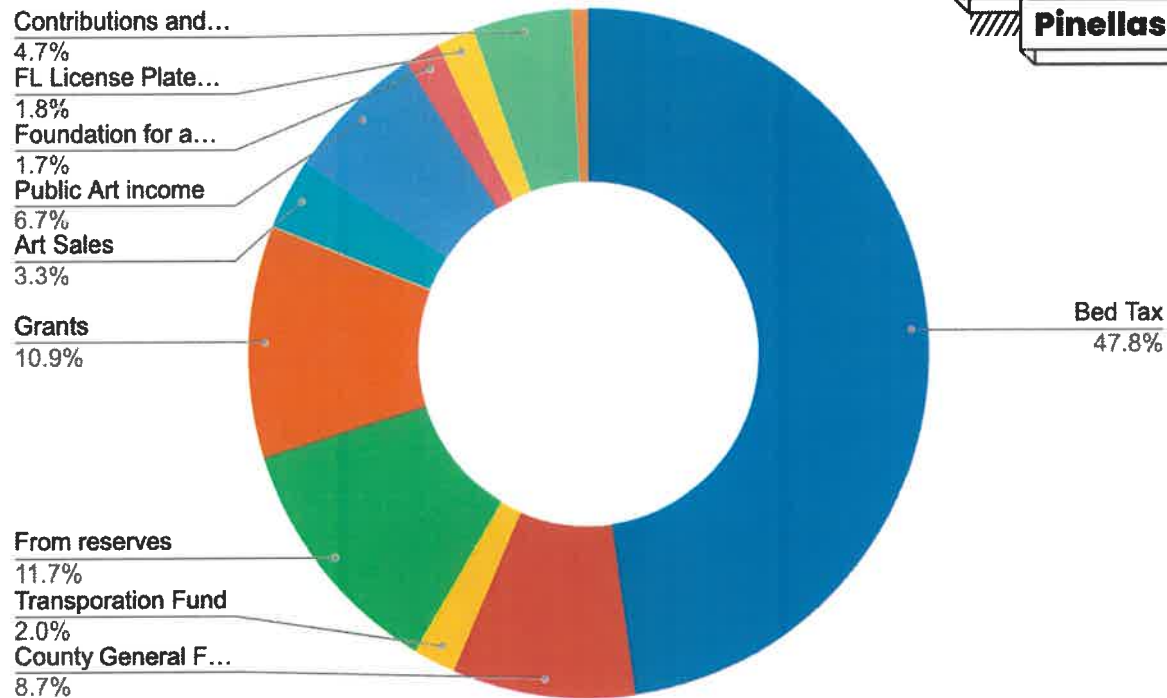
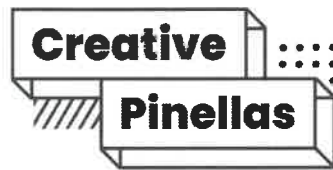


## REVENUE STREAMS



| REVENUE                             |                  |
|-------------------------------------|------------------|
| Tourism Development Tax (Bed Tax)   | 861,150          |
| County General Fund                 | 156,600          |
| Transportation Fund                 | 36,000           |
| Lealman Community Reinvestment Area | 50,000           |
| From reserves                       | 210,000          |
| FL Dept. of State Grant             | 150,000          |
| FL License Plate Fund               | 32,000           |
| Contributions and Donations         | 75,000           |
| Income (Rentals and Services)       | 14,000           |
| Board of Directors Contribution     | 10,000           |
| Miscellaneous Grants                | 10,000           |
| FEMA                                | 4,000            |
| NEA Grant                           | 40,000           |
| Art Sales                           | 60,000           |
| Public art income                   | 70,000           |
| <b>TOTAL REVENUE</b>                | <b>1,778,750</b> |



## Creative Pinellas:

### A High Return on the County's Investment

Here at Creative Pinellas, as the designated Local Arts Agency for Pinellas County, we understand the importance of sound fiscal stewardship. We take pride in how we deliver strong arts and cultural-tourism outcomes while keeping our draw on County funds small and well-leveraged. Our approach is disciplined, transparent, and ROI-driven: we use our modest County allocation to unlock substantial outside dollars, enhance County-owned assets, and drive measurable visitor engagement—at no additional cost to the County. **Additionally, we generate nearly \$300,000 in outside dollars that amplify the County's investment.** This includes \$150,000 from the Florida Division of Arts & Culture that pays our gallery staff, and multiple contracts for public art that expand impact while insulating the County from additional operating or capital costs. These include \$50,000 from Lealman CRA, \$40,000 from the National Endowment for the Arts, and \$20,000 from the PIE Airport.

