



January 2022 (for December 2022)

Prepared by:
Barbara St. Clair, CEO

Activity Report

GALLERLY AND RELATED ACTIVITIES

Arts Annual

We were finally able to party down at The Party REDUX on December 15 and celebrate the terrific artists and those who support them. Other than acoustic issues (!!) everything went swimmingly. In addition to delicious food, drink, tunes, and speeches, attendees were able to take part in painting a mural. We also had three lucky winners of our fabulous raffle.



Thank you to all those who sponsored, attended, and bought raffle tickets with a special shout out to Joyce Cotton who also





helped work the check-in desk!

By the Numbers:

We sold 305 tickets for the Gala netting \$8,575 (34% more than best prior year).

Art Sales: \$10,496 (Exhibition and BTW)

Sponsorships:

- Cash: \$12,000
- In Kind :\$15,500

Other Revenue:

Donations: \$100

Bar and Café sales: \$999

Raffle sales: \$550

Our total number of visitors for the Arts Annual exhibition is 3855. This uptick in numbers corresponds with our decision to extend our opening hours to 8pm during Holiday Lights (see below). The gallery was especially busy on weekend evenings.

Coffee Shop and Holiday Light Hours@ the Gallery

Our Pop-Up Holiday Café opened in the Gallery lobby on November 30. We have extended the hours of the gallery (and our café) until 8pm each night to be aligned with the hours of Holiday Lights. The visitor attendance during the holiday light hours was 1,915. Based on this we believe the decision for extended hours aligns with the vision document we produced this spring - about the future of the gallery - allowing us to both support the efforts of one of our Pinewood Partners and bring new audiences into the gallery.



The coffee shop has made \$211. At this point, while that did not fully cover our initial set-up costs, we have found that Gallery Hosts were able to handle coffee shop duties along with their hosting duties. We have found that people are using the tables in the to sit and talk and work; use of the internet has also picked up, meaning we are on our way to becoming a communal meeting place for visitors to the park!



PATH TO UNITY

James Weldon Johnson – the first Black person admitted to The Florida Bar through an individual examination who also wrote the hymn “Lift Every Voice and Sing” in 1900 that became referred to as the Black national anthem

Creative Pinellas hosted The Florida Bar’s Path to Unity exhibit from November 30 – December 15, 2022.

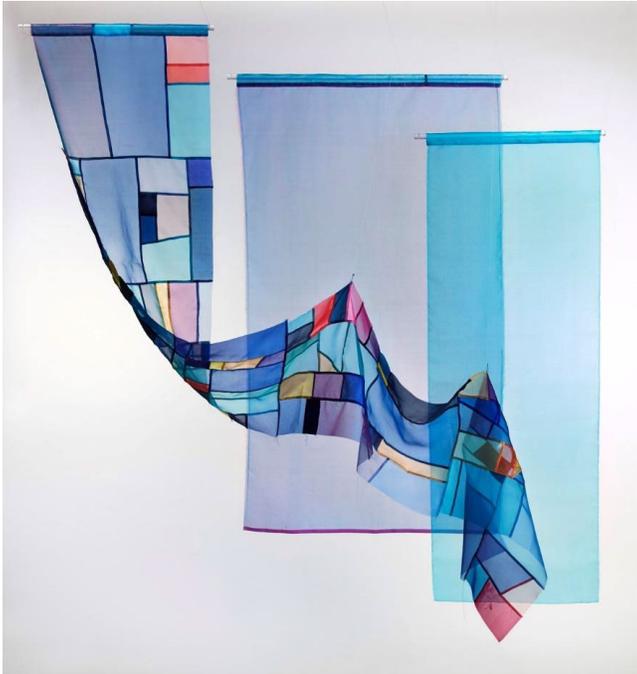
The traveling exhibit honors attorneys in Florida who exemplify the values of The Florida Bar’s mission for equality. A CLE course for lawyers featuring living legend Larry Smith, Judge Charles Williams, and St Petersburg ASALH president Jacqueline Hubbard took place on Thursday December 8 with Beth providing introductory remarks.

The program was filmed and is available for continuing CLE credits through the Florida Bar. The reception was generously underwritten by Burns White and Massey Law.

