

Pinellas County Art & Culture

Work Session
October 14, 2014

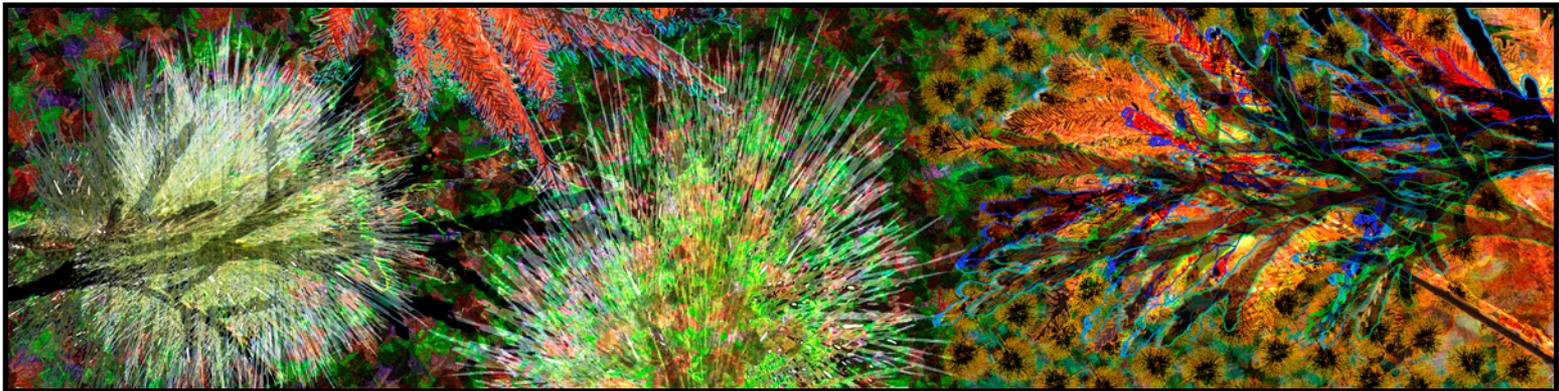


Photo courtesy of Xavier Cordata

History

- June 1976 - Pinellas County Arts Council
- September 2006 - Pinellas County Department of Cultural Affairs
- October 2011 - Creative Pinellas, Inc. formed and designated as Local Arts Agency (LAA)



What is a designated Local Arts Agency?

Chapter 265.32, F.S. provides for county and municipal governments to establish an umbrella arts service agency and designate it as a Local Arts Agency

Who designates our Local Arts Agency?

County with approval by Florida Department of State, Division of Cultural Affairs

Why designate a Local Arts Agency?

- Florida Division of Cultural Affairs provides grant funding opportunity that is limited to only Local Arts Agencies
- Credibility
- Able to accept specialty license plate funds
 - \$37,100 revenue in FY 13 for Pinellas County Local Arts Agency

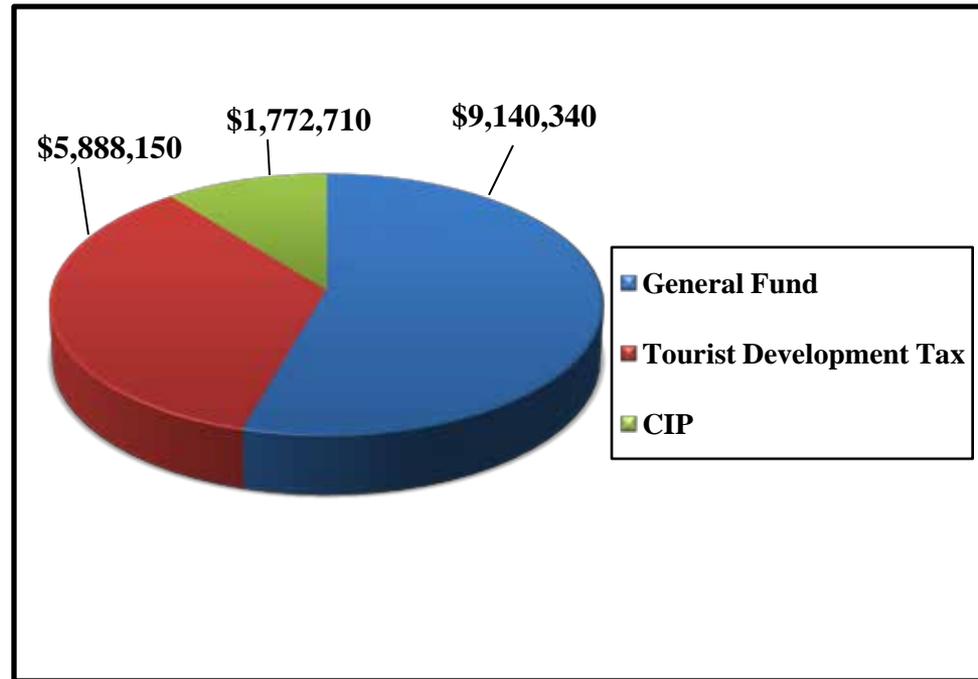


PINELLAS COUNTY FUNDING FOR ART AND CULTURE FY 02-15

FISCAL YEAR	GENERAL FUND BUDGETED (PCR)	TOURIST DEVELOPMENT TAX BUDGETED	CIP EXPENDED FOR ARTS IN PUBLIC PLACES	FY TOTAL	GRANTS DISTRIBUTION FROM CULTURAL AFFAIRS
02			\$215,000	\$215,000	
03			\$544,802	\$544,802	
04			\$233,757	\$233,757	
05			\$226,364	\$226,364	
06	\$962,400		\$532,787	\$1,495,187	
07	\$1,242,400	\$750,000		\$1,992,400	\$728,704
08	\$2,891,600	\$750,000		\$3,641,600	\$665,413
09	\$2,625,920	\$750,000		\$3,375,920	\$750,000
10	\$932,300	\$395,000		\$1,327,300	\$350,000
11	\$185,720	\$350,000		\$535,720	
12	\$300,000	\$350,000		\$650,000	
13		\$894,950		\$894,950	
14		\$916,600		\$916,600	
15		\$731,600		\$731,600	
Total FY 02-15	\$9,140,340	\$5,888,150	\$1,752,710	\$16,781,200	\$2,494,117



PINELLAS COUNTY FUNDING FOR ART AND CULTURE FY 02-15



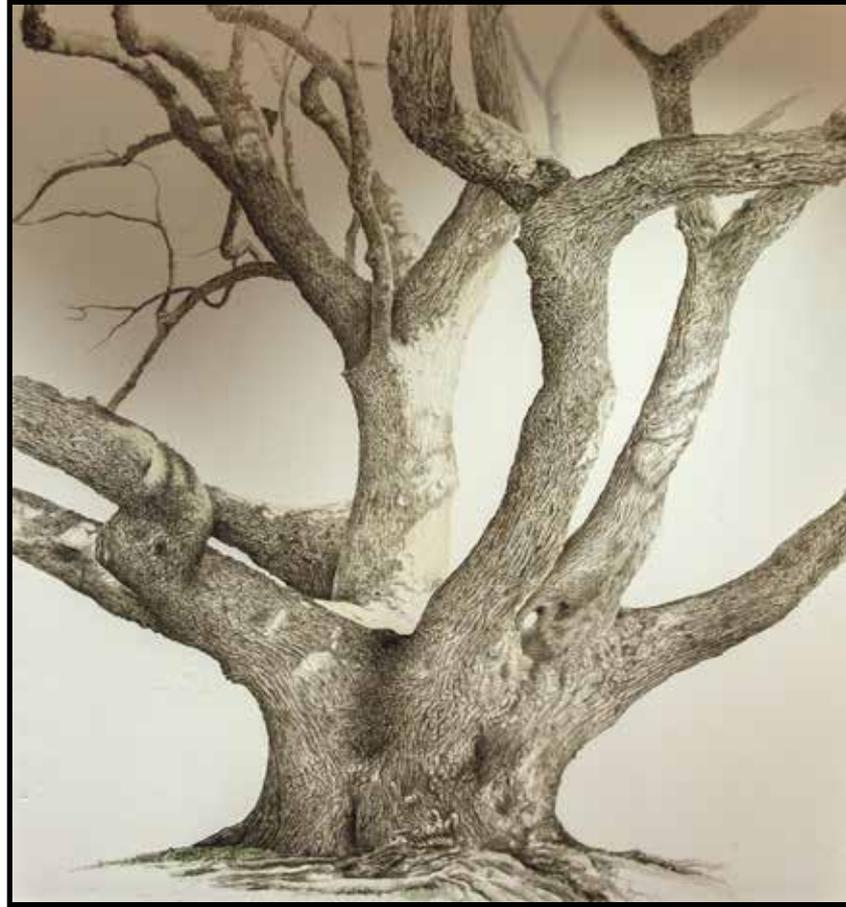
Represents over \$16.7 million in County funding for art

How do other urban counties fund art and culture?

