

# Creative Pinellas Budget Presentation

Pinellas County Board of  
County Commissioners  
May 17, 2016



By admin Feb 13, 2016

**Accepting Applications through March 18**

On February 9 Creative Pinellas, the county's non-profit local arts agency announced the launch of an inaugural grants program for artists and for non-profit arts and cultural organizations. The program is designed to assist in the sustainability and retention of artists who live and work in Pinellas County, and to support arts organizations in enhancing or expanding their arts education programs for the young people of Pinellas County, and is made possible by the support of the Pinellas County Board of County Commissioners. Detailed guidelines and the online applications can be found at [creativepinellas.org](http://creativepinellas.org).

"We are very pleased to be able to roll out this program," said Creative Pinellas Executive Director, Jennifer Smith. "We put it together in less than 48 hours. As a result, we are able to respond to requests for information and answer questions more quickly than we otherwise could."

"We are very pleased to be able to roll out this program," said Creative Pinellas Executive Director, Barbara St. Clair. "In some ways it has been a long time in the making. At the same time we are calling the program 'Rapid Returns' because we put it together in less than 45 days. We felt it was important to roll out the program as early in the year as possible in order to make funds available this summer, and to return the benefits of those funds - approved by the Board of County Commissioners - to the community quickly. Our time line required us to be innovative in our approach and to make the process as straightforward and as easy to use as possible. We believe we have reached that goal and are looking forward to getting great participation. Applications are open now, and the Board of County Commissioners will encourage people to go online, determine fit and apply."

Grants for artists are in the form of cash awards, and the program is designed to support arts organizations in the form of grants for artists and the online applications.

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IMMEDIATE RELEASE  
5, 2016

St. Clair  
Director, Creative Pinellas  
clair@creativepinellas.org  
Dairy Rd # 200  
7777



ellias Launches Digital Marketing Workshops for Artists  
on Email Marketing is Scheduled for Saturday, May 14th

...the Workshop, for artists and  
...of digital marketing, which begin May  
...ident in their ability to successfully market  
...into action once the workshop is done.  
...est in this type of workshop," said Barbara St. Clair,  
...Pinellas. "We surveyed the arts community, and over  
...nded said they would attend digital marketing workshops if  
...learn how to use Facebook better. They want to create  
...accounts, learn how to use YouTube, and take  
...is like Constant Contact. And they want it to  
...is what we plan to offer."

The first workshop is planned for May 14<sup>th</sup> from 12 p.m. to 4 p.m. and will be held at the Epicenter at St. Petersburg College, 13805 58<sup>th</sup> St N, in Clearwater. The focus of the workshop will be effective email marketing. Attendees will create or update a Constant Contact email account, build an email template specific to them, upload their email list, run a test campaign and build an email marketing campaign that is set to go by the end of the workshop session. The workshops are led by veteran digital marketing gurus who are experts in their field.

Registration is \$25 and includes lunch and a \$10 coffee. Other workshops are held on Saturday, July 30<sup>th</sup>.

"Our goal with these workshops is to help small business owners and marketers. Our goal is that we want to help them succeed and grow their business."

"Our goal with these workshops," said St. Ever, "is that we want people who are marketers. Our purpose is to give them the practical skills they need once they go home."

**Current Forecast**  
 Rest Of Today  
 Sunny  
 Hi: 85°F

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[Dallas County](#) > Article V

[Front Page](#) **Pinellas sets** March 22, 2016

By SUZETTE  
Article published on  
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Pinellas County Commissioners agreed to fund back in some

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# 2016 Overview



## Review: 2016 Investment

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- ✧ **The first time since 2011** that the County invested funds in Creative Pinellas
- ✧ In the budgeting process the Board of County Commissioners decided to invest:
  - ✧ \$ 50,000 from the General Fund
  - ✧ \$150,000 from Tourist Development Taxes
  - ✧ \$ 95,000 in-kind from VSPC
- ✧ The BCC also requested that Creative Pinellas make an investment of \$100,000









## Review: Focus of 2016 Funds

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- ✦ Source and engage four people (the most important resource to enable Creative Pinellas to **do things**)
  - ✦ Executive Director
  - ✦ Director of Community Engagement
  - ✦ Digital Content (Media) Manager
  - ✦ Admin / Marketing (Specialist) Manager
- ✦ Create and execute a grants program
- ✦ Launch educational workshops for artists
- ✦ Initiate programs for youth and seniors
- ✦ Create an effective County arts website

