

Creative Pinellas, Incorporated

Project Title: Local Arts Agency Program Support

Grant Number: 23.c.ps.500.186

Date Submitted: Thursday, May 27, 2021

A. Cover Page Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: 2023-2024 General Program Support Grant Guidelines

Application Type

Proposal Type: Local Arts Agency


Funding Category: Level 3

Discipline: N/A

Proposal Title: Local Arts Agency Program Support

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. **Organization Name:** Creative Pinellas, Incorporated 
- b. **DBA:**
- c. **FEID:** 45-2414664
- d. **Phone number:** 727.460.5477
- e. **Principal Address:** 12211 Walsingham Road Largo, 33778
- f. **Mailing Address:** PO Box 14932 Clearwater, 33766-4932
- g. **Website:** www.creativepinellas.org
- h. **Organization Type:** Nonprofit Organization
- i. **Organization Category:** Other
- j. **County:**
- k. **DUNS number:** 079910260
- l. **Fiscal Year End Date:** 09/30

1. Grant Contact *

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2. Additional Contact *

First Name

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3. Authorized Official *

First Name

Barbara

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4. National Endowment for the Arts Descriptors**4.1 Applicant Status**

Organization - Nonprofit

4.2 Institution Type

Arts Council/Agency

4.3 Applicant Discipline

Multidisciplinary

C. Eligibility Page 3 of 12

5. Are all grant activities accessible to all members of the public regardless of sex, race, color, national origin, religion, disability, age or marital status?

Yes (required for eligibility)

No

6. Project start date: 7/1/2022 - Project End Date: 6/30/2023 *

Yes (required for eligibility)

No

7. What is the legal status of your organization?

Florida Public Entity

Florida Nonprofit, Tax-Exempt

8. How many years of completed programming does your organization have?

Less than 1 year (not eligible)

1-2 years (required for eligibility for GPS and SCP)

3 or more years (required minimum to request more than \$50,000 in GPS)

9. Is your organization designated as the Local Arts Agency by the local county commission per s. 265.32, F.S.?

Yes (required for eligibility)

No

D. Quality of Offerings Page 4 of 12

10. Applicant Mission Statement - (500 characters) *

MISSION

Our mission is to foster and sustain a vibrant, inclusive, and collaborative arts community 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.

11. Programming Description - (2000 characters)

Briefly describe the project or program for which you are requesting funding. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

As we leave the pandemic behind, Creative Pinellas believes more than ever in power of the arts to enable communities to thrive. In service of this belief we are committed to supporting the arts community and delivering high quality arts experiences to residents and visitors through multiple opportunities.

EXHIBITION, PERFORMANCE, ENGAGEMENT

Creative Pinellas manages a 10,000 sq. ft. County-owned gallery (former Gulf Coast Museum of Art). Mothballed since 2008, the facility has been brought back-to-life with dynamic, expansive and diverse programming. Gallery entry is always free.

Recent exhibits (CDC guidelines) include:

- **Expanding Waters:** A 3D and 2D visual art exhibit on sea level rise and climate change, enhanced by monthly panels with artists, climate and environmental scientists and live performances of Shakespeare, and original dance and music.
- **Glass in the Gallery and Gialanella in the Garden:** an international collection of fine art glass by renown glass artists, and a large sculptural installation in the nearby botanical gardens.

Creative Pinellas also offers exhibits focused on community and accessibility such as an annual art show featuring K-8 Pinellas County school students and programming engaging historically underserved or marginalized audiences.

In the grant period we will continue to offer exhibits of similar depth and quality, and accessible programming, and plan to increase the number of exhibits by 20% and attendance by 50%. We will also continue pandemic innovations such streaming exhibit-related programming, and will provide audiences unable to attend in-person with a 3D virtual gallery featuring the artwork showcased in the live exhibits.

Other engagement opportunities in the grant period include a continuation of SPACEcraft, an

interactive program that travels throughout the county, offering art engagement in parks, at libraries and in people's neighborhoods. 12 visits will occur in the grant period, providing arts experiences to 10,000+ youth and adults and jobs for 25 teaching artists.

PROFESSIONAL DEVELOPMENT/IDEA EXCHANGE

We offer many development opportunities for the arts community. These include:

- **Workshops** on grants, public art, collaboration, the creative process, etc.
- **Live and streaming panels** on a variety of topics such as:
 - Arts and social justice.
 - Arts and innovation.
 - Arts and the environment.
- **Co.Starters**, a no-cost-to-artists, 10 week program that provides the same quality entrepreneurial training the high-tech industry provides their stakeholders, but with an arts focus.

In the grant period we will add a third session of Co.Starters, allowing us to serve 70 participants. Overall we plan to provide opportunities to 1,500 participants in this category.

GRANTS

Grant making is an opportunity for Creative Pinellas to create positive outcomes. Although not directly supported by the DOS grant, they play an important capacity building role. During the grant period we offer:

- **Professional Artist** grants, to build, support and inspire a strong arts community, and to keep artists in Pinellas County.
- **Artist Laurette** grant, awarded to 1 professional artist grantee, who works collaboratively with Creative Pinellas to design their specific program activities.
- **Emerging Artist** grants, to provide funding, a carefully chosen mentor and group gallery show, to build future pipeline and increase the diversity.
- **Mural/Special project grants**, for muralists and artists working in non-traditional media or with historically marginalized communities.
- **Arts Summer Camp grants for Pinellas youth**, who attend Title 1 schools, or are eligible for school lunch, in foster care, in the juvenile justice system or live in poverty-vulnerable areas to go to arts summer camp.
 - Youth apply to Creative Pinellas to attend **any** approved arts or community nonprofit or municipal summer camp, as long as it is truly arts focused.
 - The arts-for-all objective is to remove transportation, cost and other barriers that have historically prevented young people from having an arts camp experience.

During the grant period we will offer 10 professional artist grants, 10 emerging artist grants, 15 mural/special project grants and 250-300 grants for youth.

OUTREACH AND ECONOMIC DEVELOPMENT

Tourism represents a 10.3B impact to the local economy and brings 6.5M visitors annually. In the grant period, Creative Pinellas will play a strategic role integrating arts and culture into the visitor experience, building awareness of Pinellas as an arts and cultural destination and creating opportunities for artists, arts businesses and arts organizations to benefit from tourism. Programs include:

- **Arts Annual Beyond the Walls:**
 - Artists' work is placed on display (and for sale) in high end hotels.

- A video is made featuring the hotel and the artist.
- A media buy is placed to promote the video and artists outside Pinellas.

This program markets artists to new audiences and creates sales opportunities in the hotel and through the media. We will increase to 20 hotels/artists during the grant period.

- **Arts Annual Exhibit/Festival:**

- In its fifth year in the grant period.
- Features 30+ Pinellas visual, literary and performing artists in the gallery.

The program has grown in impact and awareness, drawing thousands of visitors overall, many from outside Pinellas County.

- **The Virtual Gallery at Creative Pinellas**

- Users "walk" through the 3D gallery environment.
- They learn about area artists and can purchase work directly from the site.

The program expands the market and business opportunities for area artists.

- **The Arts Coast Magazine:**

- A curated, journal with new arts content almost daily.
- Focus on Pinellas County.
- Content that connects to the national/international arts scene.
- During the grant period we will be adding a video magazine, Arts Coast Studio.

Other tourism activities:

- Arts and Culture Guide and Map.
- Arts and cultural training for hotel staff.
- Social media and email marketing.

These continue in the grant period as well.

11.1 Programming Goals (2000 characters)

Please list at least three goals associated with the project or program you are for which you are requesting funding.

Goals: Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization's mission statement. Goals can be listed in priority order and ranked.

