



Creative

Pinellas



Our Mission

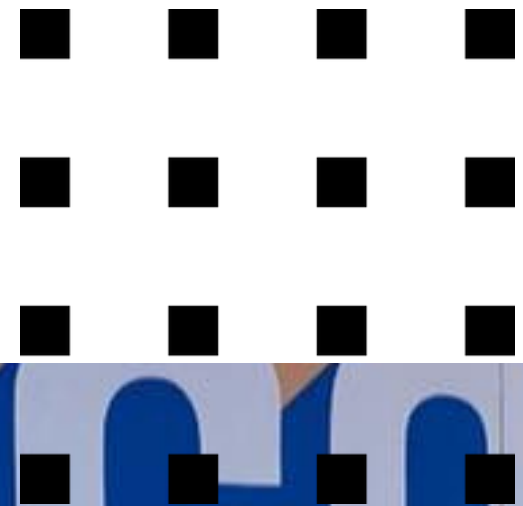
**Foster and sustain a vibrant,
inclusive, and collaborative arts
community across Pinellas County.**

Art Uplifts Humanity

We Uplift Art and Artists All Across Pinellas County

We provide support, connection, and opportunities to artists, organizations, and the public in order to grow and sustain the area as an internationally recognized arts and cultural destination.

Our role in Pinellas County is to enable the arts to flourish and the arts community to thrive. Working in alignment with the Pinellas County Strategic Plan and with our arts, tourism and cultural partners, we work to create an environment that fosters continued economic growth and vitality, preserves and supports our cultural and historical assets, recognizes and provides opportunities to those in need and builds upon and provides first-class service to our artists, the arts and cultural community, our partners, our residents and our visitors and guests.





Who We Are

Creative Pinellas is the Local Arts Agency for Pinellas County. In partnership with the Board of County Commissioners and Visit St. Petersburg/Clearwater, we support arts and cultural programs for the benefit of all residents and visitors to Pinellas County. Additionally, we promote the powerful story of our success as an arts and cultural destination—locally and worldwide.

What We Do

Cultural assets and activities create jobs, drive commerce, and boost tourism. In 2015 (our most recent data year) the arts and cultural sector generated over \$241 million in direct annual expenditures in Pinellas County, created over 7,200 jobs, and produced \$29.8 million in state and tax revenue according to the Arts and Economic Prosperity V economic report. In addition to economic impact, engagement with arts and culture also has great social value, from keeping teens out of the criminal justice system and helping our veterans to heal from PTSD to training our children to be more creative problem solvers and bringing communities together. At Creative Pinellas we believe our job is to communicate this information effectively and to support, sustain and work to expand the arts and cultural activities that generate these stellar results.



Why We Matter

Our role in Pinellas County is to enable the arts to flourish and the arts community to thrive. Working in alignment with the Pinellas County Strategic Plan and with our arts, tourism and cultural partners, we work to create an environment that fosters continued economic growth and vitality, preserves and supports our cultural and historical assets, recognizes and provides opportunities to those in need and builds upon and provides first-class service to our artists, the arts and cultural community, our partners, our residents and our visitors and guests.



Our Values

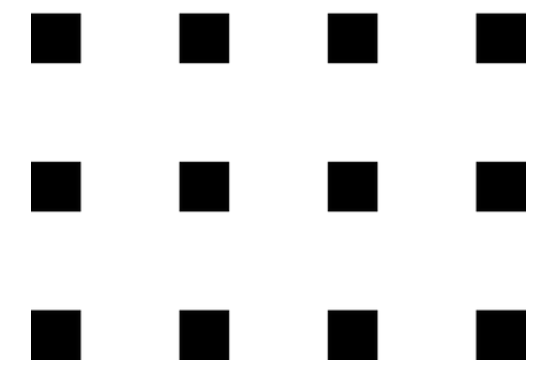
Inclusive

Collaborative

Accessible

Involved

Contemporary



Inclusive

Our work includes all mediums of art from all over the county and we prioritize equitable representation across identities.





Collaborative

We are better together and we strive to make connections that will drive our mission and expand our impact.



Accessible

Art should be accessible to all and we endeavor to increase availability of and access to art experiences in everything we do.



Involved

We are enthusiastic participants in the arts, always searching for ways to support our community and co-create the arts and culture scene.



Contemporary

We are creative in our approach and flexible in our thinking, allowing space for divergent ideas and unconventional actions.



