



Pinellas BCC Meeting
May 20, 2014

Welcome



- Program Updates
- New Initiatives
- Operational Overview
- Q & A – Open Forum





PROGRAM UPDATES

- FEAST
- The Academy
- Administrative Residency
- Testimonials





FEAST 6: BEACH FEAST

March 27, 2014

\$1,310 raised at Beach Art Center, Indian Rocks Beach



"I think the FEAST events are a fabulous way to bring artists and community together! Besides acquiring funds that will help the Beach Arts Center to build its Veteran's program, we were able to establish working relationships with other local artists that not only will benefit the BAC in the future, but will also help to promote art in Pinellas County through collaborations."

- Robin Borland, FEAST Presenter and Beach Arts Center volunteer

***These micro-funding events will continue twice yearly.
FEAST 7 is tentatively set for November 2014 in
St. Petersburg.***

CREATIVE PINELLAS

ACADEMY

The logo for Creative Pinellas Academy features the word "ACADEMY" in a large, blue, sans-serif font. Above it, the words "CREATIVE PINELLAS" are written in a smaller, grey, sans-serif font. To the right of the word "ACADEMY" is a stylized graphic of four hands in blue, orange, and yellow, arranged in a circle.

Helping artists thrive in a modern business environment, the Creative Pinellas Academy arts and entrepreneurship training program teaches business skills to Pinellas County artists. In 2013, two six-week program sessions explored contemporary issues and best practices in strategic planning, branding, online media, financial management, marketing, and revenue models. A total of 30 students were served during the program's first year.



"I was thrilled to be a part of the Creative Pinellas Academy, which helped focus the way I approach the business side of my artistic life. It is a tremendous four-star program for anyone seriously engaging in the arts, whether as a hobby or as a profession."

– Anonymous, from student feedback survey

Breakout sessions and weekend workshops on related topics will continue starting Summer 2014.

ADMINISTRATIVE RESIDENCY

A mobile office program that puts Creative Pinellas directly into the county's arts community.



“Creative Pinellas’ touring administrative residency is a brilliant enterprise! No better way to build relationships than to share the daily rigors of real life in the workplace. We thoroughly enjoyed Mitzi’s presence, and her contributions during her two-week stay were generous and insightful. I am certain we both gained a clearer understanding of each other’s organizations—and we are keen to draw upon the resources of Creative Pinellas going forward.”

- Catherine Bergman, Curator and Adult Education Director, Dunedin Fine Art Center

2014 Tour Dates

- April 7 – 18: Dunedin Fine Art Center (Dunedin)
- April 22 – May 2: The Palladium (St. Pete)
- May 5 – 16: Industrial Arts Center (Gulfport)
- May 19 – 23: Morean Arts Center (St. Pete)
- May 26 – 30: Morean Glass Studio & Hot Shop
- June 2 – 13: The Artist Loft @ 66 (Largo)

TESTIMONIALS

“FEAST gave me a chance to meet new creative people that were doing other amazing projects. It also allowed me to introduce my project to others that had never heard of The Urban Conga and the musical bench we created. The money I received helped to do more marketing to get the bench out in the communities along with creating a prototype. The FEAST also gave me possibly prospects in purchasing a bench. Thanks again for giving me a chance to present my work and be a part of the FEAST!!”

- Ryan Swanson, FEAST Presenter and founder of The Urban Conga



“It was a pleasure having Mitzi here, and she put up with our tumultuous environment, with lots of comments, questions and insights.”

- George Ann Bissett, Executive Director, Dunedin Fine Art Center

"[The Academy] is a fast-paced boot camp of information necessary to ready your art and build yourself up for the business of a successful art career. It is taught in a friendly, no-pressure way but with all the expectations that a professor would put on a class to succeed.”