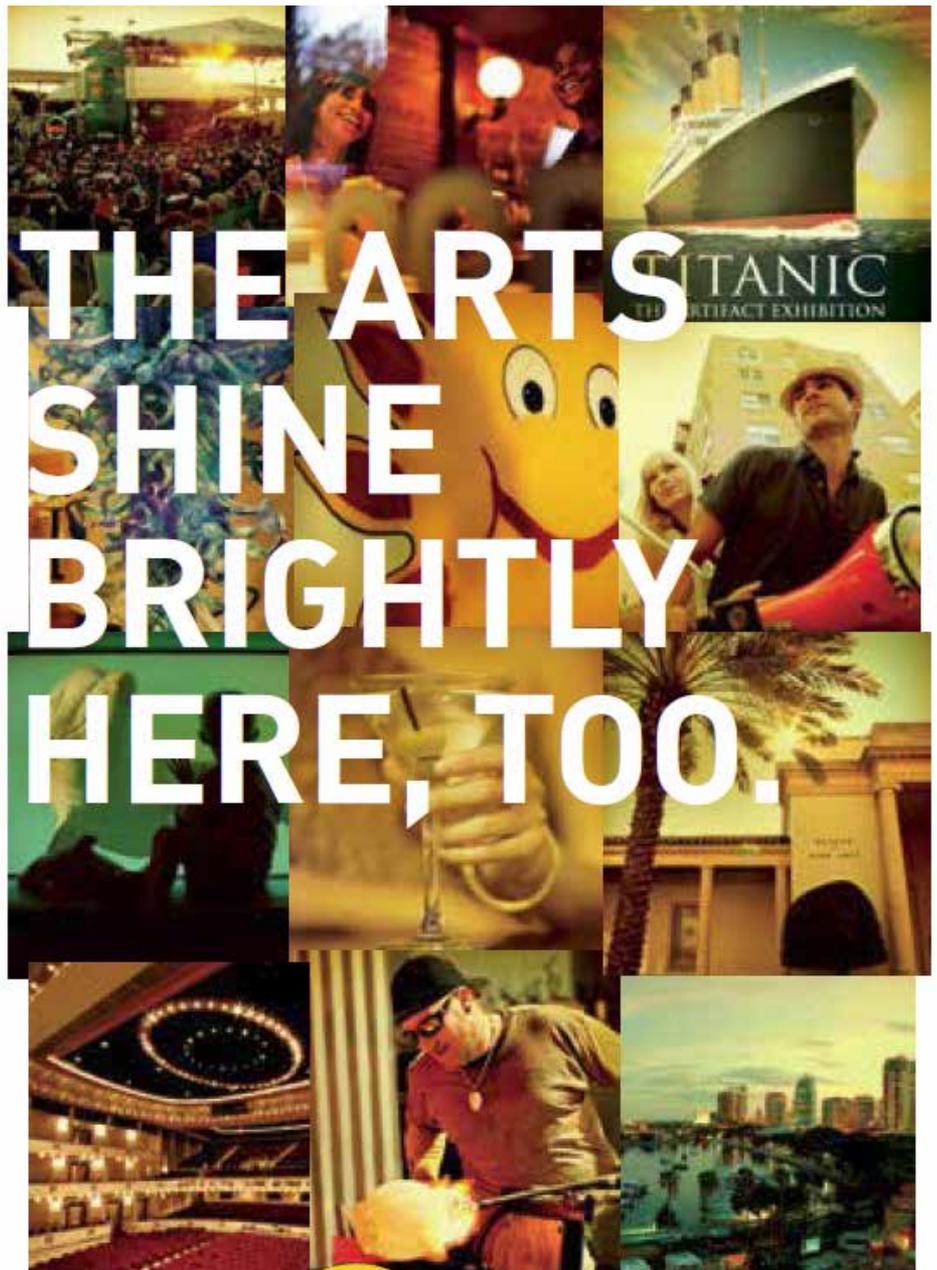
- Most counties do not have staff operating art or cultural affairs departments
- Most counties allocate funds from Tourist Development Taxes
- Many counties affiliated with Non-Governmental Organization (NGO)
- NGO fulfills function of art/cultural affairs department
- Affiliated NGO is often designated by resolution as Local Arts Agency

Budgetary Comparisons by County For Art and Culture - FY 15

	GENERAL FUND	TOURIST DEVELOPMENT TAX	CIP FUNDS	OTHER FUNDING	TOTAL
Broward	\$3,761,700	\$600,000	\$1,698,900	\$0	\$6,060,600
Hillsborough	\$1,031,000	\$250,000	\$0	\$0	\$1,281,000
Orange	\$959,500	\$3,890,300	\$0	\$0	\$4,849,800
Palm Beach	\$1,594,900	\$5,979,500	\$0	\$0	\$7,574,400
Pinellas	\$0	\$731,600	\$0	\$0	\$731,600



Questions?



THE ARTS
SHINE
BRIGHTLY
HERE, TOO.



ST.PETERSBURG
CLEARWATER

Cultural Tourism

Marketing for the Arts



Print Ads 2012-13

44 Ad Insertions

Over 8,578,000+ Impressions

- } Playbill Magazine – NYC Edition (with Tampa Bay & Co)
- } Tampa Tribune Newspaper – Friday Extra Section Back Cover
- } Creative Loafing Magazine – Tampa Bay Edition
- } Watermark Magazine & Special Issues (GLBT)
- } Tampa Bay Times “Bay” Magazine
- } Tampa Bay Times Newspaper – Weekend Entertainment Section Back Cover
- } Florida Travel & Life Magazine – Viva Florida 500 Special Issue
- } NY Times Sunday Magazine – Voyages Arts Editorial Issue
- } Ruth Eckerd Hall Program/ Playbill – Back Cover
- } Villages Daily Sun Newspaper

St. Petersburg Museum of Fine Arts

LOOKING FOR ART? HERE'S EXHIBIT A.

For proof that St. Pete/Clearwater is more than great beaches, consider our stunning collection of unique museums and local galleries. From the acclaimed and iconic Dalí Museum to the delightfully quirky creations of small-town artists and craftsmen, every day is a blank canvas for culturally rewarding discoveries. See the bigger picture at RadiantCulture.com.



The Dalí Museum ^



Chihuly Collection presented by ^ Morean Arts Center



St. Petersburg Museum of Fine Arts | fine-arts.org
The Dalí Museum | thedali.org
Morean Arts Center | moreanartscenter.org



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ST.PETERSBURG
CLEARWATER

▼ Dunedin Fine Art Center



LOOKING FOR ART? HERE'S EXHIBIT A.

For proof that St. Pete/Clearwater is more than great beaches, consider our stunning collection of unique museums and local galleries. Inspiration abounds at the all-ages-friendly Dunedin Fine Arts Center, Tarpon Springs' ever-expanding Leepa-Rattner Museum of Art and the educational Florida Holocaust Museum in St. Pete. Explore our entire palette at RadiantCulture.com.

Leepa-Rattner Museum of Art ^



Florida Holocaust Museum ^



Dunedin Fine Art Center | dfac.org

Leepa-Rattner Museum of Art | spcollege.edu/museum

Florida Holocaust Museum | holocaustmuseum.org



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VisitStPeteClearwater.com

Clearwater Marine Aquarium



Great Explorations Children's Museum

SCIENCE, HISTORY AND A WHOLE LOT OF RECESS.

Few can resist the allure of powder-soft sands and warm Gulf breezes. But venture beyond and feel the pull of a host of other attractions. Family favorites like the Clearwater Marine Aquarium, sunset celebrations at Clearwater Beach's Pier 60, and the kid-friendly Great Explorations Children's Museum. Plus museums and destinations steeped in the area's unique history and natural wonders. Draw yourself in further at Cool4Culture.com



Sunsets at Pier 60



Clearwater Marine Aquarium | seewinter.com
Great Explorations Children's Museum | greatexplorations.org
Sunsets at Pier 60 | sunsetsatpier60.com



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Largo's Heritage Village



Florida Holocaust Museum



HERE YOU CAN ALSO EXPLORE THE SANDS OF TIME.

If you think our beaches are legendary, you should see what lies beyond them. The St. Pete/Clearwater area is a hot spot for attractions steeped in history. Like Largo's Heritage Village - where history lives every day. Or the St. Petersburg Museum of History, and the Florida Holocaust Museum. Each, a step back in time you'll look forward to discovering. Find more at Cool4Culture.com.



St. Petersburg Museum
of History



Largo's Heritage Village | pinellascounty.org/heritage
Florida Holocaust Museum | fholocaustmuseum.org
St. Petersburg Museum of History | spmoh.org

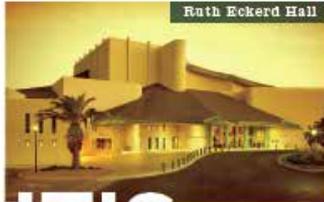


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ST.PETERSBURG
CLEARWATER



Ruth Eckerd Hall



The Mahaffey Theater

IT'S CURTAINS FOR BOREDOM.

St. Pete/Clearwater's dazzling beaches put on quite a show. But you should stay for the second act. Our world-class arts offerings have transformed us into an acclaimed cultural destination as well. Venues like Clearwater's Ruth Eckerd Hall, and St. Pete's Mahaffey Theater and American Stage Theatre Company will set the stage for your captivating getaway. Find more at CultureNextDoor.com.



American Stage Theatre Company



Ruth Eckerd Hall | rutherfordhall.com
The Mahaffey Theater | thamahaffey.com
American Stage Theatre Company | americanstage.org



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Print –
Performing Arts



ST.PETERSBURG
CLEARWATER

Tarpon Springs 89th Annual
Fine Arts Festival



Tampa Bay Blues Festival ^

EVERYONE COMES. ANYTHING GOES.

Welcome to 35 miles of spectacular beaches. And a cultural canvas that stretches on forever. Festivals. Concerts. And artsy attractions—like the Tarpon Springs Fine Arts Festival. Or maybe the Tampa Bay Blues Festival strikes a stronger chord. We also recommend giving the Dunedin Highland Games a sporting chance. It's wide-open fun, set against the backdrop of America's Best Beaches. Find your anything-goes getaway at BeachMeetsCulture.com.



Dunedin Highland Games ^



Tarpon Springs 89th Annual Fine Arts Festival, April 8-7 | tarponsspringschamber.org
Tampa Bay Blues Festival, April 12-14 | tampabaybluesfest.com
Dunedin Highland Games, April 18 | dunedinhighlandgames.com



ST.PETERSBURG
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VisitStPeteClearwater.com

▼ Sugar Sand Festival, Clearwater Beach



Mainsail Art Festival, St. Petersburg ^



John LeVique Pirate Days, Madeira Beach ^



EVERYONE COMES. ANYTHING GOES.

