



ST. PETE
CLEARWATER, FL
VisitSPC.com



ST. PETERSBURG
ARTS
ALLIANCE



Competitive Arts Tourism Grants

A Month of Arts in Pinellas County

NOVEMBER 2025

Leverage Assets

FACTS

- We have wonderful arts & culture in Pinellas County
- We have seasonal need periods in travel demand

GOAL

Leverage our partnership with arts experts to create a month-long celebration of the arts that drives visitation during a seasonal need period, while enhancing the reputation of St. Pete-Clearwater as a must visit arts destination

PROPOSED PROGRAM

Provide competitively selected awards to individual artists, public and private organizations, and arts agencies that create a month of themed arts experiences located throughout the destination

Collectively, each experience ties into one overarching event aimed at enhancing the visitor experience, driving visitation, and elevating St. Pete Clearwater's profile in the creative community





Program Administration

Shared management maximizes the strengths of the various agencies

Visit St. Pete-Clearwater leads on marketing

The three Arts Agencies partner for management of program

Planning, outreach, application development, application tracking, panel facilitation, program and event management

- 75% Creative Pinellas
- 15% St. Pete Arts Alliance
- 10% Clearwater Arts Alliance

Funding Breakdown

Program Administration \$100,000

Creative Pinellas \$75,000

St. Pete Arts Alliance \$15,000

Clearwater Arts Alliance \$10,000

Awards and Event Production \$400,000

Competitively selected experiences

Up to \$25,000 for larger experiences

Up to \$10K for smaller experiences

Executed through funding agreement with Creative Pinellas that includes St. Pete and Clearwater Arts Alliances as subrecipients



Award Features

ELIGIBILITY

- Increases Pinellas as a premier arts destination
- Proposal comprises an arts experience
- To be produced in Pinellas County
- For-profit, nonprofit, individual, or partnership with capacity to produce the proposed experience
- Able to collect certain metrics (such as interactivity, attendance, Zip code, sales)
- Not receiving Elite funding for the same experience
- Integratable by VSPC into outreach methods



Selection Committee

Seven (7) member committee

Visit St. Pete Clearwater staff, hospitality, arts experts across genres

Evaluation

- Meets eligibility criteria
- Supports vision of program, including driving visitation in selected month
- Qualified to deliver the experience





Program Evaluation

Metrics will be established to determine program performance in year one

Metrics may include, but will not be limited to the following:

- Occupancy rates during events
- Attendees
- Social media and webpage engagements
- Economic Impact
- Event check-ins