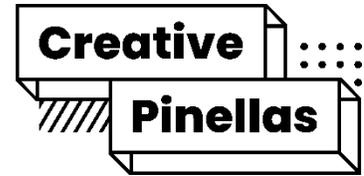


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Roman Black
Director of Marketing and Communications
Roman.Black@creativepinellas.org
12211 Walsingham Rd.
Largo, FL 33778
813-401-2020

Pinellas County and Creative Pinellas Announce Pinellas County Cultural Plan Initiative

(Pinellas County, FL) – Pinellas County and Creative Pinellas are pleased to announce that the Cultural Planning Group (CPG) has been chosen to lead the County’s first comprehensive cultural plan since 2005.

“We are so pleased that we will be partnering with the CPG on this project,” said Barbara St. Clair, CEO of Creative Pinellas. “It was important to select a consultant with the expertise required to develop a countywide cultural plan tailored to the specific needs of Pinellas County. We went through a very rigorous process, and worked closely with Visit St. Pete/Clearwater and Pinellas County officials to both find the right partner and ensure a careful and equitable approval process. Additionally, we have enlisted Margaret Murray, a noted arts professional with deep relationships throughout the community of Pinellas County, to serve as the Cultural Plan Liaison.”

The cultural landscape of Pinellas County has changed dramatically in the eighteen years since the last Pinellas Cultural plan. Today, the creative industry represents \$2.2 billion in economic impact and, as an arts and cultural/tourist destination, the county welcomes over 15 million visitors annually.

The cultural planning process, which will begin in early September, will assess the current needs and future aspirations of the arts in Pinellas County and develop strategic initiatives to positively impact the cultural institutions, residents, tourists, artists, and the business community. It will provide a cultural framework – including policies, programs, action steps for implementation and evaluate public funding and investment needs for sustainable, equitable and vibrant development of the arts and cultural sectors for the next five to ten years.

A hallmark of CPG’s process, in the more than 85 arts-related master plans they have created, is community engagement. Working with Creative Pinellas, they will create a community leadership task force, hold multiple countywide gatherings and interviews with artists and arts and community leaders throughout the county, survey the community at large and provide multiple touchpoints for interested community members to be involved.

“We believe every community and person has the right to define their own creative life, and we ground the cultural plan in community vision and data-driven research,” said Linda Flynn, CPG partner and project lead. “This countywide cultural plan will establish a roadmap for sustainable, equitable and vibrant development of Pinellas’ entire creative sector.”

Brian Lowack, interim CEO of Visit St. Pete/Clearwater states, “Pinellas County is a vibrant hub of creativity with its diverse arts and cultural communities. Our local arts scene is elevating the quality of visitor experience for vacationers and the quality of life for residents. We look forward to working with Creative Pinellas and the Cultural Planning Group to develop a new, countywide cultural plan to continue to advance our local arts.”

Pinellas County and Creative Pinellas are excited to launch this all-encompassing look at Pinellas County’s arts assets, and create a strategic plan for future growth and engagement. The first community meeting to begin the cultural planning conversation will be announced in the coming weeks.

For more information, please visit www.creativepinellas.org/culturalplan.

ABOUT CULTURAL PLANNING GROUP

Formed in 1998, Cultural Planning Group (CPG) is an LLC based in San Diego, California with offices in Florida and Pennsylvania, brings extensive national experience in leading the development of cultural plans in cities, counties and regions throughout the US, including the community engagement and research necessary to planning. Previous plans include Collier County FL, Marin County CA, Raleigh NC, Houston TX, and Boston MA; Greensboro NC, and Tempe AZ; Laguna Beach CA, Healdsburg CA and Wichita Falls KS.

ABOUT CREATIVE PINELLAS

We Uplift Art and Artists All Across Pinellas County. Creative Pinellas is a 501(c)(3) arts and cultural organization. It was established in 2011 as the designated Local Arts Agency for Pinellas County. Its current (F/Y 2023) operating budget is \$1.7M. There are six full-time and two part time staff members. The board of directors currently includes 18 members from the arts, business, and professional communities as well as local government. The organization is in excellent fiscal condition due to strategic budget management and strong local government support.

Creative Pinellas works closely with Visit St. Pete/Clearwater to promote Pinellas County as an arts and cultural destination, manages a 10,000 square foot gallery (former arts museum) & has an office where workspace is made available to area arts organizations. The organization has awarded grants to over 180 professional and emerging artists (\$825,000), sent over 200 artists and arts leaders to the Co. Starters business program, provided grants to hundreds of Pinellas County youth to attend arts summer camp, partnered with the Tampa Bay Rays baseball team on an artists’ print series, with the county on mural programs, and with the area foundations on arts and mental health.

The organization’s mission is to foster and sustain a vibrant, inclusive, and collaborative arts community across Pinellas County. They provide support, connection, and opportunities to artists, organizations, and the public in order to grow and sustain the area as an internationally recognized arts and cultural destination.

As the County’s Local Arts Agency, Creative Pinellas and the programs they deliver are funded by the Pinellas County Board of County Commissioners, Visit St Pete/Clearwater, the State of Florida, Department of State, Division of Cultural Affairs, the National Endowment for the Arts and by sales of the State of the Arts specialty license plate in Pinellas County.

Learn more at www.creativepinellas.org.