Welcome to 35 miles of spectacular beaches. And a cultural canvas that stretches on forever. Festivals. Concerts. And artsy attractions—like St. Pete's Mainsail Art Festival. Sculpt some memories at the Sugar Sand Festival on Clearwater Beach. Or treasure the good times during John LeVique Pirate Days at John's Place in Madeira Beach. It's wide-open fun, set against the backdrop of America's Best Beaches. Find your anything-goes getaway at BeachMeetsCulture.com.



Sugar Sand Festival, April 18-28 | sugarsandfestival.com

Mainsail Art Festival, April 20-21 | mainsailart.org

John LeVique Pirate Days, May 10-16 | johnleliquepiratedays.com



**ST.PETERSBURG
CLEARWATER**

VisitStPeteClearwater.com



**ST.PETERSBURG
CLEARWATER**

St. Petersburg Arts and Entertainment Pass



Fall 2012

- Designed the ticket and poster for the St. Petersburg Arts and Entertainment Pass.
- Below teaser was included in several of the print ads.



ST. PETERSBURG ARTS AND ENTERTAINMENT PASS.

\$43.00
RETAIL VALUE: \$110

TITANIC
THE ARTIFACT EXHIBITION

Museum of Fine Arts

Museum of Fine Arts Café

Chihuly Collection

Glass Studio & Hot Shop

Morean Arts Center

Renaissance Vinoy Resort

Park Shore Grill

The Hangar

400 Beach Seafood & Tap House

The Mahaffey

Spice Routes at the Morean Arts Center

Museum of Fine Arts

Museum of Fine Arts Café

Chihuly Collection

Glass Studio & Hot Shop

Morean Arts Center

Renaissance Vinoy Resort

Park Shore Grill

The Hangar

400 Beach Seafood & Tap House

The Mahaffey

Spice Routes at the Morean Arts Center

Museum of Fine Arts
255 Beach Drive NE
(727) 896-2867
Fine-Arts.org
One admission to Museum of Fine Arts

Museum of Fine Arts Café
255 Beach Drive NE
(727) 822-1032
Fine-Arts.org
One dessert with purchase of an entrée

Chihuly Collection
400 Beach Drive NE
(727) 896-4527
MoreanArtsCenter.org
One admission to the Chihuly Collection

Morean Arts Center
719 Central Avenue
(727) 822-7872
MoreanArtsCenter.org
One admission to the Morean Arts Center and the Glass Studio & Hot Shop

Marchands at The Renaissance Vinoy Resort
501 Fifth Avenue NE
(727)-824-8010
marchandsbarandgrill.com
One dessert with purchase of entrée at Marchands

Park Shore Grill
300 Beach Drive NE
(727) 896-9463
ParkShoreGrill.com
Mini dessert with sandwich or entrée

The Hangar
Albert Whitted Airport, 540 1st Street SE
TheHangarDTPets.com
(727) 823-7787
Choice of glass of wine or draught beer with entrée

400 Beach Seafood & Tap House
400 Beach Drive NE
(727) 896-2400
400BeachSeafood.com
Bowl of Clam Chowder with entrée

The Mahaffey
400 1st Street SE
(727) 892-5787
TheMahaffey.com
One admission to Titanic: The Artifact Exhibit

Spice Routes at the Morean Arts Center
701 Central Avenue
(727) 821-9993
SpiceRoutes.com
Choice of a small soup, dessert or drink with the purchase of an entrée

MFA
Museum of Fine Arts
ST. PETERSBURG, FLORIDA

MFA Café

CHIHULY COLLECTION
PRESENTED BY MOREAN ARTS CENTER

Hot Shop

RENAISSANCE
VINOY RESORT & GOLF CLUB
ST. PETERSBURG

PARKSHORE Grill

THE HANGAR
RESTAURANT & CAFE

400 BEACH
seafood & tap house

The Mahaffey Theater

Spice Routes

This card entitles user to the following if applicable spot is not fully purchased:

- One admission to Museum of Fine Arts
- One dessert with purchase of an entrée - Museum of Fine Arts Café
- One admission to the Chihuly Collection
- One admission to the Morean Arts Center & the Glass Studio & Hot Shop
- One dessert with purchase of entrée - Marchands at The Renaissance Vinoy Resort
- Mini dessert with sandwich or entrée - Park Shore Grill
- Choice of glass of wine or draught beer with entrée - The Hangar
- Bowl of Clam Chowder with entrée - 400 Beach Seafood & Tap House
- One admission to Titanic: The Artifact Exhibit
- Choice of a small soup, dessert or drink with the purchase of an entrée - Spice Routes

This card is valid until March 3, 2013. Any unused portion must be used before then. Offer can not be combined with any other offer or discount.

Beach & Culture Map

2012- Present

Print 250,000 maps annually to distribute at tradeshows throughout the world, local conferences and sporting events. Also at the VISIT FLORIDA welcome centers, AAA offices, and hotel and attraction brochure racks.



ST. PETE / CLEARWATER

ARTS & CULTURE GUIDE



ART & SCIENCE

Beach Art Center
1515 Bay Palm Blvd.,
Indian Rocks Beach
727-596-4331
www.beachartcenter.org

Chubby Collection
400 Beach Dr. NE,
St. Petersburg
727-422-7877
www.chubbycollection.com

Craftman House
3165 Central Ave.,
St. Petersburg
727-323-3707
www.craftmanhousegallery.com

Creative Clay Cultural Arts Center
1134 Central Ave.,
St. Petersburg
727-825-2515
www.creativeclay.org

Dali Museum
One Dali Blvd., St. Petersburg
727-823-3767
www.dalimuseum.org

Dr. Carter G. Woodson African American Museum
3240 9th Ave. S.,
St. Petersburg
727-323-7034
www.africanamericanmuseum.org

Duncan McClellan Gallery
2342 Emerson Ave. S.,
St. Petersburg
727-423-4141
www.dmglls.com

Dunedin Fine Art Center & Children's Art Museum
1142 Maitland Blvd., Dunedin
727-239-3332
www.dfa.org

Florida Craftsmen
501 Central Ave.,
St. Petersburg
727-423-7791
www.floridacraftsmen.net

The Science Center of Pinellas County
7701 22nd Ave. N., St. Petersburg
727-384-0027
www.sciencecenterofpinellas.org

St. Petersburg Clay Company
420 22nd St. S., St. Petersburg
727-384-3529
www.stpetebay.com

St. Petersburg Clay Company
2900 Gulf Blvd., St. Pete Beach
727-323-4620
www.stpetebay.com

Leape-Rattner Museum of Art
600 Bosterman Rd.,
Tarpon Springs
727-12-5792

Morean Arts Center for Clay
430 22nd St. S., St. Petersburg
727-421-7162
www.moreanartscenter.org

Museum of Fine Arts
256 Beach Dr. NE, St. Petersburg
727-466-1467
www.mfa-usa.org

The Science Center of Pinellas County
7701 22nd Ave. N., St. Petersburg
727-384-0027
www.sciencecenterofpinellas.org

St. Petersburg Clay Company
420 22nd St. S., St. Petersburg
727-384-3529
www.stpetebay.com

St. Petersburg Clay Company
2900 Gulf Blvd., St. Pete Beach
727-323-4620
www.stpetebay.com

Leape-Rattner Museum of Art
600 Bosterman Rd.,
Tarpon Springs
727-12-5792

Tarpon Springs Cultural Arts Center
101 S. Pinellas Ave.,
Tarpon Springs
727-945-5055

Amold Forum History Museum
1653 34th Way N., Largo
727-659-8371
www.amoldforum.com

Brody Hill Nature Preserve & Lake Maggiore Environmental Education Center
109 Country Club Way S.,
St. Petersburg
727-893-7328
www.brodyhill.org

Brooker Creek Preserve Environmental Education Center
3440 Keystone Rd.,
Tarpon Springs
727-453-4807
www.brookercreekpreserve.org

Clearwater Marine Aquarium/Winter's Dolphin Tale Adventure
349 Windward Passage,
Clearwater
727-441-1700
www.aquarium.com

Dunedin Historical Museum
140 Main St.,
Dunedin
727-276-1126
www.dunedinhistoricalmuseum.org

Heritage Village
11000 125th St. N., Largo
727-652-1123
www.pinellascounty.org/heritage

Indian Rocks Historical Museum
100 4th Ave., Indian Rocks Beach
727-565-3881,
www.irhmuseum.com

Florida Botanical Gardens
11200 Umanon Rd., Largo
727-682-1300
www.flbg.org

Florida Gulf Coast Center for Fishing
12211 Wakeham Rd., Largo
727-945-4604,
www.fishing.org

Florida Holocaust Museum
55 5th St. S., St. Petersburg
727-820-4100
www.floridaholocaustmuseum.org

Gulf Beaches Historical Museum
115 10th Ave., St. Pete Beach
727-323-1910
www.gulfbeacheshistoricalmuseum.com

Gulfport Historical Society Museum
526 28th Ave. S., Gulfport
727-327-9206
www.gulfporthistoricalsociety.org

Heritage Village
11000 125th St. N., Largo
727-652-1123
www.pinellascounty.org/heritage

Indian Rocks Historical Museum
100 4th Ave., Indian Rocks Beach
727-565-3881,
www.irhmuseum.com

National Armed Services & Law Enforcement Memorial Museum
500 Douglas Ave., Clearwater
727-734-6700
www.nasmem.com

No 10 Pinellas Historical Museum
2843 Outlook Rd., Palm Harbor
727-945-4254
www.pinellasmuseum.com

Safety Harbor Museum of Regional History
318 S. Bayshore Blvd.,
Safety Harbor
727-725-1658
www.safetyharbormuseum.com

St. Petersburg Museum of History
335 2nd Ave. NE,
St. Petersburg
727-423-7529
www.stpetebay.com

Sunkin Gardens
1655 4th St. N., St. Petersburg
727-323-1300
www.sunkingardens.org

Tampa Bay Automobile Museum
288 Gateway Center Blvd.,
Pinellas Park, 727-579-4226
www.tbamco.org