## 2016: Accomplishments (How Did We Do?)

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-  The funds invested are being **used as planned**
  -  Sourced and engaged all four roles
  -  Created multiple community engagements
  -  Launched two grant programs
  -  Kicked-off workshop series for artists on May 14, with six more scheduled out for the rest of the year
  -  Actively partnering with the Pinellas County Schools, Area Agency on Aging and Big Brothers Big Sisters
  -  Upgraded our current websites – with favorable response – working with VSPC on the new site now
  -  Launching other initiatives based on community feedback



## 2016: Outcomes (What We're Measuring)

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- ✦ We are **seeing results** from all of these activities that took place in the last 4 months
  - ✦ The team is fully operational and achieving results
    - ✦ Testimonials from the Creative Pinellas Board:
      - ✦ *"This is an incredible team – engaged and committed."*
      - ✦ *"A very high level of professionalism"*
      - ✦ *"What they have done since January is amazing"*
  - ✦ 150 attendees at the Gulf Coast Museum for our summit
  - ✦ A dynamic discovery process driving real collaboration
  - ✦ Great press – featured in 7 articles since January
  - ✦ Visits to websites up by 1000% - based on work we have already done (goal was 100 – 200%)

## 2016: Grants (Already a Success Story)

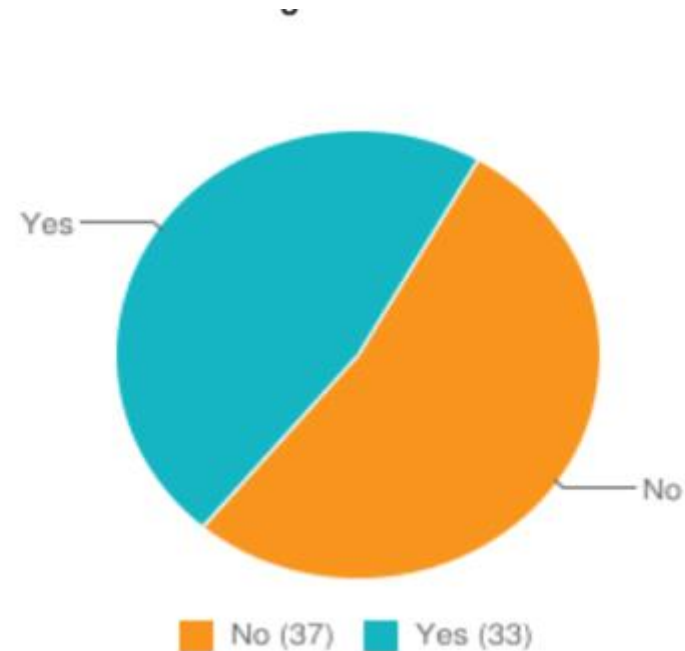
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- ✦ **140 applications** (14 organizations / 127 artists - goal was 35)
- ✦ Highly esteemed panel scored and determined recipients
  - ✦ May 4 for organizations / May 11 for individual artists
  - ✦ Sessions open to the public - very positive feedback:
    - ✦ *"This was a great process"*
    - ✦ *"Creative Pinellas handled this so professionally"*
    - ✦ *"It was a positive, powerful experience. Thank you"*
- ✦ Grants closed on March 18, we sent out a participant satisfaction survey on March 21
  - ✦ 70 (out of 140) applicants responded
  - ✦ **50% response rate** (typical response rate is 10-15%)

## We Asked: Is This Your First (Ever) Grant Application?

“I am new at writing grants and the process helped me define my goals.”

“I (never) had to explain the importance of Summer Intensives...or highlight our accomplishments and the relationship between past projects and student accomplishments (before)...”

