



CREATIVE PINELLAS
 July 2021
 Prepared by:
 Barbara St. Clair
 CEO

Activity Report

Emerging Artist Exhibit

This is the fifth year of the Emerging Artist Exhibit, an exciting exhibit that features the 2021 cohort of emerging Artists:

- Tatiana Baccari
- Chelsea Catherine
- Nick Davis
- Nikki Devereux
- John Gascot
- Mason Gehring
- Gabriella Krousaniotakis
- Yuly Restrepo
- Sara Ries Dziekonski
- Emily Lee Stehle



Over 200 people attended the July 14 opening night reception, with another 400 visitors for the last two weeks of July (35-40/day).

- 19 pieces of visual art were sold
- 3 books were sold



Creative Pinellas Emerging Artist Exhibit opens July 14
 LARGO — The Creative Pinellas Emerging Artist Exhibition will showcase the work of 10 of Pinellas County's exciting rising artists. An opening reception will take place Wednesday, July 14, 6 to 8 p.m., at the Gallery at Creative Pinellas, 12211 Walsingham Road, Largo.

The evening will feature a variety of different art forms, from visual art to performing art and literary readings. Highlights include painting, installation, mixed media, literature, theatre and film. The event is free and open to the public.

This fifth annual exhibition features new, original work by artists awarded grants from Creative Pinellas, including Tatiana Baccari, Chelsea Catherine, Nick Davis, Nikki Devereux, John Gascot, Mason Gehring, Gabriella Krousaniotakis, Yuly Restrepo, Sara Ries, and Emily Stehle. The Emerging Artist Exhibition will be on display with artworks for sale through Aug.

15. This will be the first large-scale public reception at the gallery since COVID-19 hit. The gallery is open Wednesday through Sunday, noon to 5 p.m. Artworks will also be available to view and purchase online in a virtual gallery at creativepinellas.org/emergingartists.

"The Emerging Artist Exhibition is such an exciting art show showcasing artists that are often at a transitional stage of their careers," said Danny Olds, Creative Pinellas curator. "The Emerging Artist grantees have been working with mentors creating brand-new work that we're honored to premiere at the 2021 Emerging Artist Exhibition. This is an important opportunity for the artists to share their work with a wide audience while gaining the vital experience of creating and preparing work to be exhibited and performed in a museum space."

The Emerging Artist Grant Program is designed to help up-and-coming artists on their path to future success by providing funding, a professional artist mentor and an exhibition to display or perform their work. Applications for the next round of grants opens Monday, July 12, and closes Sept. 7. Grantees can be selected for their work in the disciplines of choreography, literature, media arts, music composition, theater/musical theater, visual arts, and interdisciplinary arts.

"The Emerging Artist Program is an investment in the future of arts and culture in Pinellas County," said Barbara St. Clair, chief executive of Creative Pinellas. "By creating opportunities and bringing recognition to artists who may not have otherwise received them, we are expanding the richness and diversity of the arts community which will benefit residents and visitors. We are beyond thrilled with the artworks produced by our current group of grantees and always look forward to seeing what the next round will bring."

Artists interested in applying for a grant can find program guidelines, eligibility details, grant FAQs and the online application at creativepinellas.org/emergingartists. Grantees are selected by a panel of artists and curators based on their portfolio of work and vision for the future. They are provided with a financial award geared toward the production of new work, leading to an exhibition at the Gallery at Creative Pinellas at the close of the grant award period. Artists are paired with a mentor that helps guide them through their development as a professional artist.

"I am so grateful to Creative Pinellas for pairing us up with mentors," said writer and current Emerging Artist grantee Chelsea Catherine. "Mine certainly made a huge difference in my life. I was working on a novel my mentor helped me get through some obstacles and finish the book. I submitted it to my agent a few weeks ago and she contacted me to say she loved it. We are going on submission next week."

"The confidence that comes with the Emerging Artist Grant is mind-boggling," said mixed-media artist and grantee Emily Stehle. "It provides validation and credentials for me as a serious artisan. Winning a grant opened up a world of opportunities."