Tarpon Springs Heritage Museum
100 Bosterman Ln., Tarpon Springs
727-952-0688,
www.tarponarts.org

Tarpon Springs Depot Museum
160 E. Taylor Ave., Tarpon Springs
727-945-4254
www.tarponarts.org

The Palladium at St. Petersburg College
153 5th Ave. N., St. Petersburg
727-822-9590
www.palladium.org

Wooden Island Preserve Cultural & Natural History Center
1900 Woods Dr. NE,
St. Petersburg, 727-423-6500
www.woodenispreserve.org

Progress Energy Center for the Arts - Mahaffey Theater
400 1st St. S., St. Petersburg
727-822-2791
www.themahaffey.com

American Stage Theatre Company
1111 N. Meunier Beach Rd.,
Clearwater
727-791-7400
www.americanstage.org

St. Petersburg City Theatre
405 Crawford St., Clearwater
727-791-2400
www.stpetebay.com

St. Petersburg City Theatre
405 Crawford St., Clearwater
727-791-2400
www.stpetebay.com

Catherine A. Hickman Theater
5911 72th Ave. S., Gulfport
727-482-1070
www.myspt.org

St. Petersburg Opera Company
The Palmetto Theater,
St. Petersburg
727-825-2040
www.stpeteopera.org

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St. Petersburg
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www.stpeteopera.org

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Tarpon Springs

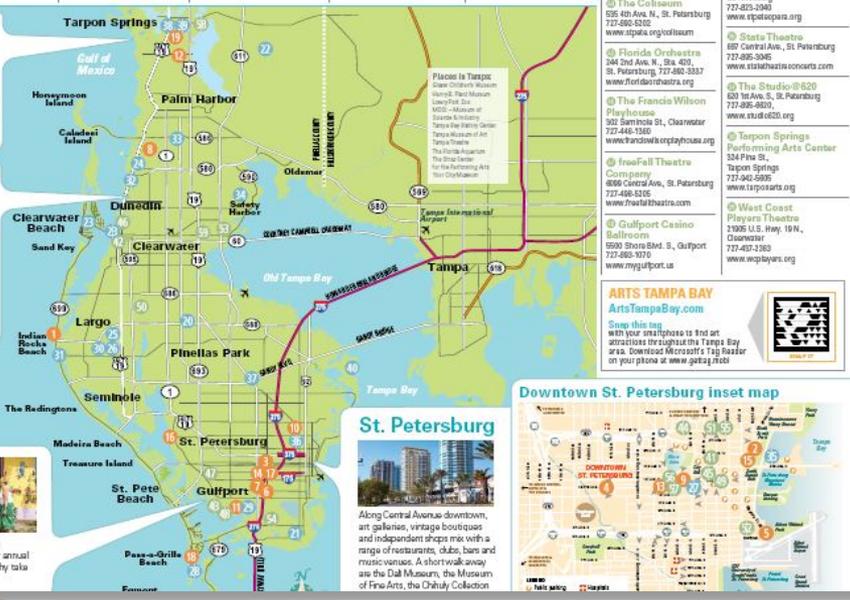
Stroll the bustling streets of the Greek village, taking in the town's sponge docks. Stop in a traditional cafe for strong coffee and a pastry. And don't miss St. Nicholas Greek Orthodox Cathedral and the Leape-Rattner Museum of Art.

Dunedin

The city's famously walkable Main Street is home to art galleries, locally owned shops and eclectic restaurants. Several major art festivals come to town each year. Dunedin also has an interesting Celtic heritage and rich outdoor amenities, from fishing to biking.

Gulfport

This fun and funky art community with a distinctive Key West who feature an artists' village with one-of-a-kind shops, restaurants, farmers markets and regular Art Walk events. The popular annual Gachofest, held each summer, is a beachy take on Mardi Gras.



Arts Tampa Bay Rack Card

2012 & 2013

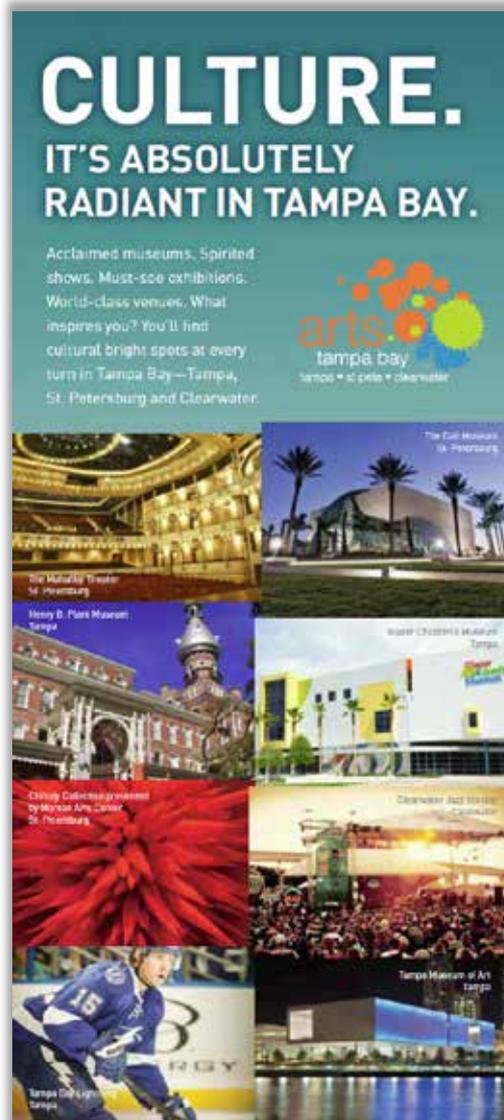
Ø Joint project with
Tampa Bay & Company,
and VISIT FLORIDA.

Ø Distributed at AAA
offices and hotel and
attraction brochure racks
throughout the state, and
volunteer trainings.

Ø Promotes Arts Tampa
Bay calendar of events.



ST. PETERSBURG
CLEARWATER



ARTiculate Website

Creative Pinellas



ST.PETERSBURG
CLEARWATER

ARTICULATE
CREATIVE PINELLAS

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BLOGS EVENTS **DISTRICTS** VENUES GALLERY

ART DISTRICTS

Tour the cultural hotbeds of Pinellas County with a trip to one of our many arts districts. Be it Pioneer Park in Downtown Dunedin, the 600 Block in St. Petersburg, the Warehouse Arts District, or Historic Gulfport, each has its own uncompromising style.

Clearwater: Cleveland Street

The completed renovation of the historic Fort Harrison hotel has brought new life into **Downtown Clearwater**. With a number of shops and small galleries, a city-led sculpture walk down Cleveland Street, and the historic Capitol Theatre, Downtown Clearwater offers retail and entertainment in a walkable setting, convenient to the Pinellas Trail and Coachman Park, where the popular Clearwater Jazz Holiday is held every October.

[Learn More](#) [Map It](#)

ABOUT ARTICULATE

We are dedicated to promoting Pinellas County arts in all genres and increasing community participation in cultural activities, through multimedia coverage of the region's creative projects and people. This site is presented and managed by **Creative Pinellas**, a nonprofit founded in 2011 whose mission is to promote, incubate, develop and sustain the Pinellas

VisitStPeteClearwater.com



ST.PETERSBURG
CLEARWATER

“Arts & Entertainment” Home Page Splash Panel

ST.PETERSBURG
CLEARWATER

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dynamic performances and timeless masterpieces

ARTS & ENTERTAINMENT

Go Exploring ▶

Progress Energy Center for the Arts

Concert Halls and Live Music Venues >
Arts in St. Petersburg >
see more articles > see more videos >

ARTS & ENTERTAINMENT

Online



VisitStPeteClearwater.com/Cultural-Tourism

Ø Print Ads are directed to this page

Ø Live content pulled in from ARTiculate bloggers

Ø Videos

Ø Articles

Ø Social Integration

The screenshot shows the website's navigation menu with categories: Deals, Hotels & Rentals, Beaches & Outdoors, Events & Festivals, Dining & Entertainment, Arts & Culture, Cities & Towns, and Maps & Planning. The main banner features a photograph of the American Stage Theatre Company performing on stage, with the text "American Stage Theatre Company" and a sub-headline: "St. Pete's American Stage Theatre Company performs everything from classic dramas to cutting-edge musicals." Below the banner is a "Cultural Discoveries" section with a social sharing bar (Facebook, Twitter, ShareThis) and a "Performing ARTS" article titled "Bernarda Alba Captivates" by Rob Colwell, dated April 2nd, 2013. Other articles include "Opera, Loud and Proud" and "Satisfy Your Appetite". The "Art + DESIGN" section features an "Arts Calendar" for April 4-10 and March 28-April 3. A "Videos" section is also visible, with a "Watch Exciting Interviews" link and a "Videos" sub-section containing "Downtown Gulfport and Geckofest" and "Best of the Area".



Social Media Posts

Ø Facebook posts to more than 191,000 followers.

Visit St. Pete/Clearwater
October 6, 2012

Downtown St. Pete just got more exciting as "Titanic: The Artifact Exhibition" debuted at The Mahaffey Theater. The winding exploration through artifacts rescued from the greatest ship ever built features characters playing passengers & an ice berg recreation. Who would enjoy taking in this art event in one of America's best arts cities?

Visit St. Pete/Clearwater
March 8

First look at 7 brand new pieces known as Sealife Stoppers at St. Pete's own Chihuly Collection. The public can get a glimpse of the amazing glass pieces starting Saturday through June 30th.

Unlike · Comment · Share · Tag Friends 84

Visit St. Pete/Clearwater, Shirley Barrow, Largo Carefree Boats, David Stratton and 476 others like this.

