

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

## Activity Report

### ***Gallery Activities***

#### **Covid Memorial**

The COVID memorial, extended through October 16, continues to attract attention in our courtyard as many people walk in, read about the exhibit and contemplate its impact. We are pleased that we were able to extend it through October 16.

On Thursday, September 30th, Creative Pinellas hosted the re-dedication of the Covid Ribbon Memorial. During the day of the event, artist Cathy Tobias added **17,000** more ribbons to the 38,000 already there. With each ribbon representing a Florida resident who succumbed to COVID.



The purpose of the installation is to remember and heal together the lives that have been lost to the pandemic. With each ribbon representing a single life lost to Covid in the state of Florida, the total number of ribbons in the installation is now beyond 50,000.

The artist will join Creative Pinellas via zoom, for a Facebook Live event, to talk about the exhibit and answer questions on Wednesday, October 20<sup>th</sup> at 6 p.m.

### **Capturing the Ephemeral**

Capturing the Ephemeral opened at the gallery on September 9. Featuring the work of 9 Pinellas/Tampa Bay dance photographers, and curated by dancer, choreographer and dance educator Helen French, the exhibit capture bodies in motion and the fleeting moments that make the art of dance so compelling.





Press includes:

[Capturing The Ephemeral Exhibit | Largo, FL Patch](#)

[Top 15 Tampa Bay area events for the week of Sept. 20-26](#)

Tampa Bay Times

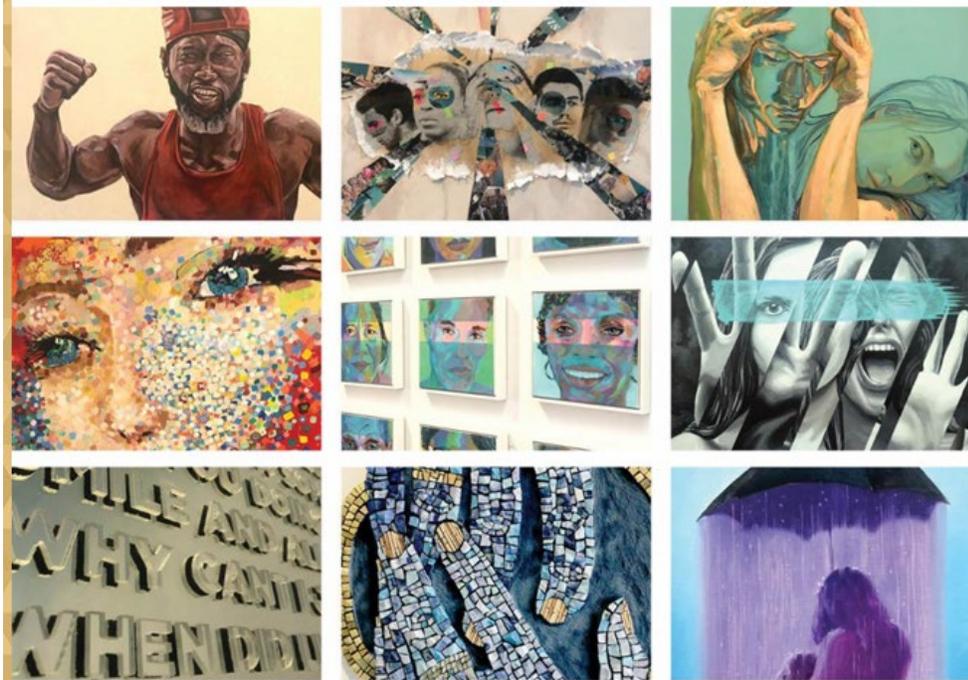
[Your weekend arts forecast: Dance photography, Ed Sheeran, Guy Clark doc • St Pete Catalyst](#)

[October Artists in Paradise | Florida Entertainment](#)

### **YOU GOOD?**

YOU GOOD? also opened in the gallery in September. A partnership between WADA, the Foundation for a Healthy St. Petersburg and Keep St. Pete Lit, the exhibit is an outgrowth of an important community program to let people know there are support and resources to people in Pinellas County dealing with behavioral health issues.

