



CREATIVE PINELLAS

December 2020

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Activity Report

Arts Annual 2020: November 14, 2020-January 31, 2021

The Creative Pinellas Arts Annual 2020 Exhibition was extended this month through January 31, 2021. The exhibition features the artwork of over 30 artists, from innovative up and coming creators to internationally recognized artists. Since its inception in 2018, Creative Pinellas has invited former professional and emerging artist grantees to display work in the Arts Annual exhibit, many artists choosing to produce new work that will be exhibited for the first time at the show. Attendance doubled in the month of December with more than 1,110 total people visiting the Gallery at Creative Pinellas in Largo, which continues to operate with COVID-19 precautions in place.



Art collectors continue to take notice of Arts Annual again this year with over \$10,000 in sales. The Arts Annual 2020 features the work of these talented artists on display: Anna Ayres, Elizabeth Barenis, Daniel Barojas, Nathan Beard, Christina Bertson, Saumitra Chandratreya, Linda Costa Cheranichit, Carolina Cleere, Michael Conway, Javier Dones, Brandie Dziegiel, Sondra Elder, Donald Gialanella, Jim Gigurtsis, Kevin Grass, Jason Hackenwerth, Shan Leah, Reid Jenkins, Kenny Jensen (pictured above), Victoria Jorgensen, Steven Kenny, Akiko Kotani, Cora Marshall, Cynthia Mason, Mickett-Stackhouse Studio, Gabriel Ramos, Babs Reingold, and George Retkes. Arts Annual 2020 is accessible to all visitors of the Creative Pinellas Virtual Galleries. An immersive experience, visitors get a sense of the artwork's scale and connect through videos of artist insights and the process behind how the artwork is made. All artwork in the Creative Pinellas Virtual Gallery is available for purchase online.

Creative Pinellas in 2020

Creative Pinellas programming, new innovations and COVID-19 relief efforts were mentioned several times in a [Tampa Bay Times](#) article on the multitude of ways the Tampa Bay arts scene adapted to 2020.

Arts Annual: Beyond the Walls

Arts Annual: BTW, a program that stages pop-up Art exhibitions from a selection of visual artists associated with the Arts Annual 2020 in Pinellas County Hotels, closed on December 21. Launched in 2019, it creates new arts & culture engagements and opportunities with visitors, build awareness for the artists and the Arts Annual among our guests and set the groundwork for deeper partnerships between Creative Pinellas, area artists and the hospitality/tourism industry.

This year, Creative Pinellas created individual short promotional video for each of the thirteen partner hotels and the artist(s) they are exhibiting. Each video featured interviews with hotel leadership and the featured artist, the art they are exhibiting as well as enticing shots of the property. Each hotel name below is linked to their video. Participating hotels include: [Alden Suites, St. Pete Beach](#); [The Birchwood and Teak, St. Petersburg](#); [Postcard Inn on the Beach, St. Pete Beach](#); [Fenway, Dunedin](#); [Sheraton Sand Key Resort, Clearwater Beach](#); [Bilmar Beach Resort, Treasure Island](#); [Innisbrook Golf & Spa Resort, Palm Harbor](#); [Sandpearl Hotel, Clearwater Beach](#); [Opal Sands, Clearwater Beach](#); [SpringHill Suites, Clearwater Beach](#); [Bellevue Inn, Belleair](#) and [Hyatt Place Downtown, St. Petersburg](#). The above artwork *Bee Mandala* is by Laura Spencer and was featured at the Alden Suites Hotel on St. Pete Beach.



Creative Pinellas launched a marketing strategy for Arts Annual BTW to build awareness of the program among the tourism/hospitality industry, arts and community leaders, business community and press in Tampa Bay as well as regional travelers with an interest in beach travel and the arts. As part of the Arts Annual BTW promotional effort, Creative Pinellas placed paid media on Facebook in five target markets identified for us by Visit St. Petersburg/Clearwater for high visitor interest. They were Orlando, Miami, Jacksonville, Atlanta, Ft. Myers. Spots for each artist/hotel ran in all the markets. The 5 ½ week campaign reached 145,764 viewers, with close to 3,000 click-throughs to AABTW partner landing pages on the Creative Pinellas website site for each hotel containing their video and featured artwork with links to the hotel, artist and purchase portal. Other marketing included:

- Inclusion of the participating BTW hotels on the Creative Pinellas Arts Annual web page, creativepinellas.org/artsannual/
- Targeted emails linking the Arts Annual event/BTW program page.
- Instagram and Facebook campaign featuring [AABTW Highlight Video](#)
- Twitter mentions linking the Arts Annual event/BTW program.
- PR blitz to drive local/regional press.

Arts Annual Virtual Festival

New in 2020, the Arts Annual Virtual Festival featured a cross-section of Creative Pinellas grants recipients, both visual and performing artists. Premiering on November 15, the two-hour festival was hosted by Dalia Colon, Producer and Co-host of WEDU Arts Plus. In December, WEDU hosted the event on the Creative Pinellas Facebook page. More than 300 viewers have watched the program to date.



VIRTUAL FESTIVAL
NOVEMBER 15TH, 4PM



Featuring
Pinellas County
Visual &
Performing Artists
Watch Anytime!
Artsannual.org



Arts Annual Digital Gallery



This year, we also extended the Arts Annual Digital Galleries, through the end of January.

An immersive and fun experience, the Bank of Tampa Gallery and duPont Registry Gallery features the same artists who are in the physical Arts Annual, and has made it possible for this exhibition be experienced anywhere around the world!

