

Doing Things

(lots and lots of high value things)



April 4, 2019

Who We Are

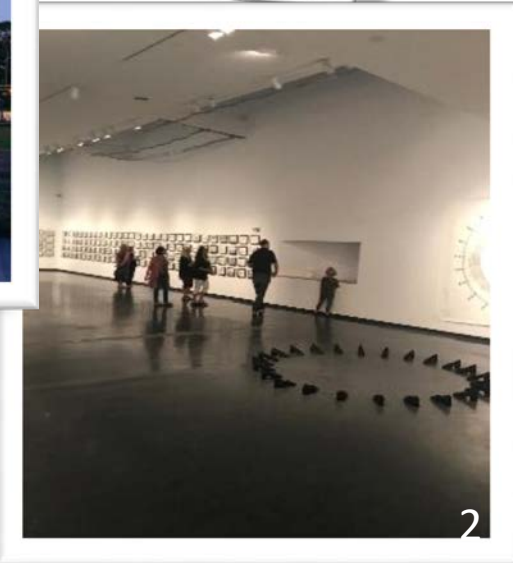


LOCAL ART AGENCY FOR PINELLAS COUNTY

An independent 501c3 organization that functions as the county's arts and cultural partner – supporting the arts, artists and all arts and cultural organizations, countywide.

OUR SPACE

In Pinewood Cultural Park - former site of the Gulf Coast Museum of Art - where you'll find our offices, our Arts Business Incubator, an expansive gallery, courtyard and auditorium.



OUR MISSION

At Creative Pinellas our mission is to facilitate a vibrant, integrated, collaborative and sustainable Pinellas County arts community and cultural destination.

SIX PILLARS OF FOCUS

- Encourage creativity and innovation
- Make arts available to all
- Create vibrant communities
- Build capacity (for artists, arts organizations and our community)
- Promote economic development
- Showcase Pinellas County as a cultural destination



Things Done: On-going Outreach Programs

MEETUPS

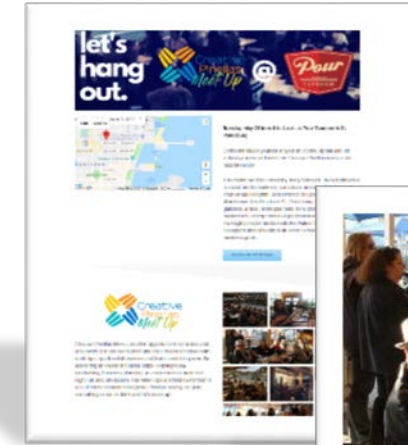
Held throughout Pinellas County – they bring artists and community members together for networking collaboration.

WORKSHOPS

Focus on topics and have experts of interest to our arts community share their “how-to-do-it” knowledge.

ARTS + INNOVATION CONVERSATIONS

An opportunity to engage with key thought leaders about art and its role in innovation (STEAM).



Things Done: Grants

PROFESSIONAL ARTISTS GRANTS

- For artists well into and successful at their careers
- Have now chosen artists for our 4th cycle

EMERGING ARTIST GRANTS

- For artists on the cusp of excelling in the field
- Announced our 3rd cycle artists in March

ACT II GRANTS

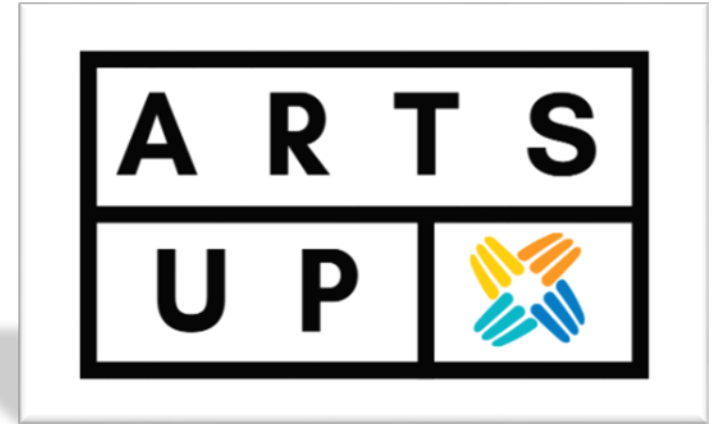
- In partnership with Pinellas Community Foundation for artists 60 years of age or over
- Featured grantees at a gallery event Feb. 22 – over 500 people attended



Things Done: Grants NEW!