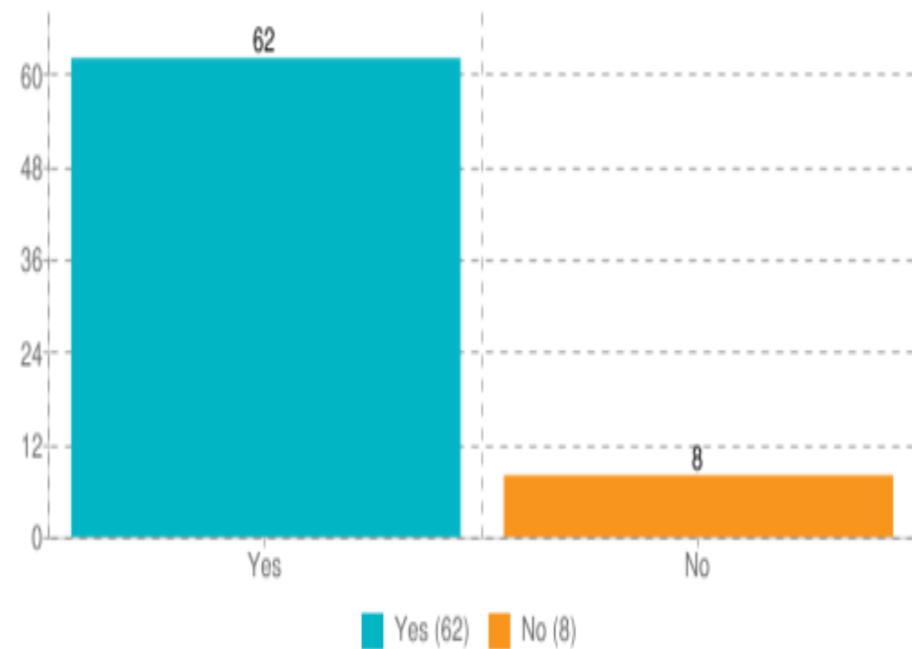




## Did You Benefit From Participating in the Process?

“The process was invigorating. I felt a sense of accomplishment and focus.”

“It was as though my art had more worth and weight than I had previously given it...I was able to dream of the future...”

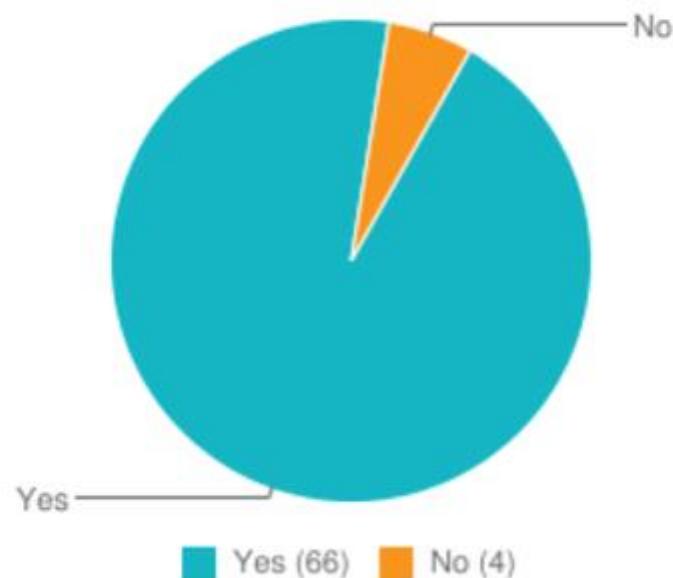




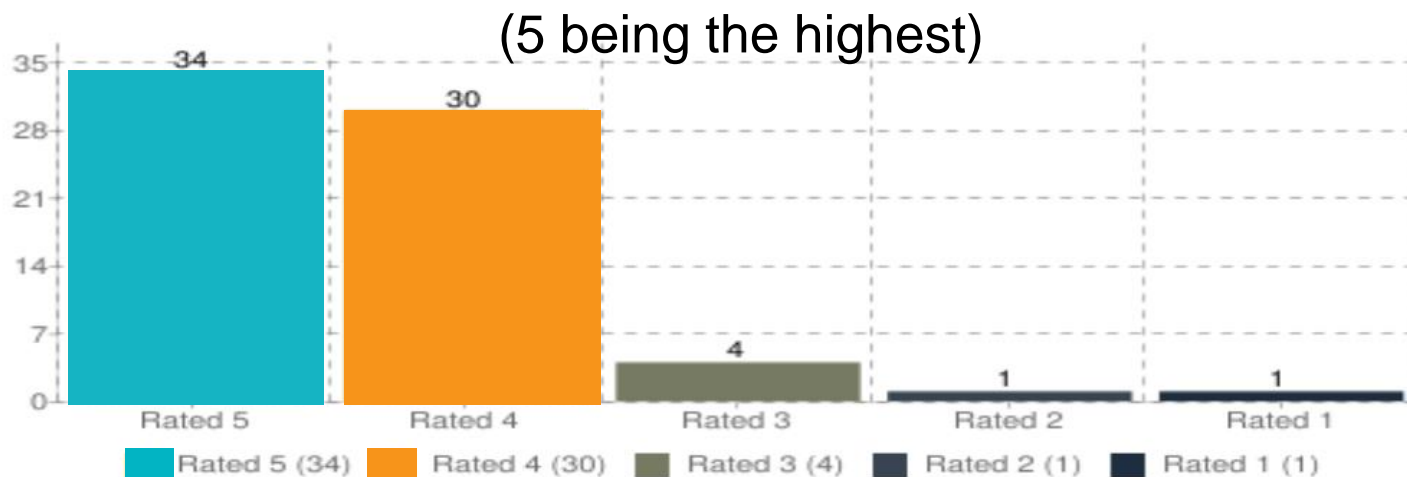
## Would You Apply Again (Even if You Were Not Awarded)?

