



WE CONVENE TOWN HALL



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WELCOME





KEYNOTE SPEAKER: Linda Flynn



CULTURAL PLANNING TODAY

October 18, 2022



TODAY'S PRESENTATION

Introduction

Cultural Planning

The Creative Economy

The Planning Process

National Success Stories

Implementation Funding

Q&A



All photos are courtesy of Visit St Pete/Clearwater -Thank you!

WHO WE ARE

Cultural Planning Group (CPG)

**We strive to connect communities to their cultural stories,
empowering people to shape their creative future.**



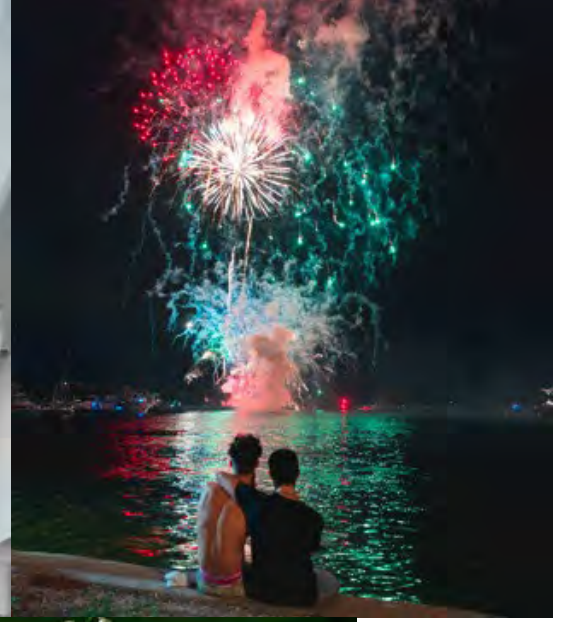
DEFINING ARTS AND CULTURE

Culture

Who We Are
How We Live

Arts

Visual, performing,
media, design,
literary, etc.



BRIEF HISTORY



CULTURAL PLANNING THRU THE DECADES

1970s/1980s: Focus on Nonprofits

1990s: Shift to Public Value

2000s: Seeking Extrinsic Value

2010s: Creative Placemaking

2020s: Whole Community Vibrancy; Policies; Evidence-based

WHAT IS CULTURAL PLANNING?

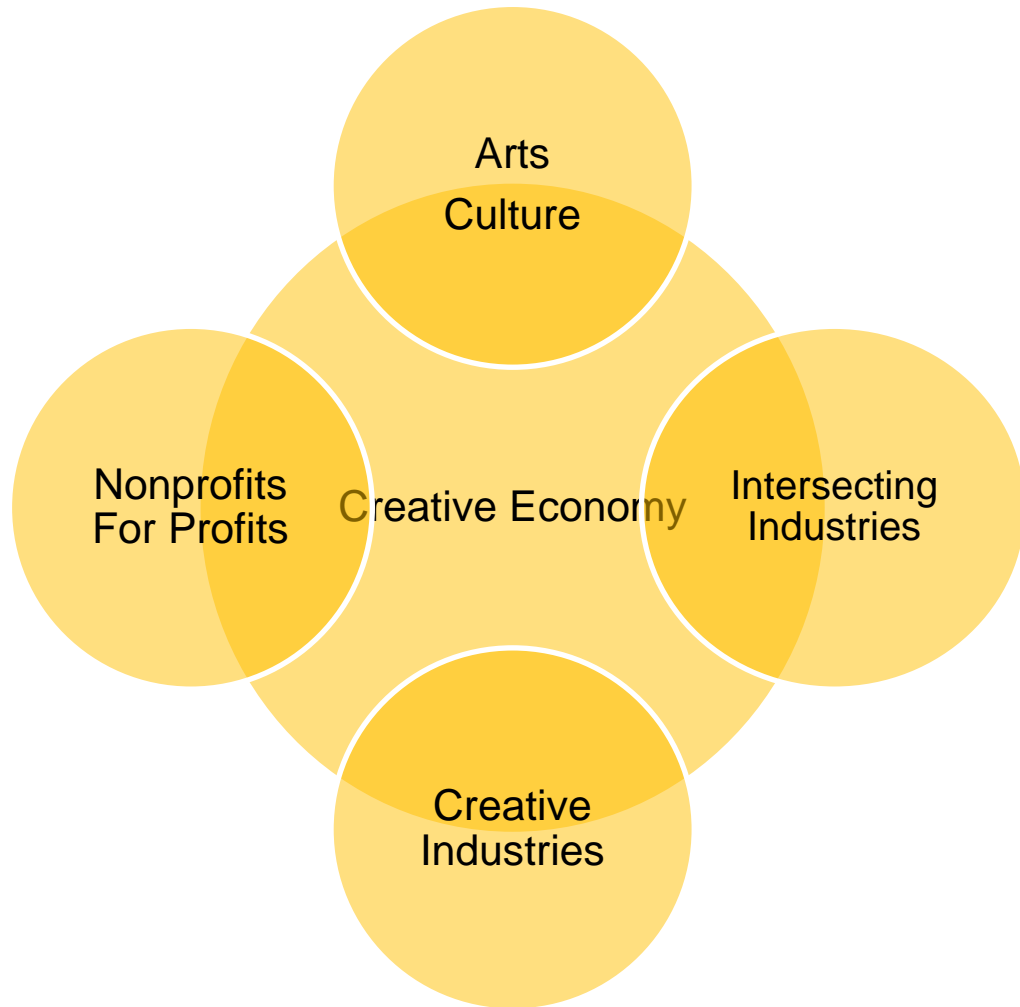


WHAT IS CULTURAL PLANNING?

“Cultural planning helps us to think, plan and act differently and focuses us all on what is distinctive and special about where we live. Going with the grain of a local culture helps us create better places.”