In addition to the vivid collection of work by Pinellas County area artists, a highlight of the exhibition is the pairing of visual artists with writers who use the "YOU GOOD?" question as a point of inspiration as they deliver their unique artistic vision as well as a message of hope and support.



**Partnership Activities**

**Co. Starters**

On September 22 we began a new Co. Starters class are seeing is that the understanding of the value of this has really penetrated into the community.

We were completely full and had to turn people away than a week from when we started marketing the to the community.

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[TBinnovates.com/costarters](http://TBinnovates.com/costarters)

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What we program

in less program

**Pinellas Trail Murals**

Huge progress is being made on the Pinellas Trail murals, which are scheduled for completion in the next 10 days to 2 weeks.



Taylor Smith



Yhali Ilan



Daniel Barojas



Ricardo Delgado

***Press on the murals includes***

[Local artists covering up graffiti with beautiful murals along Pinellas Trail - ABC Action News](#)

[Window on Arts & Entertainment: Oct. 7, 2021 | Diversions | tbnweekly.com - Tampa Bay Newspapers](#)

[Tunnels on Pinellas Trail to temporarily close due to mural paintings - St. Pete Catalyst](#)

**Lealman Murals**

The first of the Lealman mural project at the Red Mesa warehouse was completed at the end of September, to the happiness and satisfaction of all!



Press on this includes:

[Window on Arts & Entertainment: Sept. 30, 2021 | Diversions | tbnweekly.com](#)

Tampa Bay Newspapers

### **Americans for the Arts**

Creative Pinellas is partnering with Americans for the Arts to do a study on economic impact of arts and culture on Pinellas County. The report is done every five years, nationwide and this year they are allowing unique cultural districts to generate an individual report for their specific arts and cultural area. Creative Pinellas has created a coop program that will allow us to support the smaller communities/municipalities in getting data this data.

The report captures detailed information on the impact of arts and cultural activities on tourism.

The 2016 report can be found here: <https://creativepinellas.org/wp-content/uploads/2021/10/FinalArt-Summit-Report-Pinellas-County.pdf>

### ***Other***

#### ***Best of Bay Critics Choice***

Pinellas County is known as an arts and cultural destination. And Creative Pinellas plays an important role in both building recognition of the county as a cultural destination and in supporting and building arts and cultural capacity.

It is not that often that that contribution is recognized. So, we are fortunate that at Creative Loafing’s Best of the Bay Awards, held on September 30, six artists associated with Creative Pinellas received Critics Choice awards. It was a truly amazing testimony to the work that Creative Pinellas does. Artists recognized at the **Creative Loafing Best of Bay Critics Choice Awards** include:

Artist Laureate’s **Mickett Stackhouse** for Expanding Waters Exhibit at Creative Pinellas

## Best climate change conversations

*Critic's Pick.*

BY JENNIFER RING — SEP 30, 2021 12 PM



### Mickett-Stackhouse “Expanding Waters” Science Talks

Artist duo Carol Mickett and Robert Stackhouse wanted to do more than just reflect Florida’s beauty in “Expanding Waters” at Creative Pinellas. They wanted to help preserve that beauty as well. Here in Florida, that means doing something about climate change. Mickett interviewed local scientists, environmentalists and clean energy advocates on the subject. The “Expanding Waters” science talks were both illuminating and terrifying. And they’re still available on Creative Pinellas’ Facebook page if you haven’t seen them yet. [creativepinellas.org](https://www.facebook.com/creativepinellas)

See all the winners from [Best of the Bay 2021](#)

<https://www.cltampa.com/arts-entertainment/article/21156622/best-climate-change-conversations>

Mural artist **Carlos Culbertson** (Zulu Painter) for the Valspar mural

## Best dare to dream

*Critic's Pick.*

BY **JENNIFER RING** — SEP 30, 2021 12 PM



### **Zulu Painter's mural at Clearwater's North Greenwood Rec Center**

When COVID-19 vaccines became available, it seemed like all our dreams were about to come true. With them came the hope that we would soon be able to ditch the masks and get out and play. That's the vision Zulu had for the future when he painted a young girl dreaming of play on the side of North Greenwood Rec Center. Unfortunately, our current reality doesn't exactly match this gorgeous ideal. We ditched our masks, then delta crept in, bringing with it a scary amount of breakthrough cases. I guess that's what happens when you dare to dream.