View 19 more comments

Shirley Ward very nice
March 8 at 11:48pm · Like

Largo Carefree Boats beautiful
March 25 at 1:19pm · Like

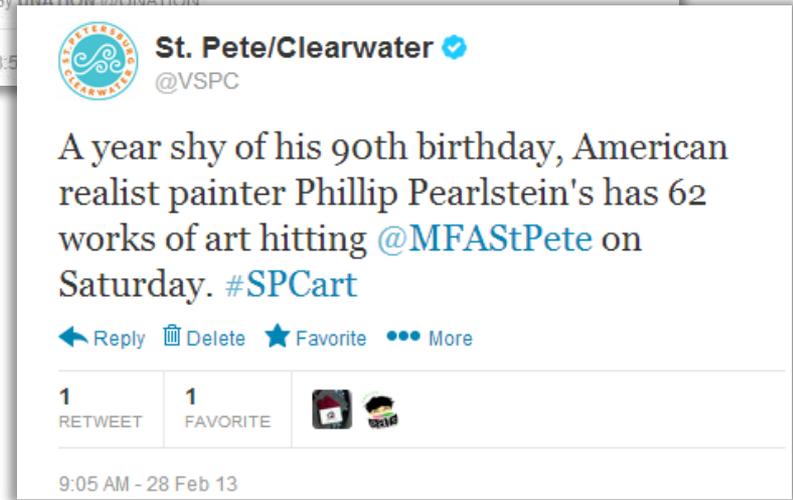
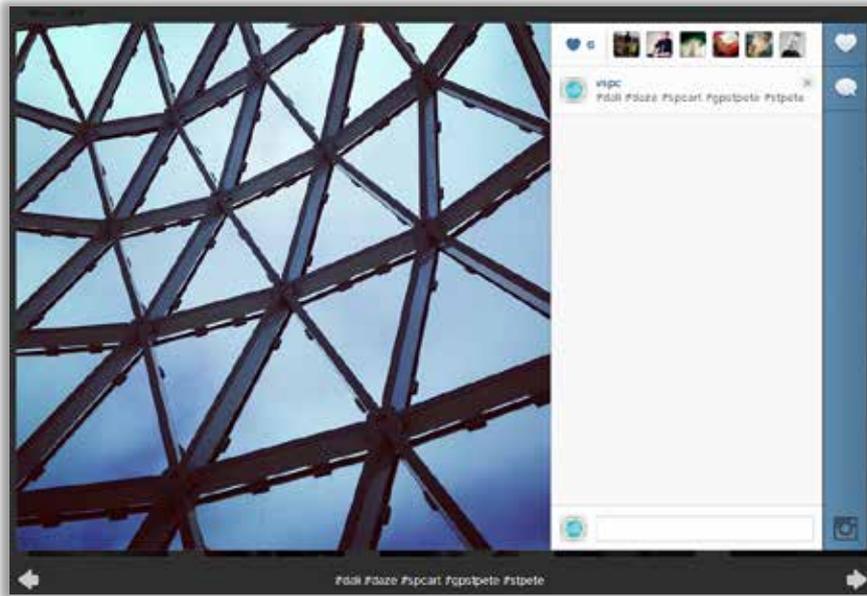
Write a comment...

19,100 people saw this post Promote



Social Media Posts

- Ø Twitter and Instagram Posts
- Ø Tagging Posts #SPCArt





Rich Media Online Campaign

Summer 2013: June – August

- Ø 2,000,000 impressions
- Ø Roll over to expand banners (rich media) and non-expanding banners (standard flash)
- Ø Geographically targeted campaign to Tampa Bay & Orlando
 - Ø In-market travel, family vacations, in-market travel to Florida
 - Ø Psychographic interests - arts/crafts, cultural events, with home & garden, travel & entertainment
 - Ø Site retargeting.





Emeril's Florida

St. Pete/Clearwater's *Emeril's Florida* episode premiered on the Cooking Channel on Sunday, February 24, 2013, and aired five additional times that year.



Emeril Lagasse walking through the Chihuly Collection presented by the Morean Arts Center with Wayne Atherholt.



ST.PETERSBURG
CLEARWATER

Live Amplified 2014

Marketing for the Arts



Print Ads 2014

24 Ad Insertions

Over 5,313,430+ Impressions

- } Creative Loafing Magazine – Tampa Bay Edition
- } Watermark Magazine & Special Issues (GLBT)
- } Tampa Bay Times “Bay” Magazine
- } Tampa Bay Times Newspaper – Weekend Entertainment Section Back Cover
- } NY Times Sunday Magazine – T:Design & T: Culture Issues
- } Ruth Eckerd Hall Program/ Playbill – Back Cover



ST.PETERSBURG
CLEARWATER

IT'S A **TRY THIS,**
TASTE THAT, SHOW ME THE DALÍ,
SEND ME AIRBORNE, PASS THE
MARTINI KIND OF **HANGOUT.**



#StPetClearwater

From unique and acclaimed museums to art enclaves teeming with quirky inspiration, St. Pete/Clearwater has a cultural vibe all its own. Find what moves you at RadiantCulture.com.

The Dalí Museum | thedali.org
St. Petersburg Museum of Fine Arts | fine-arts.org
Marwan Arts Center | marwanartscenter.org



ST.PETERSBURG
CLEARWATER



ST.PETERSBURG
CLEARWATER

IT'S A
MUSEUM AMBLIN, THEATER GOIN,
CHIHULY GAWKIN, NATURE LOVIN,
WOW WHAT A SUNSET
WORLD HERE.



From unique and acclaimed museums to art enclaves teeming with quirky inspiration, St. Pete/Clearwater has a cultural vibe all its own. Find what moves you at RadiantCulture.com.

Sunsets at Pier 60 | sunsetsatpier60.com
The Mahaffey Theater | themahaffey.com
Leopold-Rattner Museum of Art | spcollege.edu/museum



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#SunsetPier60



ST.PETERSBURG
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JUST ANOTHER
**ART WALK, GALLERY STROLL,
JAZZ IN THE PARK,
CULTURE ROCKIN
DAY AT THE BEACH.**



For year-round culture, we hit all the right notes. Don't miss Clearwater Jazz Holiday at Coachman Park, October 16-19. Jam-packed in every way, it features amped-up performers like Dr. John, Earth, Wind & Fire, Edward Sharpe & The Magnetic Zeros and many more. See what else this cultural haven has to offer at RadiantCulture.com.



ST.PETERSBURG
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New :30 Cultural TV



ST.PETERSBURG
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WFLA-TV Daytime

“Journeys with Jerry” Segments



ST.PETERSBURG
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- Ø Eight (8) 4-minute long nationally syndicated segments with *Daytime* host Jerry Penacoli.
- Ø Billboards before and after each segment
- Ø (2) 30 second spots in the program
- Ø Online posting at DaytimeTVonline.com

6/12/14: *The Capitol Theatre* segment <http://bit.ly/DaytimeCapitol>

6/17/14: *St. Pete Urban Murals* segment <http://bit.ly/DaytimeMurals>

7/15/14: *Dunedin Fine Art Center* segment <http://bit.ly/DaytimeDFAC>

Still to come this fall: William Dean Chocolates, Gulfport, Literary Arts, TradeWinds Guy Harvey & Dali/Picasso Exhibit



PBS TV Campaign

Ø 30-second and 15-second commercials airing in rotation schedule Monday-Sunday 8-11 on such programs as Great Performances, American Masters, Live at the Met, Live from Lincoln Center and Masterpiece Theater.

more

Ø More 30-second commercials airing in the BBC World News/PBS Newshour

Ø Campaign running for 17 weeks: 6/9/14 – 9/28/14



NPR Radio Campaign

Ø22-24 15-second live read spots per week on WUSF-FM & WSMR-FM

Ø816 total spots (16 weeks) 6/9/14 – 9/22/14

Example:

Visit St. Pete Clearwater reminds you that St. Petersburg's Museum of Fine Arts offers a unique experience to educate and inspire throughout the year. You can discover art in your community by visiting RadiantCulture.com

German Tour Operators visiting the Chihuly Collection



ST.PETERSBURG
CLEARWATER



Tour Operator
Familiarization Tour

Press Media Coverage



ST. PETERSBURG
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Here's the lowdown.

> The Art Scene

St. Pete's two main cultural attractions, the **Dali Museum** and the **Chihuly Collection** at the Morean Arts Center, are about as similar as Bilbao's Guggenheim and Boston's Isabella Gardner Museum.

We didn't connect with the works of Salvador Dali as we'd hoped we would. Maybe it was the rainy day throngs, or the hulking concrete building's confusing layout.

The Chihuly Collection, on the other hand, inspired us. I'd seen his stunning water lily ceiling installation at the Bellagio in Las Vegas. But here, the master glass

sculptor's work unfolds inside a series of perfect rooms: the massive **Ruby Red Icicle Chandelier** bristles like a delicate cluster of chili peppers, an ocean floor comes to life in glass, and *ikebana* flower arrangements are frozen perfection. Our docent guide summed it up best. "Chihuly is the Tiffany of our time."

To really understand how glass becomes art, catch one of the 30-minute glass blowing demos at the Center's **Glass Studio and Hot Shop**. Seated on bleachers in front of the outdoor workshop's two roaring furnaces, we alternately laughed or held our breath as a highly entertaining (not to mention skilled) duo of artists turned a ball of glowing molten glass into a multicolored vase, sharing tips along the way, like: "the bubble's gotta be so soft that it falls into the negative space in the mold." Like my brain on vacation? Seriously, though, I never imagined glass blowing could be suspenseful, even magical.

> Central Avenue Finds

You won't find any "shoppes" in the pedestrian-friendly **Central Avenue** district, a reviving historic neighborhood west of downtown. But you will find an eclectic selection of locally owned boutiques, bars, bodegas, and attractions.