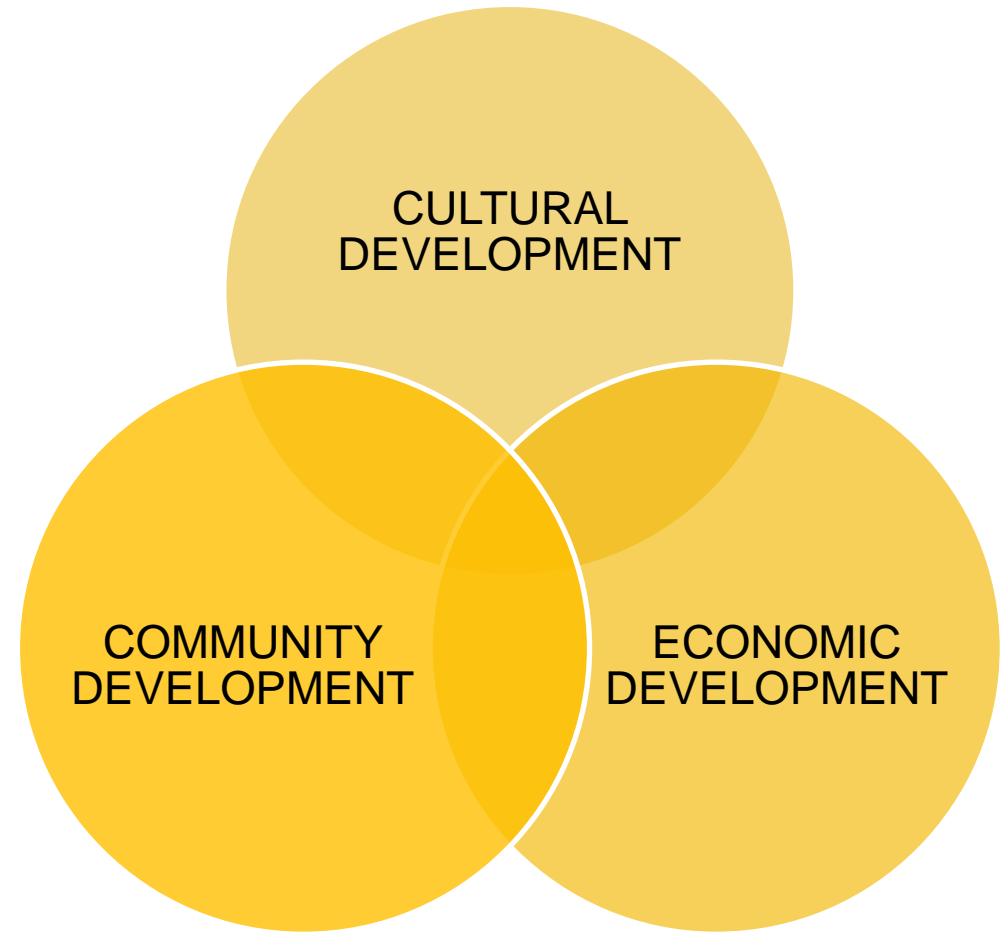
-Charles Landry

WHAT IS CREATIVE ECONOMY?



HOW DO THEY FIT TOGETHER?

**If creative communities
are the end,
cultural and creative economy
planning is the means.**



THE PROCESS

Rigorous Research and Inclusive Engagement

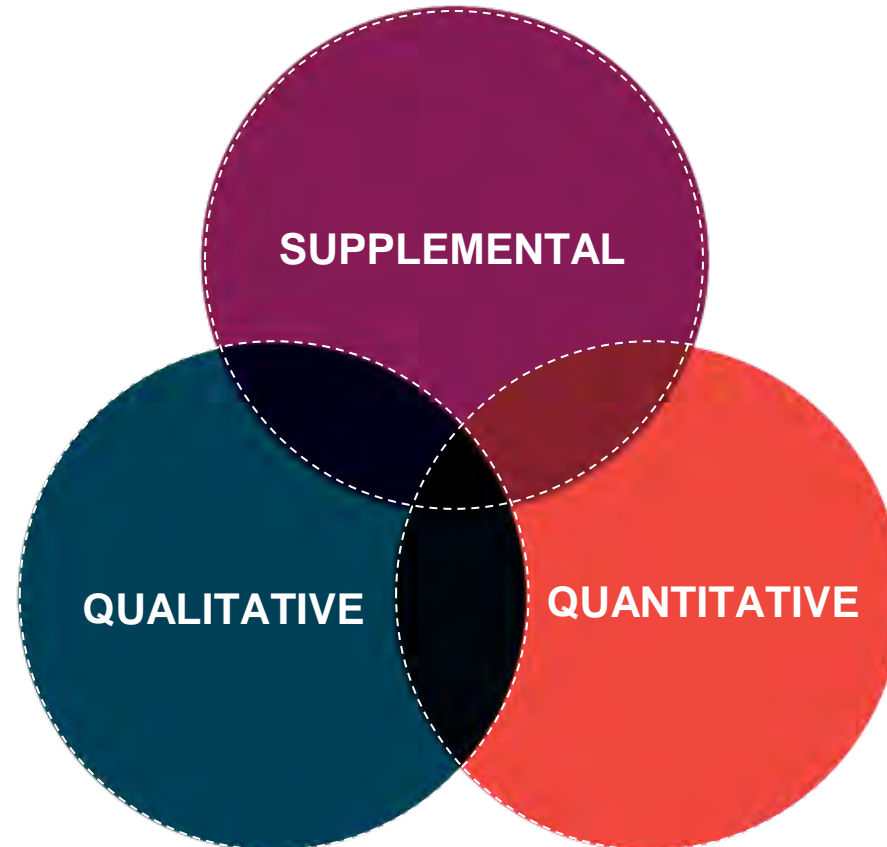
BVK

SUPPLEMENTAL

Policy and Plans
Community History
National Best Practices
Sector Learning

QUALITATIVE INSIGHT

Stakeholder Insight
Community Vision
Holistic Engagement
Consensus Building



QUANTITATIVE INSIGHT

Market Demand Analysis
Creative Economy Analysis
Cultural Asset Inventory
Equity Gap Analysis
Community Surveys

AN INTEGRATED APPROACH

- Evidence-based planning.
- Cultural planning data has advanced.
- Understanding and connecting the whole ecosystem of a community.
- Longitudinal tracking for success.

Although....

**The value of a
community's arts and
creative scene, cultural
heritage, sense of place,
and vibrancy
CANNOT always be
quantified.**

