



Creative
Pinellas



Promote



Promote
Incubate



Promote
Incubate
Develop



Promote
Incubate
Develop
Sustain

ARTICULATE

CREATIVE PINELLAS



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Performing ARTS >

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David William Durney



Gina Vivinetto



Scott Harrell



Marysia Lopez



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Laura Kepner

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2 Studying Pinellas County's Lit Life

3 Coral Reef Weaves Science into Art

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Concert Calendar: July 5 Through 11

Welcome to ARTICULATE's weekly rundown of recommended, critic-app... [See event >](#)

Coral Reef Weaves Science into Art

Living in the Bay area, we are constantly reminded of the beauty,... [See event >](#)

ART + DESIGN

Exploring Pinellas County visual arts, from painting to sculpture to photography, and beyond. Read about the exhibitions, projects, artists and workshops that make this area so vibrant.

BLOG

Coral Reef Weaves Science into Art

By [MARYSIA LOPEZ](#) on July 3, 2012 10:11 AM



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develop and sustain the Pinellas
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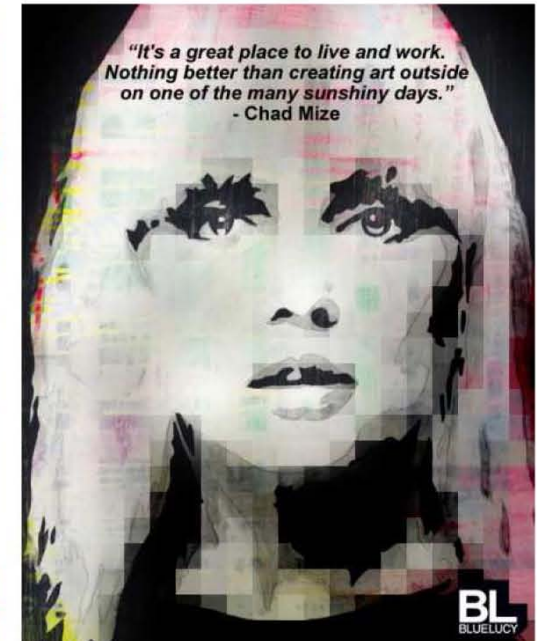
FIND
PINELLAS ART VENUES

EXPLORE
PINELLAS ART DISTRICTS

SEE

PinellasArts100

Our contribution to the Pinellas County Centennial celebration brought together the stories and visions of 100 artists in our community. The results are published online in an interactive three-dimensional slideshow at www.pinellasarts100.org. The page hosts 180 pieces of photo content and has logged 1,120 website views.



Administrative Residency

Instead of working in a traditional office, Creative Pinellas Director T. Hampton Dohrman spends time working virtually out of cultural organizations around the county. This provides an opportunity to see synergies between programs and promote each organization in a unique way. Since Mid-February, Hampton has worked out of nearly a dozen institutions, spending 60 days in the community.



Industry Newsletter

Creative Pinellas communicates industry news, including artist calls, workshops, job openings, and funding opportunities to Pinellas County artists. Our mailing list has added more than 700 artists in six months (a 28% increase) and communicates on a bi-weekly basis. Our average open rate is more than 30% with a six month engagement of 6,893.

Newsworthy

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Grants, Jobs, Artist Calls

FEAST

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Connecting Patrons with Artists in Pinellas County



ALL PATRONS

ART + DESIGN

DANCE

FILM

LITERATURE

MUSIC

THEATRE



The Creative Pinellas Patrons Program is an innovative microfunding marketplace connecting Pinellas County patrons with artists in need of support.

This customized program allows donors to see the direct impact of their generosity, while facilitating personal interaction between donors and the artists who benefit from their gifts.



Thank You
creativepinellas.org



Progress Report
Six-Month period ended June 30, 2012

1. Introduction

A lot can happen in six months.