Gialanella in the Gardens

In partnership with the Florida Botanical Gardens (FBG), Gialanella in the Gardens continues to draw visitors. Sculptor Don Gialanella's welded assemblage sculptures, created from discarded steel objects, are artfully displayed in the lush settings throughout the Gardens. Given the setting, the exhibit has been open to the public since March and is scheduled to be featured throughout 2020. The Virtual Tour has been featured on the Creative Pinellas Arts In programming as well as on FBG's Social Media.

GIALANELLA IN THE GARDENS

Currently on Exhibit at the Florida Botanical Gardens

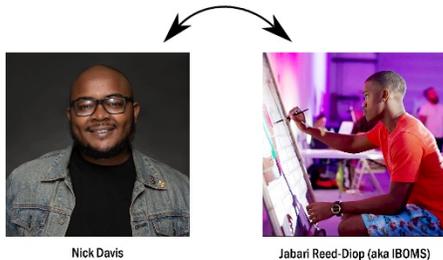
12520 Ulmerton Rd, Largo, FL 33774
Hours: 7am - 5pm



Virtual Events

December closed out an expansive year of Creative Pinellas programming, which broadened the viewership across the nation (data shows frequent viewership in New Jersey, Maryland, Chicago and Georgia) introducing new and returning art lovers to Pinellas County. Shows are all broadcast live on Facebook, then featured as a part of the Creative Pinellas Arts In platform, available to viewers all over. Each event title below is linked to the Facebook Live video.

FRIEND OF A FRIEND CONNECTIONS BETWEEN ARTISTS



Thursday, Dec. 17th 7pm
Live at [Facebook.com/creativepinellas/live](https://www.facebook.com/creativepinellas/live)



[Friend of a Friend: Nick Davis & iBOMS: December 17](#)

A monthly interview series from Creative Pinellas drawing connections between artists, inspirations, friends and mentors, showcasing the individuals that together make a creative community. Each month an artist interviews another artist in Pinellas County that has been an inspiration to them. The next month the interviewee becomes the interviewer, speaking with a Pinellas artist that has inspired them in turn. This month, Nick Davis, digital artist/illustrator and 2021 Creative Pinellas Emerging Artist Grantee interviewed painter and muralist, Jabari Reed-Diop aka iBOMS. 38 people joined in on the conversation, with the video viewed 249 times by the end of December.

Artist Laureate Conversation: December 28

The 2020 Creative Pinellas Artist Laureate Conversation, a monthly event, features artists Robert Stackhouse and Carol Mickett of Mickett-Stackhouse Studio leading uplifting and intriguing conversations with the Arts and Culture community of Pinellas County. In December, they welcomed conceptual artist, writer and activist John Sims, Artist in Residency at the Ringling Museum, where he developed the performance piece 2020: (Di)Visions of America. 39 viewers connected to the conversation through the Creative Pinellas Facebook page, with the video viewed 457 times by the end of December.

ARTIST LAUREATE CONVERSATION
WITH DR. CAROL MICKETT & DR. ROBERT STACKHOUSE
WITH GUEST: JOHN SIMS



DEC. 28TH 7-8 PM | [FACEBOOK.COM/CREATIVEPINELLAS/LIVE](https://www.facebook.com/creativepinellas/live)



Arts Navigator

The interactive digital project, that allows visitors to put together an arts and cultural itinerary designed especially for them, continues to move forward. The Software Engineering Firm SourceToad, that specializes in developing applications for the tourism industry, is under contract with regular meetings with Creative Pinellas staff.

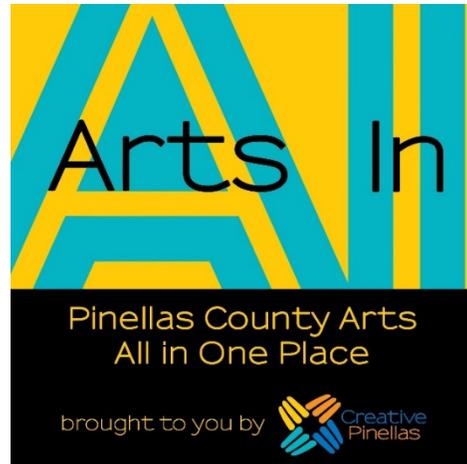
Arts and Culture Outreach Key Meetings/Events

December 11: Sneak Preview of the Factory, the newest Arts Center/Studio in St. Petersburg

December 21-23: Deinstallation of AABTW Partner Sites

Arts In

Arts In, the new video platform, continues to showcase more than 175 Artists, Arts Organizations and Arts and Culture experiences in Pinellas County. This one stop source of high-quality online arts and cultural experiences developed by the creative community-be it music, theatre or opera performances, gallery tours, artist talks, literary readings, and film-on the platform.



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. A special coverage section, called Experiencing Art in Times of Social Distancing was developed in rapid response to COVID-19 closures. Last month, a new section Art That Makes You Feel Like Celebrating debuted. Some of the December highlighted articles include:

- [Year-End Best Books Lists from Tampa Bay Bibliophiles](#)
- [Steven Kenny Visits Van Gogh Alive](#)
- [Focus on the Arts Annual – Akiko Kotani](#)
- [Socially Distant Concerts Coming Up](#)
- [Let's All Go to the Drive-In](#)

December Web & Social Media

Web Site

Users: 5050

Page Views: 9265

Twitter

New Followers: 18

Impressions: 2400

Engagements: 21

Total Followers: 3490

Facebook

New Fans: 24

Post Impressions: 28623

Post & Page Engagements: 6800

Total Fans: 5333

Instagram

New Fans: 60

Impressions: 9356

Total Fans: 3,781