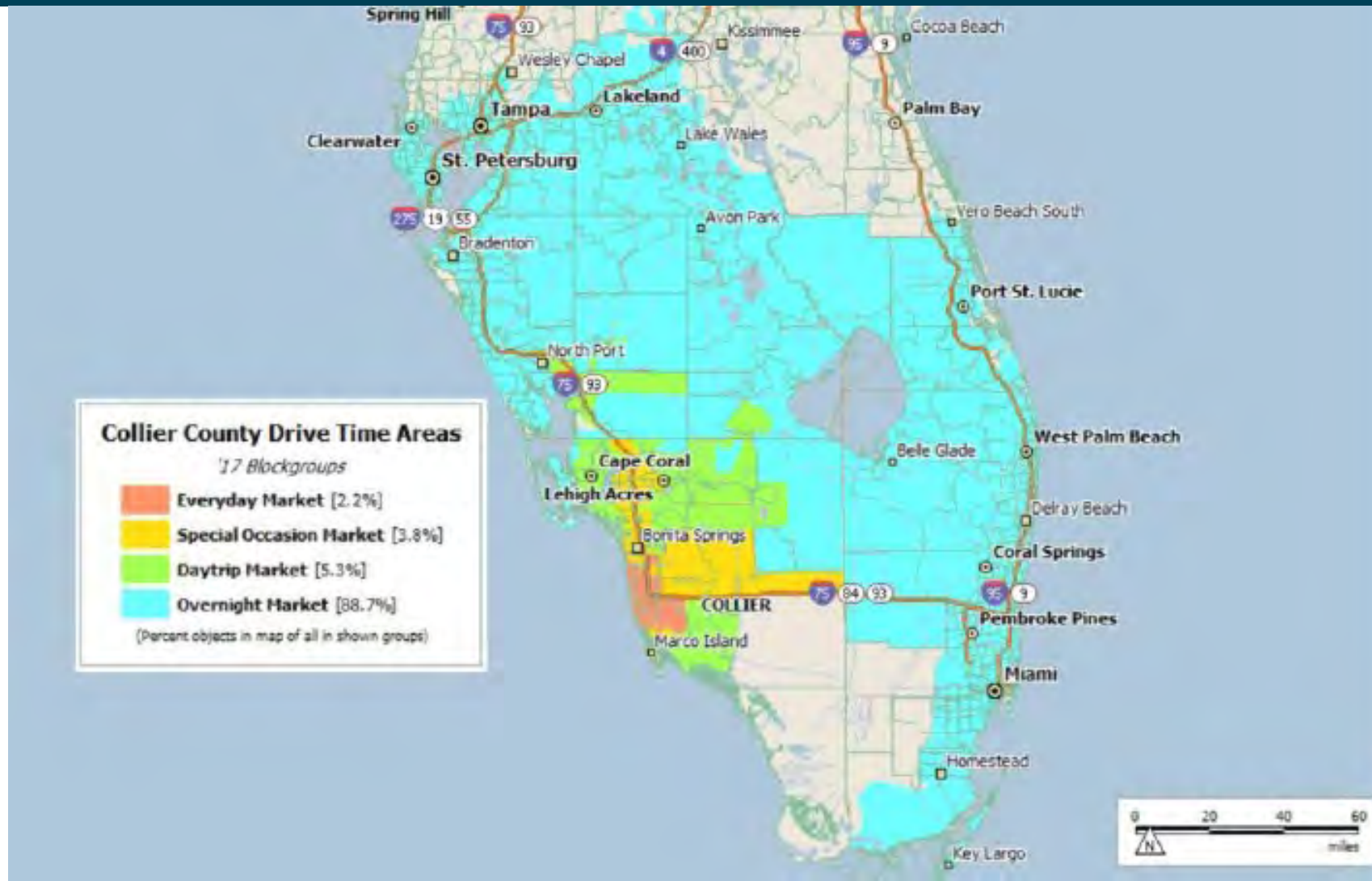
VISION FOR ENGAGEMENT

We regard cultural planning as a campaign for a communities' creative and cultural soul.

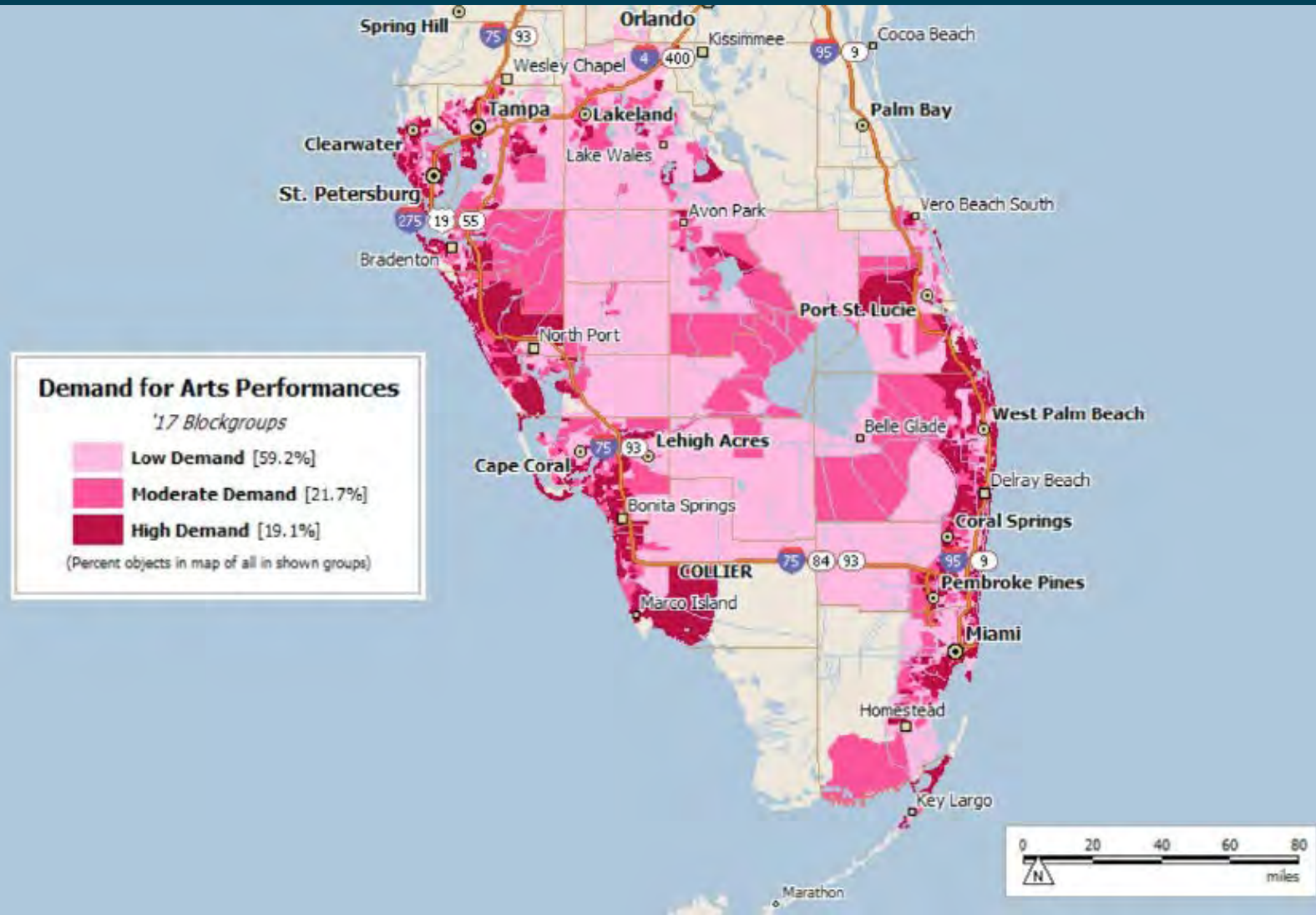
The goal in engagement is not merely to generate input for the plan—it is to galvanize the county/region around compelling and shared ideas for a creative community.

The aim is help cultivate relationships and create the conditions for a successful plan and outcomes.

MARKET DEMAND: COLLIER COUNTY



MARKET DEMAND: COLLIER COUNTY



CREATIVE VITALITY INDEX



The CVI measures the concentration of the nonprofit and for-profit arts sectors. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows how a region's creative vitality compares to another region.

CVI Values Compared to the State and Nation

CREATIVE VITALITY INDEX

Snapshot of the Arts in Pinellas County 2020



Creative Vitality Index



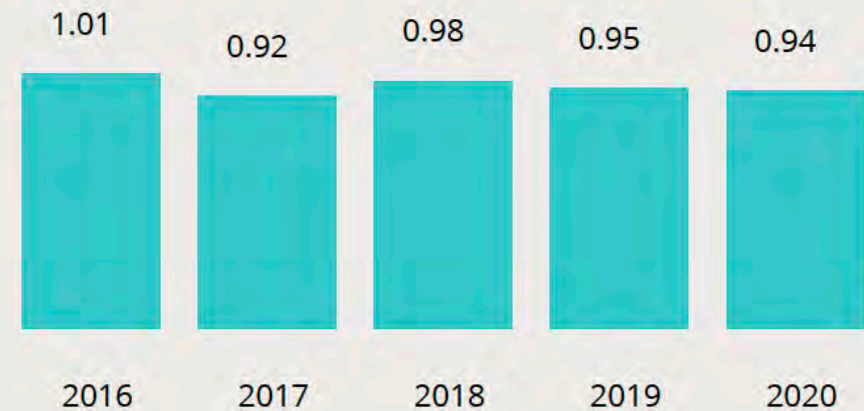
0.94

CVI Value

United States CVI = 1.0

This regional snapshot report gives the big picture of a region's creative landscape. It provides an overview of creative jobs, industry earnings, FDR grants, and Nonprofit revenues.