Six months ago when I was invited to serve as Director of Creative Pinellas, the organization was mostly just an idea. The idea was to create a new high-impact model for supporting the arts and cultural community in Pinellas County. We would take what worked from the former Pinellas County Arts Council, add some new ideas, and update the model for the digital generation.

Six months later we've transitioned from concept to reality. We've not only laid the ground work for a sustainable business model but have already begun implementing programs. Our strategic plan and mission place us at the forefront of the independent community development trend. With support from a fantastic board of directors and a numerous community partners, our work is already having a positive impact on the arts community in Pinellas County.

I'm very happy to share our progress with you from these first six months, and I look forward continuing to celebrate our accomplishments for many months to come.



**T. Hampton Dohrman
Director, Creative Pinellas
director@creativepinellas.org
813.784.2972**

2. Mission

Promote

Creative Pinellas promotes the Pinellas County arts community through a major media function. We utilize a curated content model that champions the positive and highlights what is remarkable about arts programming in Pinellas County. We promote within the County to increase community participation and externally to present a cohesive and dynamic image of Pinellas County arts. Information is communicated in a professional and aesthetically pleasing manner that uses contemporary media strategies and focuses on information immediacy and usability.

Incubate

Creative Pinellas incubates the Pinellas County arts community through directed small investment philanthropy and innovative support models that provide resources of value to artists and organizations. We support projects and programs that produce high creative returns for the arts community and have outsized growth potential.

Develop

Creative Pinellas develops the Pinellas County arts community by increasing connectivity, collaboration, and educational opportunities. We serve as a point of contact for the arts community and build connections horizontally between artists, vertically between artists and arts organizations, and externally between our community and others around the country. We provide educational programming that addresses real-world issues and prepares area artists for the professional challenges of operating in the modern business environment.

Sustain

Creative Pinellas is committed to the development of a sustainable model for promoting, incubating, and developing the Pinellas County arts community. Sound business practices, leveraging of resources for maximum benefit, and a focus on creative returns on investment are at the forethought of our operational plan.

