



## CREATIVE PINELLAS

January 2021

Prepared by:

Leigh K. Davis

Arts and Culture Outreach Manager

### Activity Report

#### Bi-Annual TDC Presentation: January 20

On January 20, Barbara St. Clair, CEO led a Creative Pinellas presentation to TDC members which touched on the mission, programming and success of the organization. Special attention was given to key tourism related programs and projects with Arts & Culture Outreach Manager, Leigh K. Davis presenting on Arts Annual Beyond the Walls; Associate Director of Strategy Kimberly DiVito gave a sneak peak of the Arts Navigator and Manager of Curatorial Programs, Content and Engagement Danny Olda shared a snippet of the Virtual Art Gallery. We appreciate the support and positive feedback from all the Committee members.

#### Arts Annual 2020: November 14, 2000-January 31, 2021

The Creative Pinellas Arts Annual 2000 Exhibition was an incredible success with 1,921 total attendees visiting the Gallery at Creative Pinellas in Largo. The exhibition featured 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.

Art collectors continue to take notice of Arts Annual again this year with \$6,800 in artwork sales alone!

The Arts Annual 2020 features the work of these talented artists on display: Anna Ayres, Elizabeth Barenis, Daniel Barojas, Nathan Beard, Christina Bertso (pictured in the center), 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, Victoria Jorgensen, Steven Kenny, Akiko Kotani, Cora Marshall, Cynthia Mason (pictured on the right), Mickett-Stackhouse Studio (pictured on the left), 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. We hosted three tours of the virtual gallery this month. More information can be found in the "Virtual Events" section of this report.

January Press on Arts Annual 2020:

[Tampa Bay Times](#)

### **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 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 twelve 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.



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](http://creativepinellas.org/artsannual) and an Instagram and Facebook campaign featuring [AABTW Highlight Video](#).

In January, we launched a survey among participating hoteliers. Preliminary feedback included:

- 100% of respondents said they were glad to have participated in the program. Comments included:
  - *"Easy to work with and high-quality art displayed."*
  - *"Enhanced the cultural aspect of the resort and tied it back to the arts and culture that Pinellas County is known for."*
- 100% said the program it added to their guest's positive view of the hotel
- 100% said it added to their guest's positive view of Pinellas County as a destination
- 100% said they and the staff watched and enjoyed the video or enjoyed it "very much"
- 75% said they used the videos in their own marketing (including FB and other social media)
- 100% said they would participate again!

## Arts Annual Digital Gallery



The Arts Annual Digital Galleries are an immersive and fun experience that makes it possible for the shows at the Gallery at Creative Pinellas to be experienced anywhere around the world!

This month, 28 unique visitors toured the Bank of Tampa Gallery and 20 unique visitors engaged with duPont Registry Gallery. Artist bios, videos and links to websites and social media are prominently featured in both digital galleries with purchase options built into

the software design.

## 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 will be featured through March 2021. 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

January set the stage for an exciting year of programming in 2021, with insights into new artists to watch and how the business community in Pinellas County builds partnerships with the Arts. 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: iBOMS & Zulu Painter: January 21](#)

## FRIEND OF A FRIEND CONNECTIONS BETWEEN ARTISTS



Jabari Reed-Diop (aka iBOMS)



Carlos Culbertson (aka Zulu Painter)

Thursday, Jan. 21st 7pm

Live at [Facebook.com/creativepinellas/live](https://www.facebook.com/creativepinellas/live)



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, painter and muralist, Jabari Reed-Diop aka iBOMS interviewed painter, muralist and public artist Carlos Culbertson aka Zulu Painter. 38 people joined in on the conversation, with the video viewed 242 times to date.

### **Artist Laureate Conversation: January 25**

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 January, they welcomed Lorna Taylor, Board President, Tampa Bay Businesses for Culture and the Arts. TBBCA is a part of a national Americans for the Arts pARTnership Movement that unites businesses who recognize the strategic value of championing and supporting arts and culture as vital economic drivers and essential contributors to quality of life. 51 viewers connected to the conversation through the Creative Pinellas Facebook page, with the video viewed 257 times to date.

ARTIST LAUREATE CONVERSATION  
WITH DR. CAROL MICKETT & ROBERT STACKHOUSE  
WITH GUEST: LORNA TAYLOR

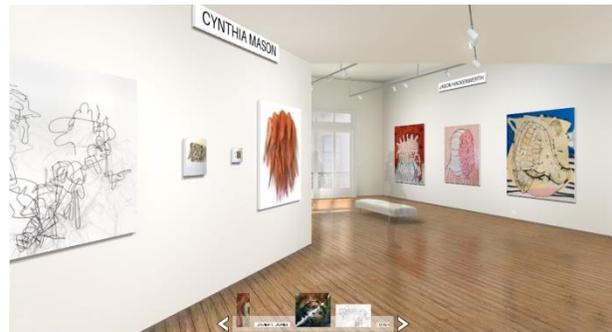


JAN. 25TH 7-8 PM | FACEBOOK.COM/CREATIVEPINELLAS/LIVE



### **Coffee with the Curator: January 29**

Curator Danny Olda was joined by Susan Benjamin, director and owner of Syd Entel Galleries/Susan Benjamin Glass in Safety Harbor for one final look at the Arts Annual 2020. 38 viewers joined the discussion on the art, artists, and highlights of the exhibition as it wrapped up this month. More than 118 additional viewers have tuned into the Creative Pinellas Facebook page since the premiere.



### **Arts Annual: Coffee with the Curator**

FRIDAY, JANUARY 29TH 12-2PM  
FACEBOOK.COM/CREATIVEPINELLAS/LIVE

Creative Pinellas Curator Danny Olda welcomes guest Susan Benjamin of Susan Benjamin Glass for a tour and discussion of the Arts Annual Exhibition.



### **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**

Jan 20: TDC Meeting

Jan 22: Meeting with Lucid Vending

- Discussed art vending machine business/partnership model

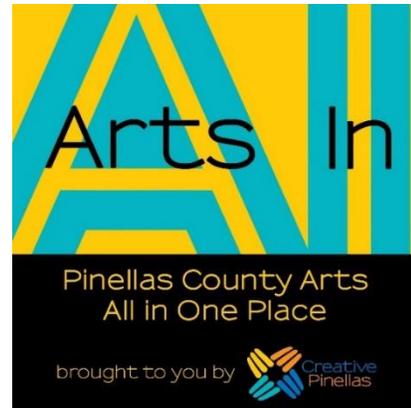
Jan 26: Meeting with Eddie Kirsch, VSPC

- Discussed Art in Hotels programming

Jan 27: Youth Art Month Planning Meeting

## **Arts In**

*Arts In*, the new video platform, continues to showcase more than 187 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. At the end of 2020, a new section Art That Makes You Feel Like Celebrating debuted. Some of the January highlighted articles include:

[Color Riot! - Face to Face with Glorious Navajo Textiles](#)

[You Good, Pinellas?](#)

[Celebrating 10 Years at the Dalí Museum](#)

[New Play Festival Focuses on Mental Health](#)

[Tell Me a Story – Authors and Stories Available Online](#)

## **January Web & Social Media**

### **Web Site**

- Users: 6200
- Page Views: 12,577

### **Twitter**

- New Followers: 11
- Impressions: 4466
- Engagements: 47
- Total Followers: 3501

### **Facebook**

- New Fans: 44
- Post Impressions: 44276
- Post & Page Engagements: 3471
- Total Fans: 5377

### **Instagram**

- New Fans: 62
- Impressions: 13775
- Total Fans: 3,825