

# CREATIVE PINELLAS

February 2019

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## Activity Report

### Sheryl Oring Writer's Block

Created by internationally renowned artist, Sheryl Oring, "Writer's Block" premiered on Berlin's Bebelplatz, site of that city's Nazi book-burning, on May 10, 1999.



- On February 7, Creative Pinellas opened the exhibit in the main gallery space. Events included:
  - Artist's talk
  - Reception
  - Workshop
  - Gallery Viewing
  - Over 250 residents and visitors the Writer's Block exhibit in the gallery. The installation was then moved out into the courtyard, where we are seeing between 10 and 30 people visit every day as a part of their experience at the Pinewood Cultural Park.

Media we received on the event:

- Tampa Bay Newspapers: [A&E news around Pinellas County: Jan. 31](#)
- Tampa Bay Times: [What's happening in art: Black history, a perfect pairing and words in cages](#)

### Festivale 50 Gallery exhibit February 23 and 24

An exhibit featuring art works and demonstrations from 17 arts organizations in Pinellas County.

- Over 500 guests attended opening on February 22. An additional 300 + came to the gallery over the next 2 weekends.

Media Coverage:

- Tampa Bay Newspapers: [A&E news around Pinellas County: Feb. 14](#)
- Patch.com: [Festivale 50 To Focus On Pinellas County Art, Culture](#)
- Tampa Bay Times: [What's happening in art: Gasparilla Festival of the Arts, Festivale 50](#)



## Artist Talk with Jeff Klinkenberg

Creative Pinellas & Heritage Village co-sponsored an Artist Talk with Jeff Klinkenberg on Feb. 17.

- Over 100 people attended the live event.
- An additional 25 people attended the streaming view of the talk, in the adjacent gallery.

## Arts and Culture Outreach

- We partnered with the Tampa Bay Rays to recruit and choose eight artists to create posters for the 2019/2020 baseball season that would both

- Promote specific games
- Highlight and support the Rays commitment to local artists
- These posters will be part of the Rays national promotions



### Tampa Bay Rays Artist Print Series

Thank you to all who applied! This application is now closed. Stay up to date with this program and others by signing up for our email list [here](#).

The Tampa Bay Rays and the Tampa Bay Rowdies are partnering with Creative Pinellas to launch a series of prints designed by artists in Tampa Bay, to celebrate our MLB and USL teams and to honor the authentic, unique culture of our region. The goal of the project is to create a series of fun, unique prints that bring artists and fans together around a community-oriented, accessible art collectible. We are looking for each artist to create a piece that represents their own style, perspective and interpretation of the Rays/Rowdies brand.

- Multiple one-on-one community outreach meetings on tourism project
  - Key Meetings/Events
    - Feb 6: Presentation to the regional chapter of Travel Massive, a world-wide tourism industry community.
    - Feb 20: Agency meeting with Ernest Hooper & Maggie Duffy, Tampa Bay Times
- Distribution of over 500 Arts & Cultural Guides to hotels, chambers, libraries and St. Pete/Clearwater Airport
- Other:
  - Creative Pinellas Meet-ups, a monthly series of informal networking gatherings for the community are being scheduled at venues associated with VSPC's Gulp Coast campaign. The February meeting was held at the Pesky Pelican in West St. Petersburg.
  - Bi-Weekly digital marketing lab at the Arts Business Incubator
  - Wordier Than Thou hosted a publishing conference February 23-24 on the Creative Pinellas Campus
  - Akiko Kotani, an internationally known artist, has taken on the role of 2019 Creative Pinellas Artist Laureate

## Social Media:

- Facebook
  - 32 New Fans (total of 3691)
  - 297 Reactions (down 46%)
  - 17,900 Post Reach (down 2%)
  - 24,400 Post Impressions (down 11%)
  - 923 Engaged Users (down 15%)
- Twitter
  - 32 New Followers (total of 3055)

- 50 Clicks (up 1567%)
- 252 Engagements (up 630%)
- 33 Likes (up 154%)
- 18,700 Impressions (up 743%)
- Instagram
  - 23 new followers (total of 1685)
- Social Media Campaigns: Among various campaigns we promoted the Rays Print Series Call to Artists. Between Facebook & Twitter, it received 29,973 impressions.

### **Web Highlights**

- A guide to celebrating Black History Month in the arts
- Andee Scott – Choreographer
- Jake Troyli– Visual artist