Strategic Pillars

Experiencing Arts and Culture



Encourage Creativity and Innovation

GOAL

Promote public awareness of the impact of arts and culture and explore the creation of new ways of doing things.



OBJECTIVE

Support Pinellas County's cultural identity and expand our brand equity to reflect our arts and cultural leadership. Pinellas County is the Arts Coast.

STRATEGIES:

- **Create and manage break-through messaging that promotes the value-proposition of arts and culture and the important role of the arts and artists to residents and tourists alike.**
- **Use creativepinellas.org and other channels to highlight the range of arts and cultural opportunities available to Pinellas County residents and visitors and to promote the county as an arts and cultural destination.**
- **Make it real by inviting residents, business people and visitors to explore and to share how creativity and the arts have impacted their lives and their communities in the message.**

Encourage Creativity and Innovation

Strategic Pillars

Experiencing Arts and Culture



OBJECTIVE:

Use the creative problem-solving tools that artists and makers bring to the table to address local community challenges and needs and to bring fresh life and relevance to the role of public art in community life.

STRATEGIES:

- Identify communities and social service organizations that have specific needs they are trying to solve.
- Invite artists to present practical public-art solutions to meet identified community needs, and connect artists and communities to solve problems together.
- Partner with public agencies and the private sector to maximize success, expand the program and integrate efforts across the county.

Encourage Creativity and Innovation

Strategic Pillars

Experiencing Arts and Culture



Make Arts & Creativity Available to All

GOAL

Reach new people and provide arts experiences so that every resident and visitor to Pinellas County has equitable access to arts and culture.



OBJECTIVE

Create tools and services that actively connect artists, arts organizations and potential audiences, with a special focus on people who don't see themselves as consumers of art or who face access barriers.

STRATEGIES:

- **Establish an "Arts Navigator" to actively link people-to-people and people-to-resources. Provide this service to residents, visitors, community service organizations and businesses.**
- **Implement strategies to increase awareness and use of the Navigator service and to expand its impact.**
- **Maintain ongoing communications with artists, cultural organizations, agencies, municipalities and businesses to ensure that resources and opportunities are up to date, and to determine current, new and changing needs.**

Make Arts & Creativity Available to All

Strategic Pillars

Experiencing Arts and Culture



OBJECTIVE

Engage more people in arts and culture by enhancing existing venues, establishing new sites and by bringing art to the people and bringing people to the art.

STRATEGIES:

- **Convene cultural leaders and staff to explore opportunities to strengthen existing cultural assets and to help artists and arts and cultural organizations to reach new audiences and bring them to existing sites.**
- **Actively work to bring art to new places and to reach new audiences by establishing programs, grants and other forms of support that encourage that goal.**
- **Work with tourism and other partners to connect residents and visitors to arts and cultural activities throughout the county.**
- **Produce and distribute online and in-print publications that highlight arts and cultural locations and activities countywide.**

Make Arts & Creativity Available to All

Strategic Pillars

Experiencing Arts and Culture



Create Vibrant Communities

GOAL

Establish Creative Pinellas as a champion for arts and culture in Pinellas County by building bridges, reducing silos, and introducing new options to help artists, organizations, residents, businesses and visitors.



OBJECTIVE

Encourage networking, connections, knowledge-sharing, collaboration and partnerships countywide.

STRATEGIES:

- **Convene educators, community service organizations, arts and cultural leaders and artists on a regular basis to increase awareness about needs, programs and available services and to strengthen the links between them.**
- **Create opportunities for educators, service organizations and others seeking creative programming to discover what artists and arts and cultural organizations have to offer.**
- **Organize an annual arts networking summit that brings community stakeholders together to address specific challenges, and to develop a shared vision and innovative solutions.**

Create Vibrant Communities

Strategic Pillars

Experiencing Arts and Culture



OBJECTIVE

Identify gaps and explore opportunities to expand arts offerings, stimulate the development of arts and cultural opportunities and collaboratively meet community needs

STRATEGIES:

- **Survey and meet with community leaders and partners to identify what is needed to take Pinellas County to the next level as a national/international arts destination.**
- **Research and share results about communities that have successfully increased arts programming and engagement and have built a name for themselves and their brand as arts and cultural centers.**
- **Use existing programs such as the Creative Pinellas Arts Business Incubator and the SHINE Mural Festival as starting points to encourage more arts activities and programs.**
- **Explore the possibility of a branded arts event to enhance local audience experience and to benefit tourism, and establish a pilot timeline and plan.**

Create Vibrant Communities

Strategic Pillars

Experiencing Arts and Culture



OBJECTIVE

Establish Creative Pinellas as a go-to source for all things arts and culture by providing timely and valuable information that enables users to make informed decisions about how to plan and invest their time.

