



Pinellas County BCC Meeting

May 12, 2015



We come before you to affirm the ***cultural and economic potential*** of the county's ***arts industry***, and to ask for your strong ***support*** of a plan for enhancing ***quality of life*** throughout our communities, encouraging business retention and relocation, advancing ***neighborhood revitalization***, helping to improve ***public education*** and lifelong learning, and fostering ***economic development*** by enabling ***Creative Pinellas***, as your designated local arts agency, to implement this plan.



OUR MISSION

Creative Pinellas is the county's non-profit local arts agency, formed in 2011 with a mission to promote, incubate, develop and sustain Pinellas County's creative communities. We work to achieve that mission by connecting the dots between organizations, artists, and resources to support growth.



OUR VISION

- Administer to and advocate for artists and organizations countywide as a supporting agency.
- Promote the Pinellas County cultural arts and expand cross marketing through synergies with existing CVB initiatives and resources.
- Foster entrepreneurship and networking among cultural sectors to stimulate economic development through the arts.
- Expand arts educational access for the underserved, including children, the elderly, and the disabled, culturally and geographically diverse audiences, and those with special needs.
- Identify and foster arts employment opportunities.
- Build new cultural patrons and develop lifelong audiences.
- Develop and market the county's arts brand.

THE CASE FOR CULTURE: *ECONOMIC AND SOCIAL IMPACT*

- Diversification and development of our innovation economy
- Downtown and community revitalization
- Student achievement, preparation for higher education and the future workforce
- Business relocation and retention, and job growth in urban and rural areas
- Tourism development
- Crime prevention
- Health and wellness
- Quality of life for residents and visitors





**THE ARTS ATTRACT
BUSINESSES AND SOCIAL CAPITAL,
AND ENHANCE TOURISM.**



**THE ARTS CREATE JOBS, SPENDING, AND
TAXES, CREATING VALUE AND
SPURRING COMMUNITY RENEWAL.**



***HOW WE CHOOSE TO INVEST NOW LAYS
THE FOUNDATION FOR HOW WE WISH TO
BE POSITIONED IN THE FUTURE.***



OUR PROPOSAL

MARKETING AND BRAND GROWTH



Beach & Culture Map

350,000+ maps printed annually

Distributed at:

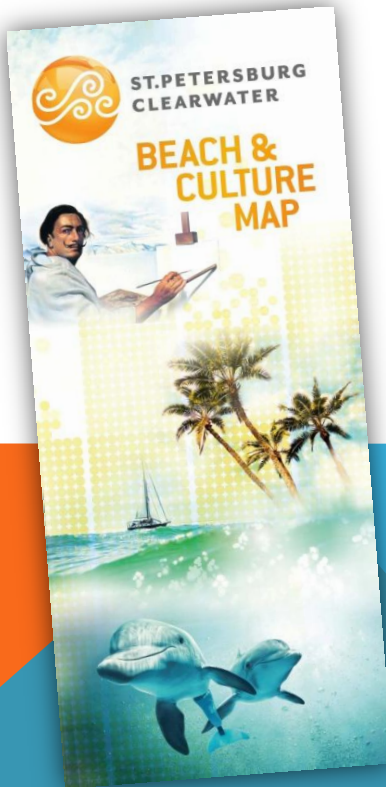
- Tradeshows & Conferences
- Local events
- VISIT FLORIDA welcome centers
- AAA offices
- Chambers of Commerce
- Airport Information Kiosks
- Hotel and Attraction Brochure Racks

Gulf to Bay Destination Magazine

600,000 magazines printed in 2015

Distributed via:

- *The New York Times, Orlando Sentinel, Tampa Bay Times, Sarasota Herald-Tribune*
- Tradeshows & Conferences
- VISIT FLORIDA Welcome Centers
- Airport Information Kiosks





ST.PETERSBURG
CLEARWATER

Print Advertisements



Social Media

Promotion across all **Visit St. Pete/ Clearwater** social media channels:

- **Facebook** (188,000 Lifetime Likes)
- **Twitter** (36,000 Followers)
- **Instagram** (5,300 Followers)
- **YouTube** (4.9 million Lifetime Views)





Arts, Culture & Museums x

www.visitspeterclearwater.com/things-to-do/arts-culture?utm_source=redirect&utm_medium=radiantculture&utm_campaign=vanity

ST. PETERSBURG
CLEARWATER

Social Hub | eNewsletter | Destination Magazine

THINGS TO DO BEACHES COMMUNITIES TRIP IDEAS PLACES TO STAY DINING &

Arts & Culture >

FIND THINGS TO DO BY INTEREST

MUSEUMS

MUSIC

TRIP IDEAS >

comes to arts and culture
a few famous names in

aficionados alike is The
en if your artistic interest
figures, the largest
Spain appeals to anyone
ding it's all housed in.
ion at the Morean Arts

