



# ARTS BUSINESS ACADEMY SUMMIT 2024

## DIGITAL PROGRAM

Click the buttons below to explore each section.

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**Presented by**

ST. PETERSBURG  
**ARTS**  
ALLIANCE



**The St. Petersburg Arts Alliance is the umbrella organization serving this vital arts and cultural community. We do so by driving arts-related economic development and funding, advocating for art and artists, educating at all levels and facilitating the growth of our City of the Arts.**

# FOR OUR COMMUNITY

## ST. PETERSBURG COMPREHENSIVE ARTS STRATEGY

This yearlong study set the stage for the following strategies, many of which are addressed in our programs and services below: Enhanced Collaboration, Purposeful Communication, Dedicated Leadership & Funding, Benchmarked Progress.

### SHINE MURAL FESTIVAL

In its 10th year, a renowned mural festival that is known on a global basis, supporting local, national and international artists, as well as beautifying the City of St. Petersburg.

### ARTWALK

ArtWalk honors our artists by encouraging residents and visitors alike to explore the art that is within seven arts districts of St. Petersburg.

### HATS OFF TO THE ARTS

An annual Garden Party Brunch celebrating the economic impact of the arts. At this event, SPAA honors our Arts Advocate of the Year.

### MURALS IN MIND

Murals in Mind is a mental wellness initiative. By combining visual and performing art through technology, this outdoor gallery is meant to be therapeutic in nature.

### ARTS & CULTURE GUIDE

A collection of galleries, studios, museums, venues, and businesses that support the arts, this guide provides a map of all that the arts community in St. Pete offers.

### MUSE AWARDS

Six different categories of artists for the last 10 years, have been awarded the highest honor in their category of skill and contribution to our community.

# FOR OUR ARTISTS

## ARTS BUSINESS ACADEMY

A six-week program led by various experts developing business skills for emerging artists. Sessions focus on impactful topics, such as marketing strategies, community connections, finances, and grants.

## ARTS BUSINESS ACADEMY SUMMIT

A two-day conference bringing together emerging artists, community leaders, and professional artists for an in-depth professional development experience.

### FUNDING FUTURES

Our grant program for student artists who aim to further their artistic development through arts summer camps.

### INDIVIDUAL ARTIST GRANTS

An annual grant program providing funding to local artists for community-based creative projects.

### ACE PINELLAS

ACE Pinellas promotes quality arts education in Pinellas County Public Schools through advocacy, connection, and engagement.

### PERFORMING ARTS TASK FORCE

A task force dedicated to advancing performing artists & arts organizations through innovative problem-solving and collaboration.



# ARTS BUSINESS ACADEMY SUMMIT 2024

## Schedule - July 22

Time	Activity	Location
8:30 AM	Morning Brew Mix & Mingle	South Lobby, Harbor Hall
9:00 AM	Welcome & General Session #1: Art & Technology	Auditorium, Harbor Hall
10:30 AM	Morning Workshop Session: <ul style="list-style-type: none"><li>• <i>Getting Your Art Into Retail Environments (Computer Lab - 218)</i></li><li>• <i>Art &amp; Wellness (Room 103)</i></li><li>• <i>Creating Your Brand and Value (INED Learning Lab - 231)</i></li><li>• <i>Art &amp; Collaboration (Poynter Corner)</i></li></ul>	Nelson Poynter Memorial Library
12:00 PM	Lunch (Pickup in Atrium)	Nelson Poynter Memorial Library
12:30 PM	Accountability & Goals	Poynter Corner, Nelson Poynter Memorial Library
1:30 PM	Afternoon Workshop Session: <ul style="list-style-type: none"><li>• <i>Getting Your Art Into Retail Environments (Computer Lab - 218)</i></li><li>• <i>Art &amp; Wellness (Room 103)</i></li><li>• <i>Creating Your Brand and Value (INED Learning Lab - 231)</i></li><li>• <i>Art &amp; Collaboration (Poynter Corner)</i></li></ul>	Nelson Poynter Memorial Library
3:00 PM	Improv with Davina Reid	Auditorium, Harbor Hall