Past 5 years of CVI Performance



CREATIVE VITALITY INDEX

LOSS

▼ **5%**
since 2019

2020 Creative Jobs



29,232

Total Creative Jobs

There are 1 K less
creative jobs in the
region since 2019

Occupations with greatest number of jobs



Software
developers



Photographers



Writers &
Authors



Graphic
Designers



Musicians &
Singers

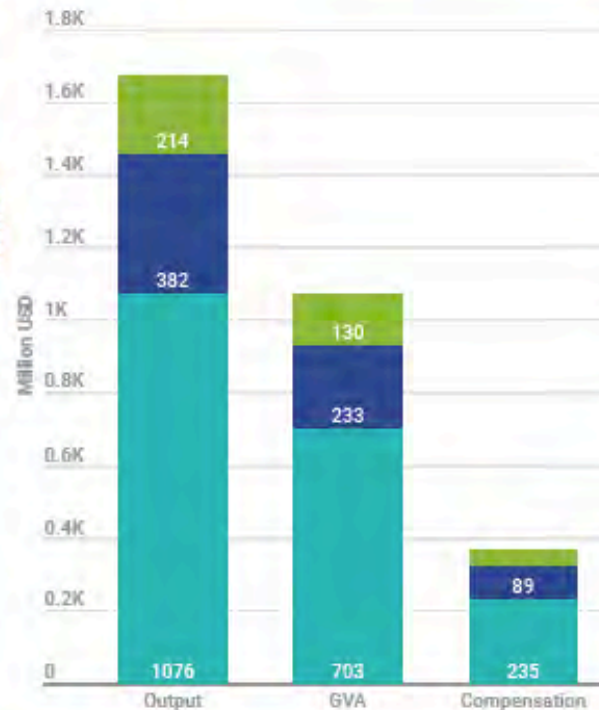
ECONOMIC IMPACT:FULTON COUNTY

MUSIC ECOSYSTEM

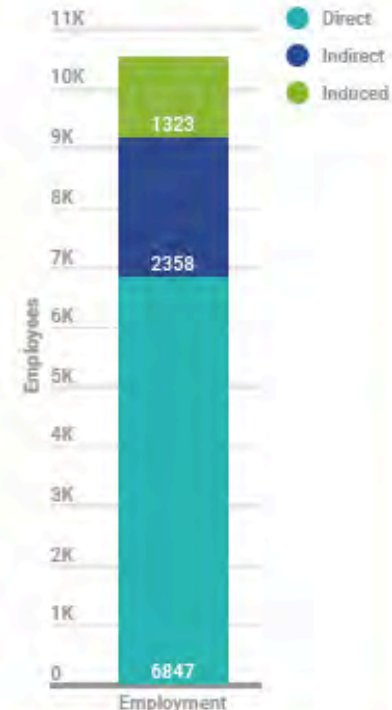
Fulton County's music ecosystem was responsible for generating a total output of almost **\$1.67 billion** and a Value Added (GVA) of almost **\$1.07 billion** to the local economy in 2017.

The total number of jobs generated and supported by the music sector in the area was **10,527**. These people's earnings totaled **\$265 million**.

ECONOMIC IMPACT



EMPLOYMENT IMPACT



Source: County Business Patterns (2017), RIMS II (2017), Sound Diplomacy Research

ECONOMIC IMPACT:FULTON COUNTY



MUSIC ECOSYSTEM DIRECT OUTPUT & EMPLOYMENT

Direct employment in Fulton County's music ecosystem grew 110% between 2001 and the end of 2018, which represents six times the growth of the employment of the rest of the economy over the same period.

SUCCESSFUL OUTCOMES

Shared vision.

Policy level goals.

Aspirational and achievable roadmap.

Transformative and change-oriented.

Centering historically marginalized communities.

Regional and local strategies (county and city).

Leverage creative sector as economic driver for visitors and residents.

Connecting the community sectors.

Sustainable funding/resources for implementation (public and private).

SUCCESS STORIES

BOSTON, MA
SACRAMENTO, CA
RALEIGH, NC

BOSTON, MA



Boston Creates

- Whole-of-government approach
- New City arts funding
- New percent for art program
- Funding for individual artists
- New artists live/work projects
- Artists working in City government
- City arts staff
- Leveraging private development
- New Foundation programs

RALEIGH, NC



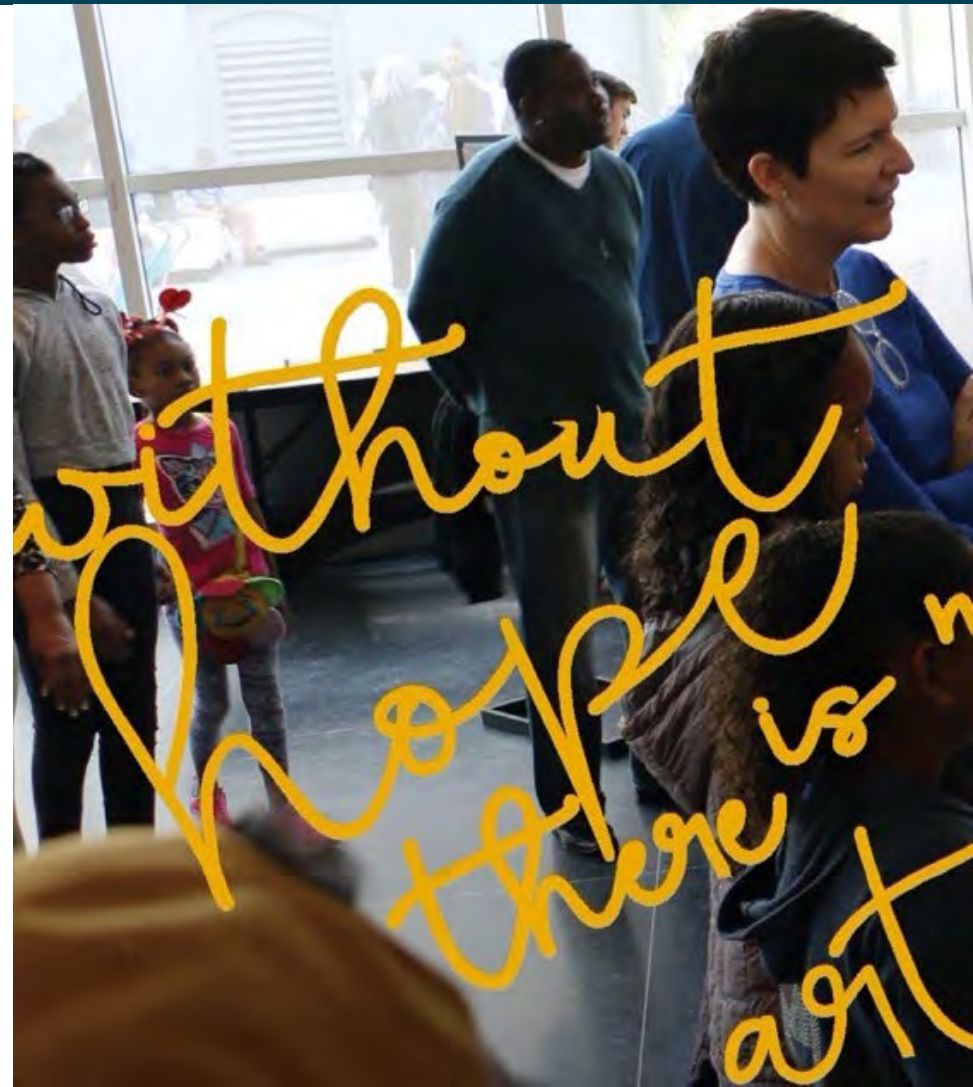
North Carolina Symphony violinist Paul Gorski performs for Raleigh youth

Creative Life

...every person is empowered to lead the creative life they envision.