TRIP IDEAS >

THE DALÍ MUSEUM

CHIHULY COLLECTION

THEATERS AND PERFORMING ARTS

ART AND HISTORY MUSEUMS IN TARPON SPRINGS

SHOPPING FOR ART, ANTIQUES AND COLLECTIBLES

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ARTS & CULTURE LISTINGS

Ratings and Reviews Powered by TripAdvisor

tripadvisor

KEYWORD COMMUNITY TYPE AMENITIES

YOU'VE SELECTED Clear All

RESULTS: 124 OF 210 LISTINGS

RUTH ECKERD HALL
Clearwater
295 Reviews

RENAISSANCE VINOVY RESORT AND GOLF CLUB
St. Petersburg
1132 Reviews

PINELLAS PARK PERFORMING ARTS CENTER
Pinellas Park

HISTORIC KENWOOD HISTORIC DISTRICT
St. Petersburg

VENUE THEATRE AND

M.G.A. SCULPTURE

ST. PETERSBURG CITY

FLORIDA ORCHESTRA

Radio & Television



ST.PETERSBURG
CLEARWATER

NPR (WUSF and WSMR) Radio Campaign

- 15-second live read spots on WUSF-FM (NPR) & WSMR-FM (Classical)
- (40) spots per week on each station Monday – Friday
- Web banner ad in WUSF-NPR mobile app + website

PBS (WEDU) Television Campaign

- 30-second commercials airing in the BBC World News/PBS Newshour and primetime on such programs as Great Performances, American Masters, Live at the Met, Live from Lincoln Center , Antique Roadshow and Masterpiece Theater.
- (22) spots per week



MARKETING AND BRAND GROWTH

1ST – 3RD YEAR GOALS:

- Partner with the CVB in branding Pinellas as a cultural destination.
- Develop an increasingly interactive and mobile-optimized arts marketing website through *ArticulateSuncoast.com*.
- Build and implement Artist as Ambassador campaign, putting a face on the Pinellas arts scene.
- Compile, promote, and maintain a county cultural calendar that can be accessed, linked, and distributed by multiple community partners.
- Foster and spearhead creative placemaking initiatives.
- Conduct and advocate market research for more effective targeting of messages.
- Address inter-regional marketing, while also helping promote the area to arts-related annual conferences and conventions.
- Work to cross promote cultural initiatives at all levels.
- Provide cultural organizations with tools, information, coordination and training to assist them in more effectively marketing programs and increasing audiences.
- Leverage LAA sponsor visibility as a countywide marketing opportunity.

MARKETING AND BRAND GROWTH

RESOURCE ESTIMATES:

Total investment of \$150,000 for marketing and cultural brand growth

- Increase resources and fees for Media Manager role and administrative support, adding 1099 contractors as required to assist with marketing and media initiatives
- Develop and distribute collaborative marketing package
- Build sponsorship and outreach fund



A photograph of two people in an art gallery. On the left, a person with long dreadlocks and a yellow headband is looking at a large, colorful abstract artwork. On the right, a person wearing a green cap and glasses is gesturing with their hands while looking at the same artwork. The artwork is a vibrant, multi-colored abstract piece with various patterns and textures. The background is a light blue wall. The image has a blue tint and a geometric orange and blue overlay in the bottom left corner.

“Put an artistic ‘face’ on the Pinellas art scene, and use the artists and talent already here to draw money, visitors, and buyers.

***Team with artists** to reach out to patrons, and use artists as ambassadors of the arts – proof of the richness to be found in Pinellas.”*

– Steven Kenny, Artist, Historic Kenwood

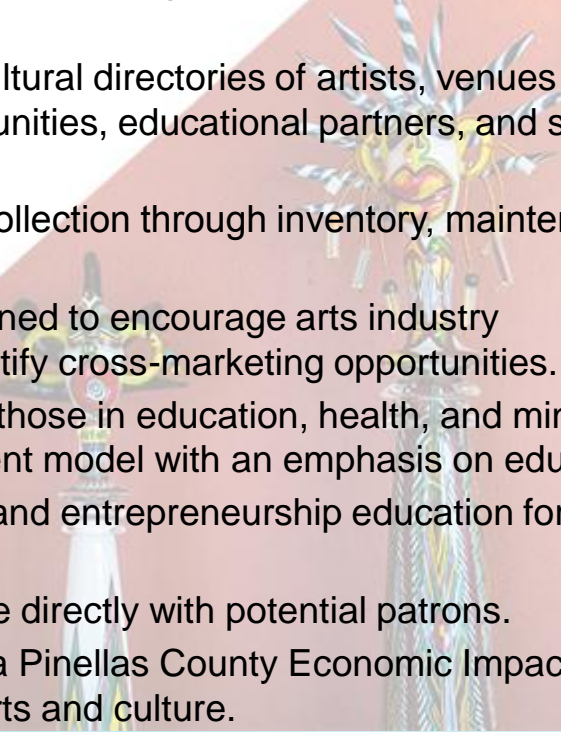
PROJECT FUNDING AND COMMUNITY ENGAGEMENT



