

CREATIVE PINELLAS

May 2019

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Arts and Culture Outreach Manager

Activity Report

Uke-de-Mayo: May 5

Uke-O de Mayo, a free family-friendly event with national and internationally known musicians, workshops, children's art crafts, and an art exhibition, was held on the Creative Pinellas campus. This event was sponsored by Tampa Bay Ukulele Society and Luna Guitars/Ukuleles & Percussion with support from an ArtsUp grant from Creative Pinellas.

Head the Bell: May 17

Heed the Bell, an immersive experience of sound and movement in a setting of dramatic acoustics and light, was held at the Gallery at Creative Pinellas. The evening included a World Premiere of an original composition for cello, flute, percussion and dance by Creative Pinellas Professional Artist Grantee Stephen P Brown. This event was sponsored by the Dunedin Music Society with support from an ArtsUp grant from Creative Pinellas.

Sheryl Oring: Writer's Block: On-Going

This exhibit, by internationally known public artist, Sheryl Oring continues in the Courtyard of the Gallery at Creative Pinellas this month. Creative Pinellas Staff has done an informal count of 20 – 30 visitors a day plus lots of selfies and photographs.

Tampa Bay Rays Print Series

- In February, the Tampa Bay Rays partnered with Creative Pinellas to recruit artists for a limited print series (their first). The second print, by artist Carrie Jadus, was unveiled at Tropicana Field on May 10. The posters are available for sale in the Team Store. The next poster will be unveiled in early June.
- Rays Official Website: mlb.com/rays/fans/print-series
- Tampa Bay Times: www.tampabay.com/visual-arts/whats-happening-in-tampa-bay-art-daxed-lives-tampa-bay-rays-artist-print-series-20190508/



Countywide mural program

- On May 29, a panel of jurors selected Stephen Palladino as the first artist for the new Community Enrichment Mural Program in partnership with Pinellas County. This opportunity was designed to expand the vibrancy, excitement and community pride of mural arts by bringing murals to rights-of-ways countywide. The mural will be painted at the underpass at Boot Ranch (Tampa and McMullen Booth Rd.) Completion date is on or about June 30, 2019.

Arts and Culture Outreach

Travel Rally: May 8

Creative Pinellas was invited to participate in the very first VSPC Travel Rally at PIE Airport. Visitors and residents received brochures, giveaways and information from partner organizations showcasing the diversity of the county including branded stands dedicated to arts & culture, breweries and the beach. Florida Craft Art provided beach-themed mini-canvases & ceramic tiles painted by local artisans.



Arts Benedict: an Arts & Culture Breakfast series: May 31

This month's breakfast was held at the Don CeSar Hotel on St. Pete Beach. Purpose of this invite only gathering is networking and strategic thinking about Pinellas County as an arts and cultural destination. Attendees include community members from area chambers and/or businesses, government, the tourism industry, marketing and advertising, non-profit arts and cultural organizations, media and artists.

Arts & Culture Guide Distribution

Mass distribution of the Arts & Culture guides has been put on hold until the re-print/re-design, to include new arts organizations and a more user-friendly map, scheduled for late 2Q/early 3Q.

Key Meetings/Events

- May 9: Meet & Greet with Leigh Davis, hosted by VSPC COO Tim Ramsberger, Film Commissioner Tony Armer and other key VSPC staff.
- May 10: National Tourism Week Luncheon: TradeWinds Island Grand Resort
- May 16: Meet & Greet with top 3 Finalists for VSPC President & CEO, Sheraton Sand Key Resort.
- May 17: Women in Tourism Luncheon, Wyndham Clearwater Beach Resort

Other Programs

- Bi-Weekly digital marketing lab at the Arts Business Incubator
- Creative Pinellas Meet-ups, a monthly series of informal networking gatherings for the community. The May meeting featured three Digital Marketing experts and was held at Roosterfish Grill in Largo.

Web and Social Media

Podcasts

- Carrie Boucher-Founder, NOMAD Art Bus/Co-Creator, SPACEcraft, Touring Art Exhibit
- Susana Weymouth, Executive Director, Tampa Bay Businesses for Culture and the Arts

May Social Media:

- **Facebook**
 - 44,300 Impressions
 - 2,166 Engaged Users
 - 70 New Fans
- **Twitter**
 - 17,200 Impressions
 - 136 Engagements
 - 11 New followers
- **Instagram**
 - 41 New Followers (Total of 1784)
- **Website**
 - 2,647 Users
 - 8,074 Pageviews