- Partnerships: \$1 million increase in transportation and general revenues for arts funding
- Arts a trusted partner throughout City efforts
- Space program
- Neighborhood vitality/placemaking through arts centers and grants for community projects
- Expanded and funded public art program
- National leader in accessibility

SACRAMENTO, CA



Creative Edge Cultural Plan

Creativity as part of center of civic life

Countywide arts education initiative

Reevaluation through equity lens

Significant new resources

Creative economy investments

SUSTAINABLE FUNDING

Typical Funding Sources

Tourism Development Taxes

General Funds

Sales Taxes

Property Taxes

Development Fees

Cigarette Taxes(!)

State and Federal Grants

“Friends of” Foundation

Leveraging Publicly Owned Real Estate

Sample Cities

Boston

- General funds
- Percent for art (public art)
- Private philanthropy
- State and federal grants

Sacramento

- Hotel tax funds
- Sales tax funds
- Percent for art (public art)
- Private philanthropy
- State and federal grants

SUSTAINABLE FUNDING

Ballot Initiatives – Voter Approval for Arts Funding

Existing

Salt Lake UT

Tempe AZ

Cleveland OH

St. Louis MO

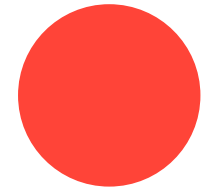
State of Oregon / Cultural Trust

State of Minnesota / Minnesota's Legacy

Proposed

Marin County CA





We believe every community and person has the right to choose their own creative life.



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NEWS TO SHARE



**Want to be part of the Cultural Planning process?
Simply scan the QR Code below, fill out a quick
form and we will connect with you on next steps.**





THANK YOU

Creative Pinellas Team

Barbara St. Clair, Lea Umberger, Roman Black, Kimberly DiVito, Charlene Harrison, Freddie Hughes, Beth Gelman, Ketsy Ruiz, Cindy Stoval, and our note takers, Diana Acostandei, Carol Matlock, Justine Zitman, Wendy Bruce and Rianna McDonald



Partner:
Duggan Cooley
Pinellas Community Foundation CEO



Public Art and Placemaking: Joyce Cotton



WE Convene – Feb 24

Presented by: Renee Piechocki

Founder, Pittsburgh Office of Public Arts

- **Temporary Public Arts and Placemaking**
- **Under Utilized Spaces Transformed by Artists**
- **Developing projects and initiatives to engage Artists and communities in the Public Realm**

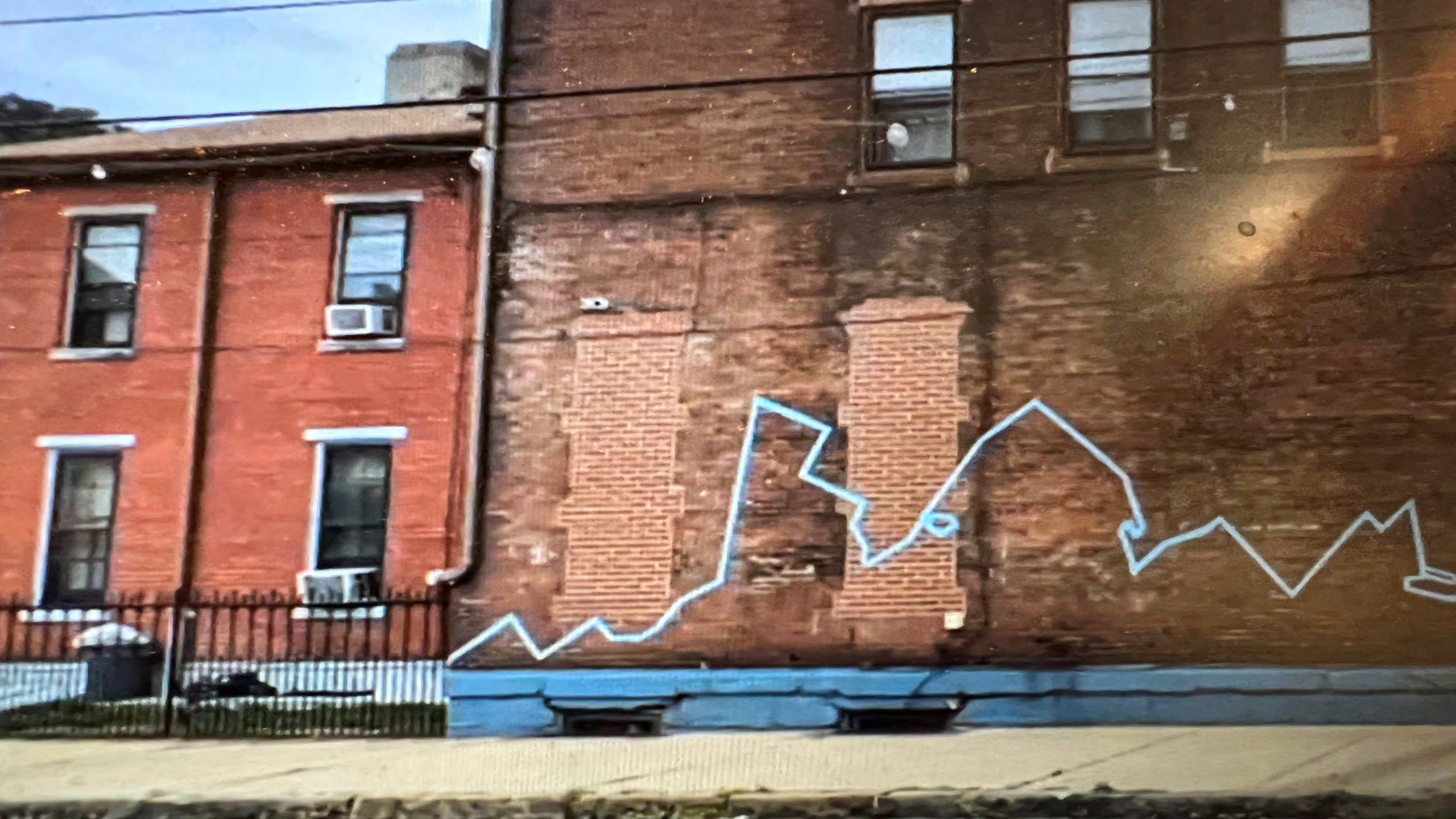
- 2 Artists
- 1 Arts Administrator
- 2 Project Representatives (Agencies Commissioning Artwork)
- 6 Community Organization Representatives (Neighborhood Organizations)
- 6 Community Members (Residents, Board Members)





BLUE LINE CONNECTING DOWNTOWN MILLVILLE TO THE ALLEGHENY RIVER

CREATED BY ARTIST: ANN TARANTINO













Pause



Genuinely Representing Communities

and

Telling Their Stories Through Art



Homecoming: Hill District, USA 2016-2019 by Njaimeh Njie
in collaboration with Hill House Association
Photographic Murals and Digital Archive





Public Art and Placemaking: LEALMAN



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COURTESY ARTIST LEO GOMEZ
LEALMAN AT LEALMAN EXCHANGE



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COURTESY ARTIST LAURA SPENCER AKA MISS CRIT
KOMBUCHA WAREHOUSE ON 28TH ST N



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ARTIST LEO GOMEZ



Performing Arts: CJ Zygodlo and Suzanne Pomerantzeff

Themes



- Performing vs. Visual Arts
 - Ephemeral nature of performing arts
- Individual Artists vs. Arts Organizations
 - Needs are related but distinct
- Arts are relational *and* transactional

Next Steps



- One Voice (we not me)
 - To City, County and State governments
 - Show up for each other
- Engage and Nourish next generations
- Culture of Philanthropy –
Abundance vs. Scarcity Mindset



Great Moment in Time

“Pinellas County in the 2020’s is like Paris of the 1920’s”

– Mark Cantrell, President and CEO of the Florida Orchestra

“We are on the edge of where I wanted to be 50 years ago”

– Suzanne Pomerantzeff



Accessibility and Equity: Leigh Davis

Accessibility and Equity:

Featured Guest Speaker: Dr. Dallas Jackson

Dr. Jackson is an artist, researcher and educator focused on accessibility and equity throughout the narratives of Art.