Sample goal: To provide residents and visitors with increased opportunities to view local art and meet local artists.

Creative Pinellas has developed the following goals through a process of extensive outreach and discovery. This includes multiple public meetings; stakeholder focus groups with artists, arts organization leadership, community representatives, business and tourism representatives and civic/government leaders; one-on-one meetings with key arts community, business and government leaders; surveys both in English and Spanish; and social media monitoring.

To read a comprehensive report of the discovery process that resulted in the six goals below, go to Creative Pinellas Community Plan. To read the Creative Pinellas Strategic Plan go to Creative

Pinellas Strategic Plan.

1. Use our countywide reach, marketing and operational expertise, gallery facility and funding ability to: *Promote awareness of the impact of arts and culture in Pinellas County.*
2. Support and nurture visual, performing, literary and social justice artists and current/future audiences to: *Ensure every resident and visitor has equitable access to arts and culture.*
3. Collaborate with government, business and nonprofits to: *Be a champion for arts and culture, build bridges, reduce silos and create new opportunities.*
4. Build partnerships, convene collaborators, connect consumers with producers to: *Cultivate excellence and economic sustainability for the arts and cultural community.*
5. Build deep relationships with area economic engines (CVB, planning/economic development departments, chambers, etc.) to: *Support economic viability for artists, arts organizations and arts-related businesses, community wellbeing and economic development.*
6. Develop innovative analog and digital programs to: *Support visitors, bring new revenues, enhance our arts and cultural brand and create interest, excitement, visitor satisfaction.*

In addition, Creative Pinellas has one overarching goal, for which all of these roll up to. That is to create strong, healthy, viable and sustainable relationships for the betterment of the arts community and the community as a whole.

11.2 Programming Objectives (2000 characters)

Please list the three corresponding objectives for the goals listed above.

Objectives: Specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.

Sample Objective: At least 300 residents and visitors will view local art and be invited to a "meet the artist reception"

In fulfilling the goals, Creative Pinellas has developed the following objectives for the grant period. (Goals are described, followed by objectives.)

1. Use our countywide reach, marketing and operational expertise, gallery facility and funding ability to: *Promote awareness of the impact of arts and culture in Pinellas County*
 1. Engage at least 12,000 residents and visitors in high quality arts experiences. Offer six exhibits in the gallery featuring artists living and working in Pinellas County who have received grants from Creative Pinellas in the past, and/or who are doing work of artistic impact, or are of specific community interest.
 2. Provide 3 or more opportunities during each exhibit for the public to meet the artist or learn about the work.
 3. Invite at least 1 local and/or out-of-market arts influencer per exhibit to participate in an interview or Q&A with the artist and/or about the exhibit and stream live on FB.
2. Support and nurture visual, performing, literary and social justice artists and current/future audiences to: *Ensure every resident and visitor has equitable access to arts and culture.*
 1. Provide engaging, interactive public art experiences to different communities throughout the county, at at least 12 different locations providing equitable, welcoming access to meaningful arts experiences to 10,000 residents and visitors throughout Pinellas County no matter who they are, where they live or what communities they are part of. Additionally, support up to 15 teaching artists to facilitate the program.

2. Provide grants and commissions to at least 25 artists in all genres (visual, performing, literary and social justice, etc.) and fund educational opportunities to 70 artists.
 3. Offer a minimum of 125 opportunities/month for artists (all genres), arts organizations and content-creators (journalists, essayists, photographers etc.) to self-promote and/or to have their work featured in various Creative Pinellas print and online publications/media to reach and inform new and current audiences within and outside of Pinellas County.
3. Collaborate with government, business and nonprofits to: *Be a champion for arts and culture, build bridges, reduce silos and create new opportunities.*
 1. Work with the Lealman area CRA to commission and fairly compensate 5 artists to paint murals and/or implement small scale public art projects to the benefit of the community.
 2. Collaborate with Pinellas County Public Works/Department of Transportation to commission and fairly compensate 4 artists to create murals on the Pinellas Trail pedestrian/bike way.
 3. Ensure that the Pinellas County Board of County Commissioners, the Pinellas County Tourist Development Council and the Pinellas County Economic Development Council are aware of the impact of the arts and creative business-community on the local economy, through a minimum of two presentations, monthly reports, and quarterly meetings for updates on the impact of the arts and of the work done by Creative Pinellas.
4. Build partnerships, convene collaborators, connect consumers with producers to: *Cultivate excellence and economic sustainability for the arts and cultural community*
 1. Hold six public meetings about the state of the arts/arts organizations in Pinellas, in general or in specific (i.e. the state of dance in Pinellas County).
 2. Pursue and grow partnerships with area nonprofits (the Pinellas Community Foundation, the Foundation for a Healthy St. Petersburg, etc.) to convene yearly, and to collaborate on how arts/artists can help them better serve their mission, and also to create opportunities for artists, including those working in non-traditional media or with historically marginalized communities.
 3. Program and promote 2 large scale exhibits that feature Pinellas County artists (the Emerging Artists exhibit and the Arts Annual/Arts Beyond the Walls) to draw and connect area artists with consumers and to create awareness and economic opportunity.
5. Build deep relationships with area economic engines (CVB, planning/economic development departments, chambers, etc.) to: *Support economic viability for artists, arts organizations and arts-related businesses, community wellbeing and economic development.*
 1. Build and further relationships with all 16 business chambers in Pinellas so their leadership and members become more familiar with Creative Pinellas.
 2. Co-create research and materials with Pinellas County Economic Development that demonstrates the economic impact of the arts and the creative economy.
 3. Partner with Tampa Bay Innovation Center, to offer economic, business and entrepreneurial training for artists, arts businesses and arts organizations.
6. Develop innovative analog and digital programs to: *Support visitors, bring new revenues, enhance our arts and cultural brand and create interest, excitement, visitor satisfaction.*
 1. Place the work of 20 Pinellas artists in 20 select county hotels that cater to tourists, create and market videos about the work, and place media to reach a minimum of 90,000 in person visitors and online viewers collectively, also creating the opportunity

for sale of the artists work.

2. Create and promote the virtual gallery for every exhibit in the Creative Pinellas physical gallery, with work from every participating artist, to serve 50 artists and reach a minimum of 20,000 viewers/collectors.
3. Expand the reach of the Arts Coast Journal (text-based) and Arts Coast Studio (video) to 140,000 new users in targeted visitor markets.

11.3 Programming Activities (2000 characters)

Please list the project or program activities.

Activities: These are the specific activities that achieve the objectives.

Sample Activities: Work with local arts and tourism organizations to promote art shows. Communicate with local art teachers to encourage students to attend shows. Schedule artist commentaries and news articles to promote the shows.

Program activities are described below and provided in timeline form to illustrate how programming unfolds during the grant period.

EXHIBITION, PERFORMANCE, ENGAGEMENT

July: Community/Accessibility Exhibit

This exhibit purposely addresses important community concerns/needs, and is engaged with the current moment. Recent exhibits include programs curated specifically for the visually impaired (every painting was in relief, so visitors could experience the artwork through touch), and original work created to address issues of behavioral health and to build awareness of how to get help.

August - October: Artist Laureate Exhibition/Performance

One Artist Laureate grant is awarded to a professional artist grantee each year. Their work is shown at the gallery at Creative Pinellas, a flexible space that, can support visual and/or performing art.

October - December: Arts Annual Beyond the Walls

Features the work of Pinellas artists for sale and display in area hotels and supported by a media campaign for each artist/hotel, placed in regional tourism markets.

November - December: Arts Annual

This event brings together professional and emerging artist grantees from prior years for an arts exhibition, live performances of theatre, music and dance and an online Arts Festival. In its 5th year, during the grant period, the Arts Annual has continued to grow, drawing visitors throughout the south east and beyond, building awareness for individual artists and for Pinellas as an arts and cultural destination.