**We take our stewardship seriously, and ensure that we make efficient use of County funds.**

**Tourism Development Tax (TDT):** We receive **under 1%** of the **\$94M collected in 2024** and direct those dollars to **visitor-facing programs** that strengthen Pinellas's tourism brand and economic impact.

**General Fund:** We receive **0.004%**—a fraction of one percent—of the County budget, with approximately **\$18,000/year** flowing back to the County through our lease agreement.

**Capital improvements without County cash outlay:** Acting as good stewards of the facility we gratefully lease for the benefit of residents and visitors, Creative Pinellas is executing **~\$200,000 in upgrades** to the gallery, auditorium, and courtyard—**fully funded by grants** and **vett ed by County staff**—creating a significant enhancement to a County asset with **no County cash outlay**.



## **This year, we are launching new tourism-focused results at no additional County cost:**

**Making Waves:** We revamped TDT grants to place arts experiences where visitors naturally gather—**beaches, museums, and outdoor destinations**—investing **~\$120,000** directly into tourism hubs to encourage **itinerary building and length-of-stay gains**. This modest investment will generate more than \$1 million in economic impact.

**Current | Culture (launching Oct. 4):** Designed as a traveler's guide to local culture, our new online magazine showcases Pinellas County as a place where art, nature and innovation thrive. This will allow us to directly reach visitors in the crucial 59–65 days of visit planning – and introduce them to all that our cultural community has to offer.

## **We believe in accountability, compliance, and value**

**Clear use of restricted funds:** TDT resources are deployed to **visitor-facing, tourism-aligned activities** consistent with County priorities.

**Cost avoidance:** Capital upgrades and program expansions are **grant-funded**, creating long-term value for a County facility without new County expenditures.

**Leverage and diversification:** A **broad portfolio of state, federal, philanthropic, and contract revenue** keeps County exposure low while sustaining high-impact programming.

**Measurable outcomes:** We track **attendance, geographic reach, partner participation, and earned media/engagement** to document tourism benefits and inform continuous improvement.

**Operational integrity:** Budgets are conservative; contracts and grant compliance are rigorously managed; and reporting is timely and transparent.

## **The Bottom line**

Creative Pinellas stretches every County dollar. With **a small, well-targeted allocation**, we:

1. **Attract** hundreds of thousands in outside funds each year,
2. **Deliver** tourism-focused programming that engages visitors and supports the local economy, and
3. **Enhance** a County-owned cultural asset—**at no additional County cost**.

This is sound fiscal stewardship: **low draw, high leverage, and clear, measurable value** for Pinellas County residents and visitors.



# Strengthening Cultural Tourism Through Partnership

Creative Pinellas and Visit St. Pete/Clearwater (VSPC) have been steadily building a partnership that highlights the arts as a driver of tourism while elevating Pinellas County's reputation as a premier cultural destination.

This includes:

- Co-branded activation with artist Angela Warren at IPW
- Co-branded activation at Piedmont Park Fine Art Festival with three Pinellas County artists
- Co-branded Still Shining exhibition

In recent months, Creative Pinellas has been working with VSPC's team to identify their needs and develop cultural tourism programs that support the County's tourism initiatives, and I am proud of the shifts we have made to better align ourselves with these goals. In fact, we are working toward a system where our two teams begin sharing visitor engagement data to better understand how the arts impacts visitor attendance, spending, and satisfaction with the destination.

Our roles are **complementary, not interchangeable**, and removing or reducing Creative Pinellas weakens the foundation on which cultural tourism depends. We are known as an arts destination in large part because of our work to create a thriving cultural community, and we will continue to grow and refine our efforts in the coming months and year.