“I am extremely grateful regardless of whether I receive a grant or not.”

~~It's a reflection of the~~  
importance our community places on the arts. I am also very grateful for the work Creative Pinellas and other organizations do on behalf of individual artists.



## On A Scale of 1-5 How Was Your Experience?



“The application was simple, concise, and easy to navigate.”

“I liked how straight forward it was.”

“Very User Friendly.”

“It was a fun experience. Thank you for the opportunity.”



# Programs and Strategies



# Moving Forward: 6 Goals / Purposes

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Creating Vibrant  
Communities

Supporting Artists,  
Arts Organizations,  
Creative Community

Encouraging  
Creativity And  
Innovation

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Supporting  
Economic  
Development

Showcasing  
County as  
Cultural Destination

Making Arts and  
Creativity Available  
to All

# Programs that Support our Goals

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Grants

Education  
Collaboration  
Support

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Marketing  
Promotion

Expansion  
Evolution





# Grants for Pinellas Residents

## Continuing:

-  **Organizational Grants:** *Expanded to include broader range of educational programs*
-  **Fellowship Grants:** *Expanded to target and include returning, and emerging artists, mentorship, innovative projects*

## New:

-  **Represent Grants:** *For artist travel out or to bring artists in, to build cultural awareness*
-  **Splash Grants:** *Small as-needed grants that make a difference for organizations*
-  **Stretch Grants:** *To expand successful existing programs countywide for residents and visitors*
-  **License Plate Revenue Grants:** *Revolving funds from license plate revenue to support and strengthen arts alliances*



## Support Artists & Arts Organizations

Creativity / Innovation

Vibrant Communities

Economic Development

Cultural Destination

-  Increase individual artists grants **from 10 to 30**
-  Expand artist eligibility
-  Increase organization grants from **10 to 26** and increase impact from **3,060 to 7,900** residents
-  Further County as cultural destination
-  Build cross-pollination and collaboration
-  Encourage operational health of arts alliances



# Education, Collaboration, Support

## Continuing:

- ✂ “Best Ever” Hands on Workshops: *Bring practical marketing skills to artists and orgs.*

## Upcoming/ New:

- ✂ Monthly Meet-ups, Influencer Breakfasts, Quarterly Conferences: *Regular, sponsored community-building events*
- ✂ Collaboration with Pinellas County Schools: *To bring artists and teachers together to make collaboration and integration easier*
- ✂ Partner With Service Organizations: *To address the needs of the underserved*
- ✂ Bi-Monthly Arts Organization and Alliance Meeting: *Encourage collaboration and cross-pollination, reduce duplication, leverage strengths, resources, knowledge and problem solving, marketing, promotion, reaching visitors*

## Creating Vibrant Communities

Support Artists, Orgs.

Creativity / Innovation

Economic Development

Cultural Destination

Arts Accessible to all

- ✂ Marketing skills training for 300 participants
- ✂ Bring 2000 participants together for collaboration
- ✂ Connect 100-150 artists with educators for arts in schools
- ✂ Involve artists more directly with service organizations
- ✂ Bring leaders of 104+ non-profits together for communications and support








# Marketing and Promotions

## *Continuing:*

-  **Enhanced Website:** *To upgrade quality and expand influence*

## *New:*

**Website Relaunch:** *Single high quality site to drive readership and brand, create awareness locally, regionally and nationally*

-  *Monthly guest editors*
-  *Higher quality arts journalism*
-  *Featured artists / interactive artist showcase*
-  **Social Media/PR:** *Partner actively with VSPC*
-  **Weekly Arts Podcasts:** *To create loyal-listener experience for residents and visitors*
-  **Marketing Data Base Pilot:** *Test use of geo/cohort targeting to enhance marketing programs*
-  **Local Arts Walk Maps Project:** *To promote arts neighborhoods and enhance visitor experience*






## **Promote Pinellas as a Cultural Destination**

**Support Artists, Orgs.**

**Creativity / Innovation**






**Economic Development**

**Vibrant Communities**

-  Increase web page views from 1000 to 7-14,000/month
-  Increase social media followers from 2,000 to 5,000+
-  Reach a larger audience and build visitor/listener loyalty
-  Use data to identify & target 256,000 residents likely to respond to marketing
-  Enhance tourist experience with templated "Arts Walk" maps for multiple arts neighborhoods