January - March: Featured Artist Exhibit

During the beginning of the height of the tourist season, a Pinellas or Florida artist, or one who has strong ties to the county or the state and who will draw visitors to the gallery is given a solo show.

March - April: Youth Art Month Exhibit

Features work of Pinellas County elementary and middle school students, chosen by their art teachers and curated by an artist-judge. Work is professionally hung in the smaller exhibit room along side a large and/or popular work in the main space to ensure broad visitation.

April - May: Emerging Artist Show

Exhibit features new work by the year's 10 emerging artists, who have been working with the guidance of their artist-mentors. In its 6th year during the grant period, the exhibit has become a launching pad for discovery by curators and advancement of artists' careers as well as a draw for visitors.

June: Community/Accessibility Exhibit

Launch of the exhibit (described above) that continues through July.

* * *

Every exhibit in the gallery includes an artist reception, panel discussion (live and online) a "Coffee With The Curator" or similar event and a virtual version of the work presented.

OTHER ENGAGEMENT OPPORTUNITIES

SPACEcraft Traveling Art Project.

The installation is on site for 6 weeks and is dismantled and relocated over 2-3 weeks. There are 2 containers, each goes to a different location. The project is currently on-going. For communication purposes, begin renumbering from 1. Specific site locations will be finalized by Q4 2021:

July 1 - August 14

Sites 1/2

September 1 - October 16

Sites 3/4

November 1 - December 4

Sites 5/6

December 19 - January 29

Sites 7/8

February 13 - March 26

Sites 9/10

April 10 - May 31

Sites 11/12

* * *

At completion of site 12, a report summarizing results for the grant period will be provided. A determination will then be made whether to continue with the program.

PROFESSIONAL DEVELOPMENT/IDEA EXCHANGE AND GRANTS (TIME SPECIFIC)

July: Economic Research Update

Publication of a joint report on Economic Impact of the Arts in Pinellas County, by Creative Pinellas and Pinellas County Economic Development.

July - June: Special Project grants

Collaborative/partner grant, meets specific goals in alignment with Creative Pinellas and partner mission.

August: State of the Arts Public Meeting #1

1st in a series of public meetings to engage the community around the arts, with a focus on capacity building.

August - May: Emerging Artist Grants

Launch and implementation of grant for Pinellas County emerging artists.

September - November: Co. Starters

10 week business development/training program for artists.

October: State of the Arts Public Meeting #2

The 2nd in the series, address the same subject matter, but targets a different community, either geographically or by racial identity, affiliation, etc.

October - June: Professional Artist Grant

Launch and implementation of grant for Pinellas County professional (mid-career) artists.

November: State of the Arts Public Meeting #3

A continuation of the series expanding the reach and diversity of the audience.

January: State of the Arts Public Meeting #4

The 4th in the series of community discussions on the arts.

January - March: Co. Starters

10 week business development/training program for artists.

February: State of the Arts public meeting #5

The 5th conversation in our exploration of the arts.

March: Arts Summer Camp Grants for Youth

Annual summer program enabling 200-250 Pinellas Youth to attend an arts summer camp of their choice. Supports youth/families and arts and community organizations.

April: State of the Arts Public Meeting #6

The final public conversation on the state of the Arts in Pinellas.

April - June: Co. Starters

10 week business development/training program for artists.

June: Arts Community Annual Convening

Synthesis of the public meetings and groundwork for the future.

TOURISM and OTHER ACTIVITIES/PROJECTS (ON-GOING, NOT TIME SPECIFIC)

Arts Coast Magazine

Text-based online magazine offering high quality arts journalism.

Arts Coast Studio

Video-based online channel featuring acquired and commissioned videos.

Arts and Cultural Guide

Magazine-quality printed directory of arts and cultural opportunities/institutions in Pinellas.

Virtual Gallery

Visually impactful online gallery providing worldwide access to Creative Pinellas exhibits.

Quarterly meetings with:

- Visitors and Convention Bureau
- Economic Development Council
- Pinellas County Board of County Commissioners

Partnership Building:

- Chambers of Commerce
- Foundations
- County nonprofits

11.4 Partnerships & Collaborations

Describe any partnerships and/or collaborations with organizations directly related to General Programming (GPS) or the Specific Cultural Project (SCP). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

Partnerships are fundamental to Creative Pinellas' DNA and key to building and growing the organization and contributing to the health, vibrancy and economic strength of the arts.

One example is our partnership with the the **Foundation for a Healthy St. Petersburg**. The Foundation developed an outreach campaign to build awareness in the community that there was help available for behavior health issues/crisis. The campaign included standard marketing materials, with features and benefits, a call to action etc. However, the Foundation recognized even with all of the information they were sharing, they were not necessarily reaching people emotionally. Recognizing the value of the arts (thanks to on-going conversations) they asked (and funded) Creative Pinellas to engage artists to get the message out, and the artist version of the YOU GOOD? campaign was born. Artist participation included:

- 4 murals.
- A series of emotionally expressive posters about why a person might need help and why it was okay to request help.
- YOU GOOD? Postcards targeting the Black, Latinx and LGBTQ communities with a message that support is available.
- YOU GOOD? t-shirts.
- An interactive traveling sculpture with a team to engage people on behavioral health issues.

OTHER CONTINUING PARTNERSHIPS:

- **Pinellas Community Foundation** for the Arts Community Relief Fund. Initially established March 2020 to meet urgent needs of the arts community from COVID-19.
- **Pinellas County Board of Education** for the annual student show.
- **Tampa Bay Innovation Center**, co-sponsor of Co. Starters business development for artists.
- **Nomad Art Studios**, for SPACEcraft, providing quality arts experiences throughout Pinellas County.
- **Lealman CRA** and **Palm Harbor Advisory Council** for public art/placemaking.
- **Pinellas County Board of County Commissioners** and **Convention and Visitors Bureau** for in-kind support of the office and gallery, mural program on county roads, economic data, and funding support for programs and initiatives.
- **Pinellas County Economic Development** for research and for distribution of CARES Act Funds.
- **Tampa Bay Rays** for artist print series.
- **Arts4All** (formerly VSA) for accessible arts exhibits.
- **Heritage Village** and **Florida Botanical Gardens**, partners at our campus.
- **St. Petersburg** and **Clearwater Arts Alliances**, the **Tampa Bay BCA** and the many **arts organizations** who work closely with us in Pinellas County.

12. Project/Program Evaluation

How will you determine if your Goals and Measurable Objectives are achieved? Who will conduct the evaluation, and who will the evaluation target? What methods will be used to collect participant feedback? (Surveys, evaluation forms, interviews, etc.) When will you collect the information, and how will it be used to inform future programming?

Creative Pinellas believes that in order to improve, programs and activities must be measured. Therefore, we have developed and implemented a comprehensive evaluation and review program.

Goals are set and data is collected for every program. Monthly recap reports with engagement numbers, evaluation results, media/social media presence, etc. are submitted to the Board and funding partners. This enables us to react quickly to determine strengths, see weaknesses, find opportunities and address problems or make needed changes to programs as they progress.

Financial outcomes are evaluated monthly by the CEO and treasurer, and as part of the annual budget development process. Each program is set up as its own cost center, allowing easy analysis of the financial viability of the program and return on investment.

All programs are addressed with the following questions in mind:

1. Does the program meet or further our mission?
2. Are we the best organization to do it?
3. Is it providing significant benefits or meeting significant needs for our community?
4. Is the program viable (financially/demand on resources/in terms of ROI)?
5. Is it consistent with our values?