# ARTS BUSINESS ACADEMY SUMMIT 2024

## Schedule - July 23

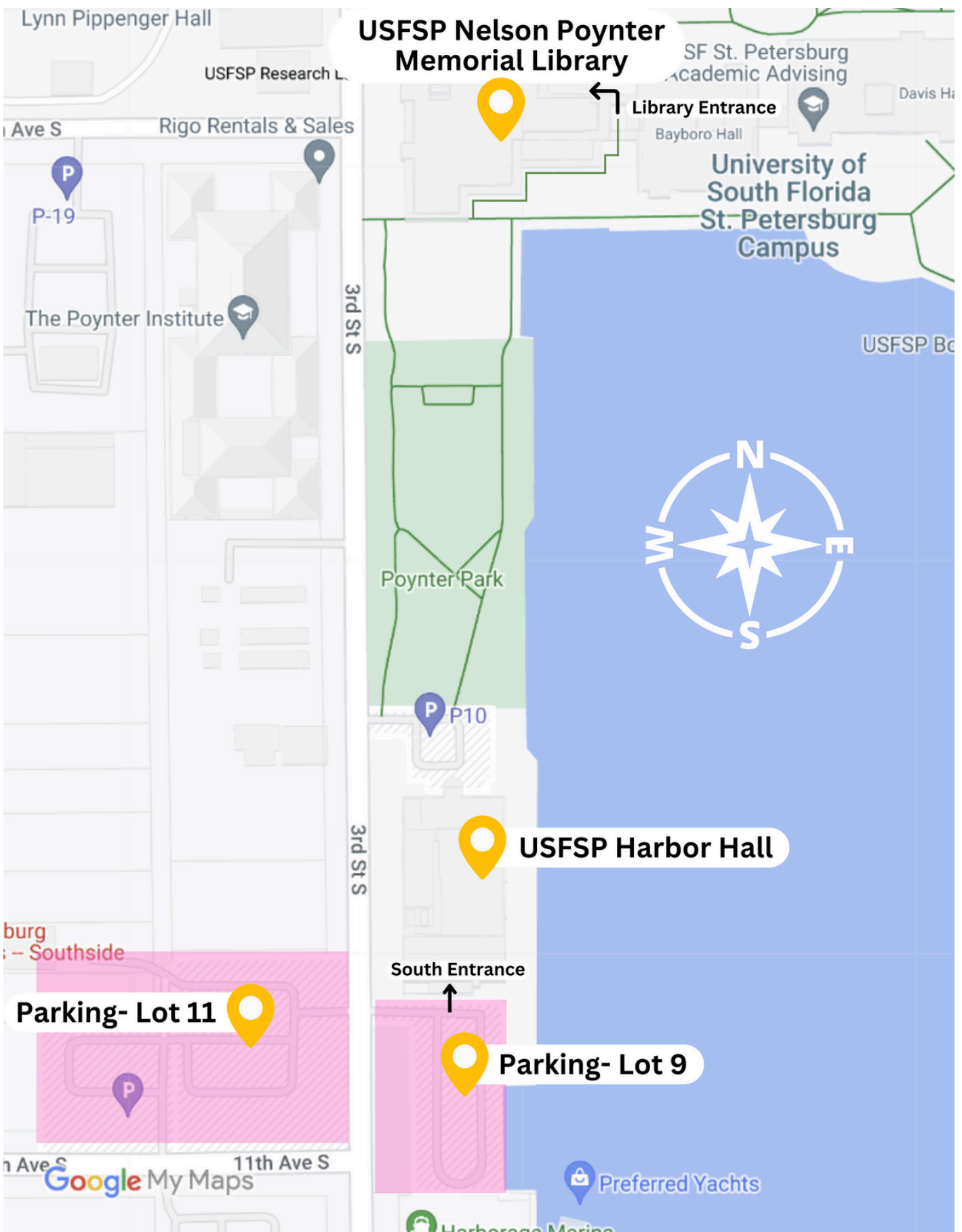
Time	Activity	Location
10:00 AM	General Session #2: Art & Social Justice	Auditorium, Harbor Hall
12:00 PM	Lunch	South Lobby, Harbor Hall
1:00 PM	Arts Organization Pitch Competition Presentations	Auditorium, Harbor Hall
2:00 PM	Voting & Awarding the \$5,000 Prize	Auditorium, Harbor Hall
2:30 PM	Evaluations & Closing	Auditorium, Harbor Hall