Upcoming Exhibitions and Programs Out of Eden

Opening Reception January 19, 2023

Cuban American artist Yolanda Sánchez brings her nature-inspired art to the Gallery at Creative Pinellas with a new exhibition entitled “Out of Eden.” Her textiles are created using the traditional Korean Bojagi wrapping technique while her fabric choice and color are anything but traditional. Her artwork is full of lush, vibrant colors that reflect the landscape surrounding the Gallery at Creative Pinellas and all of Pinewood Park. This exhibition will take you on a creative meditation of natural beauty



IMAGINE BLACKNESS: ALTERNATE REALITIES AND COLLECTIVE DREAMING

Opening January 19

Opening Reception and Artist Talk
January 28 from 2-4 PM

A collaborative exploration of Blackness and Black representation through AI-generated images created by artist McArthur Freeman II and sociologist Elizabeth Hordge-Freeman.

From a botanical paradise laden with richly hued figures to an otherworldly futuristic sci-fi cosmos, this exhibition invites viewers to engage in the act of collective dreaming as a social intervention, which moves beyond the reality of the present world to (re)-imagine and discover new ways of seeing and being. Inspired by Black speculative fiction and Afro-Futurism, the project offers viewers interactive opportunities to question, inspire, and escape by engaging the viewers' own imaginations in the co-construction of the future and alternate worlds.



Pinewood Partners

Third Saturdays at Pinewood Cultural Park



Beginning on December's Third Saturday, the Gallery offered a scavenger hunt bingo game with a drawing activity. The bingo game required players to look very closely at the art in the gallery and showcased each artist. Gallery Hosts remarked that many of the families (and adults) took part in the activity and that those who used them spent a longer time in the galleries than those who did not play the game.

If you missed it, Harriet Monzon-Aguirre wrote a lovely story about a visit with her family to the Arts Annual Exhibition which highlights the education room which we are now calling “The Drawing Room”

<https://creativepinellas.org/magazine/family-visit-to-the-arts-annual/>

First Mondays



There was no American Stage First Monday performance in December. The next performance will be *Three Seconds to Midnight* by John Mabey, presented on January 3, 2023, at 7pm.

We celebrate New Year's Day by offering resolutions for a better self. But what happens to those unresolved resolutions on the last day of the year, with only 3 seconds left? One brave woman demands an answer from Father Time, both getting much more than they ever expected.

Arts Annual Beyond the Walls

This was a banner year for Arts Annual BTW, with sales at \$7,671. The bulk of those sales were for work created by artist Patricia Kluwe Derderian from guests at the Don Cesar.

GRANTS

2023 Emerging Artist Grant

The grantees for the Emerging Artist are already in the stages of receiving their second round of payments by posting their first blogs. After their session of blog training, the artists began sending their blogs or artist studio tours on the Creative Pinellas website. Some artists were reluctant to begin blogging because they have never written before, whereas other artists were excited to get started.

What we see from each of the blogs, whether the artist was a first-time blogger or experienced, each artist did a wonderful job, told wonderful stories, or provided great videos of their art studio. They wrote on their application or mentorship experiences.



We enjoy hearing the artist’s experience completing the application. One example is from the artist Agueda Zabisky and her experience of completing the application.

“Although applying for the **Creative Pinellas Grant** seemed bureaucratic and even daunting at first, I thought it was the perfect eye-opener. Everything is done online, there are a lot of questions, and it took me several days to think it over and fill it out. The good thing is that the system allows us to save and edit countless times to adjust the responses. Once completed, the platform still requires a general verification to be performed before releasing the button for the application to be sent.

Well, I edited it dozens of times. Some parts are boring and bureaucratic such as personal data, looking for a reference letter, updating curriculum, etc. Other items are indeed crucial.”

The first Meet Up and Conversation with the artist and their mentor will be on January 30, from 6 – 7 pm in the Creative Pinellas Gallery.

The artist will get a feel for the gallery and get the chance to Beth Gelman, the Senior Director of Arts & Cultural Programming to discuss the EAG exhibition in May.