We measure outcomes using a variety of methods including written or online surveys to participants in

individual programs and annual surveys to our subscriber base. We also schedule consistent individual meetings, focus groups and town meetings with stakeholders, partners and members of the communities we serve.

Programs are reviewed in staff meetings to address questions, concerns, needs and successes so we can react and respond promptly to unmet needs or changing conditions.

Additionally, we schedule several deep-dive staff sessions throughout the year and a board strategy session in advance of the county budget development and submission process. Both allow us to look back at the prior programs and activities and to look forward at what is ahead. This ensures that the programs we commit to for the upcoming year best meet our mission and the community's needs.

12.1 Artist Projects only

Describe the expected outcomes of the project. How will you determine the success of the project?

E. Impact - Reach Page 5 of 12

Instructions

Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

13. What is the estimated number of events related to this proposal?

26

14. What is the estimated number of opportunities for public participation for the events?

700

15. How many Adults will participate in the proposed events?

57,000

16. How many K-12 students will participate in the proposed events through their school?

150

17. How many individuals under the age of 18 will participate in the proposed events outside of their school?

45,000

18. How many artists will be directly involved?

Enter the estimated number of professional artists that will be directly involved in providing artistic services specifically identified with the proposal. Include living artists whose work is represented in an exhibition regardless of whether the work was provided by the artist or by an institution. This figure should reflect a portion of the total individuals benefiting. If no artists were directly involved in providing artistic services enter 0.

18.1 Number of artists directly involved?

130

18.2 Number of Florida artists directly involved?

125

Total number of individuals who will be engaged?

102280

19. How many individuals will benefit through media?

200,000

20. Proposed Beneficiaries of Project

Select all groups of people that your project intends to serve directly. For each group, you can select more than one answer if applicable. If your project/program served the general public without a specific focus on reaching distinct populations, then select the "No Specific Group" options.

20.1 Race Ethnicity: (Choose all that apply) * Asian

Black or African American

Hispanic or Latino

White

20.2 Age Ranges (Choose all that apply): * Children/Youth (0-17 years)

Young Adults (18-24 years)

Adults (25-64 years)

Older Adults (65+ years)

20.3 Underserved/Distinct Groups: * Individuals with Disabilities

Individuals in Institutions

Individuals below the Poverty Line

Individuals with Limited English Proficiency

Youth at Risk

Other underserved/distinct group

21. Describe the demographics of your service area.

Pinellas is the most densely populated county in Florida, (pop. 975,280 spread over 274 sq. miles.) Average age is 48.5 (25% above the US average.) 74% of residents identify as White, 10% as Black, 10% as Hispanic and 3% as Asian. 12% of the general population and 16% of children live in poverty. 92% of residents graduated high school. 32% have a bachelor's degree. English is the primary

language spoken at home by 88% of the population.

A more granular view of demographics show a county separated by income and race. There are 24 municipalities in Pinellas. Of the municipalities, 10 (beach communities) are over 95% White, and 10 are over 80% White. Three, Clearwater, Kenneth City and St. Petersburg - all located in mid or south county - are less than 70% White (69%, 66% and 63% respectively.) St. Petersburg is home to the largest Black community (23%) primarily in South St. Pete. There are also small historic Black communities in Clearwater (11%) and the Ridgecrest area of Largo (6%). All 3 communities have been identified as high poverty/economic risk areas.

The Hispanic and Asian populations are also located in mid and south county, with the Hispanic community in Clearwater (15%) Kenneth City (11%) Largo (11%) and Pinellas Park (9%) and the Asian community in Kenneth City (3%) and the unincorporated Lealman area (3%) both also areas of poverty and economic risk.

County demographics impact accessibility to arts and culture. Black, Hispanic, Asian and poorer White communities lack easy access to arts organizations/arts resources, which are generally located either in Downtown St. Petersburg, in the beach communities or in north county. Lack of public transportation and limited high-capacity roadways (especially east/west) limit mobility, accessibility, and interaction between communities.

22. Number of individuals your members/organizations are serving?

102,280

23. Select all that apply to your organization? * Advocacy

- Arts Education
- Convening of Arts & Culture
- Community Building
- Cross-Sector Collaborations
- Manage/Operate Cultural Facilities
- Cultural Planning
- Cultural Tourism
- Diversity Initiatives
- Grant Maker – Artists
- Grant Maker - Organizations
- Marketing
- Mentoring/Internships
- Present Programming
- Produce Programming
- Professional Development/Technical Assistance – Artists
- Professional Development/Technical Assistance – Organizations
- Public Art

24. Additional impact/participation numbers information (optional)

Use this space to provide the panel with additional detail or information about the impact/participation

numbers. Describe what makes your organization/programming unique.

Creative Pinellas is a unique organization in that it functions as a (more) traditional arts organization, providing grants and developmental opportunities for artists; and as a managing and presenting organization that, from a programming point of view, was essentially built from the ground up; and as a marketing and communications organization for the arts in Pinellas County; and as a placemaking partner with multiple County organizations.

For a small agency (staff of 6) and relatively young organization (incorporated in 2011, but unfunded until 2016-2017) we have impact far beyond our size and age. But perhaps it is best for others to tell the Creative Pinellas story.

In awarding Creative Pinellas a 2020 "Best of Bay," Creative Loafing writes:

*"Creative Pinellas was doing great stuff long before COVID-19 came along, but the pandemic really brought out the best in the [organization]. It was clear from the beginning that Creative Pinellas was going to do everything it could to help artists survive the crisis. It kept an updated list of places to enjoy art online. It raised pay for its Arts Coast Journal contributors when other publications couldn't afford to pay their writers at all. It even established the area's first arts relief fund in collaboration with the St. Petersburg Art Alliance and the Pinellas Community Foundation. Then on April 16, Creative Pinellas introduced the 2020's crop of emerging artists in Zoom conversation shared via Facebook Live, **becoming the first arts organization in the Tampa Bay area** to host artists talks and opening reception on line. Tampa's college galleries followed suit a month later."*

Additionally, Creative Pinellas was a top pick of Startup Pill for the Best America Based Art Startups.

Writing that they "*chose [organizations] for exceptional performance in one of these categories: **Innovation** (innovative ideas, innovative route to market, innovative product) **growth** (exceptional growth, exceptional growth strategy) **management** and **societal impact**)"* Startup Pill recognized "*Creative Pinellas as an exceptional [organization] well worth the follow.*"

We are a small local arts agency. We have a large footprint.

25. In what counties will the project/program actually take place?

Select the counties in which the project/programming will actually occur. For example, if your organization is located in Alachua county and you are planning programming that will take place in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. Please do not include counties served unless the project or programming will be physically taking place in that county.

Pinellas

26. What counties does your organization serve?

Select the counties in which your organization provides services. For example, if your organization is located in Alachua County and you provide resources and services in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. This might include groups that visit your facility from other counties.

Citrus

Hernando

- Hillsborough
- Manatee
- Pasco
- Pinellas
- Polk
- Sarasota

27. Describe your virtual programming - (Maximum characters 3500.)

Briefly describe any virtual programming that you provide to the public. This information should include who is able to access the programming and any payment structure.

