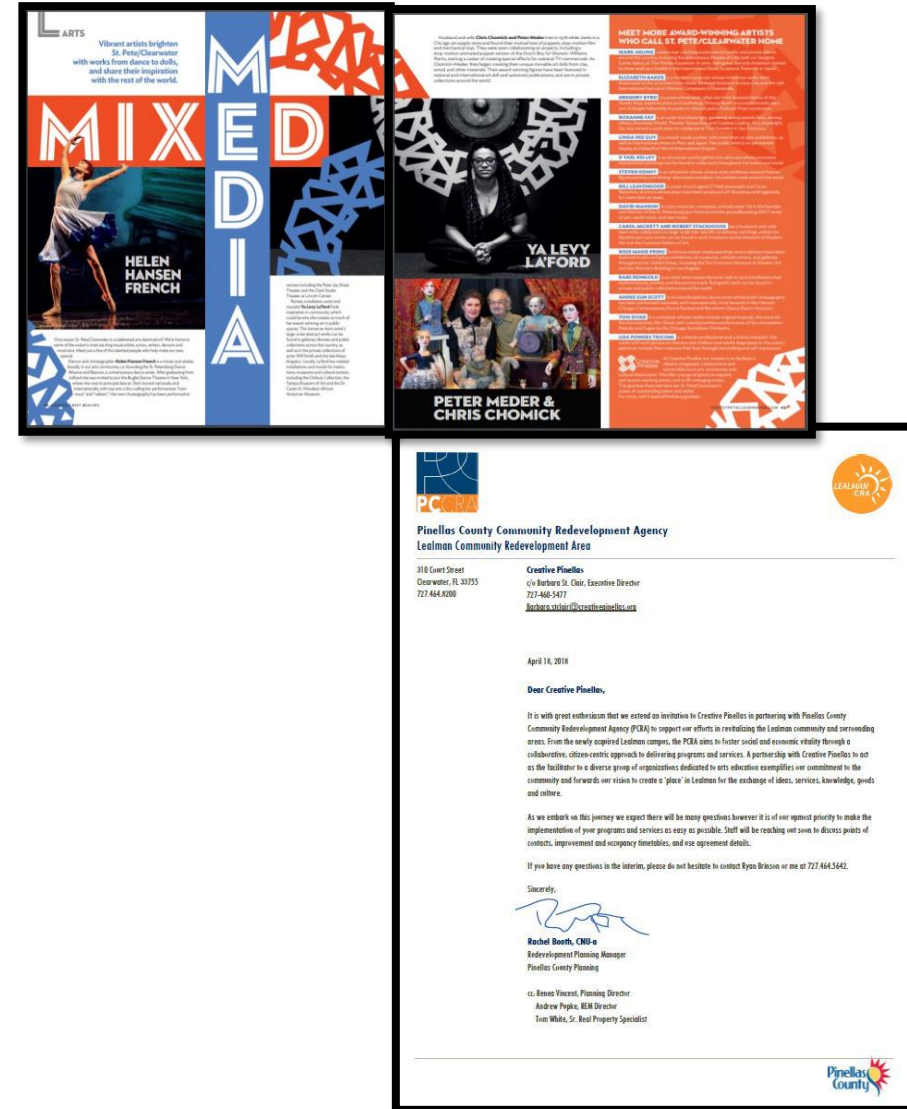
Over the last year, Creative Pinellas has received very positive press – and has had a significant ***media presence*** from articles about our Emerging Artists show in the Tampa Bay Times Thursday Entertainment tab to articles in Broadway World, and 83 Degrees



More

Partnerships

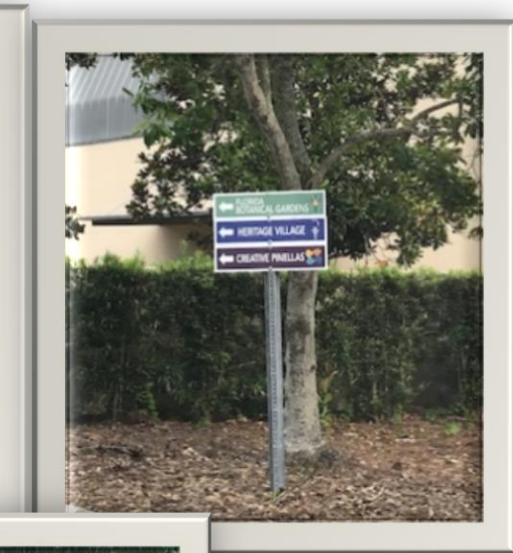
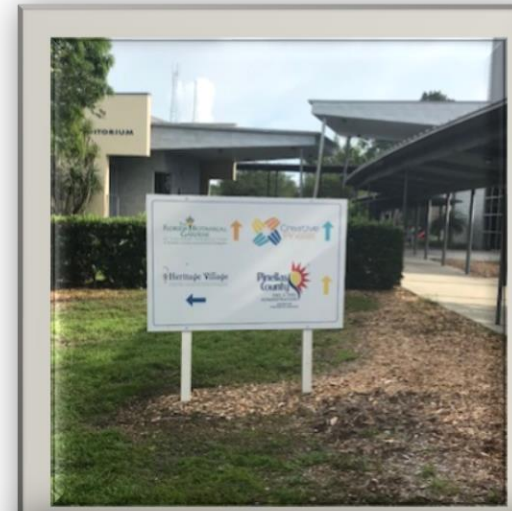
We have been able to establish and ***execute on important partnerships*** – from a joint content project with Visit St. Petersburg Clearwater to laying the groundwork with our colleagues in Pinellas County to work together for the greater good.



More

Wayfaring Signage

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

| Activity/Program | Direct Impact | Service Impact |
|------------------------------|-------------------------|--|
| Grants | 76 grants managed | 1,400 people at grants related events + 500 children directly served |
| Programs | 67 programs offered | 1,804 people attended |
| Incubator/gallery activities | 42 incubator activities | 2,237 people attended |
| Total Program Impact | 109 events | 5,441 direct participants |

| Activity/Program | Direct Impact | Service Impact |
|---------------------------------|--|--|
| Website | 228 regular articles, 36 magazine feature articles, 7 guest editors, 35 podcasts | 127,355 website and magazine readers/444,678 impressions |
| Social media | | 7,500 followers |
| Marketing/digital impact | 306 digital actions | 579,533 engagements |

By the Numbers

Fundraising and Revenue

| Source | Contribution |
|--------------------------------|-----------------|
| Incubator Rents | \$ 3,478 |
| Gallery/Auditorium Rents | \$ 700 |
| Service Revenue | \$ 4,098 |
| Sponsorships | \$18,000 |
| Donations | \$ 1,125 |
| Partnerships | \$ 8,000 |
| Total generated revenue | \$35,401 |

Thank You!