2023 Professional Artist Grant

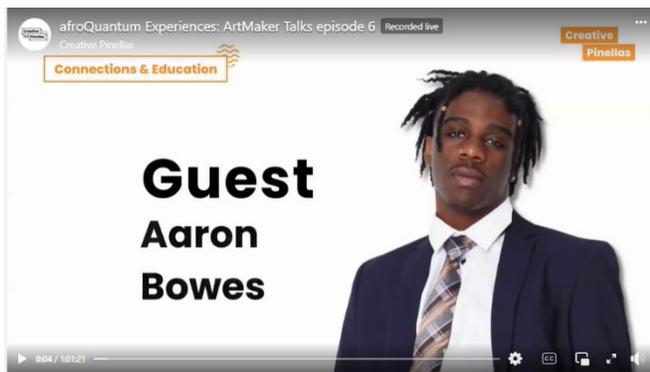
Forty-nine applicants have submitted their application for the Professional Artist Grant since the application launched on November 30, 2022. We hope to have more before the closing on February 13, 2023, at 11:59 pm. The first workshop



took place on December 20, 2022, with the second workshop scheduled for January 11, 6 – 7 pm.

Artist Laurette Jake-Ann Jones

Creative Pinellas 2022 Artist Laurette, Jake Ann Jones hosted her sixth episode of afroQuantum Experience, a series of artmaker talks. Featuring Aaron Bowes, Saint and Hiram Hazley, the episode generated over 60 community comments.



You can watch the episode here on Facebook

[afroQuantum Experience Episode 6](#)

PARTNERSHIP ACTIVITIES

ST. Petersburg Clearwater Airport



Painting has been completed at the airport. A ribbon cutting is planned for January 12.



Lealman Murals

All three designs have been approved for the Lealman murals, including this great version for the Lealman Innovation Academy.



Graffiti Abatement with the County

This year, instead of painting murals on County rights-of-way, we are going to do a signal box project.

We will start with 4 signal boxes this winter/spring - along the Pinellas Trail and then will do a second set in fall 2023.

SPACEcraft

SPACEcraft continued its high impact activities with landings in Artz 4 Life Academy in Clearwater and Bicentennial Park in Oldsmar. The next landing will be at Azalea Park in St. Petersburg, FL.

We also received a \$25,000 grant from the City of Largo, to do continued SPACEcraft programming into the spring!

This program, which teaches artists the fundamentals of creating and running their arts business is an incredibly successful program in partnership with the Tampa Bay Innovation Center.



SPACEcraft is at Azalea Park.

INFLUENCE

In December Press included:

SPACEcraft art project lands in St. Pete.
[Please click here for the full article.](#)

Photo Credit: Sandra Dohnert

“This project has proven to successfully create engagement and foster community throughout the Arts Coast by traveling and sharing an art experience while transforming and activating public places in Pinellas County,” said Creative Pinellas CEO Barbara St. Clair.



Other press in December included:

[Arts Annual 2022-The Party Redux -Paradise News](#)

[Lealman, you're looking fine... -Paradise News](#)

[Creative Pinellas opens for grant apps -Tampa Bay Newspaper](#)

[Creative Pinellas to host Holiday Pop-Up Café -Tampa Bay Newspaper](#)

[Creative Pinellas hosts the Florida Bar's Path to Unity Project thru Dec. 15 -Spot on Florida](#)

[Creative Pinellas hosts the Florida Bar's Path to Unity Project thru Dec. 15 -The Weekly Challenger](#)

[Annual Party Redux At Creative Pinellas -Patch](#)

[SPACEcraft art project lands in St. Pete -Tampa Bay Newspaper](#)

[Creative Pinellas announces artists for Lealman Mural -Tampa Bay Newspaper](#)

[Call For Artists To Paint Pinellas Park Murals -Patch](#)

This month in Arts Coast Magazine:

Visual Arts and Film



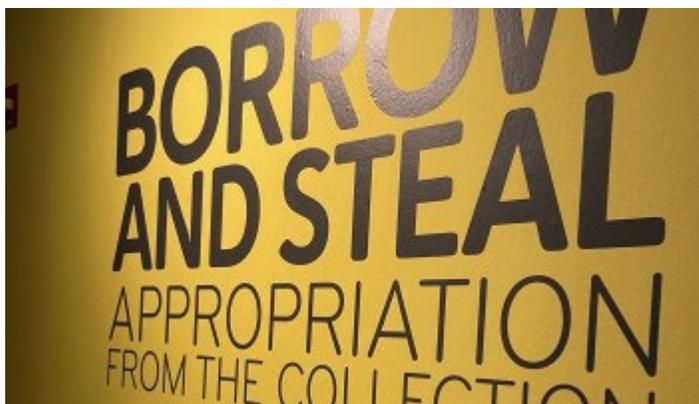
Sharing Stories of Hope

By Jennifer Ring. At this year’s Dunedin International Film Festival, “We want all of our members and ticket-buyers to leave the festival with a positive experience, a positive message of hope for the future, because we all could use some hope right now.”... [Read More](#)



Inspired by Women in Art History

By Heather Rippert. Hildegard of Bingen is just ONE of the hundred women in art history represented in this exhibit. I am just ONE of the contemporary women artists honoring those who came before us. You can see and experience the majesty of women artists past and present – the opening reception is January 4... [Read More](#)



Appropriation as Activism

By Emily Lee Stehle. As a mix media artist, I often question if it’s okay for an artist to use another person’s art. After viewing this MFA exhibit, I decided it was. “Borrow

and Steal: Appropriation from the Collection” focuses on artists who create new narratives about racist legacies and exclusionary histories.... [Read More](#)

Performing Arts



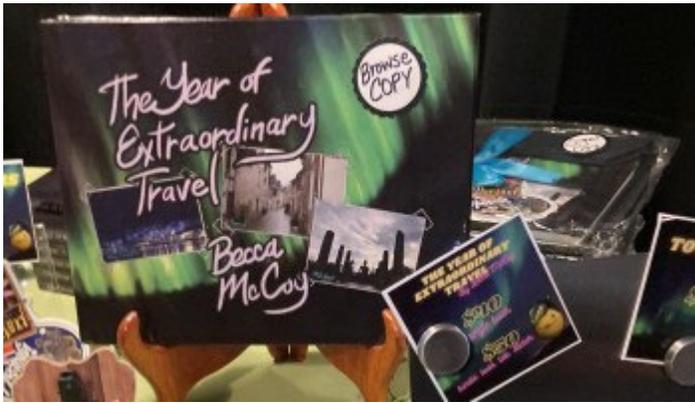
Starting a New Decade of Chamber Music

By Kurt Loft. A decade ago, a group of musicians banded together to form the Palladium Chamber Players, making their home at the eponymous concert hall in St. Petersburg and sharing classic sounds with soon-to-be devoted audiences. Now the players look back to that first-ever performance by repeating it note-for-note as they “kick off the season with a return to the very program that started it all”... [Read More](#)



Safety Harbor Storytelling

By Laura Kepner. Storytellers Walt Belcher and Maureen Belote talk about the art of storytelling, and special guest Andy Offutt Irwin’s performance at the Safety Harbor Art and Music Center before their monthly storytelling open mic. ... [Read More](#)



Travels with Becca

By Margo Hammond. Becca McCoy didn't plan to take a trip every month for a year. When she finished that year of travel, she didn't plan to turn those adventures into a book. After the book was published, she didn't plan to turn the book into a one-woman play. But as every traveler knows, the best part of any trip is the unexpected.... [Read More](#)

Literary Arts



Times Festival of Reading 2022

By Margo Hammond. Turning 30, the Times Festival of Reading slimmed down this year. There were fewer authors. The venue was smaller. And it was no longer free. But two essential ingredients stayed the same – inspiring authors and enthusiastic readers.... [Read More](#)



A Lit Fest for Kids Makes its Debut

By Margo Hammond. The first annual St. Pete Reads! Lit Fest – a celebration of all things literacy – was hosted by Cultured Books Literacy Foundation in partnership with the Barbershop Book Club and St. Petersburg College. Aimed at kids and their parents, it was the brainchild of Lorielle Hollaway, dedicated to promoting books and literacy in the South St. Pete community.... [Read More](#)



Helping Your Kids Learn to Love Reading

By Margo Hammond. Here are discussions from the St Pete Reads! Lit Fest – with creative tips from parents on how to help kids learn to love reading – a crucial skill that will help them choose their own path... [Read More](#)

December Web, Email & Social Media

Web Site

- Users: 6412 (-21%)
- Page Views: 15,872 (2%)
- New Visitors: 6,202 (-20%)
- Users - Top 5 Regions: Florida (2,127), Texas (709), Washington (258), New York (212), and California (161).

