

CREATIVE PINELLAS

April 2019

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Arts and Culture Outreach Manager

Activity Report

Conversations in Art + Innovation: Douglas Kornfeld & Mark Aeling: April 11

Sculpture: The Art of Bringing Art to Justice featured Douglas Kornfeld, whose sculpture, *Face the Jury*, is installed outside the County courthouse in Downtown St. Petersburg and Mark Aeling, whose sculptures *Gladiolus* and *Shielded* have just been installed in front of the new St. Petersburg Police headquarters. Over 45 people attended the talk & Q&A about the creative process of public art.



St. Petersburg ArtWalk: April 13

Creative Pinellas hosted a Meet & Greet with Douglas Kornfeld in Downtown St. Petersburg at the site of the newly restored sculpture. Over the course of the evening, 53 people stopped by to talk to the artist, share stories, climb on the sculpture and take selfies. St. Petersburg Mayor Rick Krisman & Deputy Mayor Dr. Kanika Tomlin were among the guests in attendance.



Sheryl Oring: Writer's Block: On-Going

This exhibit, by internationally known public artist, Sheryl Oring continues in the Courtyard of the Gallery at Creative Pinellas this month. Creative Pinellas Staff has done an informal count of 20 – 30 visitors a day plus lots of selfies and photographs.

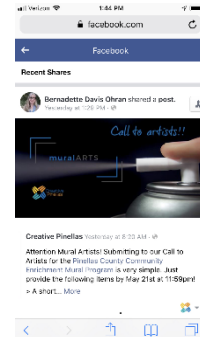
Tampa Bay Rays Print Series

- In February, the Tampa Bay Rays partnered with Creative Pinellas to recruit artists for a limited print series (their first). The first print, by artist Zulu Painter, was unveiled at Tropicana Field on April 20 in association with Jackie Robinson Day. The posters are available for sale in the Team Store. The next poster will be unveiled early May.
- Rays Official Website: mlb.com/rays/fans/print-series
- Tampa Bay Times: www.tampabay.com/sports/2019/04/16/rays-to-celebrate-jackie-robinson-breaking-barriers-day-on-saturday/



Countywide mural program

- On April 22 we launched the call to artists for our mural at what will be the extension of the Piellas Trail
 - Artists are currently being recruited via
 - Social media
 - Creative Pinellas website
 - Cross promotion with other arts websites
 - The artist must be from Pinellas County
 - Completion date of mural is on or about June 30, 2019



Tampa Bay Times:

<https://www.tampabay.com/visual-arts/this-weekends-tampa-bay-art-picks-photography-at-mize-gallery-graphicstudio-benefit-sale-20190501/>

Arts and Culture Outreach

- Arts & Culture Breakfast series April 26 at the Vinoy Hotel in St. Petersburg.
 - Purpose of this invite only gathering is networking and strategic thinking about Pinellas County as an arts and cultural destination
 - Attendees include community members from area chambers and/or businesses, government, the tourism industry, marketing and advertising, non-profit arts and cultural organizations, media and artists.
- Distribution of the Arts & Culture guides has been so successful that we are almost out of guides! As a re-print is needed to meet circulation needs, we will do a slight redesign to include new arts organizations and a more user-friendly map. Version 2.0 of the Arts & Culture guides are scheduled for late 2Q/early 3Q.
- Key Meetings/Events
 - April 2: Meeting with Greenville, SC Metropolitan Arts Council re: Arts Discount Card Program
 - April 3: Kristina Alspaw, Clearwater Chamber of Commerce Tourism
 - April 16: Meeting with Robin Miller & Tony Satterfield to discuss Arts Summit & Arts Ambassador Program
 - April 25: Meeting with Orlando Rep re: Arts Discount Card Program
 - April 25: Pinellas County Economic Development Council at the gallery at Creative Pinellas (presentation of arts and economy/tourism) – distributed:
 - Art Works brochure
 - Arts and Cultural Guide
 - Strategic Plan
 - Shine Mural Touch brochure
 - April 30: Regional Arts Agency Arts Summit Planning Committee

Other Programs

- Bi-Weekly digital marketing lab at the Arts Business Incubator
- Creative Pinellas Meet-ups, a monthly series of informal networking gatherings for the community. The April meeting featured the 2019 Creative Pinellas Artist Laureate Akiko Kotani and was held at Golden Dinosaurs Vegan Deli in Gulfport.

Web and Social Media

Podcasts

- Douglas Kornfeld- Sculptor
- Ladee Hubbard-Author
- Nathan Beard-Painter

Social Media:

- Onboarded a new Social Media Marketing Consultant. Statistics/analytics are demonstrating new success
- **Facebook**
 - 45,700 Impressions (Up 76% from previous period)
 - 2,964 Engagements (Up 170% from previous period)
 - 1,761 Engaged Users (Up 122% from previous period)
 - 56 New Fans (Up 28% from previous period)
- **Twitter**
 - 12,900 Impressions (Up 225% from previous period)
 - 85 Engagements (Up 240% from previous period)
 - 24 New followers (Down 17% from previous period)
- **Instagram**
 - 58 New followers (Total of 1743)
 - 454 Likes
- **Website**
 - 1,942 Users
 - 5,833 Pageviews
 - 2,642 Sessions