Creative Pinellas offers the following virtual programming:

- Zoom-based public meetings, workshops and seminars. Anyone in the public may access these for free.
- Live streaming events on Facebook that include artist panels and conversations, gallery tours, interviews and presentations. Access is free via the Creative Pinellas Facebook page.
- A unique virtual gallery that offers a 3D experience to viewers, who can use their mouse to "walk around" the gallery. The 3D space features natural light, allows visitors to move in for a close view of the work, or step back to see how it hangs on a wall. It is as close to a live experience as any virtual gallery we have seen. Additionally, users can click on a link for further information, to play video if it is available and to purchase the artwork through a secure portal. Access to view the gallery is free.
- The online Arts Coast Magazine features high quality writing about the arts in Pinellas County, and about the arts of interest to people living and working in Pinellas County. Thus, its scope is much broader than a "Things to do." The goal, when we conceived of the magazine was to have the writing be so interesting people would want to read the articles, the same way people who live outside of New York City might read the art reviews and articles in the New Yorker magazine. Our belief was that we could build interest in and loyalty to Pinellas County as an arts and cultural destination if people enjoyed (fell in love) with the community by reading about what we had to offer. We also have a quarterly fiction edition. Access to the magazine is via our website and is free. We pay our writers and editors for their contribution.
- In the last year, we created a video parallel to the text-based magazine. Originally called Arts In, it features video content created by Pinellas County artists, and its original purpose was to keep audiences engaged with the arts, while museums, galleries and performing arts centers were shut down due to the pandemic. The portal proved so popular that we are continuing it, under a new name "Arts Coast Studios" and will relaunch in summer of 2021. There is no fee to access Arts In/Arts Coast Studios. We pay artists for their video content.
- We are currently working on a digital product called the "Arts Navigator" which provides users with a personalized itinerary of Pinellas County arts and cultural activities they will enjoy, based on a user "quiz" that they take to identify their arts and culture "architype." We are targeting late summer of 2021 to launch the beta version for this digital application.
- We also have a website.

28. Proposal Impact - (Maximum characters 3500.)

How is your organization benefitting your community .What is the economic impact of your organization?

Solo or Individual Artists: Include any positive social elements and community engagement anticipated from the project.

A benefit of being both a newer organization and an adaptive organization that responds quickly to the changing needs of the community, is the immediacy of results. Everything we do is new or evolving.

LOOKING BACK

That means:

The excitement of seeing the impact of our Emerging Artists grant as grantees are tapped by respected curators for solo or group shows locally, nationally and abroad, recruited by animation firms, or see their novels or books of poetry published.

Continuing to see Co.Starters graduates expand their arts businesses, increase their professionalism or, after being turned down in prior years, become top scorers in their grant applications to Creative Pinellas.

Expanding our role as the county's arts and cultural partner including enhancing the quality of our gallery exhibits, re-launching the SPACEcraft public art project (post COVID), growing the arts mural program from 1 mural in year 1 to 9 murals in year 3, and developing new technologies for cultural engagement.

Leveraging our relationships and credibility with key arts leaders built over the last 5 years to quickly establish partnerships to launch a Community Arts Relief Fund in March, commissioning artists to create work for a behavioral health campaign, and creating new and expanded partnerships and opportunities including online initiatives such as a virtual arts festival as well as long-runway, innovative online programs such as the virtual gallery and Arts Coast Studio. All new ways for artists to expand audience and generate revenue for their work.

These and other efforts have led to over \$1M in direct payments to artists, arts educators, arts businesses and arts organizations plus thousands in indirect revenues, such as sales of the Rays artist series posters, increased (past and ultimately future) attendance at theaters, museums, restaurants and the return of tourism as a long term goal.

Based on the Americans for the Arts Calculator, and our own analysis of impact from grants and incubator activity, economic impact is estimated at \$4.5M in revenue and has generated 51 FTE's.

LOOKING FORWARD

During the grant period, Creative Pinellas will continue to be laser focused on addressing accessibility and cultural equity in our County. Our expansion into and growing expertise in the virtual environment, and our success in reaching new audiences online gives us further tools to engage vulnerable and under-served communities.

We are expanding our successful Arts Summer Camp program that in its first year saw 65% of the recipients going to summer camp for the very first time, and 85% having their first high-quality arts experience. The program, which grew from in depth conversations with the community, provided funds

to eligible youth (school lunch, Title I school, etc.) to attend camp at any nonprofit/municipality with true arts summer camps.

Our belief was that putting the camper/family in the driver's seat, we could overcome some limitations of the "arts desert" of transportation and of limited funding for arts organizations. We also believed it might mitigate the sad-but-too-common feeling that the arts programs in St. Petersburg, Dunedin or at the beaches were "not for me," by empowering people with choice.

The positive response to this program is unprecedented. Not only were we able to serve young people in communities who had not benefited from arts in the past, we have also seen non-traditional organizations contract with artists/arts organizations to provide arts camps under their umbrella.

Other high impact programs in development include expansion of our online journal, an online, personalized arts navigator so residents and visitors can easily find arts and cultural opportunities and expanded programs, such as Arts Annual Beyond the Walls to connect with the tourism industry.

29. Marketing and Promotion

29.1 How are you marketing and promoting your organizations offerings? *

Brochures

Collaborations

Direct Mail

Email Marketing

Magazine

Newsletter

Newspaper

Podcast

Organic Social Media

Paid Social Media

29.2 What steps are you taking in order to build your audience and expand your reach? - (Maximum characters 3500.)

How are you marketing and promoting your organizations offerings?

The most significant initiative that Creative Pinellas is taking in order to build our audience and expand our reach is a rebranding project, scheduled for summer 2021. This project includes the deployment of a new logo, new colors, new font and new brand promise. We are in the process of developing a comprehensive marketing plan to introduce the new brand to the community and to our current followers, and will do paid media on FB and other social media environments to increase reach and frequency.

In addition to the launch of the rebranding, we will be launching a new website that will solve a number of challenges that limit our ability to leverage the current site as a marketing communications tool. The new website will make it easier to share and easier to update. In addition, it will offer a much more satisfying user experience. Further, it will integrate the Arts Coast Journal, Arts Coast Studio and Arts Navigator into a seamless experience. As a satisfying user experience is the key to success for a website, we are very positive that the outcome of this effort will expand our audience and our reach.

Additionally, we are carrying out the fundamental marketing basics:

- Evaluating and maximizing organic SEO.
- Building our email marketing list.
- Recruiting followers and likes on Facebook, Instagram, twitter and LinkedIn.
- Boosting posts and making small media buys on Facebook
- Actively pursuing earned media.
- Leveraging word of mouth.

F. Impact - Diversity, Equity and Inclusion Page 6 of 12

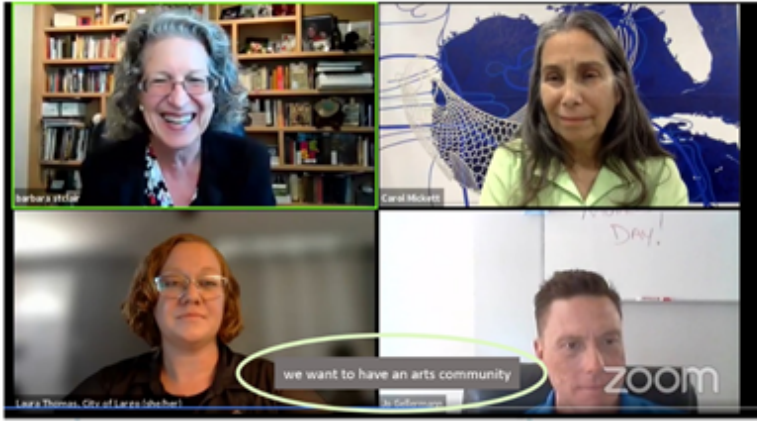
30. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility.* In addition to your facility, what step are you taking to make your programming accessible to persons of all abilities and welcoming to all members of your community?)

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at <http://dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility/>. We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

Creative Pinellas is located in a county park where all buildings, parking lots, pathways and facilities are accessible. This is made known by using accessibility symbols in all marketing materials promoting activities at the gallery.



