



Doing Things!

Creative Pinellas

Barbara St. Clair, Executive Director

March 1, 2018



Who We Are

The Local Arts Agency for Pinellas County

- Grants
- Education and Collaboration
- Marketing and Outreach
- Community Engagement
- Programming and Facilitation





What We Do

Provide leadership and collaboration countywide for:

- Artists
- Arts and cultural organizations
- Communities and community organizations
- Residents
- Visitors

Things Done

In 2017/18 we built a fulltime permanent staff

- For stability and bench strength
- Brought our BP Public Art project lead on board



Things Done

Established Arts Business Incubator at former Gulf Coast Museum of Art

- Six nonprofit partners to date





Things Done

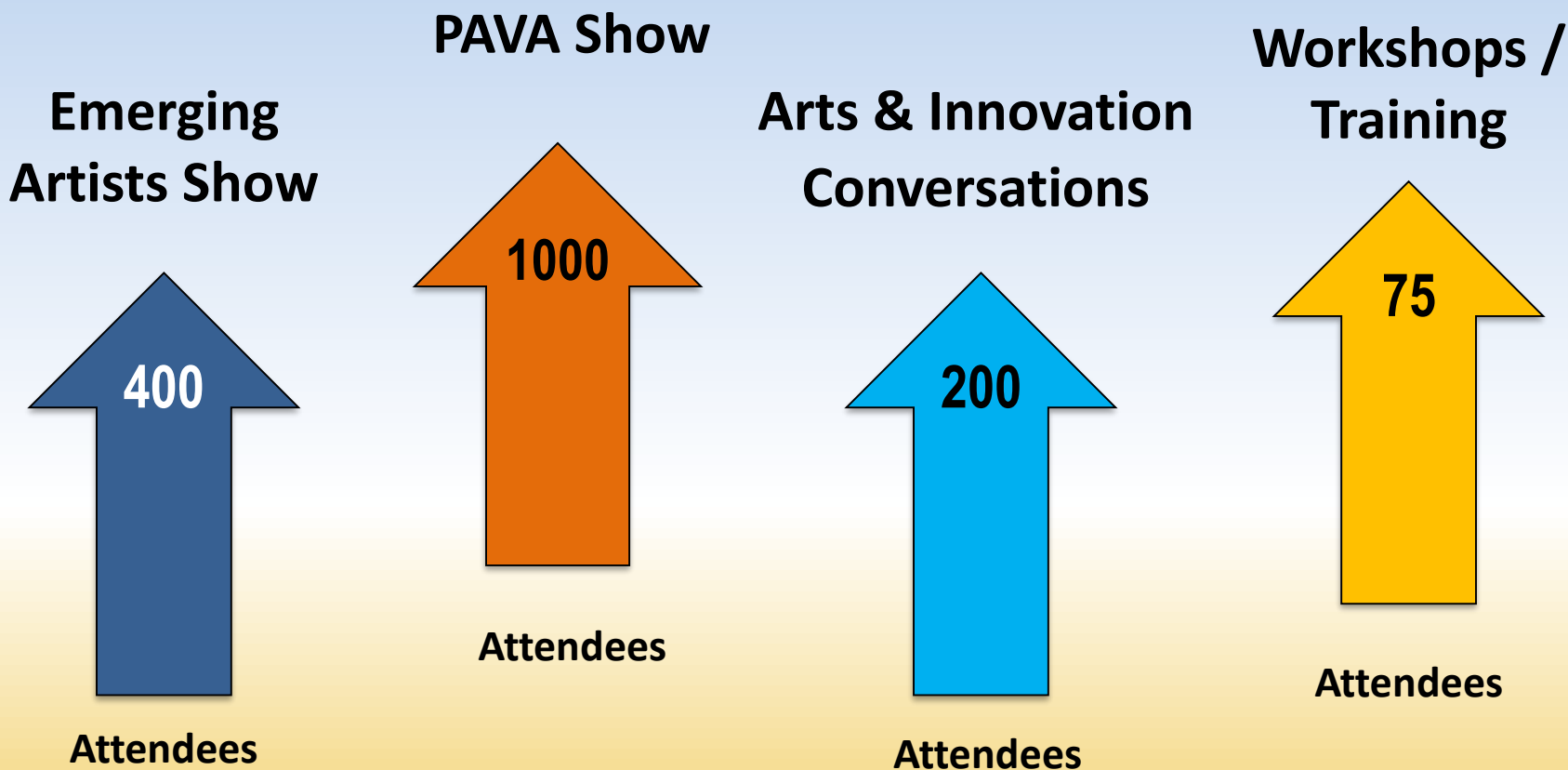
Working to utilize the gallery, auditorium and office space at Pinewood Center for the community