For more information about Creative Pinellas visit creativepinellas.org or email Sherri Kelly at skelly@creativepinellas.org.



Upcoming: Be sure not to miss our own David Warner when he joins Danny Olda for Coffee with the Curator, Friday the 13th (yes) at 1 p.m.

Covid Memorial

Creative Pinellas continues to host the Covid Ribbon Memorial in its courtyard at the Pinewood Cultural Park. The memorial is a sculptural art installation comprised of a long line of colorful ribbons with each ribbon representing one person who has died in Florida due to COVID-19.

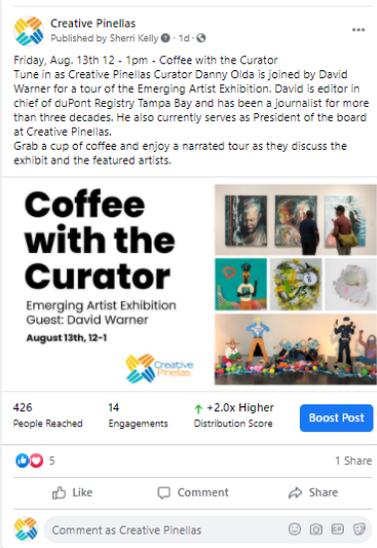
Because the exhibit is outdoors in the courtyard, we are estimating the number of people who saw the exhibit as over 1,000. We do observe people coming into the exhibit, reading the signage and contemplating the impact.

The exhibit, which will be open through September 19, is interactive and available to visitors daily during park hours.

Here is a video on the exhibit:

<https://www.facebook.com/174973145925396/videos/363841688655649> Press for the gallery includes:

Tampa Bay News:



[Window on Arts & Entertainment: July 15, 2021 | Diversions | tbnweekly.com](#)

Patch:

[You Never Know What Will Emerge From Emerging Artist Exhibit](#)

Future activities in the Gallery include:

- Capturing the Ephemeral, a dance photography exhibit and artists residency curated by Artist Laurette Helen French. Opens on September 9.
- The Arts Annual, Thursday, November 11.



Grants

Emerging Artist Grant

The Emerging Artist Grant launched July 12 and will be open for applications through September 7. This year we added about 3 weeks of additional application time so that we would have additional opportunities to recruit applicants for the grant – especially in communities that may not have reached as effectively in the past.

Toward this effort we are partnering with Soul Media and Arts Conservatory for Teens (Dr. Alex Harris) for community outreach and engagement programs that will take place starting mid-August.

We have also increased our schedule of grant workshops from two to four, and COO Ed King is joining the workshops as co-host. (It is cheating a bit because this took place in early August, but here is a link to the first one: <https://www.facebook.com/174973145925396/videos/510927486675057>)



NEA American Rescue Plan Grant

In mid-July, the NEA announced that they had opened a grant program specifically for Local Arts Agencies (like Creative Pinellas), that would provide up to \$500,000 in funds that could be distributed to artists and arts organizations. The application deadline was July 22.

American Rescue Plan Grant Programs

Guidelines are now available on our website for the American Rescue Plan Grants.



Grants to Local Arts Agencies for Subgranting
Application Deadline: July 22, 2021
Support for subgranting for operating costs: fixed grant amounts of \$150,000, \$250,000, or \$500,000
Note: Eligibility for subgranting is open to arts agencies that are a unit of city or county government or are officially designated to operate on behalf of local government.

Even though we were very busy, and the window was very short, we were able to complete the application and submit it to the NEA.

We applied for \$500,000 and are excited about the possibility of bringing these funds to the community.

Partnership Activities

SPACEcraft:

SPACEcraft continues its high impact engagement in the community, moving back to Lealman and Gulfport.