STRATEGIES:

- **Research the best vehicles in use for providing arts and cultural information, modeling industry and customer service successes as well as arts and arts destination tools.**
- **Work with a development partner to build a game-changing intelligent database/smart tool that provides customized information based on user input and prior activity and becomes a model for communities nationwide.**

Create Vibrant Communities

Strategic Pillars

Experiencing Arts and Culture

A large, enthusiastic crowd of people is gathered in a large hall or arena, many with their arms raised in excitement. In the foreground, a man in a dark shirt and trousers stands on a stage, facing the audience. To his left, another man in a light-colored shirt is also on stage, pointing towards the crowd. The scene is lit with stage lights, and a blue spotlight is visible in the upper right corner. The overall atmosphere is one of a high-energy event.

Strategic Pillars

Creative Economy



**Build Capacity:
Support Artists, Organizations
and the Creative Community**

GOAL:

Cultivate organizational excellence and economic sustainability for Creative Pinellas and for the arts and cultural community in Pinellas County.



OBJECTIVE

Create an advisory council made up of Pinellas County leaders from multiple sectors to build capacity and establish stronger relationships across the business, education and advocacy sectors.

STRATEGIES:

- **Convene a council of key civic and cultural leaders that meets annually to prioritize resources, advise Creative Pinellas and guide Pinellas County's cultural growth.**
- **Create a countywide funding challenge goal or establish a name-brand event.**
- **Schedule public conversations on key topics that provide a national perspective, challenge the status quo, stir creative possibilities, or offer fresh viewpoints.**

Build Capacity

Strategic Pillars

Creative Economy



OBJECTIVE

Build public recognition of the value of arts and culture to the community and to economic development in Pinellas County.

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STRATEGIES:

- **Create an advocacy and awareness database that demonstrates the quarter-of-a-billion dollar impact of the arts on the Pinellas County economy, and the importance of the arts for economic development, tourism and overall wellbeing.**
- **Distribute this information on a consistent and regular basis to residents, business leaders and elected officials through all available channels.**
- **Publish and promote the Arts and Economic Prosperity V report for Pinellas County to residents, elected officials and business and civic leaders.**

Build Capacity

Strategic Pillars

Creative Economy



OBJECTIVE

Expand audience, patron and donor support for arts and culture in Pinellas County. Help artists, arts organizations and Creative Pinellas itself expand the ability to earn revenue and gain resources from fees, donor value, volunteers and in-kind gifts.

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STRATEGIES:

- **Survey arts and cultural organizations to identify top needs in terms of resource development.**
- **Work with/model local and national funding organizations to establish formal giving protocols and best practices and develop and offer training and other development resources.**
- **Research, create and maintain a funding resource bank on creativepinellas.org and publicize funding opportunities to the community on a regular basis.**

Build Capacity

Strategic Pillars

Creative Economy



OBJECTIVE

Provide a vibrant and healthy environment for everyone who engages with Creative Pinellas and ensure that all Creative Pinellas programs and activities serve the community's growing and changing needs at the highest level of excellence.

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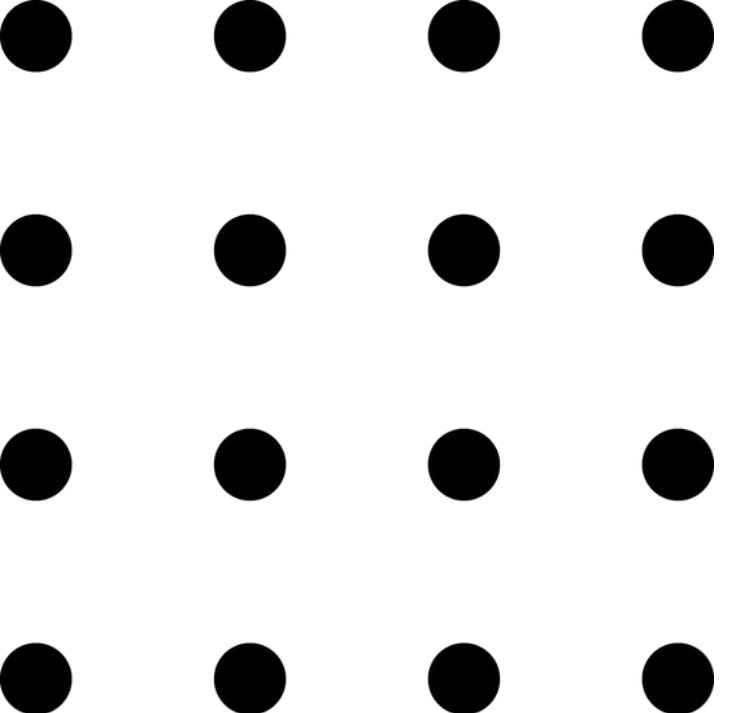
STRATEGIES:

- **Adhere to best practices for arts and nonprofit agencies to enable Creative Pinellas to operate efficiently and effectively in the delivery of its programs and services.**
- **Establish regular public meetings to maintain awareness of community needs, and evaluate and update the strategic plan every eighteen months.**
- **Deliver programs that are in alignment with the Pinellas County Strategic Plan that provide value to artists, arts organizations, and the community, encourage partnerships, and promote diversity and accessibility for all.**

Build Capacity

Strategic Pillars

Creative Economy



Promote Economic Development

GOAL:

Support economic viability and stability for working artists, arts organizations, and art-related businesses in the service of community well-being and economic development



OBJECTIVE

Address the need in Pinellas County for more opportunities for artists to live, work, exhibit and collaborate and to create mutually beneficial relationships with local governments, neighborhoods, chambers of commerce and other partners.

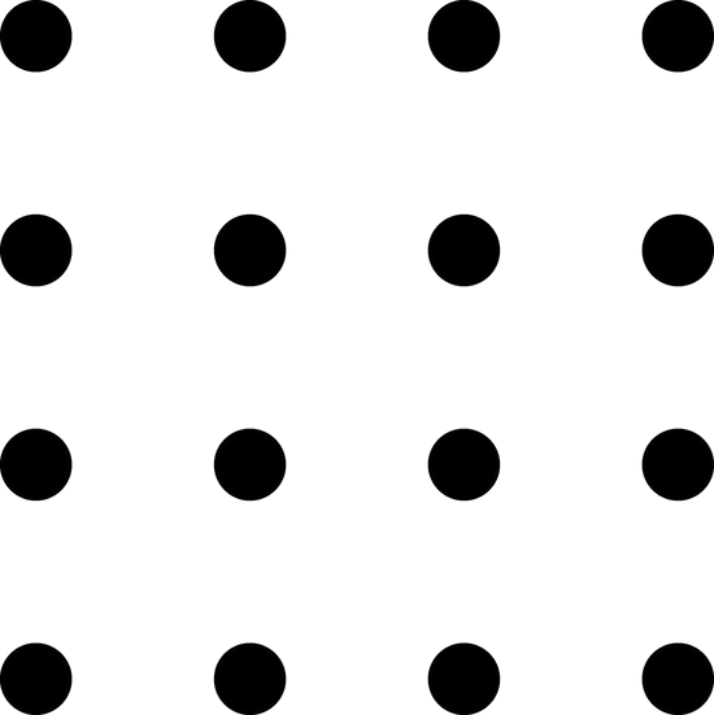
STRATEGIES:

- Create a countywide task force to develop a plan that will offer communities a menu of solutions to address the work and living space needs for artists and the creative community.
- Plan and implement a series of community discussions with nationally recognized leaders to explore successful models for supportive arts/business/community ecosystems and placemaking.
- Continue with the development and execution of the Arts Business Incubator and use of the gallery space at the Pinewood Cultural Park and identify opportunities to expand the model to additional county sites.

Promote Economic Development

Strategic Pillars

Creative Economy



OBJECTIVE

Create partnerships between businesses, artists and arts organizations to enhance resources and elevate both commerce and public experience.

STRATEGIES:

- Partner with economic development departments countywide, first to understand and then communicate opportunities to artists, arts organizations and businesses in Pinellas County.
- Create events that bring businesses and artists together to explore partnerships and solve challenges in fresh ways.
- Create a contract-for-service program to provide businesses with access to arts and cultural resources.