[zulupainter.com](http://zulupainter.com)

Zulu got this because the "owner" of the Valspar Golf Tournament saw him painting our mural at Alderman and Belcher and stopped by to talk with him. Valspar sponsored the Rec Center mural.

<https://www.ctampa.com/arts-entertainment/article/21156645/best-dare-to-dream>

## Best traveling art project collab

*Critic's Pick.*

SEP 30, 2021 12 PM



### SPACEcraft

What happens when three traveling art pros team up? The best traveling art project Tampa Bay's ever seen, that's what. Mitzi Jo Gordon, Carrie Boucher and Bridget Elmer launched SPACEcraft in July 2020 to encourage creative exploration in Pinellas County. Since then, SPACEcraft's planted its colorful shipping containers in over 10 parks/public spaces in Pinellas County. The project played music with us, made art with us, and showed us that creativity has no limits. Above all, it offered a brief respite from our pandemic problems in a safe outdoor setting. And for that, I am grateful. [explorespacecraft.com](https://www.explorespacecraft.com)

<https://www.cltampa.com/arts-entertainment/article/21156639/best-traveling-art-project-collab>

Todd Bates for **SPACEcraft** photos

## Best photos of SPACE

*Critic's Pick*

BY JENNIFER RING — SEP 30, 2021 12 PM



### Todd Bates photos of SPACEcraft

SPACEcraft is difficult to describe in words, which is why the traveling art installation and interactive exhibit is lucky to have past CL Creative Director Todd Bates telling the story in pictures. Bates has been following SPACEcraft on its journey around Pinellas County for over a year now, and the photos are incredible. It's not easy to capture creative exploration, but Bates has done it beautifully. [toddbatesphoto.com](http://toddbatesphoto.com)

Todd would not have had the opportunity to take these photos if Creative Pinellas had not organized and managed the BP Public Art project that SPACEcraft eventually became.

<https://www.ctampa.com/arts-entertainment/article/21156687/best-photos-of-space>

For Emerging Artist grantee **Emily Stehle** for her hanging baskets at the Creative Pinellas Emerging Artist Exhibit

## Best pandemic recycling practice

*Critic's Picks.*

BY JENNIFER RING — SEP 30, 2021 12 PM



### Emily Stehle's COVID comfort baskets at Creative Pinellas

We all consumed a lot of crap during the pandemic. While most of us tossed our empty beer cartons and used-up taco dinner kits in the trash, Emily Stehle weaved them into art. The Clearwater artist created 41 baskets using trash her family generated during the pandemic. The COVID comfort baskets, created at a rate of one per week, became a visual journal of Stehle's pandemic. Each basket shared something that comforted her during these difficult times, from music to hot cocoa and beer. Hanging from the ceiling in Creative Pinellas' Arts Coast Galleries, the collection of baskets looked like dozens of virus particles infiltrating the gallery. As gallery visitors walked through, they made visible our interactions with COVID over the past year. I'll never forget it. [@emilystehle on Instagram](#)

<https://www.ctampa.com/arts-entertainment/article/21156692/best-pandemic-recycling-practice>

For Emerging Artist grantee **Nick Davis** for his prints at the Creative Pinellas Emerging Artist Exhibit, and other exhibits.

