



## CREATIVE PINELLAS

November 2019

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### Activity Report

#### Arts Annual Exhibit: November 14-24

Creative Pinellas 2nd annual fundraising gala and art exhibit, the 2019 Arts Annual, was held on Thursday, November 14<sup>th</sup> at The Gallery at Creative Pinellas. Twenty-nine amazing artists came together in support of the Creative Pinellas mission to facilitate a vibrant, integrated, collaborative and sustainable Pinellas County Arts Community and cultural destination. One of the show's highlights was an original installation created by Jason Hackenwerth who is known for his unique large-scale sculptural installations created from biodegradable latex balloons. More than 370 guests attended the opening, which included music from the EMIT Jazz Trio, a preview of songs from *Sunshine City the Musical*, a dance performance choreographed by Paula Kramer, a monologue by Roxanne Fay, and a literary reading by Tenea D. Johnson. The exhibit was seen by over 600 visitors to and residents of Pinellas County before it closed on November 24.



### Arts Annual Press



Fox 13's Charley Belcher visited the Gallery at Creative Pinellas for a feature on the Arts Annual <https://www.fox13news.com/video/624230>

The Tampa Bay Times featured the Arts Annual as a top thing to do on November 14

[tampabay.com/arts-entertainment/fun/2019/11/13/top-things-to-do-in-tampa-bay-for-thursday-nov-14/](http://tampabay.com/arts-entertainment/fun/2019/11/13/top-things-to-do-in-tampa-bay-for-thursday-nov-14/)

The Tampa Bay Newspapers also featured a story on the exhibit: [tbweekly.com/diversions/article\\_1b1a255e-0074-11ea-8152-db47b3a7ca97.html](http://tbweekly.com/diversions/article_1b1a255e-0074-11ea-8152-db47b3a7ca97.html)

The St. Pete Catalyst also wrote an Article: [spetecatalyst.com/thursday-creative-pinellas-greatest-hits-show/](http://spetecatalyst.com/thursday-creative-pinellas-greatest-hits-show/)

## **Arts Annual: Beyond the Walls**

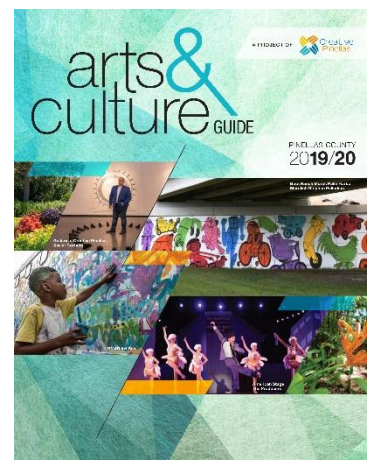
In late October through mid-November, this new program staged pop-up Art exhibitions from a selection of visual artists associated with the Arts Annual 2019 in Pinellas County Hotels. The goal was to create new arts & culture engagements and opportunities with visitors, build awareness for the artists and the Arts Annual among our guests and set the groundwork for deeper partnerships between Creative Pinellas, area artists and the hospitality/tourism industry. 10 hotels: Springhill Suites Clearwater Beach, Sheraton Sand Key, Hilton Carillon Park, Alden Suites, the Postcard Inn, Hyatt Place St. Petersburg, Marriott Courtyard St. Petersburg, the Birchwood, the Avalon and the Hollander Hotel, in locations such as Clearwater Beach, Downtown St. Petersburg, and St. Pete Beach, participated in the partnership. Staff reported a buzz from hotel guests and employees alike at several locations during installation and hotels expressing interest in future partnerships and commissions from partnered artists.



Photo identifications: Top: Elizabeth Barenis at the Sheraton Sand Key  
Above/Left: Don Gialanella at the Alden Suites; Above/Right: Cora Marshall at the Birchwood Hotel

## **Arts & Culture Guides**

The 2019-2020 Arts & Culture Guides continued distribution to tourism, business and arts partners this month, including PIE Airport, Springhill Suites Clearwater Beach, Sheraton Sand Key, Hilton Carillon Park, Alden Suites, the Postcard Inn, Hyatt Place St. Petersburg, Marriott Courtyard St. Petersburg, the Birchwood, the Avalon and the Hollander Hotel.



## Arts & Tourism Newsletter

The second edition of the bi-monthly Arts & Tourism Newsletter was released this month. The goal is to increase knowledge, highlight partnerships and share statistics between the two industries.

Featured articles included interviews with the St. Petersburg and Tampa Airports on the history of and future for art and artist collaboration; Holiday activities in the Pinewood Cultural Park; A sampling of Holiday Markets and Art Fairs throughout the County and how artists can be involved and a look at the Arts & Culture Tourist and their growing impact on the Hospitality Industry.

Archives of the newsletter can be found at [creativepinellas.org/artsandtourism/](https://creativepinellas.org/artsandtourism/)



## Arts and Culture Outreach

### Key Meetings/Events

- November 5: Meeting with Rhonda Sanborn, Florida CraftArt
  - Discussed Arts and Culture Training Program, Women in Tourism and Arts Annual
- November 9: Attended St. Petersburg 2020 Community Focus Group
  - Represented the Arts Community regarding accomplishments and opportunities
- November 15: Women in Tourism Meeting
- November 19: Springhill Suites Client/Partner Appreciation Reception
  - Discussed the Arts Annual BTW Partnership and Arts & Tourism Outreach
- November 20: Attended TDC Meeting
- November 21: Quarterly Meeting with Tony Armour, VSPC
  - Discussed Arts & Tourism Newsletter, Arts Coast Training, Arts Annual: BTW, Arts & Culture Guide Distribution and preliminary plans for 2020
- November 26: Meeting with Clearwater Arts Alliance Board
  - Discussed Rays Print Series Call to Artists and December 14 Clearwater Art Walk

### Women in Tourism Meeting

- Creative Pinellas is a member of Women in Tourism, a 100-plus member organization of women in tourism related fields such as hotels, visitor centers, destination management companies and tour operators. They have monthly meetings throughout Pinellas and Hillsborough counties. The November Meeting was held at the Postcard Inn on St. Pete Beach. The Postcard Inn is a partner on the Arts Annual: Beyond the Walls featuring art by Cora Marshal.

Four of her works were highlighted, including two at the front desk check-in area.





### Arts in Podcasts

- Suzanne Pomerantzeff, Choreographer and Teacher
- Katie Deits, Executive Director, Florida CraftArt

### 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. Some of the November highlighted articles include:

- *Experiencing the 2019 Arts Annual*
- *Swing, Swing, Swing*
- *Making History at the Leepa-Rattner Museum of Art*
- *Keep an Eye Out for New Murals*

### November Web & Social Media

- Website
  - 8,468 Users
  - 12,608 Pageviews
- Twitter
  - 23,500 Impressions
  - 241 Engagements
  - 31 New Followers
- Facebook
  - 62,800 Post Impressions
  - 3,707 Engaged Users
  - 6,081 Page & Post Engagements
  - 81 New Fans
- Instagram
  - 2,179 Total Fans
  - 16,700 Impressions
  - 4.4% Engagement Rate

More photos from Arts Annual

