



## CREATIVE PINELLAS

December 2019

Prepared by:

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Arts and Culture Outreach Manager

### **Activity Report**

#### **PAVA Annual Member's Exhibit: December 6-28**

The Professional Association of Visual Artists (PAVA) held their annual member's exhibit, showcasing over 150 works in paint, ceramics, photography, glass, fiber, digital and jewelry from PAVA's award winning professional artists at the Gallery at Creative Pinellas. PAVA, which is a member of the Creative Pinellas Arts Business Incubator, added a new feature to the exhibit this year, a special Gallery that displayed art created and inspired by the Florida Botanical Gardens and Heritage Village and Museum. Family-friendly activities in the Young Artists' Gallery, which showcased artwork from children from the Pinellas Parent Educators Association, included Saturday morning workshops and scavenger hunts. Coinciding with the Holiday Lights exhibit at the Botanical Garden, the exhibit was seen by 3462 visitors to and residents of Pinellas County before it closed on December 28.



The Tampa Bay Times featured a listing of the exhibit:

[www.tampabay.com/things-to-do/#!/details/PAVA-s-Annual-Members-Art-Awards-Exhibit/7530510/2019-12-23T16](http://www.tampabay.com/things-to-do/#!/details/PAVA-s-Annual-Members-Art-Awards-Exhibit/7530510/2019-12-23T16)

#### **Arts & Culture Guides**

The 2019-2020 Arts & Culture Guides continued distribution to tourism, business and arts partners this month, including area chambers of commerce, visitors' centers, PIE Airport, and hotels across the county. Guides are also available for delivery upon request by emailing Leigh Davis at [leigh.davis@creativepinellas.org](mailto:leigh.davis@creativepinellas.org).



## **Arts and Culture Outreach**

### **Key Meetings/Events**

- December 2: Conversation with Laura Bruni, Arts & Business Council of Miami
  - Discussed Arts and Hospitality partnership best practices
- December 5: Meeting with Ed King, ArtServe of Broward County
  - Discussed Arts & Tourism Outreach and best practices
- December 10: Meeting with Visit Tampa Bay
  - Discussed Arts Coast Training
- December 11: Holiday Meet-up, Hollander Hotel, St. Petersburg
- December 16: Hosted Pinellas County Holiday Party at the Gallery at Creative Pinellas
  - Department Heads toured the PAVA Art Show
- December 17: Meeting with Maureen McDole, Keep St. Pete Lit
  - Discussed Literary opportunities for Tourists & Hospitality Industry
- December 18: Presentation to TDC
  - Creative Pinellas CEO, Barbara St. Clair, presented on
    - Arts Navigator
    - Virtual Gallery
    - Arts Annual BTW
    - Arts Coast Experience Training
    - Arts & Tourism Newsletter
- December 20: Presentation to Women in Tourism
  - Presented on Creative Pinellas and Tourism/Hospitality Initiatives
- December 22: Meeting with Linda Costa, Sharpie Gallery, Treasure Island Beach
  - Discussed opportunities for Tourism Outreach

### **Women in Tourism Meeting**

- On December 20, Creative Pinellas hosted Women in Tourism for their monthly meeting. Over 40 women (and men) in tourism related fields such as hotels, visitor centers, destination management companies and tour operators attended the luncheon at the Gallery at Creative Pinellas. The day featured a tour of the PAVA Member's exhibit and a 20-minute presentation on Creative Pinellas, with a special focus on Tourism and Hospitality initiatives and engagement opportunities.

### **December Arts in Podcasts**

- Helen Pruitt Wallace, Poet Laureate, St. Petersburg
- Tenea D. Johnson, Writer, Poet and Musician

### **The Arts Coast Journal Magazine**

Under the leadership of managing editor, Sheila Cowley (playwright, writer/producer of the Shine Mural Tour app and multiple Dali Museum audio tours), the Creative Pinellas Magazine, *The Arts Coast Journal* has covered a range of visual, performing and literary arts in the County. Some of the December highlighted articles include:

*Safety Harbor is a Hub for the Arts*

*A Royal Tannenbaum at freeFall Theatre*

*Downtown Clearwater Gets Playful with International Creative Producers*

*Esteban Valdez on the Art and Business of Animation*

### **December Web & Social Media**

Website:

- 4888 Users
- 8231 Page Views

Twitter:

- 16 New Followers
- 2973 Impressions
- 31 Engagements

Facebook:

- 45 New Fans
- 1346 Engaged Users
- 19.8k Post Impressions
- 2067 Page and Post Engagement

Instagram:

- 57 New Fans
- 4076 Impressions
- 5.5% Engagement Rate