4. Metrics Overview



344 people like this
190 posts
74 original photos



331 followers
95 posts



13,954 views
8 videos



60 original photos



3,321 email subscribers



8 article features

3 new websites

640 pieces of content generated

3. Accomplishments

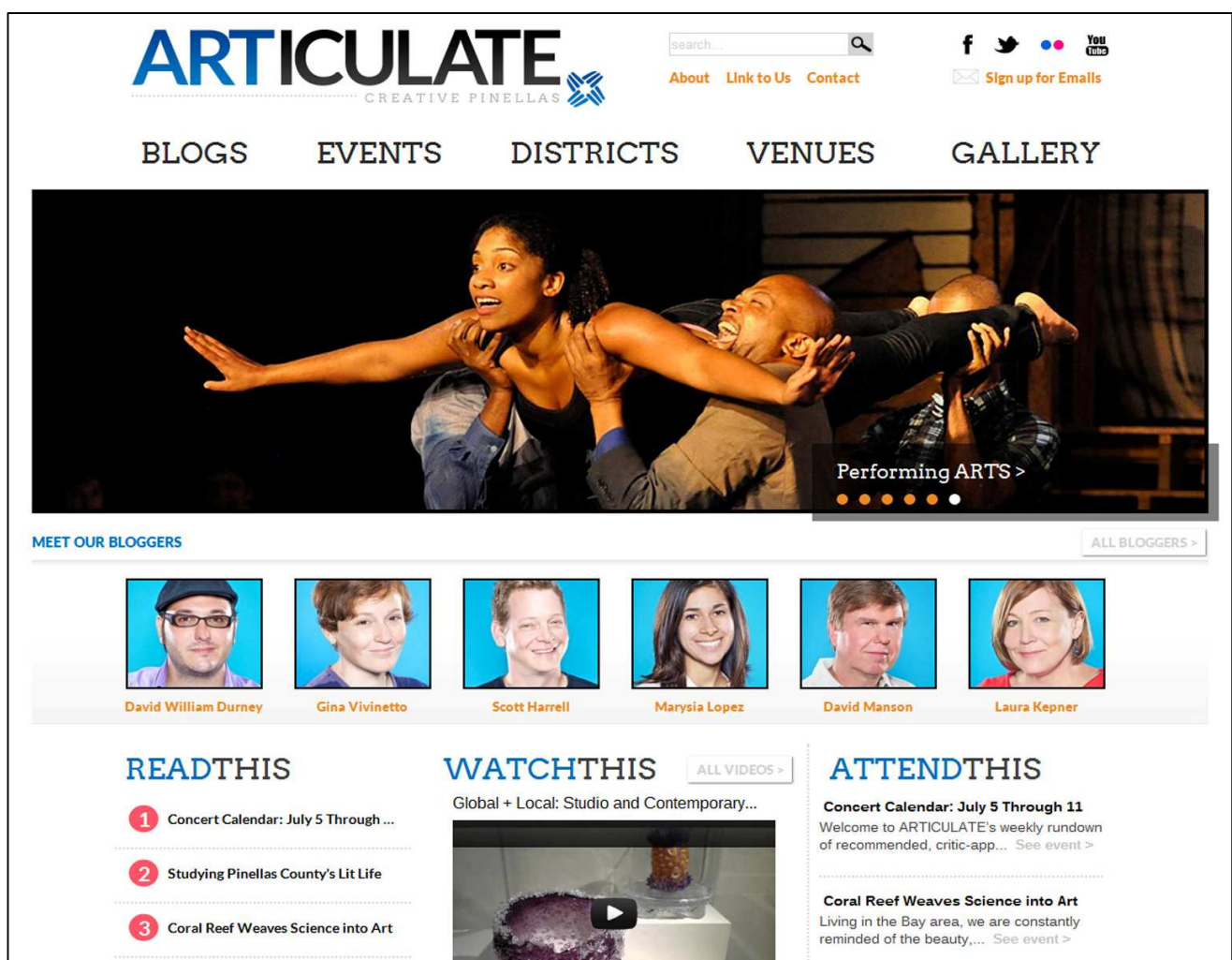


www.articulatesuncoast.com

The centerpiece of our promotion plan is ARTICULATE a fully functioning media site that celebrates Pinellas County arts in all genres.

Through ARTICULATE, Creative Pinellas aims to increase community participation in cultural activities, championing the positive with a focus on all that is remarkable about the county's arts programming. ARTICULATE blogs, videos, and slideshows highlight arts projects and openings, cultural hotspots, local shows, rising stars and much more.

Launched in live beta on June 25, in the last five days of the period ARTICULATE published 23 articles from 12 bloggers with 496 total page views.



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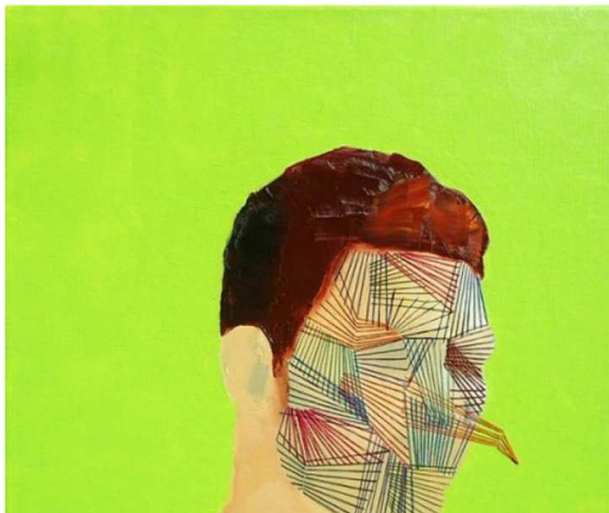


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No Rules: An Introduction

By [DANNY OLDA](#) on July 2, 2012 3:09 PM



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SEE EVENT COVERAGE

SOCIAL BREAK

Recommended	Facebook	Twitter
Gina Vivinetto and one other person recommend this.		
Gina Vivinetto, Aleshea Harris and 3 others recommend this.		
3 people recommend this.		