Digital offerings (originally a response to COVID, now part of regular programming activities) provides high quality content to people unable to attend live events due to mobility/other accessibility issues like transportation. Captioning expands our ability to serve the hearing impaired



Further, at Creative Pinellas we believe accessibility is more than making existing programming available to more audiences. Rather, we see it as part of a larger project to purposefully create programming that is of interest, serves and welcomes all the different audiences who make up the community of residents of and visitors to Pinellas County.

Thus we partnered with Arts4All to create an exhibit explicitly focused on the experiential needs of the visually impaired. Every work of art in the gallery was meant to be touched, listened to or smelled. We also sponsored workshops on creating art and on creating arts experiences for differently-abled audiences.



Knowing access to art can also be an issue of whether people see themselves as liking or understanding art, we purposefully partner with Pinellas County schools to offer a K - 8 student exhibit every year. In addition to recognizing and encouraging young artists, the exhibit also brings families and friends who might never step (or may never have stepped) into a formal arts space before.



In Pinellas, arts and cultural institutions are clustered in St. Petersburg (south county) and in coastal cities (north county) and public transportation is limited. Accessibility becomes informed by people's ability/inability to easily get to an arts space, and geography becomes a strong determinant of whether or not a person ever goes to a museum, sees a live performance or engages with their own creativity.

Creative Pinellas offers two major programs to address this.

SPACEcraft brings art engagement to communities where access has/is historically limited. Facilitated and interactive programming is provided over a six-week period in what will be a total of 24 communities on the themes of Make Play Read and Grow.

Repurposed shipping containers serve as the classrooms...



Sheer joy serves as the catalyst.





Our arts summer camp grant gives eligible youth throughout Pinellas (Title 1 school, eligible for school lunch, in foster care, juvenile justice system or live-in poverty-vulnerable areas) the opportunity to attend an arts summer camp at the arts/community nonprofit or municipal program of their choice. We actively outreach in historically underserved communities, and remove barriers (such as proving eligibility). By August of 2022 will have sent close to 500 young people to arts summer camp, many for the first time.

THE BEST SUMMER EVER!
Have Fun and Express Yourself!

You may be eligible for a grant to go to an arts summer camp session at a Pinellas County non-profit.

If you live in Pinellas County and are 5-18 years old, go to a Title 1 school, receive a free or reduced-cost lunch, live in a foster or group home, or meet other criteria*, please go to:

CREATIVEPINELLAS.ORG/GOOTOSUMMERCAMP to learn more, find out if you are eligible, and to apply.

*Eligibility does not guarantee a grant. Restrictions and conditions apply.

Creative Pinellas

All programs described in this section are offered at no charge.

Individual or Solo Artists: Skip questions 2-5 and move on to section H.

31. Policies and Procedures

Yes

No

32. Staff Person for Accessibility Compliance

Yes

No

32.1 If yes, what is the name of the staff person responsible for accessibility compliance?

Barbara St. Clair

33. Section 504 Self Evaluation

Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts.

Yes, the applicant completed the Abbreviated Accessibility Checklist.

No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

33.1 If yes, when was the evaluation completed? 5/1/2020

34. Does your organization have a diversity/equity/inclusion statement?

Yes

No

34.1 If yes include here:

Making arts accessible to all is a key value for Creative Pinellas and in turning this value into action we have adopted the Americans for the Arts statement as our accessibility practice: *Cultural equity embodies the values, policies, and practices that ensure that all people—including but not limited to those who have been historically underrepresented based on race/ethnicity, age, disability, sexual orientation, gender, gender identity, socioeconomic status, geography, citizenship status, or religion—are represented in the development of arts policy; the support of artists; the nurturing of accessible, thriving venues for expression; and the fair distribution of programmatic, financial, and informational resources.*

Meeting this standard is an on-going process and is addressed programmatically in the entire Creative Pinellas organization. This includes board/staff recruitment, careful evaluation of goals, challenges and choices and purposeful programming to expand reach and offerings.

We continue to explore new ways to overcome geographic, racial, economic and other barriers-to-entry. We work together within our organization and with other organizations, artists and arts leaders in our community to raise the issue of cultural equity as it impacts our community and our audiences, and to always challenge ourselves and our assumptions about the way we respond to and deliver on our inclusion, diversity, equity and accessibility commitment.

We are conscious of and focused on continual improvement within our organization and among the organizations and communities we work with. This includes specific work to increase awareness of inclusivity, diversity, equity and accessibility issues, a commitment to develop and expand diverse cultural leadership, and to support and nurture organizations (often new organizations) that are evolving in our community in positive response to these concerns.

35. Accessibility includes other factors besides physical. What efforts has your organization made to provide programming for all?

Here at Creative Pinellas, we are in total agreement that accessibility includes other factors besides physical and have been acting dynamically on those beliefs since new management joined the organization in 2016. In section above, our commitment to providing innovative programming in the gallery was discussed. Here is a visitor comment about the exhibit in partnership with Arts4LL. "I have never been to an art show before, where *every single piece of work was designed for me*. It was beautiful and unforgettable."

Also mentioned is our SPACEcraft program, envisioned and implemented with the purpose of bringing art to communities and persons where art is not easily accessible. Traveling throughout the county, the program has brought life-changing engagements to marginalized communities. For example, when SPACEcraft was in a park in a poverty-vulnerable area, a woman approached the SPACEcraft facilitator, said she wanted to start a community garden, and asked for help. Now she and members of her community are working with Pinellas Extension service to get that community garden growing.

Our day camp program includes community centers and municipal programs (as long as the camp is truly an arts camp) as well as arts organizations. In a large county like Pinellas, where the arts organizations are far away for many, this increases access tremendously because the programs are offered where people live. A discovery too, was that our grants opened the flood gates for campers. Our latest survey indicates 65% of the youth who participated had never been to day camp before.

Although not directly funded by the DOS grant, our emerging artist program is one of our strongest tools for reaching artists who have not had access to the academic training/mentorships and recognition that typically earns an artist an opportunity for a prestigious and lucrative grant. We encourage promising artists, early in their career to apply, and actively partner with community organizations serving all communities, to reach out on a personal and direct level to people who might not recognize themselves as eligible or welcome otherwise. Emerging artists receive funding, but more important in our minds, a hand-picked, committed professional artist mentor to focus with them on their development and an exhibit in the gallery at the end of the grant period.

The Arts Coast Journal, our online magazine also actively focuses on telling stories about everyone in our community. Some examples include:

Greenbook Tampa Bay



Changing Kids' Lives, One Book at a Time



Bob Devin Jones on Photojournalist Griffith J. Davis



Every BODY Can Dance



© Tom Kramer
AXIS DANCE. Photo by Tom Kramer

Unsettling Art for an Unsettled Country



Writing and Soundscape Curated by Gloria Munoz



Creative Pinellas - The Romantics by Gloria Muñoz

All are welcome to this creative nest.

I look forward to reading your work.

We also actively seek out partnerships with organizations like Foundation for a Healthy St. Petersburg/Center for Health Equity, Pinellas Community Foundation and Pinellas County Schools for programs focused on arts and mental health, arts and equity and enhancing arts programs for youth.

36. Describe the Diversity of your staff, volunteers, and board members.

Our staff of 6 is 33% Black and 66% White. 66% are women and 33% are men. The two key leadership positions are held by a Black man and a White woman.