– Anonymous, from student feedback survey

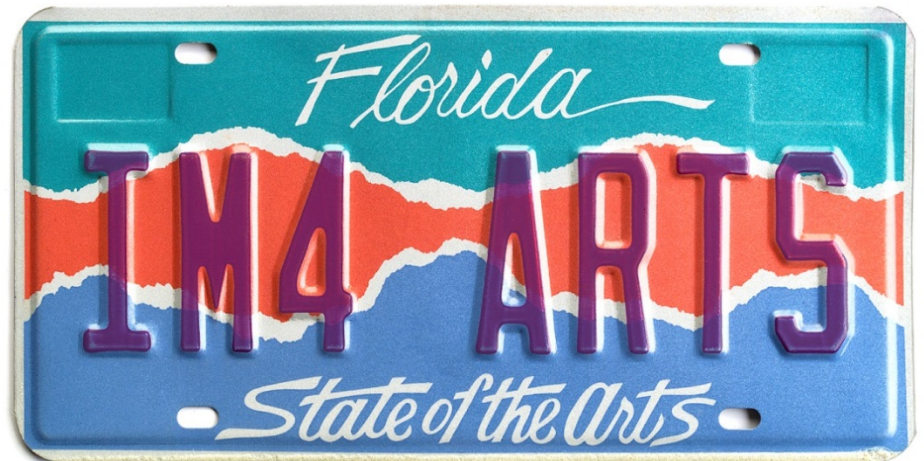
NEW INITIATIVES

■ Website restructuring

- ARTICULATE + CreativePinellas.org + PublicArtPinellas.com
- Visit St. Pete/Clearwater “Cultural Discoveries”
<http://www.visitstpeteclearwater.com/cultural-tourism>

■ State of the Arts license plate fundraising

- Tax Collectors Office promotions September 2014
- CARMADA
- Kids Tag Art



WEBSITE RESTRUCTURING



CreativePinellas.org

Mission information
Artist resources

PublicArtPinellas.com

Searchable public art map

We are strengthening partnerships with Miles Media—the original ARTICULATE developers—and Visit St. Pete/Clearwater to bring this project to fruition.

CARMADA: Arts on the Move



- Saturday, Sept. 27, 2014
- City-County Partnership
- Proceeds benefitting Creative Pinellas, Class Acts, and regional artists
- Vehicle display, live art-car painting, interactive mobile art projects
- State of the Arts license plates purchasable by voucher
- DJ and refreshments

Our CARMADA event will culminate a month-long promotional push wherein our State of the Arts license plate will be strongly featured at all Pinellas County Tax Collector offices.

Kids Tag Art

Kids Tag Art is a school fundraising project—originating in Polk County five years ago—that inspires elementary-age art students to design their own specialty front license plate art, which is then sold to raise needed funds for classroom art supplies.

Creative Pinellas is working with the Pinellas County Tax Collector's office to bring this program into Pinellas schools.

This program is slated to debut at our CARMADA event on September 27 in St. Petersburg.



OPERATIONAL OVERVIEW

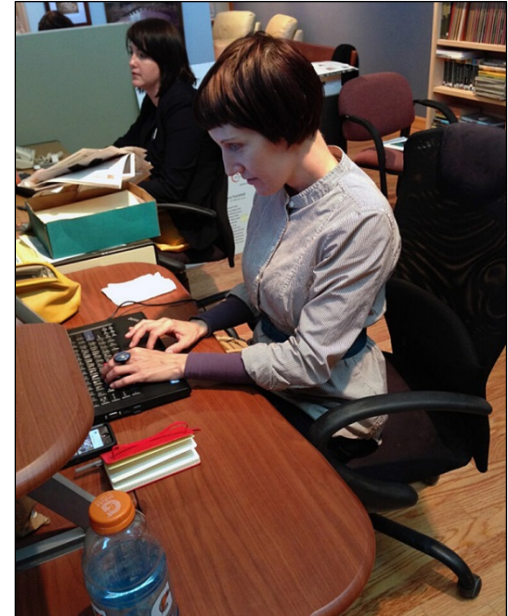
April 30, 2014

■ Staffing

- Two independent contractors
- 12+ bloggers paid by item

■ Financial Status

- Total assets \$308,202
 - \$280,000 treated as “endowment” invested conservatively
 - Balance held as working capital
- Current net loss is ~ \$3,800/month negative
 - Partially offset by investment gains
 - Plan to increase revenue to at least break even in “Sustain” program