- Weekly and monthly activities
- Rental income for county
- Building partnerships with Botanical Gardens and Heritage Village



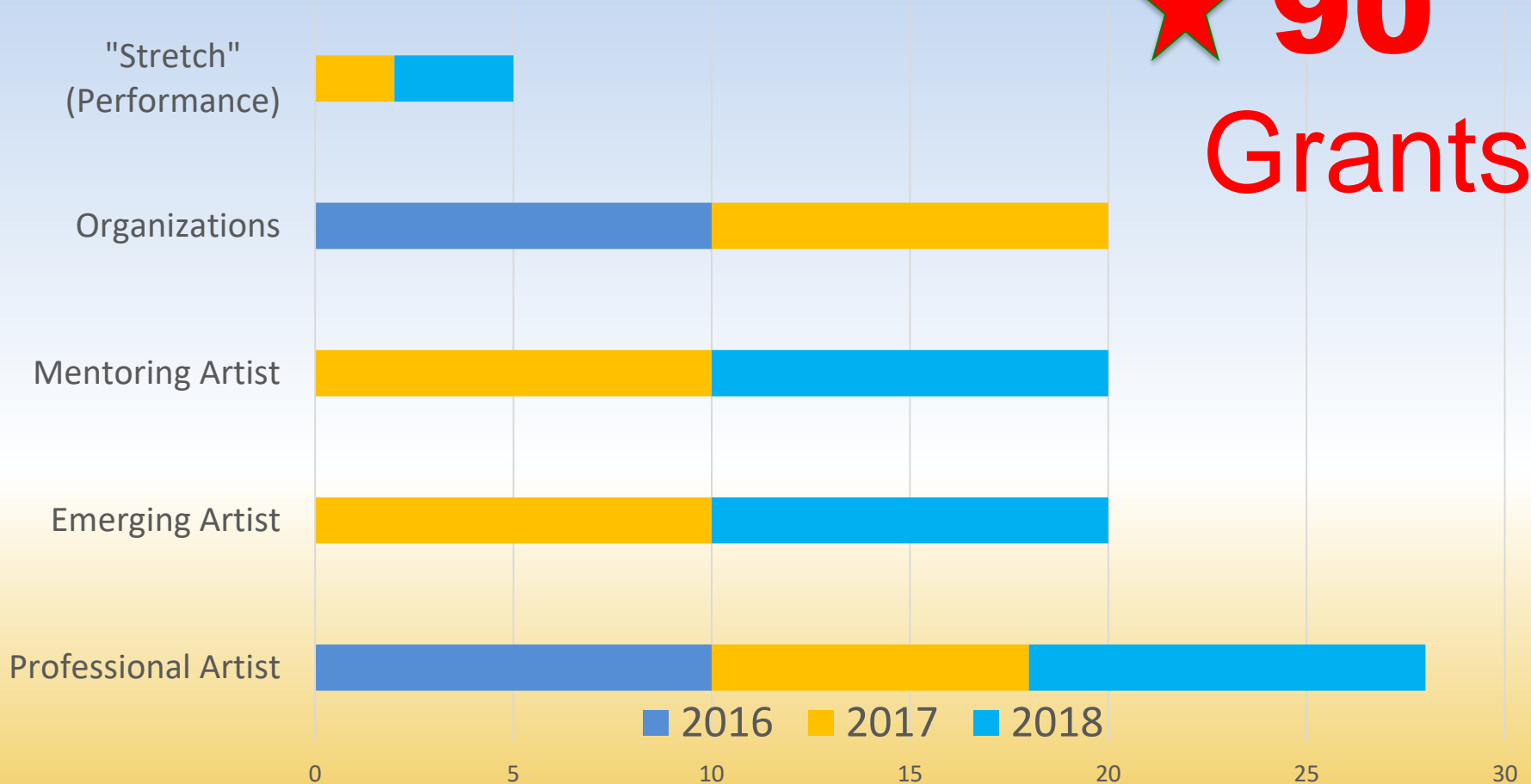
Things Done

@ Arts Incubator



Things Done

★ **90**
Grants

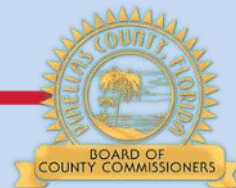




Things Done



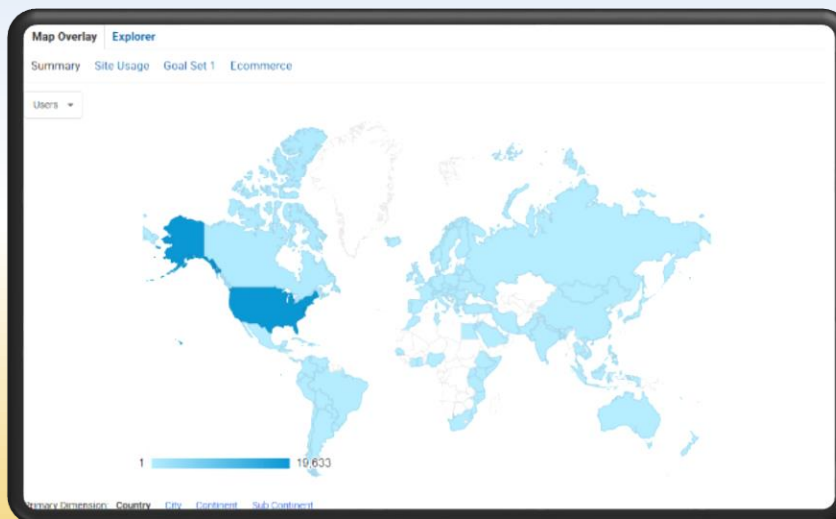
45
Co-Starter
Graduates



Things Done

Increased web page views from 700 to **79,470**

With visitors from all over the world



Things Done

Held Countywide Regional Arts Summit

- Participants from all points of the compass
 - Artists and arts and cultural leaders
 - Government leaders, granting agencies, business sponsors