# Expansion and Evolution

## New:

-  **Arts Incubator:** *To retain, sustain and grow the arts community in Pinellas County*
-  **Gulf Coast Museum Revitalization:** *Explore and deliver as possible – on opportunities for this site as a local and visitor destination*
-  **Technology Solutions:** *Engage with partners on virtual reality, maker space, youth program*
-  **GEO Mapping:** *Use technology to build real-time arts engagement map that promotes arts and the arts community*
-  **Signature Event:** *Create an elite County arts and cultural event that draws visitors and adds to the Pinellas brand*

## Positively Impacting the Community Overall

Vibrant Communities  
Supporting Artists, Orgs.  
Creativity / Innovation  
Economic Development  
Cultural Destination  
Arts Available to All

-  Positively expand impact of arts in the County
-  Create and accelerate arts leadership role for County
-  Build sustainability
-  Integrate arts / technology
-  Add to the value of the brand and our destination
-  Position for the future



**What is the  
Investment?**



# Financials: Performance to Plan

## 2016 Plan

Income \$355,000

### Expenses

Operational \$198,950

Grants \$100,000

Education/Programs \$ 27,000

Other / Marketing \$ 19,050

Total Investment. \$345,000

## 2016 Projections

Income \$343,030

### Expenses

Operational \$150,730

Grants \$104,350

Education/Programs \$ 25,990

Other / Marketing \$ 21,900

Total Investment \$302,970







# Financials: 2016 Variances

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## Income

-  Reduced grant from FL Division of Cultural Affairs
-  Reduced license plate revenue

## Expenses

-  Underspent by \$48,000 in operations due to positions budgeted for October 1, but filled in January and February
-  Other minor variances from typical adjustment to programs and plans



# Financials: 2016 to 2017

<u>2016 Plan</u>		<u>2017 Plan</u>	
<u>Income</u>	\$355,000	<u>Income</u>	\$625,060
<u>Expenses</u>		<u>Expenses</u>	
Operational	\$198,950	Operational	\$235,760
Grants	\$100,000	Grants	\$214,910
Education/Programs	\$ 27,000	Education/Programs	\$ 68,420
		Long Term Programs	\$ 31,200
		Cultural Mktg./Promotion	\$ 55,870
Other / Marketing	\$ 19,050	Other	\$ 18,900
<u>Total Investment</u>	\$345,000	<u>Total Investment</u>	\$625,060

*A detailed Budget showing individual program costs is included with this package.*



**What is the Return on  
the County's  
Investment?**

# An Optimized Local Arts Agency

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- ✧ By the end of fiscal 2017 Creative Pinellas will:
  - ✧ Have created a sustainable platform for collaboration and cooperation within and between arts organizations
  - ✧ Have a proven grants program to support, retain and sustain local artists and arts organizations
  - ✧ Be driving an innovative and dynamic marketing program that delivers measurable results
  - ✧ Have programs to reach underserved and non-traditional communities
  - ✧ Be a highly effective leadership arts organization for the County **that supports the County strategic plan**

# County Strategic Plan: Foster Continual Economic Growth and Vitality

## Support a Vibrant Community with Recreation, Arts and Culture to Attract Residents and Visitors




### Vibrant Communities

-  Bi-Monthly Arts Alliance & Arts Organization Meeting
-  Monthly Meet-ups
-  Monthly Influencer Breakfasts
-  Stretch Grants
-  License Plate Grants






### Supporting Artists, Orgs.

-  Hands-on Workshops
-  Organizational Grants
-  Individual Artist Grants
-  Splash Grants
-  Weekly Podcasts
-  Outreach to local media
-  GEO Mapping (L/T)








### Creativity / Innovation

-  Quarterly Conferences (“mini TED Talks”)
-  Gulf Coast Museum Revitalization (L/T)
-  VR/Maker-Space Youth Programs (L/T)




### Economic Development

-  Marketing Data-base Pilot Program
-  VSPC Social Media Partnership
-  Arts Incubator (L/T)
-  Arts Tourism Showcase
-  Arts Connection through VSPC

### Cultural Destination

-  New/Updated Website
-  Individual Artists Pages
-  Guest Edited Journal
-  “Represent” Grants
-  Expanded PR
-  Local Arts Walk Maps
-  Signature Event (L/T)

### Arts Available to All

-  Big Brothers Big Sisters Partnership
-  Area Agency on Aging Partnership
-  Annual Conference with Pinellas County Schools



**LET'S  
BRING IT  
HOME!**



Creative  
Pinellas

**Doing Things. Together.**

**I Would Love to Hear From You**

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