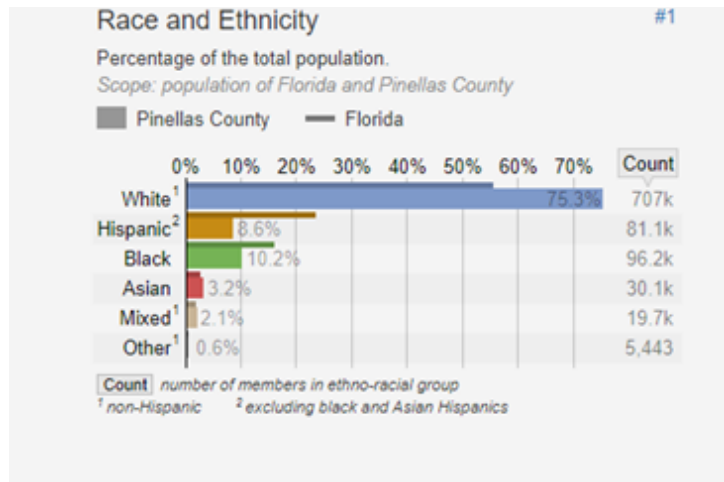
Our gallery hosts of 3 are 33% Black and 66% White. 33% are women and 66% are men.

Our board is 19% Black, 12% Asian 6% Hispanic and 63% White. 56% are women and 44% are men. One leadership position is held by a White woman, one leadership position is held by an Asian woman, and two leaderships positions are held by White men.

We do not have a volunteer community at this time.

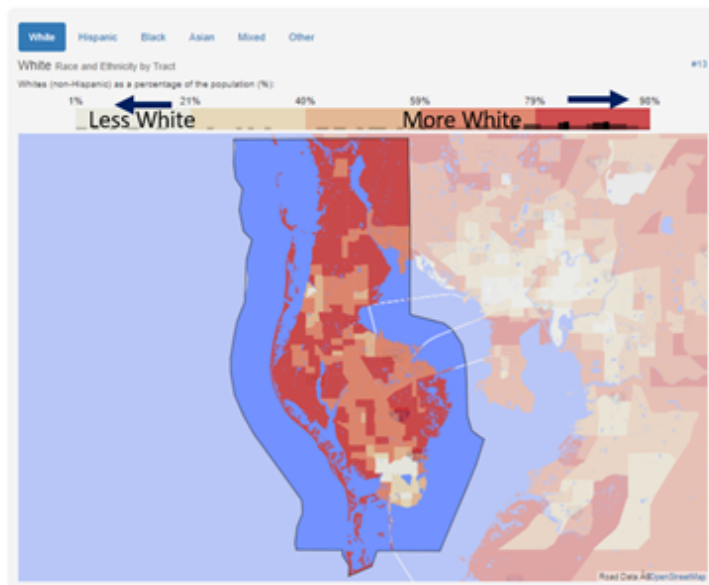
We make a concerted attempt to use minority owned businesses.

As always, there is room to improve. To put our belief in our success in building a diverse team and board in perspective, here is a chart of the racial demographics in Pinellas County:



This map offers some further detail.

Map of Race and Ethnicity by Tract in Pinellas County



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37. Fiscal Condition and Sustainability

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

Creative Pinellas is in excellent fiscal condition due to very active and strategic budget management and strong support from the Pinellas County government, our major funder who has provided notification that they expect to return to funding Creative Pinellas at pre-pandemic levels.

Because much of our funding comes from tourism dollars, we recognized in mid-March of 2020 that tourism was shutting down and that we would see significant loss in tourist revenue (our major funding source) for the duration of 2020 and likely through F/Y 2021. And that in turn would impact our 2021 funding - which has certainly proven correct. Our budget for F/Y 2021 was cut by 40%. However, through timely changes to planned expenditures in 2020 (both voluntary and forced by COVID protocols) we were:

- Able to reduce/slow down planned expenses (primarily by not expanding current programs or launching planned new programs).
- Maintain staffing levels.
- Maintain key/programming that was effectively serving the community including:
 - Gallery programs (with social distancing and masks) once the closure was lifted.
 - Mural, traveling public art and grant programs.
 - Arts Coast magazine (we even added a section on how/where to access art in the time of Covid).
 - Educational and community conversation programs which were migrated online.

We were also able to roll over the planned unspent funds into the new fiscal year (2021) which allowed us to make up approximately 20% of the shortfall in 2021 county funding. Additionally, we were able to increase funding from other sources including area foundations, and via management agreements with entities like the Lealman CRA, to further mitigate the shortfall. We also expect these funding resources/relationships to continue long term, which is of significant value.

Thus, we are able to complete F/Y 2021 and enter F/Y 2022 with a budget that was/is consistent with where we were prior to the pandemic and that effectively meets the organization's and community's needs.

As we move into the grant period and beyond, we are very confident that we will continue to grow in strength and influence as an organization. We also believe that we will continue to gain traction as an organization that funders, including our county partner, and other relationships that we have developed and actually strengthened during the pandemic year, will want to continue to support. We are also confident that we will be able to acquire funds to continue proposal activities after the grant period.

It may be important to note, too, that although Creative Pinellas has been in existence as a nonprofit arts organization since 2011 it was as a 501c4 organization and became a 501c3 organization in late 2017. At that time the organization's annual operating budget was \$624,250. For fiscal 2022 the

projected budget is \$1,588,880. The growth was in response to our ability to envision and deliver on programs that served and met community needs.

While the past cannot fully predict the future, we have a strong history of financial growth, and ever-growing community support as we provide more and more value to the residents of and visitors to Pinellas County.

Our plan then, is to continue to provide the excellent level of service and programming that fulfills the County's needs and is in alignment with its strategic plan, to deliver high-value and life enhancing/life changing arts experiences, to continue to build relationships and partnerships and to carry on with the stellar work we are doing.

Additionally, we have been growing corporate, individual and community sponsorships, and will launch a number of programs in 2021, 2022 and 2023 to generate more non-governmental funds.

38. Completed Fiscal Year End Date (m/d/yyyy) * 9/30/2021

39. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$40,019	\$42,300	\$44,000
2. Personnel: Programmatic	\$437,568	\$484,801	\$494,981
3. Personnel: Technical/Production			
4. Outside Fees and Services: Programmatic	\$448,862	\$726,830	\$622,319
5. Outside Fees and Services: Other	\$45,925	\$59,569	\$27,700
6. Space Rental, Rent or Mortgage	\$23,000	\$19,500	\$22,000
7. Travel			
8. Marketing	\$21,142	\$48,000	\$40,000
9. Remaining Operating Expenses	\$335,528	\$407,880	\$337,880
A. Total Cash Expenses	\$1,352,044	\$1,788,880	\$1,588,880

B. In-kind Contributions	\$150,000	\$150,000	\$150,000
C. Total Operating Expenses	\$1,502,044	\$1,938,880	\$1,738,880
Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10. Revenue: Admissions			
11. Revenue: Contracted Services	\$151,093	\$236,420	\$188,000
12. Revenue: Other			
13. Private Support: Corporate			
14. Private Support: Foundation		\$29,000	\$30,000
15. Private Support: Other	\$57,660	\$64,000	\$64,000
16. Government Support: Federal			
17. Government Support: State/Regional	\$54,285	\$65,000	\$65,000
18. Government Support: Local/County	\$1,041,070	\$682,640	\$904,000
19. Applicant Cash	\$511,228	\$711,820	\$337,880
D. Total Cash Income	\$1,815,336	\$1,788,880	\$1,588,880
B. In-kind Contributions	\$150,000	\$150,000	\$150,000
E. Total Operating Income	\$1,965,336	\$1,938,880	\$1,738,880

40. Additional Operating Budget Information - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the operating budget. Please explain any deficits, excess revenue, or major changes to any line items or budget totals. If not applicable, then write "not applicable."

In the last fiscal year, funding from the county was received late, causing work and expenses for a large project to be rolled over into the current year. This plus:

- Expense reduction (COVID).
- Roll over of savings into the current F/Y.
- New management service agreements and private foundation support;

Reduced year-to-year variance for the current fiscal year and, along with completion of the large project and a decrease in applicant cash, mitigated the variance for the upcoming fiscal year.