- Expanding the economic, racial, social, political lens and who becomes part of the narrative.
- Looking at past agendas have impacted society through the stories told to us and what we tell each other.
- Reinforced that Artists can/have/do change the world.

Accessibility and Equity: What can propel us forward?

Calibration through Collaboration

- Impact beyond the individual arts organization.
- Larger organizations with community education programs partnering with grassroots organizations to expand programs, outreach, and artists/community support.

Accessibility and Equity: What can propel us forward?

Expand and communicate the definition of Audience by focusing on inclusivity and accessibility.

- Audience in terms of Race, Culture, Religion, Social Economics, LGBTQ+, Education, Geography, Age, Family Make-up, Neuro/Physical ability, Political Views and Language
- Audience in terms of Content, Featured Artists/Mediums
 - Food for thought: What other areas can we use to re-define Audience?
- Accessibility, equity and inclusivity: making arts experiences available to diverse audiences, making diverse audiences feel welcome, ensuring that BIPOC, LGBTQ+ neuro/physically diverse, ALL that are othered are supported, featured, developed, welcomed and heard.
 - As a community, let's continue to expand these definitions.

Accessibility and Equity:


What does the community need from us? PART ONE

- Representation, intentionality, accountability
 - On-going conversations/town hall
 - Forward Movement/ Progress
 - Goals/Tasks
 - Alliances that create bridges between north county and south county
 - Ask people what they want/Community feedback.
 - Projects that elevate the history of this community and bring the untold or unwelcome stories into our awareness.

Accessibility and Equity:

What does the community need from us? **PART TWO**

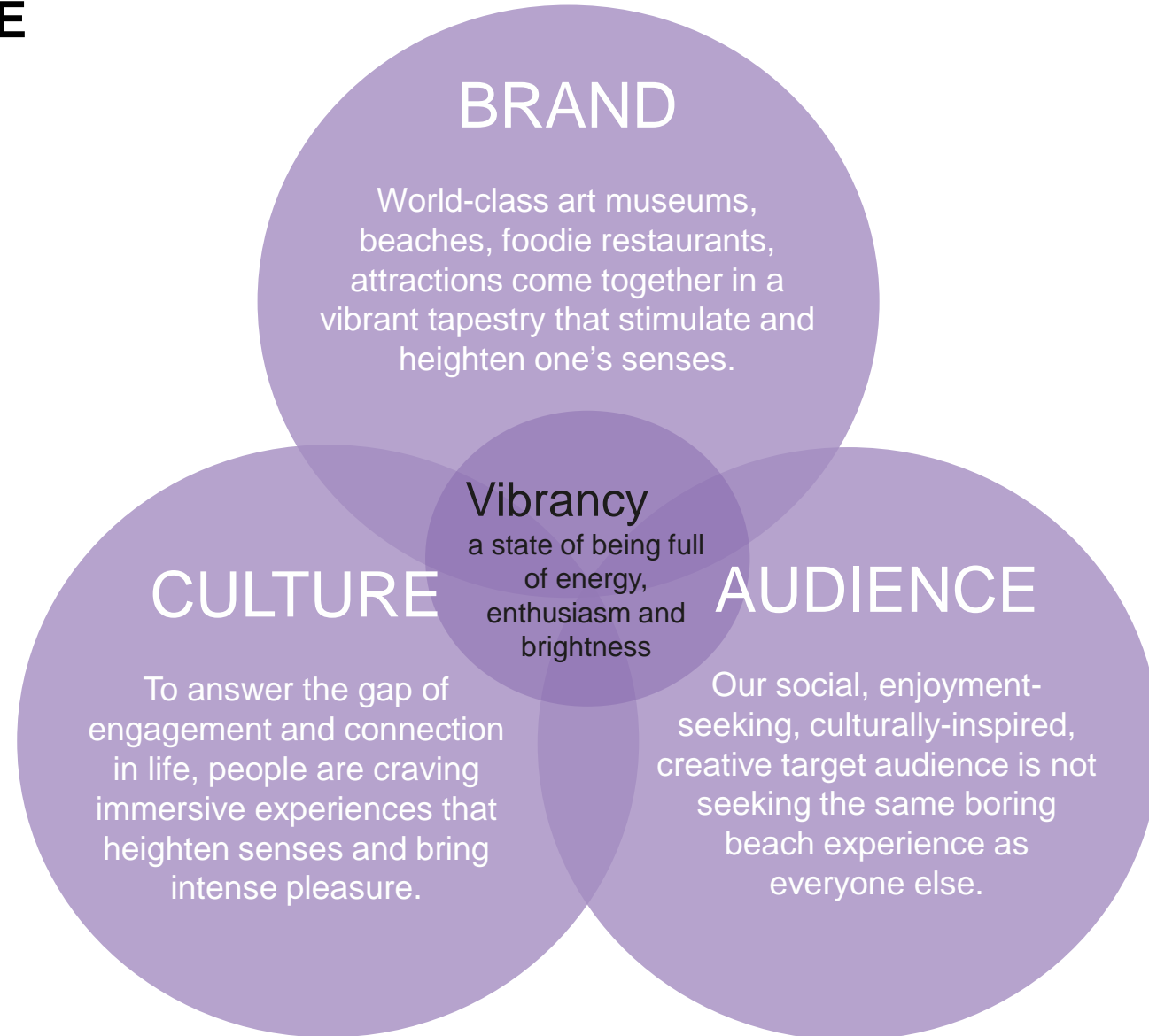
- A good directory/source of what is going on.
- Mobile experiences – art on the streets, art at community centers, art in the parks.
- Partnership Facilitation (with other organizations, transportation/lodging providers)



Art and Tourism: Carmen Boyce and Kimberly DiVito

A community's values, goals and creative energy are the new competitive advantage.

BRAND VALUE



CULTURAL TRENDS

Travelers increasingly want to immerse themselves in a destination, embracing the local culture and experiences.

68%

Of consumers want to have authentic experiences that are representative of the local culture

– BOOKING.COM SURVEY

19%

Of travelers plan to immerse themselves in destinations, cultures and experiences that are different from their day-to-day in 2022.

– EXPEDIA 2022 TRAVEL TRENDS REPORT



TARGET AUDIENCE

SPC's target audience seeks energy and excitement, to engage all their senses, be inspired and learn about a destination and its culture.



Relaxed	79%
Peaceful	71%
Joyful	70%
Excited	67%
Rejuvenated	64%
Energized	62%
Uplifted	60%
Free	59%
Inspired	56%
Connected	55%

Create unforgettable memories	70%
Be fully present	68%
Be the person I really am	67%
Learn about the area & its culture	63%
Engage all my senses	61%
Be inspired	57%
Do things I wouldn't normally do	54%
Embrace the unexpected	53%
Discover new things about myself	53%
Meet new people	46%

BRAND DNA

SPC is rare because it pairs great beaches with a vibrant arts and culture community.