Email

- Contacts: 6,545
- New Contacts: 80 (subscribes: 112, unsubscribes 32)
- Open Rate: 33% (-2%)
- Click Rate: 1% (+0%)

Twitter

- New Followers: -2
- Impressions: 4.6 (-55%)
- Mentions: 8
- Total Followers: 3,776 (1)
- Profile Visits 173 (-51%)
- Tweets: 140 (44%)

Facebook

- New Likes: 44 (-15.4%)
- Page Followers: 75 (-9%)
- Post Reach: 10,070 (-84)
- Paid Reach: 6,428 (-94.5%)
 - Highest reach: Artist Annual Performances in the Park
 - Highest Reaction: Congrats to 2023 Emerging Artist Grantees
 - Highest Comments: Congrats to 2023 Emerging Artist Grantees
- Post Engagements: 3.8(12%)
- Total Likes: 6,659 (+45)

Instagram

- Overall Followers Growth: 45 (85 follows/ 40 unfollows)
- Accounts Reached 3,402 (-42.7%/7.6% from ads)
- Accounts Engaged: 361 (+.2%)
- Total Fans: 4,827 (+45)
- 64 posts, 108 stories, and 10 reels (10x more reels)
- Reel Interactions: 1
- Live Video Interactions: 0
- Top Locations: 31.6% St Petersburg, 9.1% Tampa, 4.9% Clearwater, 3.2% Largo, and 2.1% Palm Harbor
- Post Interactions 962 (+.9%)
860 likes, 20 comments, 30 saves, 47 shares

Audience

Current audience Potential audience

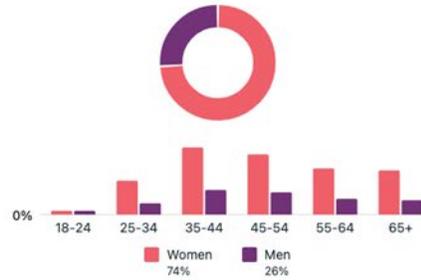
Facebook Page likes ⓘ

6,659

Instagram followers ⓘ

4,828

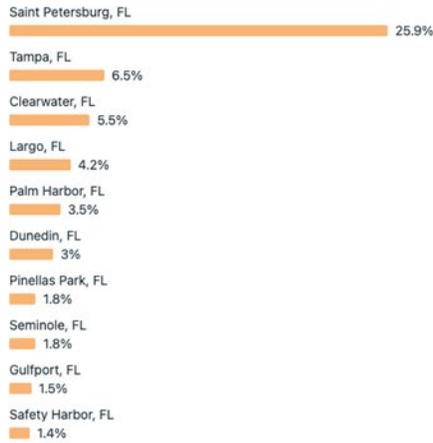
Age & gender ⓘ



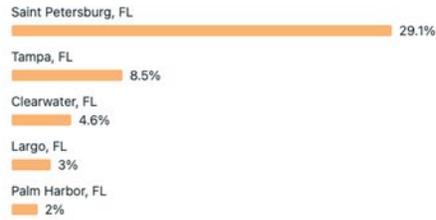
Age & gender ⓘ



Top cities



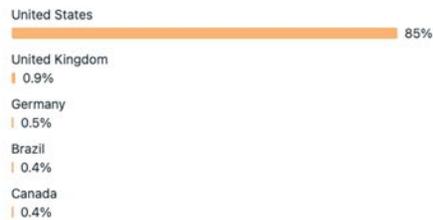
Top cities



Top countries



Top countries



Google Analytics Audience Overview

Continent ▼ Region ▼ Channel ▼ Device ▼ Dec 1, 2022 - Jan 31, 2023 ▼

Your audience at a glance



Let's learn a bit more about your users!

