

Creative Pinellas
Pinellas Local Arts Agency
April 26, 2011

- The Cultural Affairs Department of Pinellas County was eliminated on October 1, 2010
- The PCCA served as Pinellas County's Local Arts Agency (LAA)
- A group of community leaders pulled together a task force to develop a sustainable business model for Pinellas' Local Arts Agency.



Task Force Members

Susan Betzer	Russ Kimbell
George Cantonis	Susan Latvala
Bob Churuti	Nancy Loehr
Beth Daniels	Duncan McClellan
Stephanie Dobies	Doreen Moore
Barbara Hubbard	Lara Shane
Peter Kageyama	Christopher Still



Tasks

The Task Force completed the following tasks:

- Reviewed local art agency (LAA) models across the country
- Created an inclusive process and gathered input from the arts community, organizations, community leaders and education representatives through focus groups.
- A total of 4 focus groups with over 100 attendees were conducted
- Created Facebook page to update interested community members
- Defined a corporate structure and name
- Developed a strategic plan for the LAA
- Developed a budget



Corporate Structure

Organization's Name

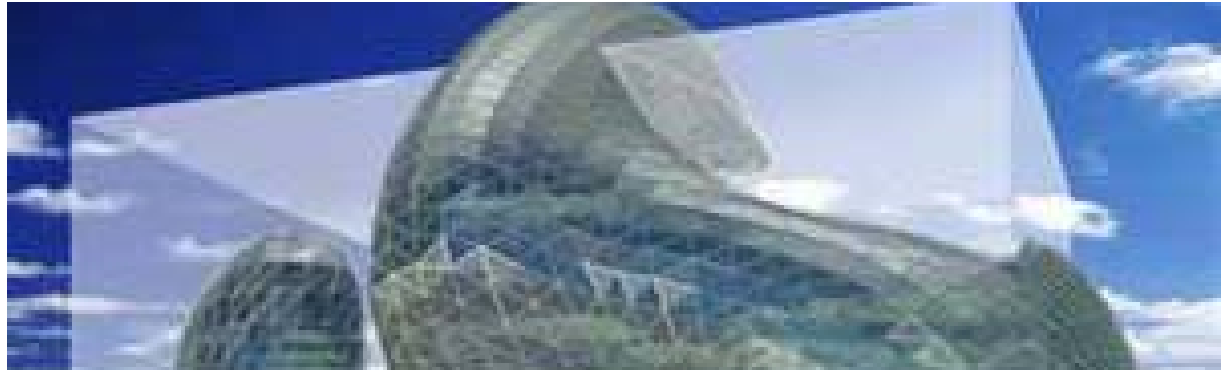
"Creative Pinellas"

Legal Structure

501(c)4

Board of Directors

Alan Bomstein
Peter Kageyama
Susan Latvala
Nancy Loehr
Doreen Moore
Michael Pastrich
Susan Reiter
Lara Shane
Katee Tulley



Mission Statement

Creative Pinellas connects and fuels the creative impulses that make Pinellas County a great community.



Strategic Initiatives

- Serve as the Local Arts Agency for Pinellas County
- Create a network to engage artists, creatives and the community
- Participate in the County Centennial Celebration to enhance awareness of the role of arts & culture
- Improve the quality of life by increasing community participation in creative and cultural events
- Grow tourism revenue by enhancing awareness of Pinellas arts and culture
- Develop a plan to grow license plate revenue



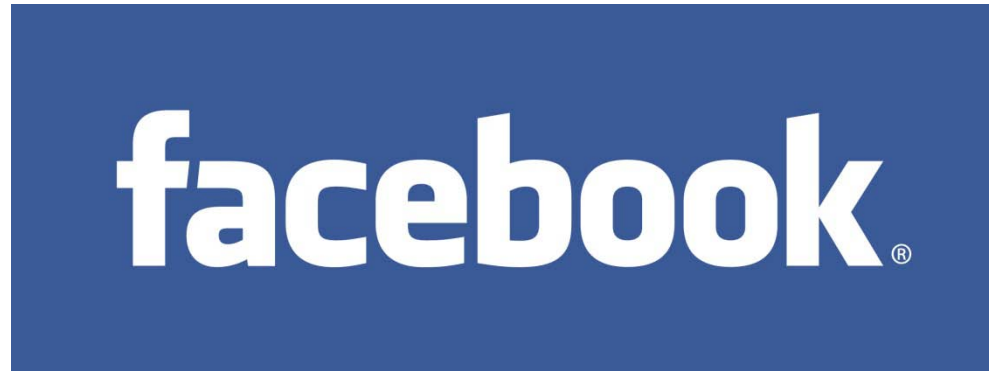
“Creative Director”

- Less than full time position
- Connector and Coordinator
- Provide local and national “intelligence” to community
- Spokesperson for the county’s creative community
- They are the central “router” for arts, cultural and creative information in the county



Building “Buzz”

- Two “Buzz” Officers or local “scenesters”
 - Social media mavens
 - Producing over 3,000 pieces of content
 - Creating “Google Juice”
 - Building a following and a network
- Continually remind arts providers to update Arts Tampa Bay calendar
- Increase license plate revenue



	Year 1	Year 2	Year 3
Revenue			
License Plate	\$30,000	\$36,000	\$43,200
Prior Year License Plate Funds	\$20,000	NA	NA
Pinellas County Seed Funding	\$300,000	NA	NA
Marketing Sales		\$20,000	\$40,000
Centennial Book & Poster Sales		\$5,000	\$5,000
Total Revenue	\$350,000	\$61,000	\$88,200
Expense			
Creative Director	\$25,000	\$25,000	\$25,000
2 Contracted Buzz Officers	\$24,000	\$24,000	\$24,000
Operational Costs	\$5,000	\$3,000	\$3,000
Total Expense	\$54,000	\$52,000	\$52,000



Request

- Transfer the LAA designation to Creative Pinellas.
- Provide the seed funding to transition the Local Arts Agency from the Cultural Affairs Department of Pinellas County to the Creative Pinellas organization.