## Best emerging digital artist

*Critic's Pick.*

BY JENNIFER RING — SEP 30, 2021 12 PM



### Nick Davis

Digital art became one of my favorite things to look at during the pandemic. And the best I saw this year came from St. Petersburg's Nick Davis whose colorful insta portraits brightened our feeds in dark times. This year, Davis' prints brightened gallery walls as well, making an appearance in Creative Pinellas' 2021 Emerging Artist Exhibition and the Carter G. Woodson Museum's "Reverberations." Davis still seems a little surprised by his recent success, but we sure aren't. [ndartlife.com](http://ndartlife.com)

Directors and anyone else reading this report. This is such a testimony to the influence and impact Creative Pinellas has on our arts community. There is no other organization represented with such breadth and depth. I could not be more proud or more happy. It is concrete evidence that we are fulfilling our mission and our values!

## **Web and Social Media**

Arts Coast Magazine

Some featured stories in Arts Coast Magazine:



## **Photograms, Fiber Art, Tech – Skyway '21**



## **Bob Devin Jones on Poetry, Surrealism and Négritude**



## **Why the Theater is No Fun – Tatiana Baccari**



**Influences – Yuli Restrepo**



**It's Time – Mason Gehring**

# WEBSITE TRAFFIC: SEPTEMBER

DOTTED LINE REPRESENTS AUGUST DATA

Users

3.3K

↑27.1%

Sessions

4K

↑31.2%

Bounce Rate

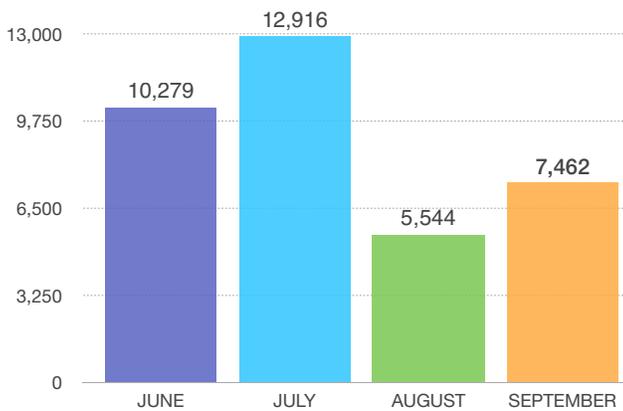
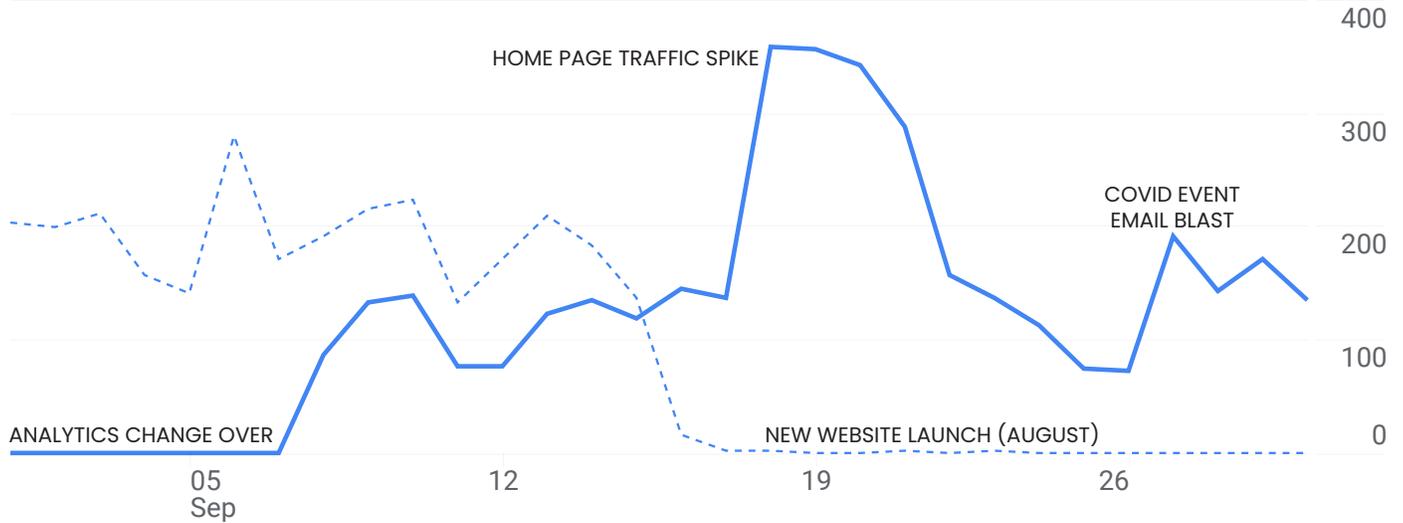
75.11%