From the Chihuly Collection, we drove past a few blocks of vaguely touristy bars and restaurants on Central Avenue to the Saturday **St. Pete Indie Market** (look for the tepee by the entrance),



A spiral of colors at the Chihuly Collection (Photograph by cityofstpete, Flickr)

NATIONAL
GEOGRAPHIC

Inspiring people to care about the planet since 1888

Beyond the  Guidebook
WHERE THE LOCALS GO



Move Over, Miami: The Best of St. Pete

Posted by **Ceil Miller-Bouchet** in *Beyond the Guidebook* on June 6, 2014

Press Media Coverage



ST. PETERSBURG
CLEARWATER

Fodor's Travel

January 23, 2014

GET ARTSY DOWNTOWN



Stop for coffee and a delectable homemade pain au chocolat from the bakery at Cassis American Brasserie on Beach Drive before diving into the art museum nirvana of downtown St. Petersburg. The rock star is the bayfront Dalí Museum, which is draped in a surreal stole of glass that rivals the career-spanning collection of Salvador Dalí works inside. But also make time for the Chihuly Collection, a private museum dedicated to the celebrated glass sculptor that has eye-popping displays worthy of Wonka's factory; and the Museum of Fine Arts—even if it's for a café lunch in its glass conservatory overlooking the downtown waterfront instead of the paintings by O'Keeffe, Cézanne, and Monet.



REISEJOURNAL

10

Anzeige



Tips vom größten deutschsprachigen Hotelbewertungsportal. Diese Hotels empfehlen Urlauber.



Grand Plaza Beachfront Resort Hotel**** in St. Petersburg / Tampa Von 100 Prozent der Urlauber empfohlen: 6 U im DZ z.B. 1607 Euro p.P. mit Flug ab Frankfurt. Gäste schreiben: „Hotel schon etwas älter, aber gepflegt und mit Charme gefüllt. Die Bar ist ein netter Treffpunkt mit Be-achtmosphäre.“



Hotel Renaissance Vinoy Ressor**** in St. Petersburg / Tampa Von 100 Prozent der Urlauber empfohlen: 1 U im DZ z.B. 71 Euro p.P. bei eigener Anreise. Gäste schreiben: „Tolles historisches Hotel mit ganz besonderem Flair. Zimmer mit Blick auf den Hafen. Frühstück top aber teuer.“

www.holidaycheck.de

Gewinner

Die Siegerin unseres Gewinnspiels vom 24. Mai, bei dem es einen Urlaub im RAMADA Hotel Regina Tiflis in Engelberg zu gewinnen gab, heißt Christel Kroll und wohnt in Bürstadt.

Herzlichen Glückwunsch!

Jenseits von Sonne und Strand

USA Florida hat viel mehr zu bieten: Schmusen mit Seekühen, Tauchen nach Schwämmen und feinste Kunst

September, Oktober, maybe April – das ist der Florida-Tipp von Leroy. Der Tourismusmanager aus St. Petersburg muss es wissen. Er hat jede Menge Erfahrung mit dem Sonnenschein-Staat. Und kennt natürlich auch die besten Reisezeiten. Diese Monate empfiehlt er jedenfalls. Nicht so heiß sei es dann und deutlich günstiger als in der Hochsaison zwischen November und März. Die Strände sind nicht so überfüllt, das Meer ist warm genug zum Baden.

Genügend Zeit bleibt da auch, um wenigstens einige der vielen Attraktionen zu erkunden, die Florida jenseits vom Sonne-Palmen-Strand-Klischee zu bieten hat. Ganz gleich, ob man sich für Kunst und Kultur interessiert, für die reiche Geschichte oder die üppige Natur. Etwas eine Schwimmstunde mit den Manatees. Schon mal gehört? Seekühe sind das. Behäbig-gemütlich, bis zu einer Tonne schwer, tummeln sie sich im Crystal River. Rund 100 Kilometer gen Norden fährt man von Tampa, der trotz ihrer Wolkenkratzerstühouette so angenehm entspannten Golfküstenstadt. Und man fühlt sich wie in einer anderen Welt. Zumal, wenn man die „Plantation on Crystal River“ als Quartier wählt. Eine weiße Südstaatenvilla mit Säulenportal fungiert als Haupthaus. Die Gästezimmer sind in nicht minder stilvollen Nebengebäuden über eine weitläufige Parkanlage samt Wasserlauf und Teichen verstreut. Eine Kulisse wie aus ‚Tom Winde verweht‘.

Reiche Gölfer haben sich diesen Privatkub ganz im Stil des alten Südens bauen lassen. Heute können die Gäste nicht nur von der Liebesgeschichte zwischen Scarlett und Rhett Butler träumen, sondern auch ganz und gar außergewöhnliche Naturabenteuer wie die mit den Manatees erleben.



Das Salvador Dalí Museum in St. Petersburg ist schon äußerlich spektakulär. Es beherbergt die größte Sammlung außerhalb Europas mit mehr als 2000 Exponaten. Fotos: Margit Boeckh

Kleine Boote nehmen die Gäste frühmorgens mit zum besonderen Unterwasserereignis. Still ist es, nur hier und da plätschert das Wasser. Bis der Bootsführer das Signal gibt: Manatees in Sicht! Jetzt heißt es, in Schnorchelmontur ins Wasser gleiten und hoffen, dass die urzeitlich wirkenden Tiere auf Schmusereis sind. Expertenrat: Ruhig bleiben, die Hände auf dem Rücken halten. Dann werden die Tiere nicht verschreckt und kommen vielleicht ganz nah. Denn sie alleine entscheiden, ob sie eine Berührung möchten.

Tatsächlich: Es klappt! Eine Seekühe stupt aus rechte Bein, von der linken Seite nähert sich eine andere. Wie fühlt sich das an? Irgendwie außerirdisch. So, wie die gewaltigen Tiere einem überhaupt erscheinen: Ein Erlebnis der etwas anderen Art, das man hier am Crystal River

nahezu exklusiv buchen kann. Denn nur an wenigen Orten ist „Manatee-Meeting“ überhaupt möglich und das ohnehin nur in der Saison ab November, wenn es die Tiere vom Meer in die wärmeren Flüsse treibt. Eine Touristenattraktion, die Naturschützer allerdings kritisch verfolgen. Doch scheinen die Seekühe tatsächlich an menschlichen Schwimmpartnern Spaß zu haben, sonst würden sie ja den kontaktfreudigen Erlebnis-tauchern gar nicht erst nahekommen.

Tauchergeschichten ganz anderer Art kann man in Tarpon Springs hautnah erleben. Der Ort in der Tampa Bay entpuppt sich als ein Klein-Hellas in Amerika. Griechische Einwanderer prägen dort seit dem 19. Jahrhundert das Leben. „Wegen der Schwämme“, erklärt George Biliris, weißes T-Shirt, helle Chi-

nos. Der ist auch mit 87 Jahren ganz offensichtlich noch ein Womanizer, Alexis Sorbas lässt grüßen. Die Schwammtaucherei, erzählt er, lag damals im heimischen Griechenland am Boden. Doch hier im südlichen Florida fanden sich neue Gründe. Obwohl die Geschäfte schwanken, prägt die Schwammtaucherei bis heute die örtliche Wirtschaft. Nicht zuletzt wegen der Touristen. Die können mit den Tauchern rausfahren.

Wir besteigen ein Boot. Der Mitvierziger, der dort gerade in seine Tauchermontur steigt, geht mit routinemäßiger Gelassenheit seinem doch auch heute noch ziemlich gefährlichen Job nach. Schritt für Schritt gleitet er mit bleibeschwerten Schuhen über die Außenbordleier ins Wasser. Um nach wenigen Minuten mit graubraun glitschiger Beute in den Händen zurück an

Bord zu kommen. Erst nach dem Trocknen erkennt man die echten Schwämme.

Die griechische Kolonie von Tarpon Springs prägt ebenso die Historie im südlichen Florida wie die kubanischen Zigarrenmacher in Tampa. Alstadtviertel Ybor City. Dort werden Zigarren immer noch von Hand gedreht. Ganz so wie es einst Einwanderer aus Kuba taten. Zeitweise war die im späten 19. Jahrhundert gegründete Com-



Besonderes Unterwasserereignis: Schnorcheln mit Manatees.

munity das Zentrum der Zigarrenproduktion in der Welt. Jetzt wird Tabak aus der Dominikanischen Republik zu den berühmten „Clear Havans“ gerollt und als begehrtes Souvenir verkauft. Nur rund 120 Stück pro Tag schafft so ein Zigarrenroller, dem man dort bei der Arbeit zusehen kann. Das erklärt die geflitterten Preise. Doch der Kenner zahlt sie und schmaucht genussvoll seine „echte Havana“ aus Ybor City, Florida.

Gänzlich andere Genüsse warten auf der anderen Seite der Tampa Bay. In St. Petersburg wird hochkarätige Kunst in mehreren Museen ausgestellt. Absoluter Highlight ist das Salvador Dalí Museum mit einer absolut einmaligen Exposition. Die größte Sammlung außerhalb Europas vereint mehr als 2000 Gemälde, Grafiken, Skulpturen und Schmuck. Nirgendwo sonst sind



Werke aus allen Schaffensperioden des genialen Künstlers zu sehen. Der schon äußerlich spektakuläre Bau führt im Inneren in einem spiralförmig ansteigenden Wandelgang zur Ausstellung. Wer dann noch das Glück hat, eine der vom üblichen Kunsthistoriker-Schwulst angenehmen abweichenden Führungen zu erleben, lernt den durch inflationäre Reproduktionen (dahinschmelzende Uhren, Giraffenhälse) so schändlich verbrauchten Dalí auf eine geradezu intime Weise neu kennen. Nur urweit davon ist die Galerie mit Werken des Glaskünstlers Dale Chihuly zu sehen. Dort erlebt man ein grandioses Feuerwerk aus Farben und ungewöhnlichen Gestaltungsformen, die der hierzulande wenig bekannte Künstler dem spröden Material auf geradezu abenteuerliche Weise abringt.