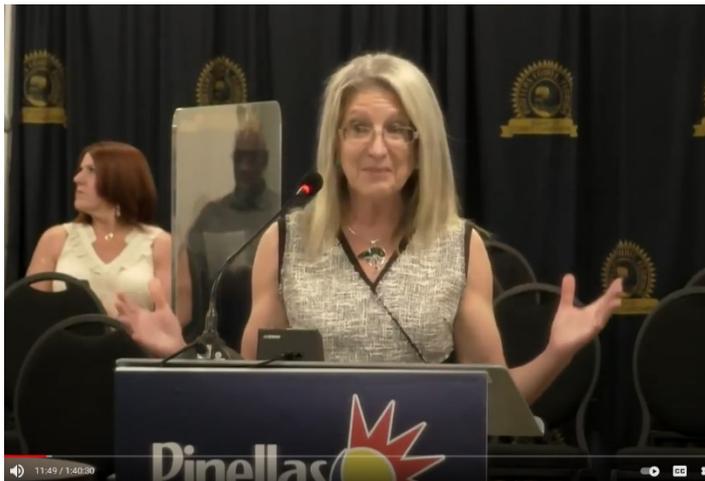
Recent press can be found in the Gabber:

[Clymer's SPACEcraft Takes Off](#)

Arts Navigator

We had the opportunity to present a concept-production level version of the Arts Navigator at the TDC meeting July 21. We walked the council through the application page-by-page and generated a great deal of interest and excitement. To see the presentation go here:

<https://www.youtube.com/watch?v=N5SVfhvFqkM&t=2938s>





TIMING

Website & Brand: Mid-August 2021
 Arts Navigator:

- MVP: Mid-September 2021
- Early Adapter Launch: November 2021
- Full to the Public Launch: January 2022



CREATIVE PINELLAS



You Good

YOU GOOD? continues to have impact in the County. We have completed 90% of the mini-grants, are wrapping up the interactive grant and are about to go to launch with the collaborative teams grants.

We recently provided our funder for this project – the Foundation for a Healthy St. Petersburg with an interim report that provided great detail on the status of the various projects to date.

We do believe that all of the work has been amazing. We are particularly excited right now with the project that artist Stephen Oliver is helping. He is traveling around the county with an interactive furniture/sculptural piece that he created, talking to people about the behavioral health resources available to them and collecting their stories.



Arts Annual Beyond the Walls (Arts in Hotel's Program) Launch

At the end of June, we kicked off recruiting hotels for our 3rd annual Arts Annual Beyond the walls program.

An innovative and program, BTW is designed to showcase the unique art and personality of Pinellas County.

Artwork by Pinellas County award winning artists (who have all received grants from Creative Pinellas) is placed in participating hotels in September/October through mid-December.



An individual video is made for each participating hotel and their artist, and then a media buy is made in key visitor markets, for each of the videos. In 2020 we have over 145,000 viewers of the videos total, with most hotels averaging about 12,000 viewers each. In 2021 we expect to expand the media outreach and the number of hotels participating.

- BTW hotels as of July:
 - Fenway
 - Innisbrook
 - Sand Pearl
 - Hyatt Downtown St. Pete
 - Birchwood
 - Billmar Beach Resort
 - Bellview Inn
 - Sheraton Sand Key
 - More to come!

Other press about Creative Pinellas:

Tampa Bay Newspapers mentioned Creative Pinellas in their article about the County Budget [Pinellas County's proposed budget includes millage rollback, fuel tax hike](#)

Our new president David Warner was featured on Bay News 9 [9 Questions with... Creative Pinellas board president David Warner](#)