↑2.5%

Session Duration

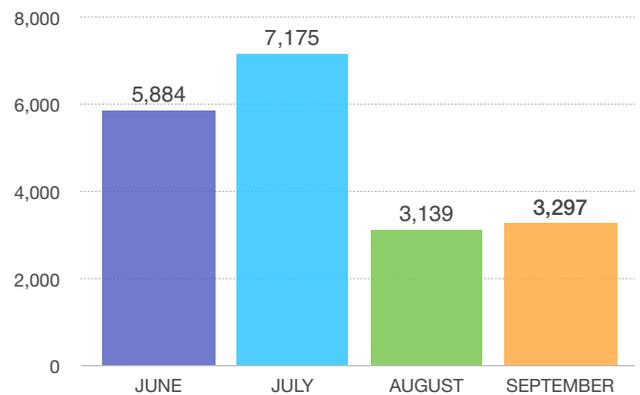
1m 08s

↓3.2%



## WEBSITE VIEWS

Number of times the CP website has been viewed



## WEBSITE VISITORS

Number of individuals who have visited the CP website

## WEBSITE NARRATIVE

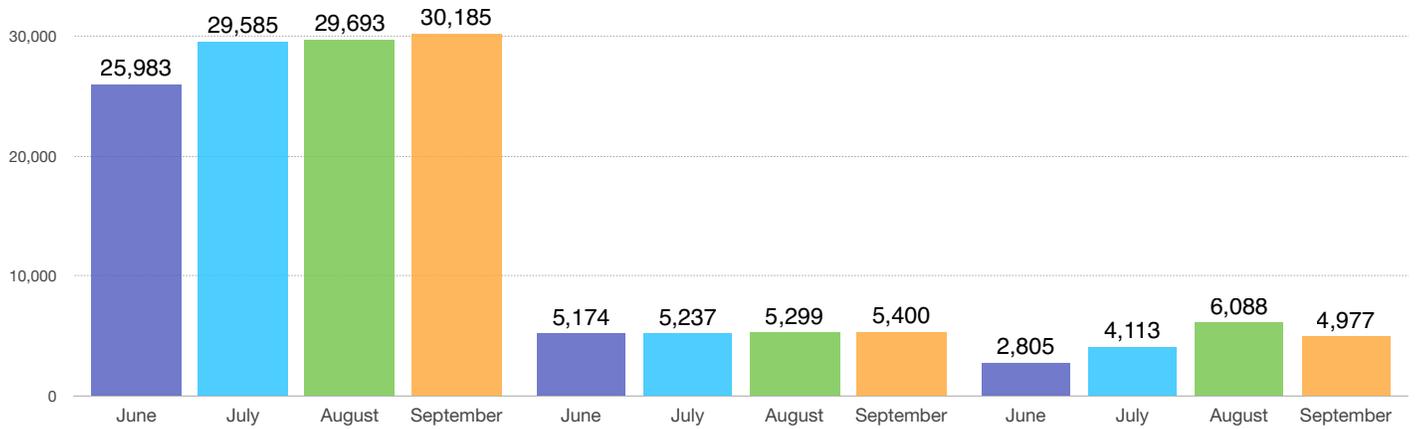
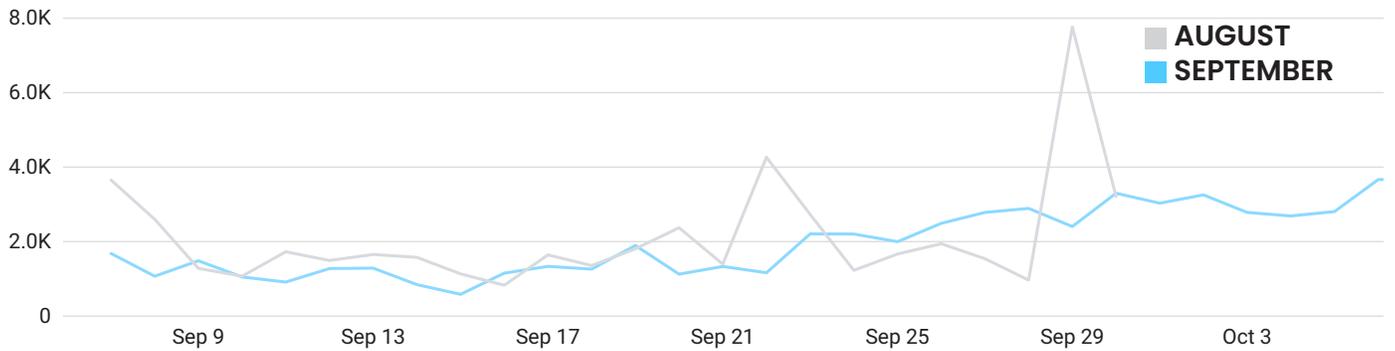
The site traffic analytics are skewed from the end of August through the beginning of September due to the launch of the new website. Typically, it takes about three months for Google Analytics to adapt and conform to a new website and the behaviors of the audience reflected therein. With a steady stream of new content, social media, and emails, traffic was driven to the home page, exhibition pages, and content pages. At the end of the month, the Covid Ribbon Re-dedication event did offer a small bump in site visitors.