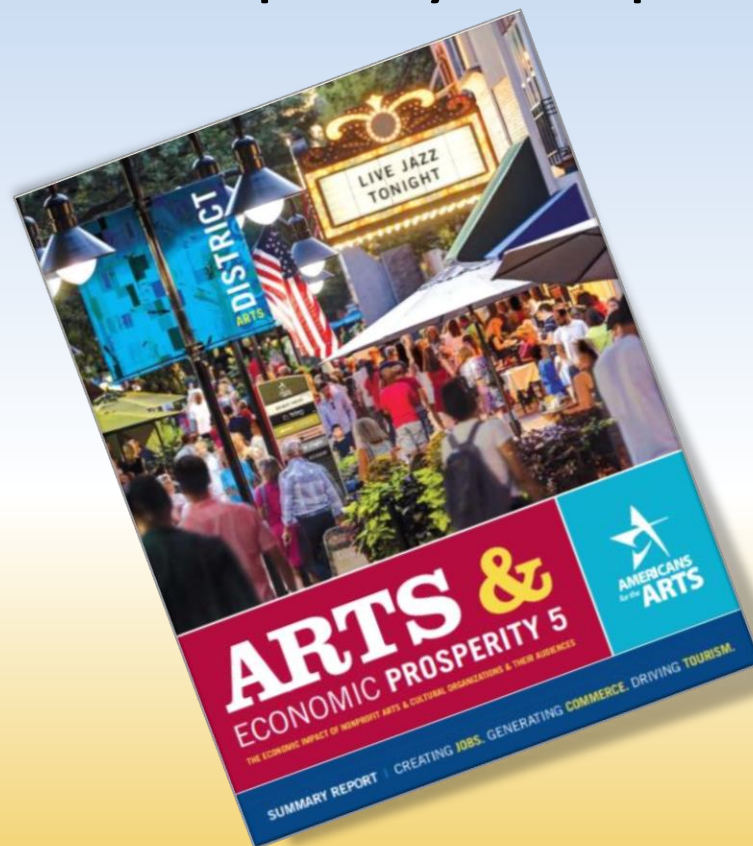


Things Done

Shared the Arts and Economic Prosperity 5 Report

- \$241 million economic impact of the arts to Pinellas County
- Over \$29 million in tax revenue
- Over 7,000 new jobs

*Data from Americans for the Arts



Things Done



Our most significant take away from the Summit:

- Strong support to align more resources for arts and culture in Pinellas County *IF*
- The arts & cultural community could speak with a cohesive voice
- Creative Pinellas would take a leadership role and develop a long range plan/strategic plan



Things Done

From that insight we engaged in a 3-month arts dialogue

Six interactive public meetings

- Dunedin
- Largo
- St. Pete
- Tarpon Springs
- Madeira Beach
- Clearwater Beach

Five targeted focus groups

- Business
- Tourism
- Education
- Social and Community Services
- Arts

19 one-on-one interviews

- Community and civic leaders
- County and municipal leadership
- Chambers of Commerce
- Arts and Cultural Organizations
- Civic and community leaders

Three surveys

- In English and Spanish

150 direct contact points

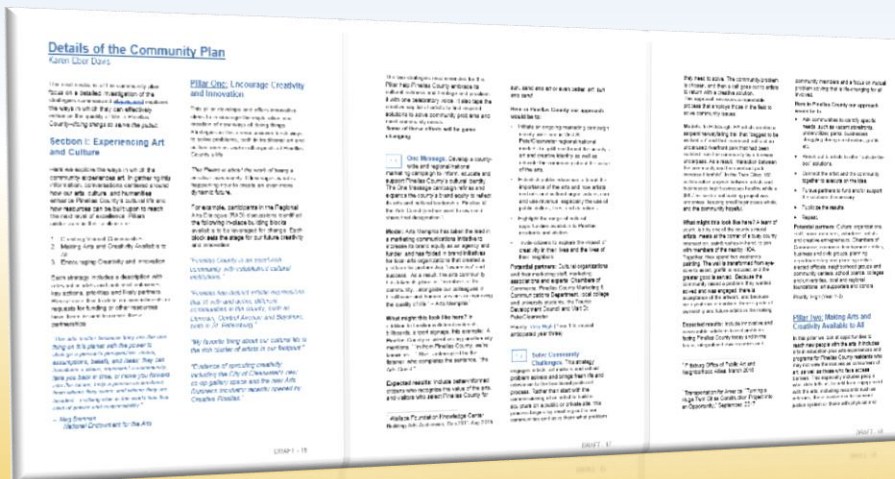
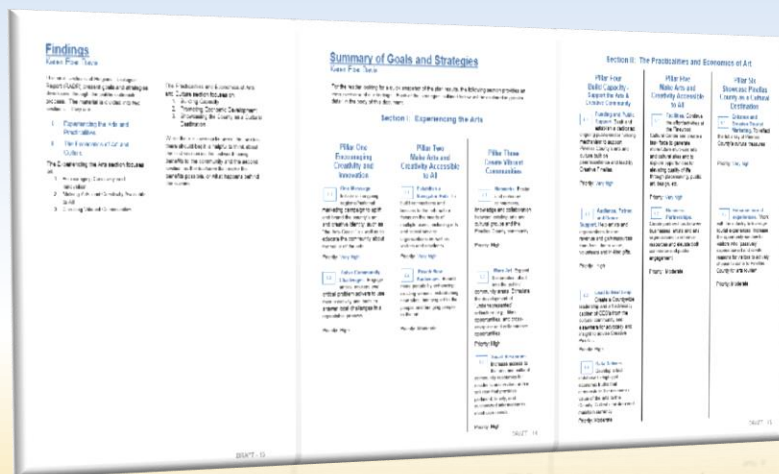
- Arts and cultural organizations
- Municipalities