**Questions?
Answers!**



Thank you



Update on Regional Water Supply

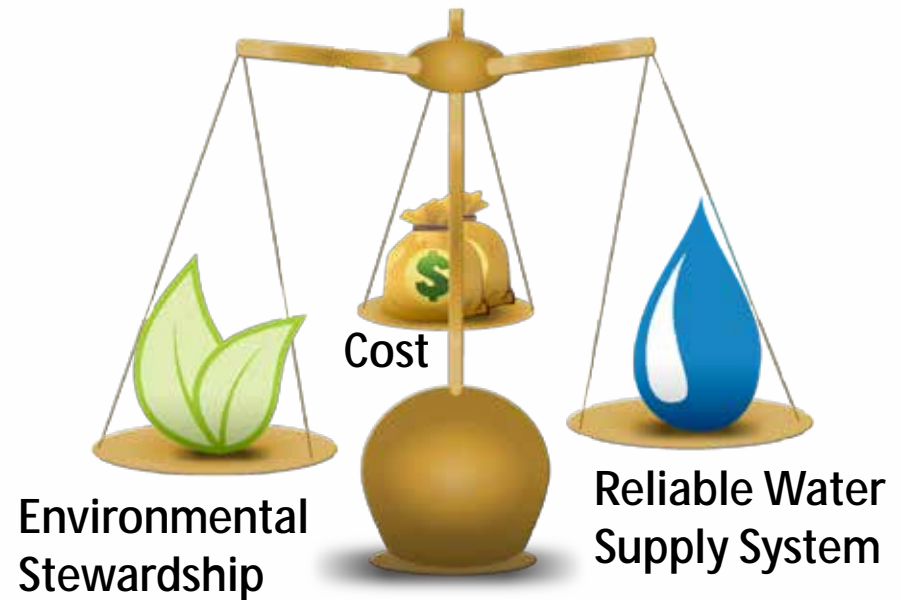
**Pinellas County Commission
May 20, 2014**

Agency Mission and Goals

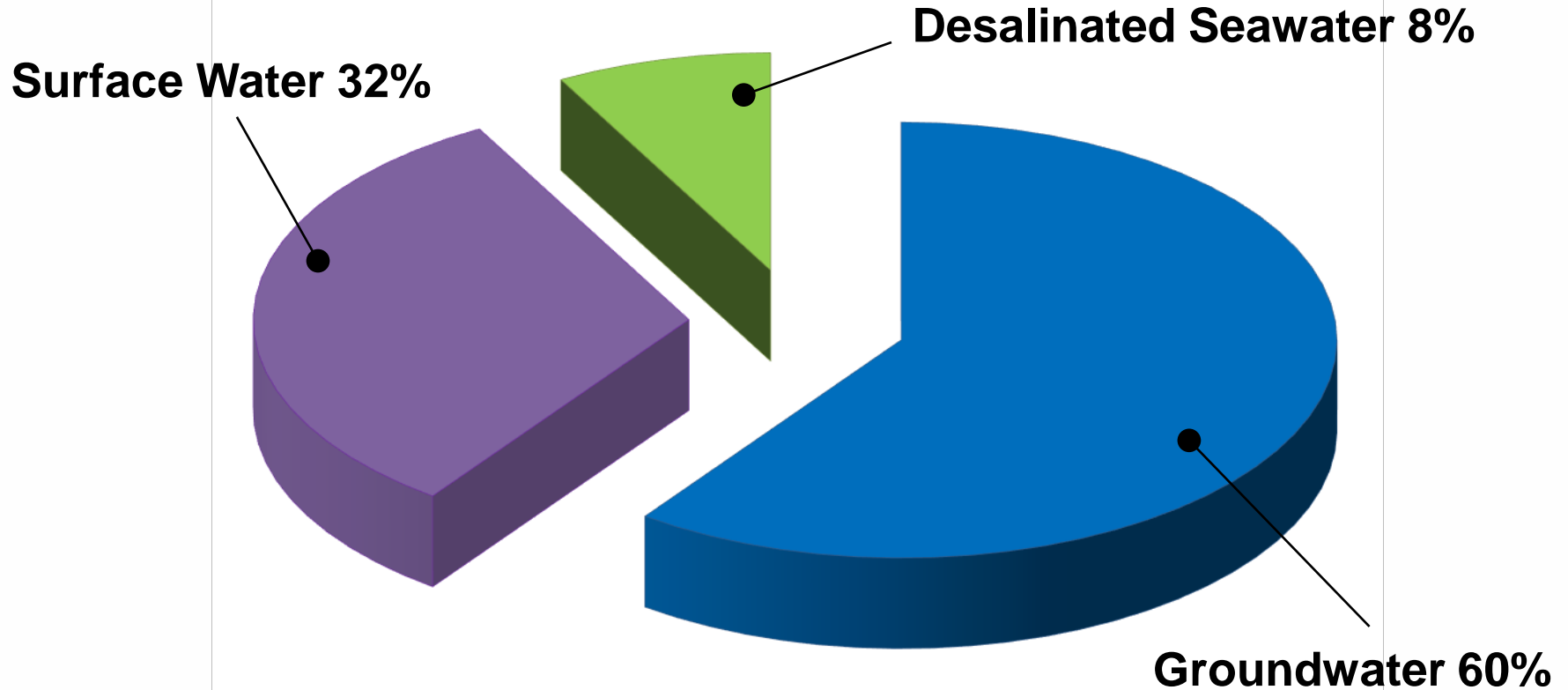
It's our mission to reliably provide clean, safe water to the Tampa Bay region now and for future generations.