To that end, based on suggestions from VSPC on how we can best serve as a visitation attendance driver, here are two major Creative Pinellas initiatives in the works or launching shortly:

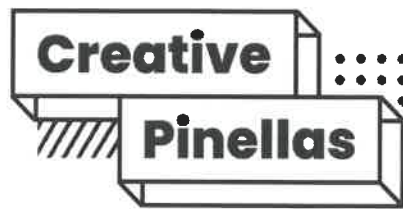
**Making Waves**, our bold new competitive arts grant, which brings together our vibrant cultural community and the breathtaking natural beauty of Pinellas County to create a countywide gallery of exhibitions, performances, and arts experiences. Our guiding message in this: **A vacation isn't just about where you go—it's about what you discover.** Running from April 1 – May 30, 2026 Making Waves will bring art to visitors to create something truly unforgettable.

**CURRENT | CULTURE**, our new visitor-specific online magazine, is a traveler's guide to local culture – launching Oct. 4th. Current | Culture highlights the unique experiences that make our community a must-visit destination – exactly what data shows cultural visitors, younger audiences, and families are seeking. The magazine is built around high/low and shoulder seasons, with information designed to reach visitors in the 59-65-day period when they begin planning their visits.

**Sightline Gallery at PIE**: Reaching over 2 million visitors per year, this is the perfect site for arts engagement messaging. We are planning a joint exhibition with Heritage Village and Florida Botanical Gardens for spring 2026, leveraging visibility at the airport to draw visitors to Pinewood Park.







### **Current Funding Reality: Low Draw/High Results**

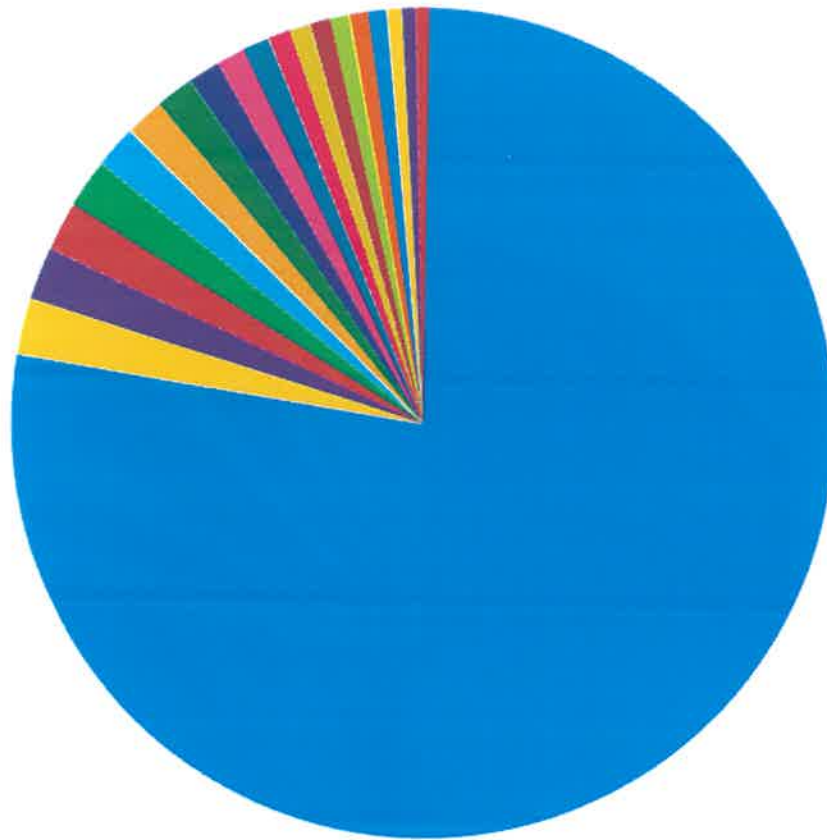
- Of the \$94 million in bed tax revenue generated in 2024, Creative Pinellas receives 0.8% (less than 1%).
- From the County Operating Budget, Creative Pinellas receives only 0.004% of the total budget.

