



ST.PETE
CLEARWATER

Pinellas County Cultural Plan Update

Presented to the TDC on August 16, 2023

WHAT WE ARE GETTING

A road map for sustainable and equitable development of the arts and cultural sectors for the next 5 to 10 years.



Better Together

Created by Leo Gomez for Creative Pinellas
at the Lealman Exchange

Our Cultural Plan Will:

- Be evidence based, aspirational and achievable.
- Provide vision and priorities for an innovative cultural framework, including:
 - Policies, programs and action steps for implementation;
 - Strategies to guide and strengthen the County's arts and cultural future.
- Guide current and future public funding and investment in the arts.

WHY WE WANT IT (Moving the Needle)



Pinellas County *Arts & Culture Guide* with *Interactive Map*, highlighting 100+ arts and cultural organizations, plus arts festivals, county parks and libraries.

Today, a majority of our arts and cultural visitors come from Florida and 96% of them visit cultural attractions in St. Pete.

Our goal for the future is to:

- Capture and build that same arts energy countywide;
- Harness the economic power of the arts;
- Position Pinellas County as *The Top Arts & Cultural Destination*.

Data Provided by VSPC

ACCOMPLISHMENTS TO DATE



Even Hands Can See, Exhibition at Creative Pinellas
Art work by Horst Mueller, specifically for the visually impaired.

Q1

- Created the RFP in partnership with Creative Pinellas and VSPC.
- Identified high quality arts and cultural consultants to reach out to.

Q2

- Published and advertised RFP.
- Formed a selection committee of key stakeholders:
 - County/ VSPC;
 - Arts and Cultural leaders;
- Determined that the **Cultural Planning Group** would best meet our needs.

Q3

- Contract signing.
- Kick-off meeting scheduled.



CULTURAL PLANNING GROUP STRENGTHS



LINDA FLYNN, PH.D.



DAVID PLETTNER-SAUNDERS



MARTIN COHEN

- A clear understanding of the role the arts play in Pinellas.
 - The tools and skills to provide the results we need.
 - Community integration/arts innovation.
 - Community Engagement & Facilitation.
 - Cultural, Public Art, & Strategic Planning.
 - Cultural and Racial Equity Planning.
 - Cultural Sector and Market Economic Analysis.
 - Data Visualization and Asset Mapping.
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CULTURAL PLANNING GROUP EXPERIENCE

Collier County "Cultural Paradise"

- Elevate Collier County as an arts and cultural destination.
- Increase tourism while strengthening the arts economy.
- Cultural Facilities Assessment.

Marin County "Action Marin"

- Examine real estate costs and resulting artist exodus.
- Reaffirm creative identity and excellence.
- Post COVID reengagement.
- Engage visitors and residents with the arts community.

Creative Sonoma

- Actively work with Visit Sonoma to promote art & cultural experiences.
 - Integrate arts and economic development.
 - Support the growing creative economy.
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MOVING FORWARD: OUR CULTURAL ROADMAP

1. Strategic direction on how to move into the future.
 2. Identify the resources, assets, and policies we need to get there.
 3. Distinguish Pinellas County as a world-class arts destination.
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PROCESS PLAN

PLAN DEVELOPMENT

COMMUNITY ENGAGEMENT

INVENTORY, RESEARCH
AND ANALYSIS



COUNTYWIDE STAKEHOLDER
INTERVIEWS AND FORUMS

STAKEHOLDER REVIEW
AND FEEDBACK

ROLLOUT &
IMPLEMENTATION

OUR CULTURAL PLANNING PROCESS ENSURES THAT....

- We get it right!
- We're *expansive* in our embrace of the arts.
- We're *inclusive* in our explorations.
- We reflect the County's aspirations.



Helen French, Creative Pinellas Artist Laureate

Creative

Pinellas



**ST.PETE
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Thank You!

Barbara St. Clair
Barbara.stclair@creativepinellas.org