ARTS UP GRANT

- To bring unique arts experiences to the gallery and performance space at the Pinewood Cultural Park
- Grants of \$1,000 each – just launched



EDUCATIONAL GRANTS FOR YOUTH

- New grant – launched March 12
- Young people apply for funds to attend arts and cultural summer camp programs throughout Pinellas County
- Simple/straightforward user-driven process
- Expect to be able to offer 200 – 300 youth grants



Things Done: Community Activities/Partnerships

PARTNERSHIPS

- Partner with Tampa Bay Innovation Center to train artists and arts organizations in successful business practices - now have over 70 graduates
- Collaborating with Forward Pinellas on a visioning project to establish Alt 19 as a cultural corridor
- Work closely with the county's arts alliances on an annual arts summit (# 3 is tentatively scheduled in August for arts marketing and tourism)
- Engaged with arts organizations countywide to develop our community plan and our strategic plan



Things Done: Arts Business Incubator and Gallery



ARTS BUSINESS INCUBATOR

Designed to provide a home and collaborative environment for arts and cultural organizations.

ACTIVATED THE GALLERY FOR COMMUNITY USE

- Emerging Artists Show (2017/2018)
- PAVA Members Show (2017/2018)
- Xavier Cortada Exhibit (Summer 2018)
- Arts Annual Show (Fall 2018)
- Sheryl Oring – International Public Artist
- Festivale 50 – 50th Anniversary Celebration Community Foundation
- Over **10,000** visitors for gallery and incubator events

Grant writing workshops

Digital media and marketing labs

Monday Coffee Club

Business development lab

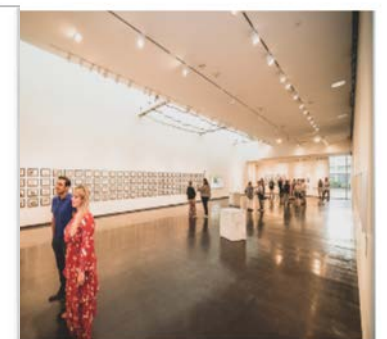
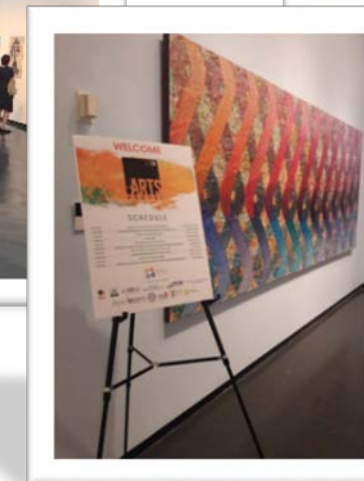
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
52	50	51	58	50	30	31