Promote Economic Development

Strategic Pillars

Creative Economy

Showcase Pinellas County As an Arts and Cultural Destination

GOAL:

Support visitors and bring new revenues to Pinellas County by enhancing the county's arts and cultural brand, creating more interest, excitement, visitor satisfaction and awareness of the county as an arts and cultural destination to visit and return to frequently.



OBJECTIVE

Enhance and broaden outreach to reflect the vivacity of the arts community and the full array of Pinellas County's arts and cultural treasures.

STRATEGIES:

- Work with Visit St. Petersburg/Clearwater (VSPC) to provide information and resources that highlight arts and cultural opportunities.
- Create ongoing opportunities to help artists and organizations to connect with tourists and to increase the effectiveness and reach of their message.
- Continue the Creative Pinellas online journal to highlight the best in Pinellas County's arts and culture with multimedia coverage of national/international interests.

Showcase Pinellas County As an Arts and Cultural Destination

Strategic Pillars

Creative Economy



OBJECTIVE

Work with tourism industry leaders to leverage and enhance the visitor experience, transforming the destination into a location that visitors actively choose because of its arts and cultural vibrancy.

STRATEGIES:

- **Connect with sales and marketing leaders at area hotels, restaurants and other tourist-focused businesses to develop programs that attract tourists interested in arts and cultural activities.**
- **Provide networking opportunities to connect key tourism personnel with arts and cultural resources to identify and launch promising pilot activities.**
- **Create programs for tourist venues looking for opportunities to distinguish themselves with arts and cultural partnerships.**

Showcase Pinellas County As an Arts and Cultural Destination

Strategic Pillars

Creative Economy



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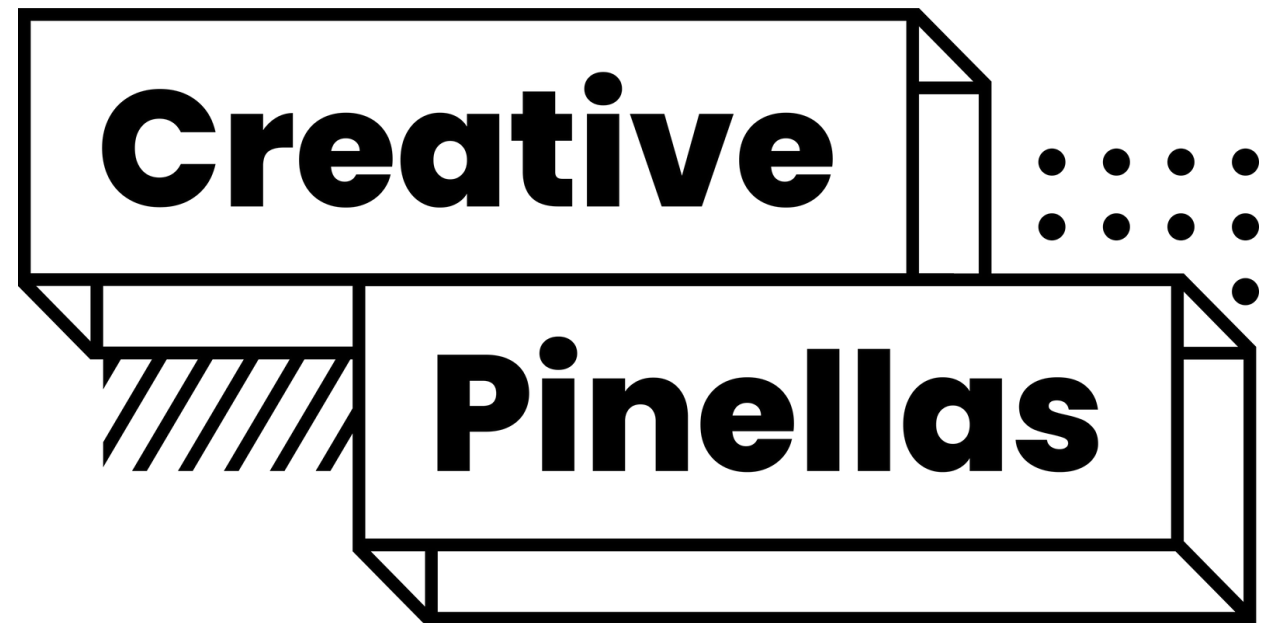
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Showcase Pinellas County As an Arts and Cultural Destination

Strategic Pillars

Creative Economy



Strategic Pillars

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