PROJECT FUNDING AND COMMUNITY ENGAGEMENT

1ST – 3RD YEAR GOALS:

- Establish open countywide communication and networking to stimulate cultural and economic development.
- Serve as a hub of information by maintaining cultural directories of artists, venues and organizations, public art, project funding opportunities, educational partners, and similar content as a public resource.
- Provide stewardship of our county's public art collection through inventory, maintenance, and placement programs.
- Convene meetings throughout the county designed to encourage arts industry representatives to work collaboratively and identify cross-marketing opportunities.
- Build stronger support of and partnerships with those in education, health, and minority industries, and strengthen our youth development model with an emphasis on education.
- Provide access to and promote business skills and entrepreneurship education for creative workers of all types.
- Provide social opportunities for artists to engage directly with potential patrons.
- Encourage and assist with the development of a Pinellas County Economic Impact Study providing specific quantifiable data relating to arts and culture.
- Develop and implement competitive grantmaking opportunities.
- Build and convene with a Pinellas Arts Advisory Committee of cultural industry representatives.



PROJECT FUNDING AND COMMUNITY ENGAGEMENT SEED GRANTS

Examples

- A new mural on a community center.
- A weeklong after-school arts theatre workshop culminating with a free public showcase.
- A professional artist employs an intern to assist in the creation of artwork slated for public exhibition or performance.

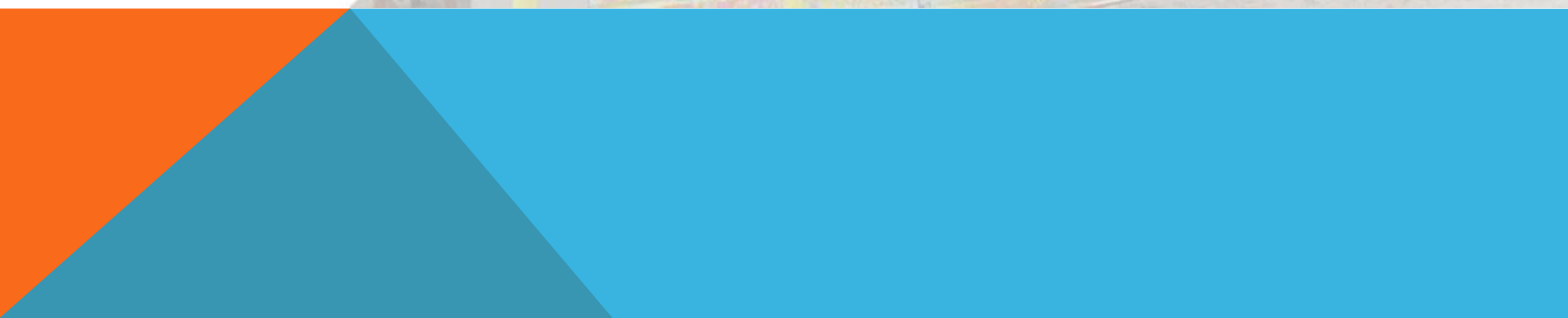
Eligibility

- ARTISTS – Pinellas based individual artists with demonstrated excellence in applicant's chosen media, to develop publicly accessible projects.
- TEACHERS – Pinellas County arts teachers, licensed after-school care providers, and similar professionals, to develop youth programs.
- ORGANIZATIONS – Non-profit arts and cultural organizations with dedicated educational departments or missions, to develop public programs.

PROJECT FUNDING AND COMMUNITY ENGAGEMENT RESOURCE ESTIMATES:

*Total investment of \$150,000 for project funding
and community engagement*

- Contract administrative assistant and other 1099 personnel as necessary for program support
- Provide for LAA project supplies, materials, and associated costs
- Build Seed Grants funding pool



OUR TIMELINE

YEAR 1 (Pilot Program) – FY 2016

- Recommend commitment to an annual investment of not less than \$300,000 from sources approved by the Pinellas County Board of County Commissioners, including Tourist Development Tax, general revenue, specific sales tax, or combination.
- LAA to explore and develop public-private partnerships.

YEAR 2 – FY 2017

- Report on Pilot Program results and metrics.
- Begin countywide Economic Impact Study.

YEAR 3 – FY 2018

- Begin new strategic planning session for Pinellas County arts and culture.
- LAA to strengthen state-level advocacy in efforts to impose revenue sources at local levels.





THANK YOU