Board goals:

- **Be reliable**
- **Be sustainable**
- **Be affordable**

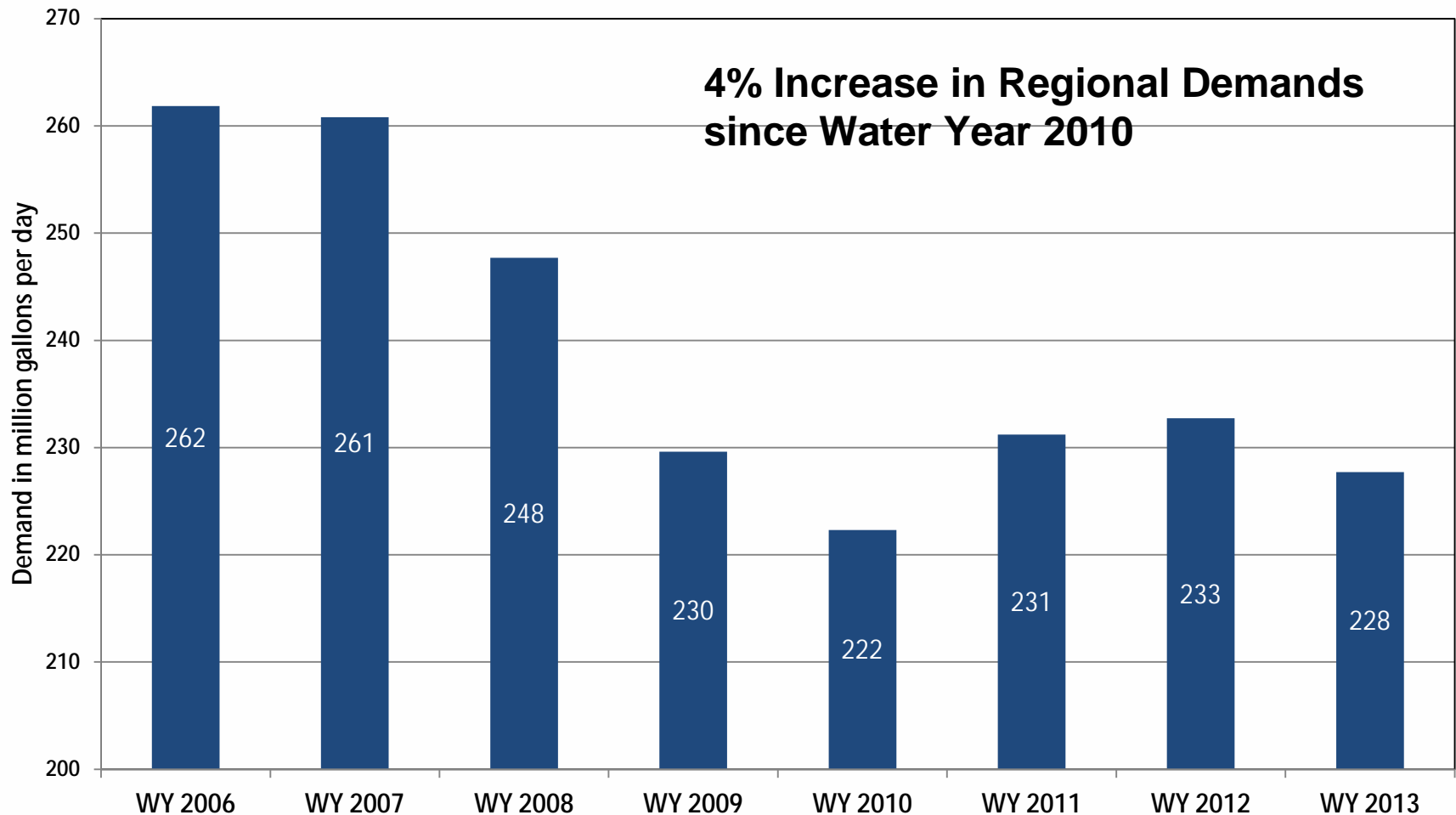


Tampa Bay Water Current Water Sources Use

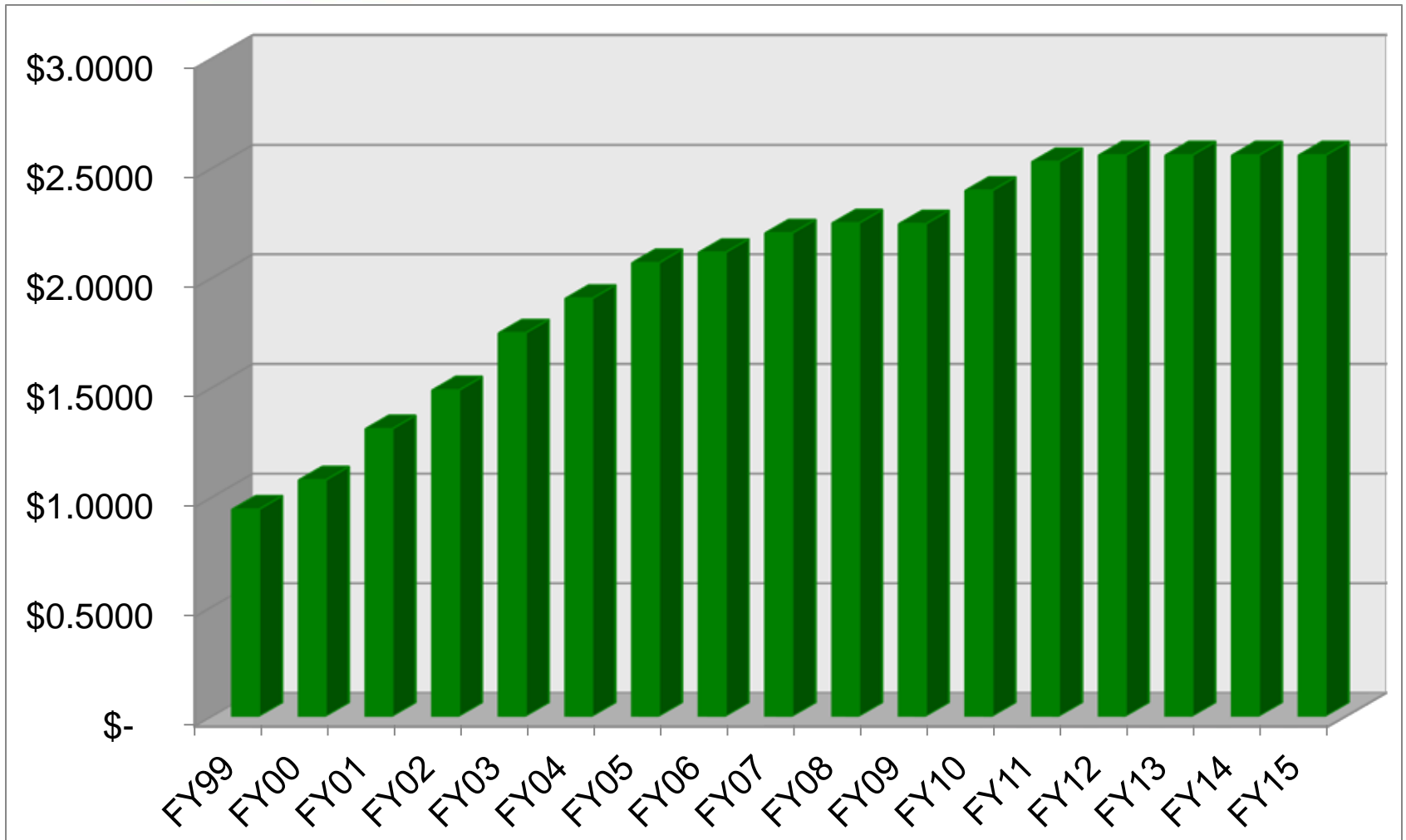


The 2014 water supply is based on the most effective use to meet projected water needs taking into account demand, cost and environment.

Regional Demand Changes



Fiscal Year 2015 Proposed Rate is \$2.559 per 1,000 gallons



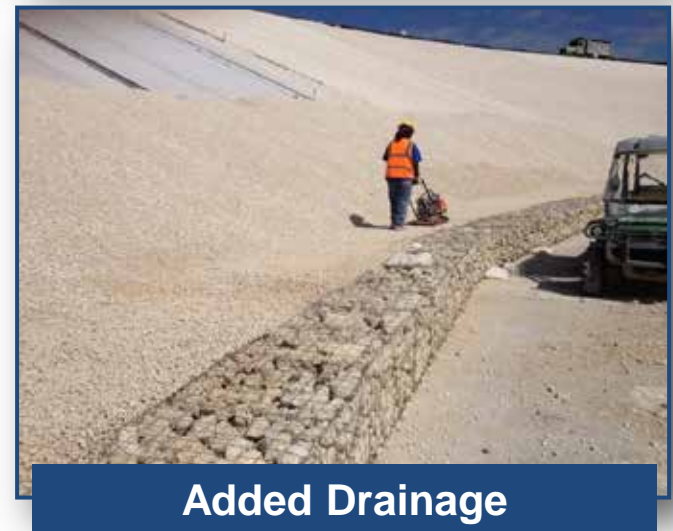
Highlights from Past 12 Months

- Celebrated agency's 15th anniversary
- Completed the Long-term Master Water Plan
- Completed the new hydrogen sulfide removal facility in Hillsborough County
- Began construction on the Reservoir Renovation Project
- Worked in partnership with Pinellas County on Eldridge-Wilde Point of Connection



Reservoir Renovation Project Update

- **Region's water savings account – holds 15.5 billion gallons**
- **Replacing interior liner**
- **Adding drainage layer**
- **Construction nearing completion – anticipated fill date August 2014**



Partnering with Pinellas County - Joint Project Modifications

- **New regional system point of connection**
- **Modified Eldridge-Wilde Wellfield point of connection**
- **Transfer pump station and hydrogen sulfide facility improvements**
- **Improved blending and water quality**



Treatment Process - H₂S Removal



New Wellfield Point of Connection

Questions?