SPC has a strong opportunity to capitalize on the combination of its array and caliber of arts and its award-winning beaches. This combination leads to a premier, immersive and enriching experience.



“We are at this tipping point where we can drive a whole new arts and culture tourist to come here...,” Hine said. “People who are looking for arts and culture destinations, of course you’re going to think about New York, San Francisco—but where can you be in the most beautiful weather, on the water, come to Florida, and you can have all that arts and culture here.”

- LAURA HINE, EXECUTIVE DIRECTOR AT THE JAMES MUSEUM IN FORBES



BRAND DNA

SPC has the unique opportunity to connect travelers with artists and locals in a rich, living art community.



Art is alive in SPC. Artists have chosen this place as their home, infusing creativity and dynamism into the destination and making a more authentic traveler experience.

LET'S SHINE

It's time to bask in the sunshine again. And in St. Pete/Clearwater the sun always shines a little brighter. Here, regardless of weather or season, day or night, every visit is vibrant and rejuvenating. Every color is more vivid, every sip more flavorful, every smell more intoxicating, every touch more intense. Every moment more memorable. So, let's escape. Let's make the most of every visit. Let's get together by getting away. Let's shine.

LET'S SHINE



ST.PETE
CLEARWATER



LET'S SHINE.

Dive into endless activities in the warm Gulf waters of St. Pete/Clearwater. From kayaking to paddleboarding to snorkeling, there's something for everyone. Let's shine.

Dive into endless activities in the warm Gulf waters of St. Pete/Clearwater. From kayaking to kitesurfing and paddleboarding to snorkeling, the emerald stage is set for unforgettable memories.

Let's shine—start your adventure at VisitStPeteClearwater.com

**ST. PETE
CLEARWATER
FLORIDA**



ST. PETE
CLEARWATER
FLORIDA

at VisitStPeteClearwater.com



LET'S OOH & AHH.

Experience a glass sculpture mecca like no other. Get up close to contemporary glass art from around the world inside the Imagine Museum. And then walk among, around and under the stunning sculptures on display at the Chihuly Collection. There's more to explore just beyond the beach in St. Pete/Clearwater. Let's shine—explore the Arts Coast at [ArtsSPC.com](https://www.ArtsSPC.com)



ST.PETE
CLEARWATER



According to Wikipedia, a news article discusses current or recent news of either general interest (i.e. daily newspapers) or of a specific topic (i.e. political or trade news magazines, club newsletters, or technology news websites).

A news article can include accounts of eyewitnesses to the happening event. It can contain photographs, accounts, statistics, graphs, recollections, interviews, polls, debates on the topic, etc. Headlines can be used to focus the reader's attention on a particular (or main) part of the article. The writer can also give facts and detailed information following answers to general questions like who, what, when, where, why and how.

Quoted references can also be helpful. References to people can also be made through the written accounts of interviews and debates confirming the factuality of the writer's information and the reliability of his source. The writer

can use redirection to ensure that the reader keeps reading the article and to draw her attention to other articles. For example, phrases like "Continued on page 3" redirect the reader to a page where the article is continued.

While a good conclusion is an important ingredient for newspaper articles, the immediacy of a deadline environment means that copy editing often takes the form of deleting everything past an arbitrary point in the story corresponding to the dictates of available space on a page. Therefore, newspaper reporters are trained to write in inverted pyramid style, with all the most important information in the first paragraph or two. If the less vital details are pushed towards the end of the story, then the impact of draconian copy editing will be minimized.

Wikipedia is a multilingual, web-based, free-content encyclopedia project. | wikipedia.com

The writer can use redirection to ensure that the reader keeps reading the article and to draw her attention to other articles.

WIKIPEDIA



LET'S GET ALL ARTSY.

Explore prominent works of art and pristine white sand beaches. With over 30 museums and more than 400 murals, it's easy to see why St. Pete/Clearwater is known as the Arts Coast. Come discover surreal works of art at The Dali Museum and American masterpieces at The James Museum of Western & Wildlife Art, just to name a few. Let's shine—get inspired at ArtsSPC.com





ST.PETE
CLEARWATER
FLORIDA

LET'S EXPLORE ALFRESCO ART GALLERIES.

Here, inspiration is everywhere you look. From gallery walls to street murals, St. Pete/Clearwater is home to over 50 museums, including the world renowned Dalí Museum, more than 400 murals, multiple arts districts and America's Best Beaches. Let's shine—explore the Arts Coast at ArtsSPC.com





Creative

Pinellas

The background of the image is a light gray topographic map. It features a grid of thin, light gray lines. Overlaid on this grid are numerous contour lines of varying thickness and style (some solid, some dashed) that represent elevation changes. The lines are more densely packed in some areas and more spread out in others, creating a complex, organic pattern. The overall tone is minimalist and technical.

Presents . . .



Arts Navigator

Supports the branding of pinellas county as an arts and cultural destination, by ensuring travelers can connect with the perfect arts and cultural experiences for them.



More than a

Vacation.

Your custom Arts Coast
adventure awaits.

Take the **Quiz.**



Well-being for Artists: Carol Mickett , PH.D., Artist

THERE WOULD NOT BE ANY CREATIVE
PINELLAS, ANY MUSEUMS OR
GALLERIES, ANY THEATERS, ANY DANCE
PERFORMANCES, ANY ART WALKS, ANY
PUBLIC ART, ANY ART FAIRS, ANY ICONS
OF PAST CULTURES AND CIVILIZATIONS,
IN FACT, ANY ART ANYTHING

WITHOUT ARTISTS

For Everyone's Benefit, it is best to keep
ARTISTS Around.

So, WHAT IS IT THAT **ARTISTS** WANT AND
NEED?

- RESPECT
- BEING VALUED FOR OUR INNOVATIVE
AND CREATIVE MINDS
- BEING INCLUDED IN DECISION
MAKING

- BEING PAID FOR OUR PARTICIPATION AND IDEAS
- HAVING MUNICIPALITIES AND ARTS ORGANIZATIONS ADVOCATE FOR COMMERCIAL AND CORPORATE ENTERPRISES, INCLUDING DEVELOPERS, TO PARTNER WITH ARTISTS

- HAVING OUR CITIES AND TOWNS ESTABLISH AND SUPPORT A PLACE FOR ARTISTS
 - ✓ SUPPORT A NETWORK FOR COMMUNICATION BETWEEN ARTISTS
 - ✓ CREATE A PUBLIC DATA BASE OF ARTISTS
 - ✓ CREATE AND SUPPORT A HUB/PLACE FOR ARTISTS TO GATHER, PERFORM, AND SHOW THEIR WORK. THIS HUB IS TO HAVE A STAFF.

The Challenge for **ARTISTS** in Pinellas
County is that the County is so BIG.

ARTISTS need multiple places throughout
the County to gather. Perhaps the ARTISTS
of Pinellas County need to form a union.

For everyone's benefit, it is best to keep
ARTISTS around, show them respect, and
make them happy to be here.

This is the way to have the most
creative, productive Pinellas
County.