Facebook social plugin

BLOG CATEGORIES

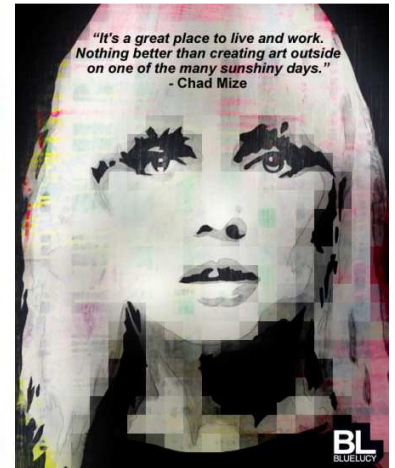
Art + DESIGN
Music
The SCENE

Performing ARTS
Film & Literature
Fringe

You

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Stage Manager, Designers Wanted

Dunedin Fine Art Center is now accepting applications for a Stage Manager and Designers for the Wearable Art & Fashion Show. **Deadline: May 18.** Event takes place August 11. [Click here](#) for entry requirements and application. Entries juried by Executive Committee. For more information contact Events Director Meg Huntley at Meg@DFAC.org or (727) 298-DFAC.

Connections

Workshops, Meetings, Networking

Artist Talk: Suzanne Camp Crosby

Award-winning Bay area photographer [Suzanne Camp Crosby](#) presents an artist talk at [Museum of Fine Arts](#) (255 Beach Drive NE, St. Petersburg) on Saturday, May 19 from 3 to 4 p.m. Crosby obtained a MFA at the University of South Florida and was Tampa's Photo Laureate in 2004. The Museum has four of her photographs in its collection, on display at the talk. Free to Friends of Photography members; \$5 plus Museum admission for non-members.



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5. What's Next for Creative Pinellas?

More. More programs, more workshops, more content from ARTICULATE, more community engagement, more opportunities for artists.

Major programs scheduled to come online in the Fall include:

The Cage - A free resource share program for artists

Patron's Program - A community sourced microfunding program for arts projects

Public Art 2.0 - A digital and mobile public art experience

Virtual Arts Incubator - The first components of our virtual professional development platform that turns artists into entrepreneurs

Sustain. We will continue our focus on sustainability by working to expand existing revenue streams and create new opportunities.

License Plate Revenue – We will launch an enhanced two-part marketing plan to increase participation in the Florida Arts License Plate program.

Phase One: Traditional campaign that leverages board member connections to increase visibility and educate the public about the benefits of purchasing the Florida Arts License plate. Examples include flyers at arts venues around the county, program inserts, and promotional public service radio spots.

Phase Two: Creative marketing plan that engages Pinellas County artists to design novelty plates that are made available with a recurring revenue split between artists and Creative Pinellas that promotes the traditional Florida Arts License Plate program by marketing an alternative.

ARTICULATE – We plan to leverage the visibility of our media site ARTICULATE to generate sponsor dollars that support not only the costs of administering the site and generate content, but also the general administrative expenses of Creative Pinellas. Our goal is complete sustainability of ARTICULATE within 18-months of our June launch.

Partner. Creative Pinellas finds power in partnerships and we will continue to establish collaborative relationships with existing organizations, institutions and individuals.

Stay Connected



6. Metrics Update – October 1

Media Metrics



412 likes / 233 posts / 85 photos (Industry Site)
203 likes / 106 posts / 145 photos (ARTICULATE)



374 followers / 267 posts



16,057 views
12 videos



108 original photos



3,419 email subscribers



86 articles
14,629 total views



5,007 page views