These modest investments sustain the entire countywide cultural infrastructure, which in turn fuels cultural tourism and economic growth. To maximize your return on county investment, I humbly ask that you strengthen Creative Pinellas in partnership with VSPC, allowing for greater sharing of resources, such as increased strategic arts marketing and visitor traffic analytics, to measure engagement with the cultural community. This approach delivers far greater impact than shifting arts funding into tourism marketing alone. Maintaining mindful funding for Creative Pinellas will continue to yield exponential returns in economic impact, visitor engagement, and increased visibility with these changes in focus and resource allocation.

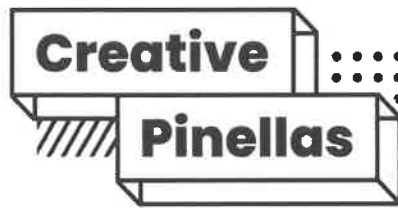




## 2025 Visitation by State



|             |            |            |            |            |
|-------------|------------|------------|------------|------------|
| ● FL: 77.4% | ● PA: 2.2% | ● OH: 2.1% | ● IL: 1.9% | ● MI: 1.9% |
| ● ON: 1.7%  | ● WI: 1.5% | ● NY: 1.5% | ● NJ: 1.2% | ● MN: 1.1% |
| ● MA: 1.0%  | ● TN: 0.8% | ● TX: 0.8% | ● NC: 0.8% | ● VA: 0.8% |
| ● GA: 0.8%  | ● IN: 0.8% | ● MO: 0.6% | ● CA: 0.6% | ● MD: 0.5% |



# Educating A Community: Creative Pinellas & Pinellas County Schools

Creative Pinellas maintains strong, ongoing partnerships with Pinellas County Schools (PCS) that celebrate student creativity, build community connections, and strengthen arts education. These collaborations include annual exhibitions, recognition events, and student showcases hosted at the Creative Pinellas Gallery.

## Youth Art Month (K–8)

- Annual March exhibition showcasing artwork from PCS students in grades K–8 at the Creative Pinellas Gallery.
- Co-presented with Clearwater Arts Alliance and Pinellas County Schools



## ACE Principals' Appreciation Breakfast

- Countywide recognition of school leaders who champion arts in education led by the St. Petersburg Arts Alliance with support from Creative Pinellas.



## 13<sup>th</sup> Congressional District High School Art Competition

- Hosted at the Creative Pinellas Gallery; showcases high school artwork from across Pinellas County
- In 2024, the Scholastic Art & Writing Awards recognized five Pinellas County students with National Medals, including one Gold Medal and four Silver Medals, and we proudly celebrate their accomplishments
- Provides professional exhibition experience, community recognition, and scholarship/award opportunities.



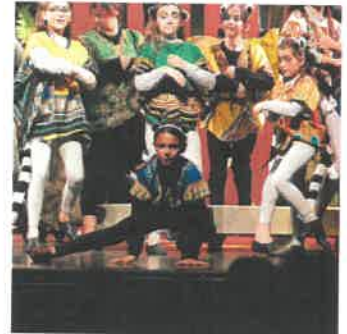




## **Summer Art Camps Countywide Youth Engagement**

- Funding: \$63,000 from the County General Fund goes directly to arts camps across Pinellas County—supporting program fees, need-based scholarships, and access for PCS students and families. We served 14 camps across the entire county, providing financial support to hundreds of children each year. Recent feedback from happy campers and their parents include:

**“...my child had a fantastic time at the SHAM-C camp! And I was unemployed for over a year; the grant helped us immensely in being able to still give the kiddo a camp experience without us having to make hard choices about what they could or couldn't do this summer.” - Geoffrey**



**“We truly appreciate the summer arts grant. Without it, we would not be able to attend art camp.” - Elisha**

**“This was an amazing opportunity for my boys to try something new that they otherwise would not have had access to and never have tried. Thank you!” - Jessica**



## **Community & Student Impact**

- Visibility for PCS arts programs through high-quality, public exhibitions.
- Professional exposure for students: portfolio development, public recognition, and awards.
- Deeper community connections among PCS, Creative Pinellas, and local arts partners.
- Clear, measurable value aligned to countywide educational and cultural goals.