Arts Education and Outreach: Suzanne Pomerantzeff



x



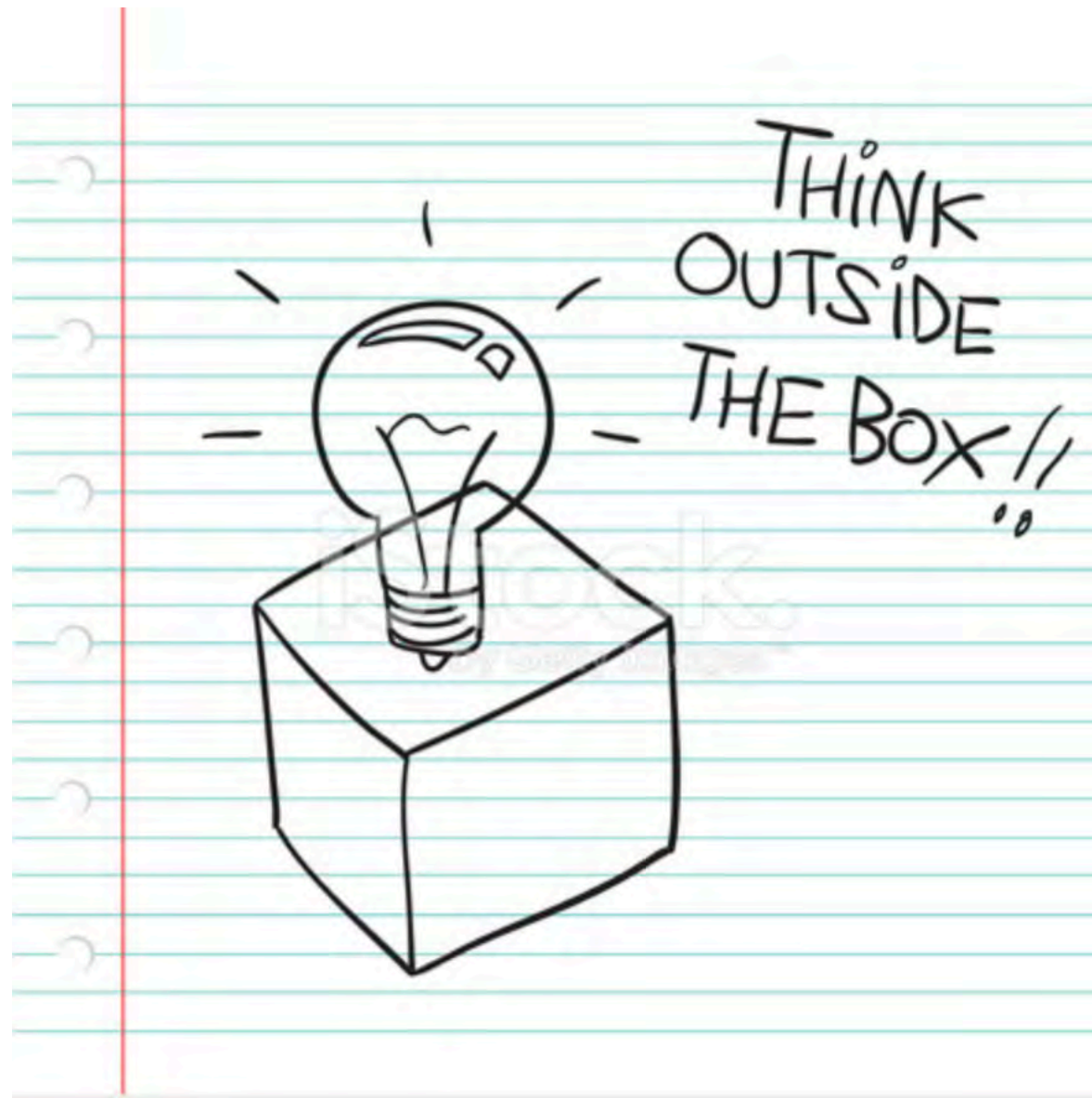


Lee Cohen

**ATR, MPS, REACE,
CCTSI**

**Art Therapist and
Certified Clinical
Trauma Specialist**





ADVERSE CHILDHOOD EXPERIENCES – ACES

What are Adverse Childhood Experiences (ACEs)?
ACEs are potentially traumatic events that occur in a child's life:



Physical Abuse



Emotional Abuse



Sexual Abuse



Domestic Violence



Parental Substance Abuse



Mental Illness



Suicide or Death



Crime or Imprisoned Family

Causing lifelong medical, mental & social suffering





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Partner:
Erica Sutherlin
**American Stage Director of Community
Engagement**



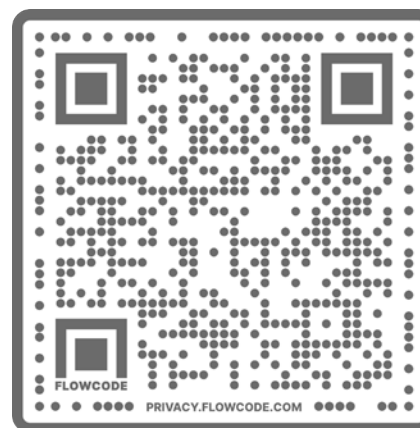
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**Scan the QR CODE below to learn more
about the Arts and Culture Co-op
Advertising Program**





**Want to be part of the Cultural Planning process?
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form and we will connect with you on next steps.**





Next Up:



ART'N

Creative Pinellas and Visit St. Pete/Clearwater are excited to announce ART'N Month this November in the Arts Coast. This year will mark the inaugural year for ART'N Month which will reoccur each year to celebrate the arts, arts organizations, and artists throughout all of Pinellas County. Residents and travelers alike are invited to explore the depth and breadth of the arts offerings in Pinellas County including world-renown museums, rich artist communities, hands-on learning opportunities and immersive performances.

Visit www.CreativePinellas.org/ARTn

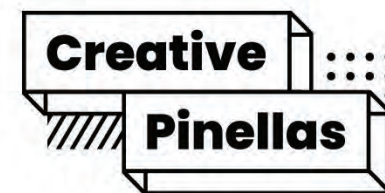


2022

Arts ANNUAL

**The Most
Anticipated
Arts Party
of the Year!**

BE THE FIRST to experience this exhibition from
OVER 25 AWARD-WINNING ARTISTS who **LIVE**
and **CREATE** in the **ARTS COAST.**



CREATIVE PINELLAS is a 501(c)(3) NONPROFIT ORGANIZATION. A COPY OF THE OFFICIAL REGISTRATION # CH52844 AND FINANCIAL INFORMATION MAY BE OBTAINED BY CALLING TOLL-FREE WITHIN THE STATE, 800-435-7352 OR VISITING WWW.800HELPFLA.COM. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.



Join Us for Arts Annual 2022: Navigating the Arts.

Now in its fifth year! Experience music, theatre, dance, films, visual art, and participatory experiences – all from the Arts Coast. Come view, buy, and create during this unforgettable weekend of art!

THURSDAY, NOVEMBER 10 | 5:30-9PM

THE PARTY, ANNUAL FUNDRAISER AND OPENING RECEPTION

FRIDAY, NOVEMBER 11 | 12-5PM

ARTIST TOURS AND TALKS

SATURDAY, NOVEMBER 12 | 10AM-4PM

PERFORMANCES IN THE PARK

NOVEMBER 10 – DECEMBER 31, 2022 – **EXHIBITION**

Get Your Tickets to THE PARTY Today!



Scan the QR Code or
visit [ARTSANNUAL.ORG](https://artsannual.org)

\$25 General Admission | \$250 VIP



The Gallery at Creative Pinellas
12211 Walsingham Rd
Largo, FL 33778

Gallery Hours:

Wed. – Sun. | 12-5PM



THANK YOU TO OUR SPONSORS



Your support helps us fulfill our mission of facilitating a vibrant and sustainable Pinellas County arts community as an arts and cultural destination.



**Want to be part of the Cultural Planning process?
Simply scan the QR Code below, fill out a quick
form and we will connect with you on next steps.**