Web and Social Media

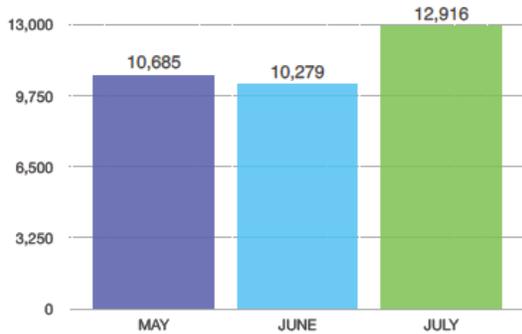
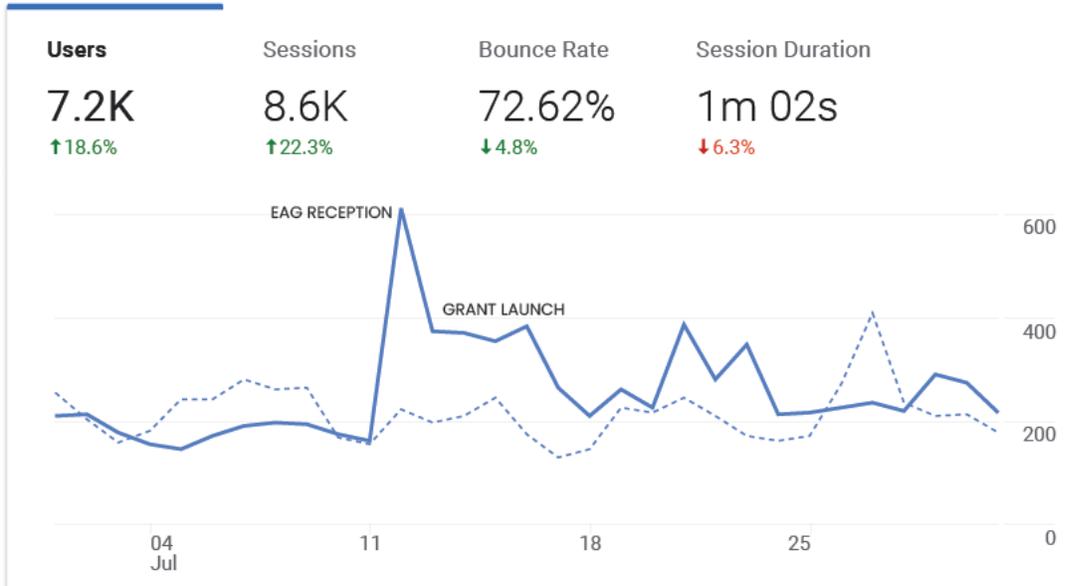
Arts Coast Magazine

- A terrific article on [Project Alchemy](#) at Studio@620
- A highlight of [Walking Through freeFall's Fairytales at The Rose and The Beast](#)
- An exhibit at the MFA that [Harnesses Art's Healing Power with Picture of Health](#)
- [Skyway 20/21@CAM](#) including a great photo of board member Akiko Kotani's work
- And of course an amazing story about how [Emerging Artists Paint a Vivid Picture of the 2021 Emerging Artists Exhibition](#)

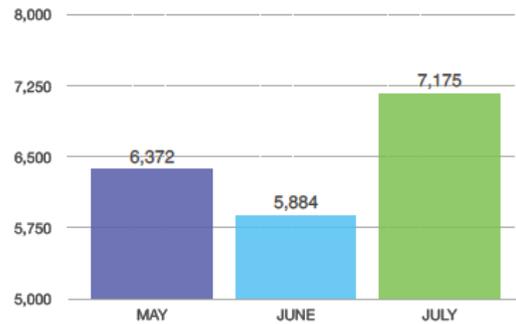
Web & Social Media

WEBSITE TRAFFIC: JULY

DOTTED LINE REPRESENTS JUNE DATA



WEBSITE VIEWS
Number of times the CP website has been viewed



WEBSITE VISITORS
Number of individuals who have visited the CP website

WEBSITE NARRATIVE

The website traffic for Creative Pinellas was boosted by the email and social media promotion of the Emerging Artist Exhibition and the Emerging Artist Grant. Also notable is the extended spike after the grant launch which shows repeated visits to the site days after the launch when people checked their email after it was sent or responded to ongoing social posts promoting the grant opportunity. "In case you missed it" style social media posts about the exhibition also fueled this extended spike.