41. Paid Staff

- Organization has no paid management staff.
- Organization has at least one part-time paid management staff member (but no full-time)
- Organization has one full-time paid management staff member
- Organization has more than one full-time paid management staff member

42. Hours *

- Organization is open full-time
- Organization is open part-time

43. Does your organization have a strategic or long range plan?

- Yes
- No

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44. Rural Economic Development Initiative (REDI) Waiver

Yes

No

45. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at <http://dos.myflorida.com/cultural/grants/grant-programs/>. Proposal Budget expenses must equal the Proposal Budget income.

The expense section contains three columns:

- a. Grant funds (these are the funds you are requesting from the state)
- b. Cash Match (theses are earned or contributed funds supplied by your organization))
- c. In-kind (the value of donated goods and services)

Do not include any non-allowable expenses in the proposal budget. (see non-allowable expenses).

For General Program Support the Proposal Budget should match the operating budget minus any non-allowable expenses (see non-allowable expenses).

45.1 Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Personnel: Administrative	\$0	\$44,000	\$0	\$44,000
Totals:		\$0	\$44,000	\$0	\$44,000

45.2 Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Personal: Programmatic	\$150,000	\$344,981	\$0	\$494,981
Totals:		\$150,000	\$344,981	\$0	\$494,981

45.3

45.4 Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Grant and payments to artists	\$0	\$418,300	\$0	\$418,300
2	Gallery and arts exhibits/productions	\$0	\$40,000	\$0	\$40,000
3	Direct education for artists programs	\$0	\$15,000	\$0	\$15,000
4	Technology/onlineTechnology/online projects	\$0	\$149,019	\$0	\$149,019
Totals:		\$0	\$622,319	\$0	\$622,319

45.5 Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Programmatic software	\$0	\$27,700	\$0	\$27,700
Totals:		\$0	\$27,700	\$0	\$27,700

45.6 Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Gallery rental	\$22,000	\$0	\$22,000
Totals:		\$22,000	\$0	\$22,000

45.7

45.8 Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Marketing	\$0	\$40,000	\$0	\$40,000
Totals:		\$0	\$40,000	\$0	\$40,000

45.9 Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
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#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Reserves	\$0	\$337,880	\$0	\$337,880
Totals:		\$0	\$337,880	\$0	\$337,880

Amount of Grant Funding Requested: \$150,000

Cash Match: \$1,438,880

In-Kind Match:

Match Amount: \$1,438,880

Total Project Cost: \$1,588,880

46. Proposal Budget Income:

Detail the expected source of the cash match (middle column) your organization will be using in order to match the state funds (first column) outlined in the expense section. Use the budget categories listed below. Do not include your grant request (first column) or in-kind (third column). Include only income that specifically relates to the proposal. The Proposal Budget income must equal to the Proposal Budget cash match in the expenses.

46.1

46.2 Revenue: Contracted Services *

#	Description	Cash Match	Total
1	Various local agencies and service organizations.	\$188,000	\$188,000
Totals:		\$0	\$188,000

46.3

46.4

46.5 Private Support: Foundation *

#	Description	Cash Match	Total
Totals:		\$0	\$30,000

#	Description	Cash Match	Total
1	Various Foundations (health and human services, community foundations, etc.)	\$30,000	\$30,000
Totals:		\$0	\$30,000

46.6 Private Support: Other *

#	Description	Cash Match	Total
1	Donors and members	\$64,000	\$64,000
Totals:		\$0	\$64,000

46.7

46.8 Government Support: Regional *

#	Description	Cash Match	Total
1	Transportation agency	\$65,000	\$65,000
Totals:		\$0	\$65,000

46.9 Government Support: Local/County *

#	Description	Cash Match	Total
1	Pinellas County	\$904,000	\$904,000
Totals:		\$0	\$904,000

46.10 Applicant Cash *

#	Description	Cash Match	Total
1	Cash on hand	\$187,880	\$187,880
Totals:		\$0	\$187,880

Total Project Income: \$1,588,880

46.11 Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$150,000	\$150,000	9%
B.	Cash Match	\$1,438,880	\$1,438,880	91%
	Total Cash	\$1,588,880	\$1,588,880	100%
C.	In-Kind	\$0	\$0	0%
	Total Proposal Budget	\$1,588,880	\$1,588,880	100%

47. Additional Proposal Budget Information (optional)

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

I. Attachments and Support Materials Page 9 of 12

Complete the support materials list using the following definitions.

- **Title:** A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description:** (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DAC credit statement and/or logo.
- **File:** The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

Content Type	Format/extension	Maximum size
Images	.jpg, .gif, .png, or .tiff	5 MB
documents	.pdf, .txt, .doc, or .docx	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

MacOS productivity files such as Pages, Keynote, and Numbers are not acceptable formats. Please save files into .pdf format before submission.

48. Required Attachment List

Please upload your required attachments in the spaces provided.

48.1

Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
State of Florida Substitute W-9 Form 5.18.2021.pdf	34 [KB]	5/25/2021 12:38:12 PM	View file

48.2

Documentation of Local Arts Agency Designation *

File Name	File Size	Uploaded On	View (opens in new window)
Local Arts Agency Designation.pdf	537 [KB]	5/24/2021 4:54:38 PM	View file

49. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
Sample Marketing Materials.pdf	Sample Marketing Materials	The attached PDF provides an expansive view of recent/current Creative Pinellas marketing activities.	14281 [KB]		View file
virtual gallery tdc.mp4	Virtual Gallery Video	This is a short video tour of the virtual gallery described in the application.	93538 [KB]		View file
Arts Annual Beyond the Walls - The Sandpearl Resort.mp4	Arts Annual Beyond the Walls: Artist Video	This is one of the artist videos we created and used as part of a media campaign to promote tourism and area artists in the Arts Annual Beyond the Walls project, described in the application.	68063 [KB]		View file
Letters of Support.pdf	Letters of Support for Creative Pinellas		2921 [KB]		View file

49.1

J. Notification of International Travel Page 10 of 12

In accordance with Section 15.182, Florida Statutes, the grantee shall notify the Department of State of any international travel at least 30 days before the date the international travel is to commence or, when an intention to travel internationally is not formed at least 30 days in advance of the date the travel is to commence, as soon as feasible after forming such travel intention. Notification shall include date, time, and location of each appearance.

50. Notification of International Travel

I hereby certify that I have read and understand the above statement and will comply with Section 15.182, Florida Statutes, International travel by state-funded musical, cultural, or artistic organizations; notification to the Department of Economic Opportunity.

K. Florida Single Audit Act Page 11 of 12

Florida Single Audit Act

In accordance with Section 215.97(2)(a) and 215.97(8)(a), Florida Statutes, and the policies and procedures established by the Division of Arts and Culture, the grantee is required to certify annually if your organization with FEIN (insert FEIN here) expended \$750,000 or more from all combined state sources and all combined federal sources during your organization's fiscal year. If your organization has exceeded the threshold of \$750,000, your organization will be required to comply with the Florida Single Audit Act. You will be required to complete a separate certification form in dosgrants.com following the close of your fiscal year.

51. Florida Single Audit Act

I hereby acknowledge that I have read and understand the above statement and will comply with Section 215.197, Florida Statutes, Florida Single Audit Act and the policies and procedures established by the Division of Arts and Culture.

L. Review & Submit Page 12 of 12

52. Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program outlined under section 265.701, Florida Statutes and incorporated by reference into Rule 1T-1.039, Florida Administrative Code.

53. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Creative Pinellas, Incorporated and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

53.1 Signature (Enter first and last name)

Barbara St. Clair

