



## 2015 YEAR IN REVIEW

The Arts Alliance could not do what we do without the generous support of those who share our commitment to the arts and cultural community of St. Petersburg. We thank our donors and our volunteers for making 2015 an exciting year, and we are pleased to provide this overview of our accomplishments. Our *Arts Shine Here* banners

went up in February and we have not looked back since.

### **1. Petersburg Arts & Culture Economic Impact Report 2015**

We produced this oft-quoted study that dramatically illustrates the impact of the arts on our economy. The study was funded by the Bank of America and released in early May

### **2. NEW – Arts Alliance Events Webpage**

Creative businesses can post events and artists can post their profiles directly to this new page — now the most comprehensive arts and culture listing in Pinellas County. We are able to do this thanks to a partnership with the Hillsborough Arts Council and Arts Tampa Bay.

### **3. NEW – SunLit 15 – A Celebration of the Literary Arts**

We co-produced the first annual collaborative event in March, bringing together the literary arts community. The week's programming featured nine events, ranging from a dead authors' pub crawl to a presentation on why reading to infants is important.

### **4. NEW — Petersburg Artist Grant Program**

In partnership with the Office of Cultural Affairs we launched the Artist Grant Program and awarded \$1,000 grants to 15 local artists for projects that include a community engagement aspect.

## **5. NEW — Arts for a Complete Education –ACE**

The Arts Alliance has assumed the advocacy role for the arts in Pinellas County Schools (formerly held by the Pinellas Cultural Foundation). We welcome ACE's committee to our Board's Education Committee. We have taken on the responsibility of recognizing school principals in an annual ACE appreciation breakfast.

## **6. NEW – Professional Arts Education Seminars at the Greenhouse**

The Arts Alliance presented six monthly professional educational sessions for arts professionals. Topics included Social Media, Intellectual Property, Minimizing your Taxes, and Building Websites. Almost every session sold out.

## **7. NEW – Arts Business Academy at the Greenhouse**

The Arts Alliance presented the first summer intensive program for creative businesses. Those who completed the six-week arts entrepreneurship program were awarded certificates from USF St. Petersburg's Kate Tiedemann College of Business.

## **8. NEW – SPF 15 | St. Petersburg Festival**

The Arts Alliance worked with the Suncoasters to present SPF15, a citywide, three-week September celebration of the arts. We provided marketing and logistical support for nearly 50 offerings, including co-producing the TBBCA

ChalkArt Festival and SHINE Mural Festival.

### 9. **NEW – SHINE Mural Festival**

The Arts Alliance coordinated logistics and raising funds to match a city seed grant to transform 14 buildings with murals painted by nationally renowned and local artists.

### 10. **NEW – St. Petersburg Arts Endowment Fund**

Although only three years old, the Arts Alliance saved \$10,000 to establish an arts endowment at the Community Foundation of Tampa Bay. Endowment fund earnings will support St. Petersburg's annual Arts & Culture Grant Awards Program.

### 11. **CONTINUING — St. Petersburg Second Saturday ArtWalk**

The Arts Alliance provides fundraising and transportation support for ArtWalk, which is recording 3,000 – 4,000 unique visits to the five arts districts on the second Saturday of every month.

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**AUTHOR**

St. Petersburg Arts Alliance

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