Experience the Best of the Next

2021 Emerging Artist Exhibition



OPENING RECEPTION
JULY 14TH
6-8 pm

THE GALLERY AT CREATIVE PINELLAS
Open through August 15TH
Gallery hours:
Wed - Sun 12-5 pm

Artwork by:
Nick Davis

Jul 1, 2021 – Jul 31, 2021

FACEBOOK: JULY

29.2K

People Reached
12.6% from previous 31 days

67

Net Followers
81.1% from previous 31 days

4.1K

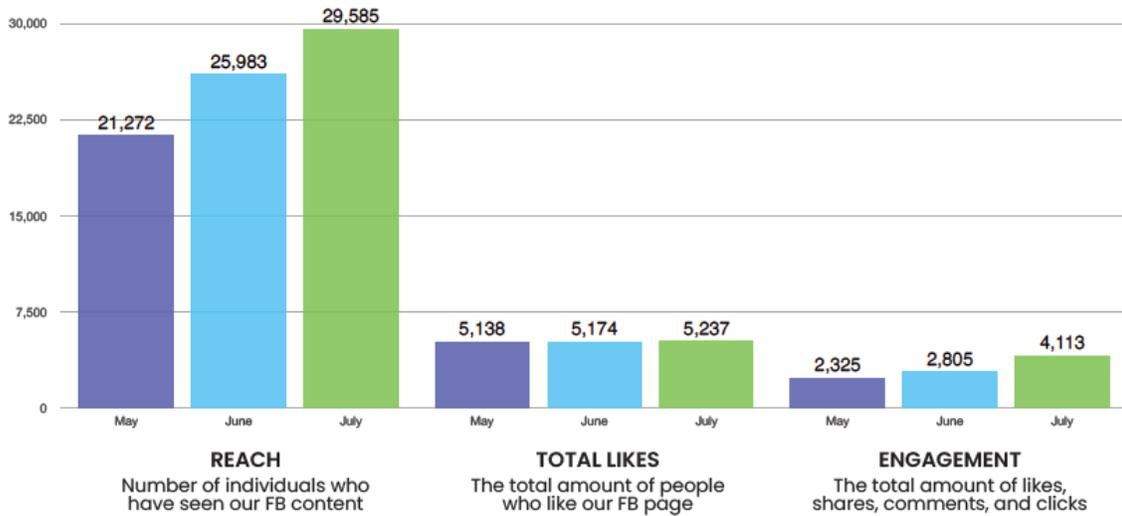
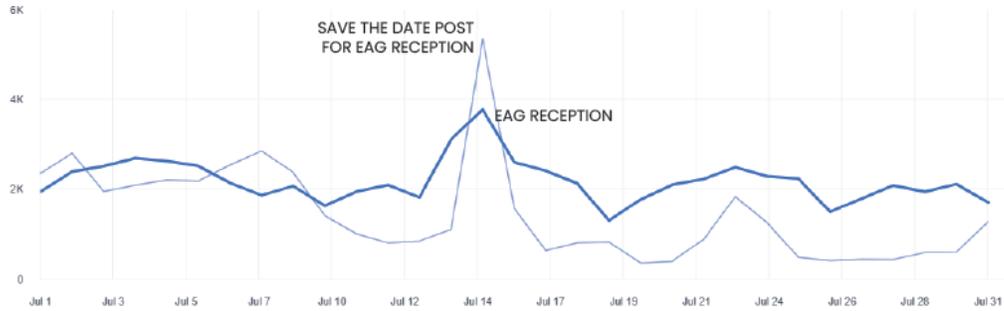
Engagement
40.8% from previous 31 days

■ JUNE
■ JULY

People Reached

Jul 1, 2021 - Jul 31, 2021

29,222 People Reached **25,955** Previous Period



TWITTER

New Followers: 10 (same)
Impressions: 4,523 (+6%)
Engagements: 36 (+6%)

INSTAGRAM

New Fans: 57 (+160%)
Impressions: 12,993 (+67%)
Engagement Rate: 25% (+7%)