Facebook Page Reach

32,056 19.8%

FACEBOOK: SEPTEMBER



REACH

Number of individuals who have seen our FB content

TOTAL LIKES

The total amount of people who like our FB page

ENGAGEMENT

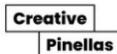
The total amount of likes, shares, comments, and clicks

**Creative Pinellas**  
Published by Hootsuite · September 27 at 3:00 PM ·

The first Lealman mural project in process with [Jujmo](#)  
Jujmo is creating the mural that is part of the Lealman CRA and Creative Pinellas partnership to bring more art to the landscape of Lealman.  
Check out her artist profile and learn more about the Lealman mural project: [https://creativepinellas.org/.../lealman-neighborhood.../... See More](https://creativepinellas.org/.../lealman-neighborhood...)

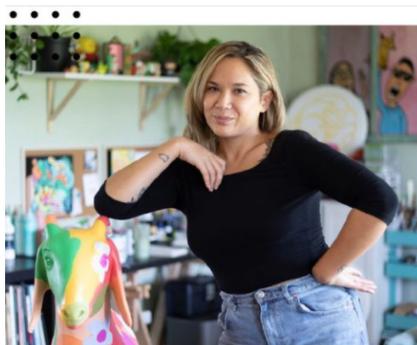


**Lealman Mural Project: Day 3**  
Sketched in and colors starting to go up!



**Creative Pinellas**  
Published by Hootsuite · September 29 at 7:00 PM ·

Meet the Lealman Mural Project Artist: [Jujmo](#)  
Cheryl Weber, better known as her pen alias "Jujmo", is a multidisciplinary artist. Specializing in the mural and illustrative work, her work is heavily influenced by color, cartoons, and folklore.  
You can find her work all across Tampa Bay and St Petersburg. After graduating from the University of South Florida with her bachelor's in fine art she immediately began working as a freelance artist... See More



**Lealman Mural Project**  
Mural Artist: Jujmo



TWITTER

New Followers: 16 (same)  
Impressions: 10,642 (+280%)  
Engagements: 143 (+550%)

INSTAGRAM

New Fans: 35 (- 40%)  
Impressions: 16,478 (+ 23%)  
Reach: 10,269% (+ 10%)

SAMPLE SOCIAL MEDIA POSTS  
FROM SEPTEMBER