TGIF Art Salon

Collaboration Opportunities

Presentations and round-table

Graphic Design lab



Things Done/Doing Things: Website

INFORMATION FOR THE COMMUNITY

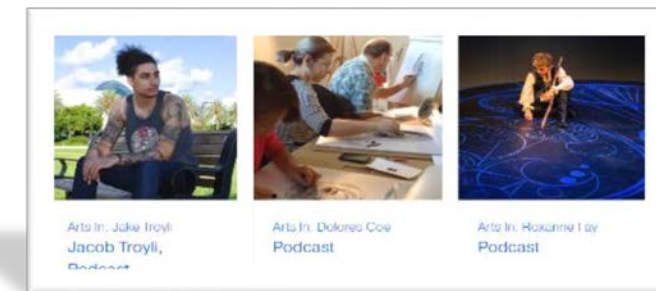
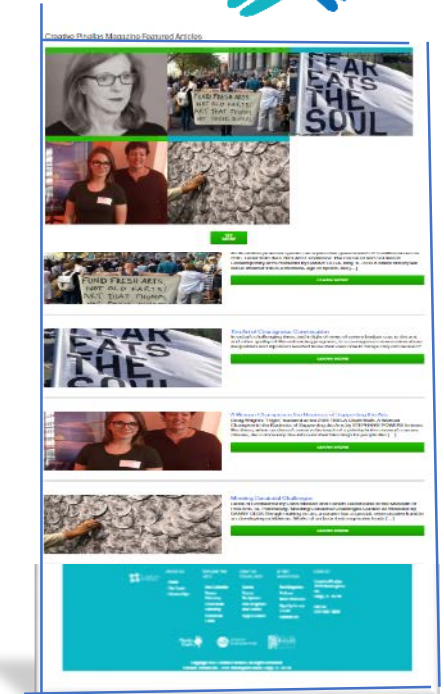
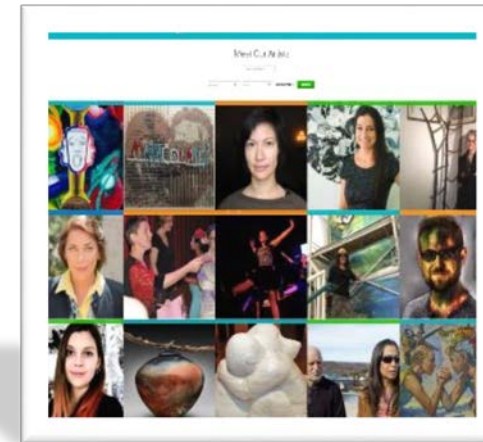
- Grant announcements
- Directories: Artists/Venues/Activities

OUR MAGAZINE

Articles that take a deeper dive into the arts scene and that are worth reading whether you live in Pinellas, or Texas.

OUR PODCASTS

In depth interviews with artists and arts leaders downloaded by listeners around the world.



Overall traffic to the website has increased by 300% and continues to trend up

Things Done/Doing Things: Public Art

BP TRAVELING PUBLIC ART PROJECT

We have partnered with the Board of County Commissioners to create a traveling public art project.

- The project that was chosen through a rigorous process is SPACEcraft: A mobile, colorful, interactive space created from repurposed shipping containers
- It is filled with both planned and spontaneous activities built around the themes of:
 - Make
 - Play
 - Read
 - Grow
- Launching this spring



Doing Things: Teed Up and Ready to Go



PUBLIC ART PARTNERSHIP

Initiated a project to support the County in evaluating and managing the existing public art inventory:

- Providing guidance for repair and conservation
- Evaluation and management of current collection

GRAFFITI ABATEMENT MURAL PROGRAM

Working with public works to commission artists to create murals on county rights-of-way.



Red chair artwork at county court building disappears, for now

The art installation, called Face the Jury, is being refurbished

Published February 14

ST. PETERSBURG — The red chairs that have drawn attention on the lawn of the Pinellas County court system's 501 Building in St. Petersburg since 2006, have disappeared — temporarily.

The public art, comprising of 13 metal chairs and titled Face the Jury, are being restored.

"It's actually a really, really wonderful thing that is happening, because it is going to come back in all its wonderfulness for residents and visitors to enjoy. That's the cool thing that the county has made a commitment to do that," said Barbara St. Clair, executive director of Creative Pinellas.

The work by artist Douglas Karsfeldt cost \$90,000 and was paid for by Pinellas County. Desmond Clark, co-owner of St. Clair Fine Arts, which is handling the restoration, said the firm is consulting Karsfeldt for the refurbishment, which is expected to cost \$65,000.

WEEK 10/20/2017

"There is some corrosion happening with the pieces," Clark said. "That happens with pieces that are made out of metal. We live in a harsh environment for mural pieces. New technologies now help to mitigate and slow down the process of corrosion and we're taking advantage of those technologies now."