Etwas eine Autostunde von Tampa entfernt, im kleinen Ort Wilki Wachee, wird eine retrogestimmte Show geboten. In einem amphitheaterartigen Gebäude führen Nixen hinter einer raumhohen Glaswand eine Adaption von Hans Christian Andersen's wundersamen Märchen von der kleinen Sejungfrau auf. Seit mehr als einem halben Jahrhundert läuft dieses Spektakel. Zum Entzücken von immer neuen Generationen kleiner Mädchen, die sich im Souvenir-Store passende Fischschwanz-Glitzerkostime für zu 185 Dollar das Stück von den gerührten Eltern bezahlen lassen. Denn die haben die Show womöglich in jungen Jahren selbst erlebt.

MARGIT BOECKH

www.visitflorida.com



VIAJES TRAVEL / Florida Florida



ST. PETERSBURG: ENTRE EL MAR Y DALÍ

Cada año, 14 millones de turistas acuden a esta ciudad estadounidense atraídos por sus 56 kilómetros de arena blanca y sus estupendos museos.

E

TEXTO Y FOTOS
Celeste Rodas de Juárez

El paisaje de St. Petersburg es tan deslumbrante que ni siquiera hay que bajarse del auto para que capture nuestra atención. Solo conducir los 6,6 kilómetros del puente Bob Graham Sunshine Skyway, que conecta el extremo sur de la ciudad con Sarasota, nos damos cuenta de que allí se encuentran unas de las playas más bellas de Estados Unidos. Este paseo entre las dos urbes es tan maravilloso como relajante.

Pero más allá de sus playas y paisajes, St. Petersburg —o ‘St. Pete’, como se le conoce—, se destaca por su robusta oferta cultural, sobre todo en materia de museos. Por ejemplo, el Moreans Art Center (400 Beach Drive NE), se ha convertido en el hogar de las esculturas de vidrio soplado del famoso escultor Dale Chihuly. Sus obras de arte, formadas de un material tan frágil, cobran un carácter poderoso gracias a sus exuberantes dimensiones y explosión de colorido.

La ciudad es también sede de uno de los mejores museos de bellas artes de todo el sureste norteamericano: el Museum of Fine Arts (255 Beach Dr. N.E.). En su colección se destacan nada más y nada menos que seis obras originales de Claude Monet, además de otras de Gauguin, Cézanne y Renoir.

La historia del mundo también está muy bien representada, pues aquí está el único museo que proporciona exposiciones continuas de arte acerca del Holocausto Judío: el Florida Holocaust Museum (55 5th St S). Además de una colección de películas,

fotografías y artefactos de esa época, tiene pinturas originales de algunos sobrevivientes del genocidio. El tour cobra un mayor impacto al ponernos frente a un vagón de carga que se empleó para llevar personas a los campos de concentración.

‘St. Pete’ tiene una ubicación estratégica: a solo 30 minutos de Tampa y 90 minutos de Orlando. ‘St. Pete’ is strategically located, a mere 30 minutes from Tampa and 90 minutes from Orlando.

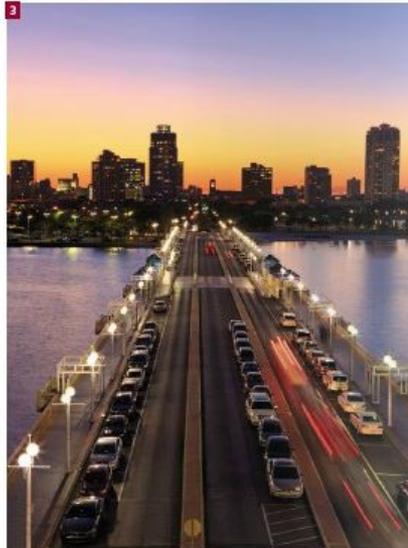
Pero el museo más reconocido de St. Petersburg es el de Salvador Dalí, el gran maestro del surrealismo español. Su edificio, que costó unos USD 36 millones, es en sí un espectáculo. En su estructura exterior de concreto liso irrumpen una onda de paneles de vidrio que van cambiando de tono con la iluminación solar. Y para rematar el espectáculo, el museo está ubicado justo frente a las aguas de la Bahía de Tampa.

La estructura, obra del arquitecto Yann Weymouth de la firma HOK, fue diseñada para conectar al maestro español con los visitantes en cada detalle. Por ejemplo,

1 El Museo de Dalí alberga obras claves que representan los diferentes momentos artísticos del pintor español Salvador Dalí. The Dalí Museum houses key works representing different artistic periods in the life of Spanish painter Salvador Dalí.

2 Las playas de St. Petersburg se caracterizan por una gran oferta de deportes acuáticos como surf o jet ski. St. Petersburg's beaches are noted for the wide range of watersport activities on offer, such as surfing or jet skiing.

3 El clima de la ciudad, aproximadamente 23 °C durante 361 días del año, permite contemplar hermosos atardeceros. The city's climate, with a temperature of approximately 23 °C for 361 days of the year, means that beautiful sunsets can be enjoyed.





ST.PETERSBURG
CLEARWATER

Questions?

Thank You!



Pinellas County Arts Work Session

Oct. 14, 2014



Pinellas County's Local Arts Agency
www.creativepinellas.org

§ **Introduction and Programs**

§ **Operational Overview**

§ **Open Forum Q & A**



TESTIMONIALS



“When I'm around artists, musicians, and people involved in the arts, the conversation usually turns to what we do and what projects we're working on. I define myself as a writer, a teacher and an author, but when I talk about writing for Creative Pinellas, that's when the conversation becomes truly engaging. Pinellas County arts are expanding and I'm sure that has something to do with the amazing team at Creative Pinellas.”

– Laura Kepner, author of “A Brief History of Safety Harbor, Florida”

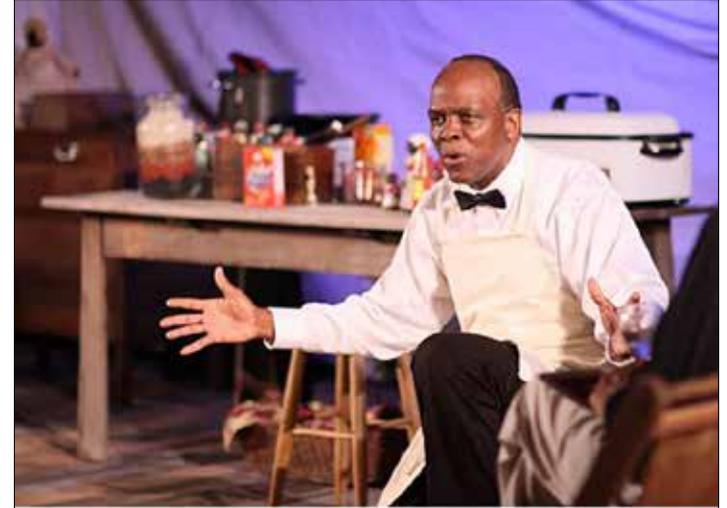
“I'm thrilled to see the achievements Pinellas Arts has made in 2014. And the outlook for growth and innovation next year will be fun to witness! Bravo team!”

– Kevin Hohl, Chief Strategy Officer, HD Interactive



PROGRAMS

- § CARMADA
- § FEAST
- § ARTICULATE
- § CRAFT: Cultural Meetups
- § Administrative Residency
- § Academy Workshops
- § Painted Pinellas
- § Kids Tag Art



CARMADA: Arts on the Move



The growing Bay area art car movement brought a convoy into St. Petersburg September 27 when CARMADA rolled into the Plaza at the Duke Energy Center for the Arts, sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs and the Florida Council on Arts and Culture.

This special event, a partnership between Creative Pinellas and the City of St. Petersburg, presented custom vehicles designed by local artists, live art car painting, crafts from the NOMAD Art Bus mobile studio, a raffle for original artwork, and other activities taking place concurrently with Free Museum Day at the adjacent Dali Museum.

- ***CARMADA provided a vehicle for ongoing promotion of Florida's State of the Arts license plate.***
- ***All seven participating artists were paid to create new projects through our grant funding.***
- ***Media coverage included an in-depth cover feature in Creative Loafing, distributing 48,000 copies to more than 1,500 locations throughout the Bay area (as of June 2014 audit by Verified Audit Circulation).***

State of the Arts license plate promotions

- Month-long promotional push (Sept. 2014) at all Pinellas County Tax Collector offices
- License plate featured on NBC syndicated TV show, “Daytime,” with an estimated 400,000 viewers (up to 80 million households across the U.S. in syndication).
- License plate featured on CBS television show, “Studio 10.”
- Live promotions at CARMADA St. Petersburg with exposure to an estimated 3,900 Dali Museum visitors.
- Weekly advertisement with hyperlink on ARTICULATE newsletter mailing to approximately 4,000 email inboxes each Friday.
- Standing advertisement with hyperlink on ARTICULATE website, reaching approximately 1,200 unique visitors per month (based on YTD Google Analytics for 2014).



FEAST Micro-funding Events



FEAST is a series of innovative micro-funding events that provide small dollar grants for ambitious and exciting arts projects. All FEAST proceeds directly benefit Pinellas County artists. As a guest, your ticket comes with tokens allowing you to vote on how we distribute money raised that evening. Listen to pitches from intriguing area artists while you dine, and then vote on favorites. All ticket proceeds are given to the evening's presenting artists.

To date, these events have raised more than \$8,300 to fund diverse regional arts projects. FEAST 6, held on March 27 at the Beach Art Center in Indian Rocks Beach, raised \$1,310 from more than 50 guests. This series continues with FEAST 7, planned for March 2015 in St. Petersburg.

“FEAST events are a fabulous way to bring artists and community together! Besides acquiring funds that helped the Beach Arts Center to build its Veteran’s program, we established working relationships with other local artists that will benefit the BAC and help promote art in Pinellas County through collaboration.”

– Robin Borland, Beach Arts Center instructor

ARTICULATE

www.articulatesuncoast.com

Our multimedia web site presents new blogs and event listings weekly, focusing on the creative people, places and projects that make our county so colorful.