Things Done

An in-depth Community Plan

- Detailed analysis and guidance for Pinellas County



Things Done

Six Foundational Pillars

EXPERIENCING ARTS AND CULTURE



Encourage Creativity
And Innovation



Make Arts
Available to All



Create Vibrant
Communities

THE PRACTICALITIES AND ECONOMICS OF ART



Build Capacity:
Support Artists,
Organizations and the
Creative Community



Promote Economic
Development



Showcase Pinellas County
as a Cultural Destination

15 Key Strategies



Creativity and Innovation

1. Support and expand Pinellas County's arts and cultural identity - Pinellas County is the Arts Coast.
2. Bring artists and communities together to address community challenges

Build Capacity

8. Create leadership advisory council
9. Establish dedicated public-sector and private funding
10. Enhance recognition value/economic impact of art
11. Expand audience and donor support

Arts Available to All

3. Build Navigator Hub to connect artists and arts resources to communities, residents and visitors
4. Enhance existing venues, establish new sites to bring arts to people and people to arts

Economic Development

12. Address opportunities for artists to live, work, exhibit and collaborate
13. Create partnerships between businesses, artists and arts organizations

Vibrant Communities

5. Encourage networking, connections, collaboration
6. Identify gaps, explore opportunities, expand arts offerings
7. Establish Creative Pinellas as go-to for all things arts and culture

Cultural Destination

14. Enhance and broaden tourist marketing of the arts community and arts and cultural treasures
15. Work with tourism leaders to leverage and enhance the visitor experience¹⁷



Things Done

Key findings include recognition of our strong arts community and infrastructure and the need for:

- Expanded arts-brand equity: We are the “Arts Coast”
- Tools, services and programs to make arts more accessible to all
- Building capacity, leadership and partnership
- Sustainable and increased funding from the public and private sector

1.1 One Message. Develop a county-wide and regional/national marketing campaign to inform, educate and support Pinellas County’s cultural identity.

2.1 Make Connections. This strategy establishes a Navigator Hub that builds connections and solves

3 The need for an updated and dependable funding model. In our community conversations, the need for consistent public funding was recognized |

Things Done & Doing Things

Expanding our Arts Incubator Activities

Grant writing
workshops

Digital media and
marketing labs

Monday
Coffee Club

Business
development
workshop

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
32	33	34	35	36	37	38

TGIF Art Salon

Conversations in Art
+ Innovation

Presentations and
round-table

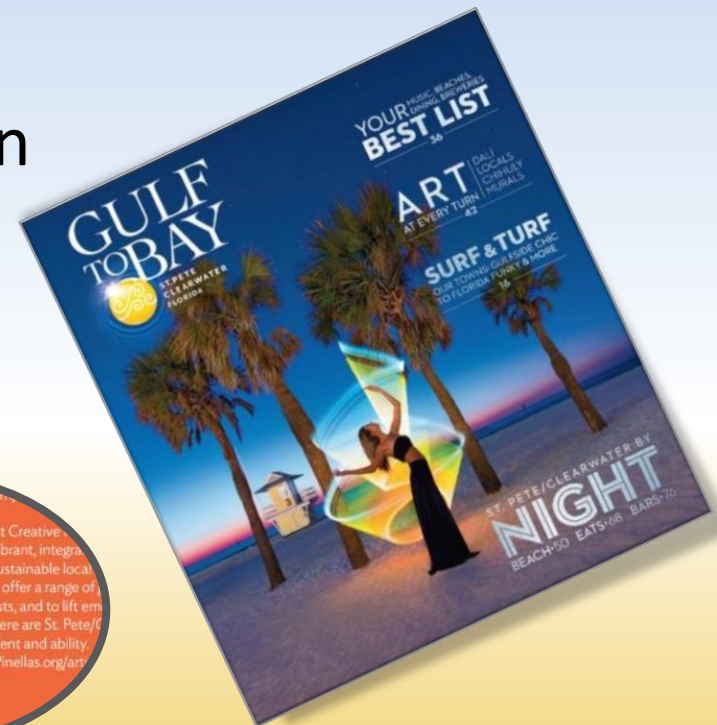
Artist meetup



Things Done & Doing Things

Continue to work with VSPC to promote:

- Pinellas County's art scene
- Our brand as an arts destination



Things Done & Doing Things

- Launching arts and tourism newsletter
- Creating partnerships with potential funders to launch new/additional grants
- Leveraging opportunities to generate revenue and identify revenue streams
- Growing our web presence



Things Done & Doing Things

Moving Forward on the BP Public Art Project

- Working with County Real Estate to identify locations
- Finalizing jury
- Launching project webpage
- Call to artists in Q2





Doing Things

With the benefit of our community plan, Creative Pinellas now has a published and shared three-to-five year plan to move forward:

- Long-term vision
- Goals with near- and far-term priorities
- Planning for programmatic and ongoing costs

Pillar Two: Make Art and Creativity Available to All			
2.1	Establish Navigator	Very high	\$75,000
2.2	Reach New Audiences	Moderate	\$25,000
Pillar Three: Create Vibrant Communities			
3.1	Networks	High	\$35,000
3.2	More Art	High	\$50,000



Doing Things

This plan is:

- Supported by evidence-based community research
- Aligned with the Pinellas County Strategic Plan
- Recognizes and gives voice to our wide and diverse community
- Captures a wide range of county needs



Doing Things

Sets the stage to:

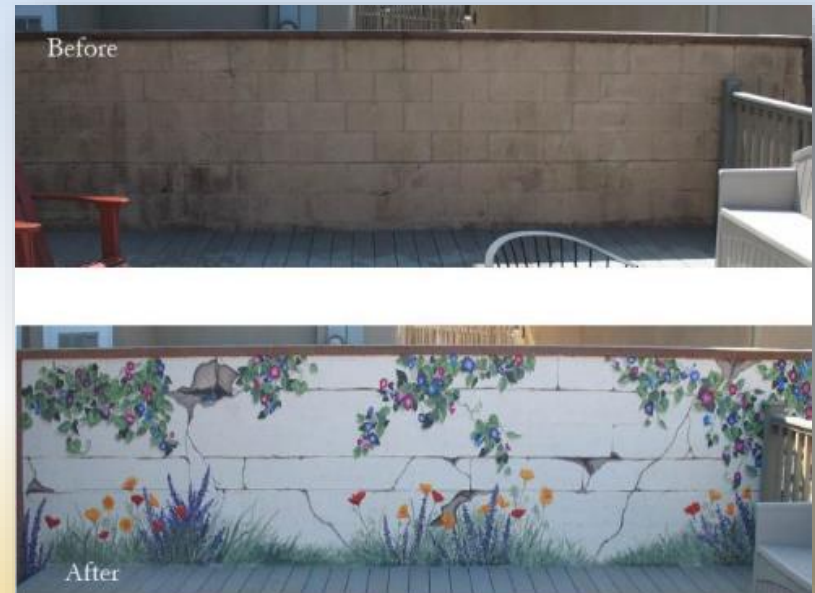
- Collaborate with the TDC/VSPC to prioritize and put the ideas into action
 - Breakthrough campaign: Pinellas is the “Arts Coast”
 - Establish and deploy our arts-connector hub
 - Expand Arts Business Incubator presence and partnerships at Pinewood Cultural Center
- Address the need for dependable long-term funding sources in both the public and private sector

Doing Things



Working in partnership with the County and BOCC

- Evaluate, suggest and execute a program of repair and maintenance for the County's Public Art Collection
- Work with Public Works on a community-building mural program that supports the arts and results in graffiti reduction



Thank you!



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