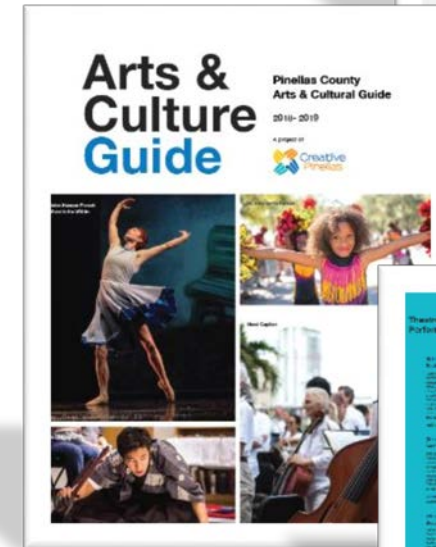


Doing Things: Teed Up and Ready to Go

ARTS AND TOURISM PROJECT

Brought on board Leigh Davis who is advancing our program to enhance visitor experience.

- Met with 30+ leaders from the tourism industry
- Working on key programs:
 - Arts and Culture Guide – current
 - Tampa Bay Rays artist print series – current
 - Arts and tourism tradeshow – summer 2019
 - Arts advisors training program – fall 2019
 - Arts experience “all pass” – winter 2020
 - Beach arts week/arts walk – spring – 2020
- Dedicated partner for enhanced connection and collaboration with VSPC

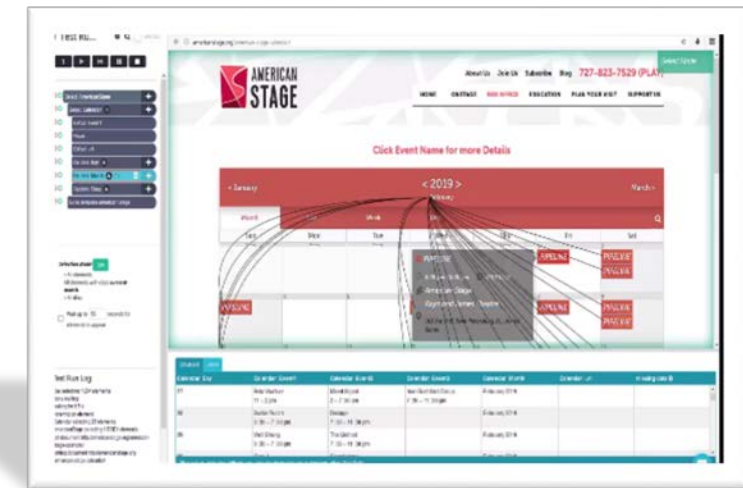
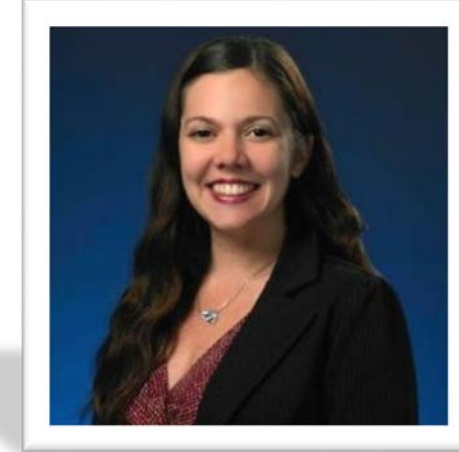


Doing Things: Teed Up and Ready to Go

DIGITAL NAVIGATOR PROJECT

Kim DiVito has joined the team as product owner for the digital navigator hub project:

- Advanced database capture – solves the solution of manual entry
- Concierge quality, personal recommendations for what to do, what to see and what to experience when you are visiting Pinellas County
- Establishing expert advisory committee
- Defining scope of work and vetting technology partners
- Testing proof of concept



Doing Things: Teed Up and Ready to Go

EXPANDED PROGRAMS AT PINEWOOD

- ArtsUp grant exhibits and performances
 - Visual Art: Artist Don Gialanella, curator Kathy Gibson
 - Music: Tampa Bay Ukulele, Dunedin Music Society
 - Wearable Art: Garden Fairies
- Curated Art exhibitions
 - Akiko Kotani, “Soft Wall” and “Mounds” (premier)
 - Horst Mueller, tactile art for the blind (with Arts4All)
- Partner programs
 - Heritage Village: speaker series
 - Florida Botanical Gardens: holiday lights collaboration



Questions? Excitement?



Thank you!

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