YTD, the site has been visited by 10,946 unique users (approx. 60% new, 40% returning) seeing more than 40,000 total pageviews (per Google Analytics). The site also feeds content directly to Visit St. Pete/Clearwater's Cultural Discoveries page.

“I really like the easy access of information about events, and the fresh visual look of the [ARTICULATE] site. It's been a great process to be able to turn my hobby into a source of income and to focus on art. I think we have a strong team that can and will do great things together.”

– Daniel Veintimilla, photographer and ARTICULATE contributor

CRAFT: Cultural Meetups



A rotating series of free monthly meetups open to artists, performers, and cultural supporters of all types with RSVP, CRAFT offers an informal space to meet creators in all disciplines, learn about local cultural venues, and discuss potential collaborations. The email-based RSVP connects CRAFT guests with our ARTICULATE newsletter and to targeted cultural volunteering opportunities.

Events begin with a casual gathering and tour through a Pinellas County arts venue. Afterward we adjourn to a nearby independent business for refreshments and conversation. Guests are encouraged to bring business cards and event flyers to share. A free raffle offers incentives such as museum memberships and art supplies.

Locations 2014

- July 30: Morean Arts Center
- August 27: Morean Center for Clay
- September 24: Dunedin Fine Art Center
- October 22: Largo Cultural Center
- November 19: Florida Craftsmen Gallery

***CRAFT continues at new locations
January through May 2015***

ADMINISTRATIVE RESIDENCY

A mobile office program putting Creative Pinellas directly into the county's arts community.



Residencies 2014

- § Dunedin Fine Art Center (Dunedin)
- § The Palladium (St. Pete)
- § Industrial Arts Center (Gulfport)
- § Morean Arts Center / Morean Center for Clay (St. Pete)
- § The Artist Loft @ 66 (Largo)
- § Berk Fine Art Collective (St. Pete)

“Creative Pinellas’ touring administrative residency is a brilliant enterprise! No better way to build relationships than to share the daily rigors of real life in the workplace.”

– Catherine Bergman, Curator and Adult Education Director, Dunedin Fine Art Center

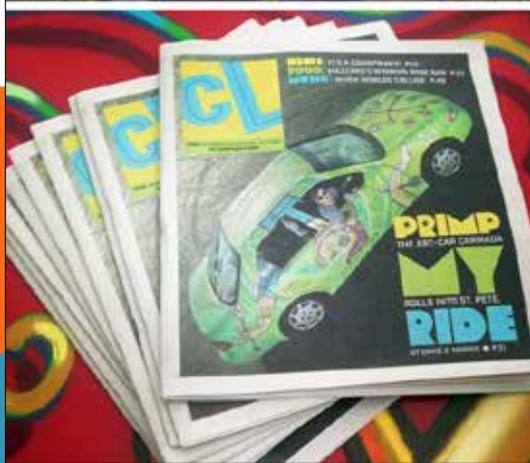


OUTREACH 2014

Having a promotional presence at community events offers the opportunity to share our message, sign up new email subscribers, and communicate directly with area residents and visitors.

To date, we have staffed outreach booths at multiple Bay area events, including:

- § Localtopia
- § Tropicana Field (Rays / White Sox series)
- § St. Pete Indie Market
- § Tampa International Gay & Lesbian Film Festival



Outreach booth space for Creative Pinellas is planned for the Art Crawl Emerging Arts Festival, St. Petersburg Saturday Market, and additional locations on approximately a monthly basis.



CREATIVE PINELLAS

ACADEMY



Helping artists thrive in a modern business environment, the Creative Pinellas Academy arts and entrepreneurship program teaches business skills to Pinellas County artists in all genres.

In 2013, two six-week sessions explored contemporary issues and best practices in strategic planning, branding, online media, financial management, marketing, and revenue models. A total of 30 students were served during the program's first year.

In its next phase, the Academy breaks into weekend workshops taught by industry professionals from throughout the county. Each session is designed to impart useful, timely information for artists who strive to make their passion a profession.

ACADEMY weekend workshop topics 2014-15

- *The Art of Presentation: How to Build Your Marketing Presence*
- *Finding the Money: Grant Writing and Other Opportunities*
- *Advice for Writers: Pro Tips for Real-World Success*

Painted Pinellas

Murals engage local artists and enliven area businesses while instilling a sense of place and artistic expression in communities throughout Pinellas County – and the world. These public works of art also foster cultural tourism, as evidenced in communities such as Miami’s colorful Wynwood District.

The Painted Pinellas Mural Program was conceived to market and promote the county’s existing mural art, and to connect the dots between artists, sponsors and available locations to encourage new mural creation.

Our first step, currently in pre-production, is to create a polished video documenting regional murals that includes interviews with artists, city and county officials, business owners, and other stakeholders who will share their experiences on the impact of these public painted masterpieces.

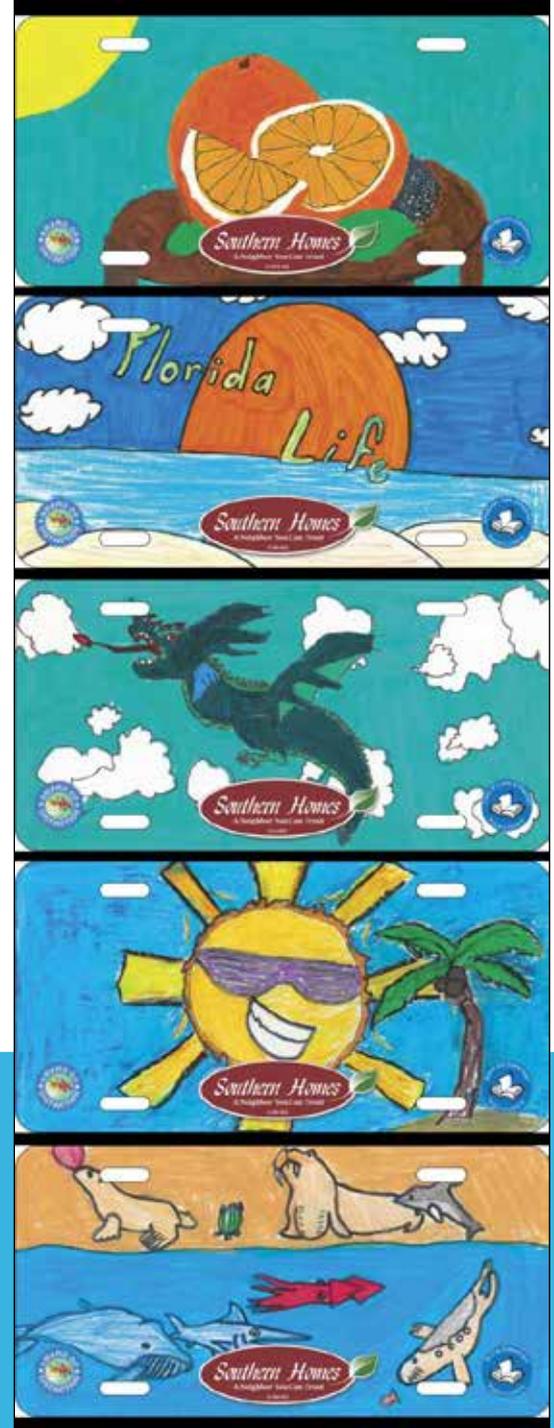
We will utilize the video, along with our #PaintedPinellas social media hashtag, as a tool in extolling the benefits of mural artwork. Our goal is to eventually catalog a series of available locations and solicit sponsorship donations of supplies and funds to facilitate county-wide mural creation.



Kids Tag Art

Kids Tag Art is a school fundraising project—originating in Polk County five years ago—that inspires elementary-age art students to design their own specialty front license plate art, which is then sold to raise needed funds for classroom art supplies.

Creative Pinellas continues to consult with the Pinellas County Tax Collectors Office, providing advice and feedback as they work toward bringing this concept to the Bay area. The program is tentatively expected to launch in Spring 2015.





TESTIMONIALS

“The ARTICULATE article that Creative Pinellas wrote about StoneFree Studio brought county-wide recognition to my studio and craft. It connected the link between my work and my name, bringing light to the person behind the art. Creative Pinellas helps to bridge the gap between the people buying the art and the artist creating the work within our local community.”

– *Emily Stone, StoneFree Studio*

“CARMADA has been great exposure for our art, and for our style with spray paint to be recognized in a more positive fine-art light.”

– *Sebastian Coolidge, St. Petersburg-based muralist*

Culture Builds Florida Grant

In Summer 2014, we received a grant of \$19,000 from the Florida Department of State, Division of Cultural Affairs, payable in quarterly installments earmarked for the following projects:

CARMADA: \$5,000

Stipends for local artists exhibiting new work at CARMADA
Funds to purchase marketing collateral

Individual Artist support (FEAST): \$3,000

Program management for FEAST micro-funding events
Stipends for local performers to give presentations at FEAST

ARTICULATE: \$9,000

Support funding for searchable public art map improvements for ARTICULATE
Increased stipends for contributors to ARTICULATE

CRAFT and ACADEMY Workshops: \$2,000

Program support for CRAFT: Cultural Meetups providing networking for artists and organizations
Program support for ACADEMY Workshops, providing educational resources for creative professionals



We intend to again submit for the 2015 Culture Builds Florida Grant once applications are open, in hopes of gaining additional support funding for ARTICULATE maintenance and improvements, new video marketing projects, and other ongoing programs.

OPERATIONAL OVERVIEW

September 30, 2014

Ø Staffing

- § Two independent contractors
- § 12+ bloggers paid by item

Ø Financial Status

- § Total assets \$286,250
 - \$240,000 treated as “endowment” and invested conservatively
 - Balance held as working capital
- § Current net loss is ~ \$4,000/month negative
 - Partially offset by investment gains
 - Plan increased revenue to at least break even





**Questions?
Answers!**



Thank you