# ARTS BUSINESS ACADEMY SUMMIT 2024

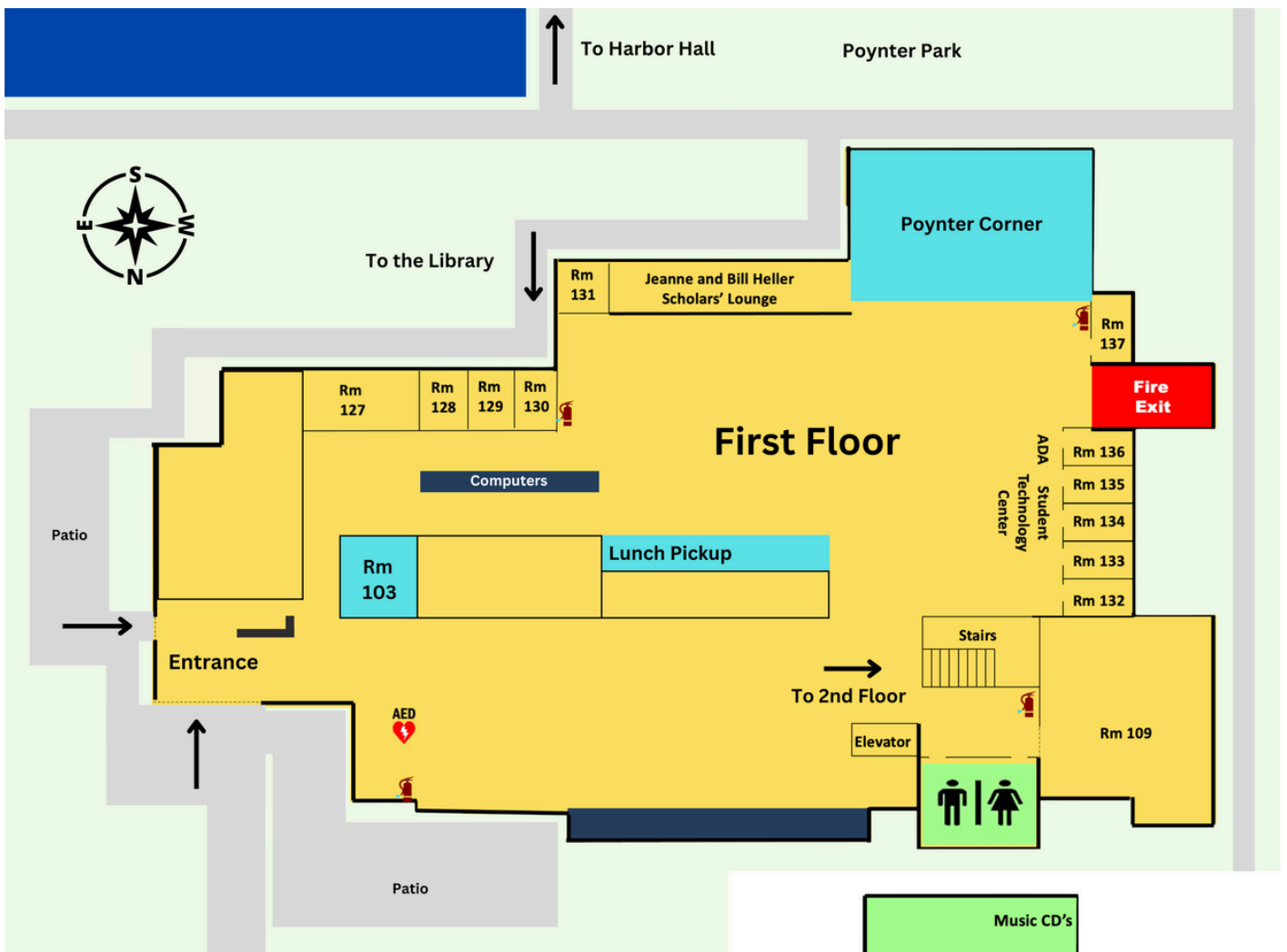
## USFSP Map



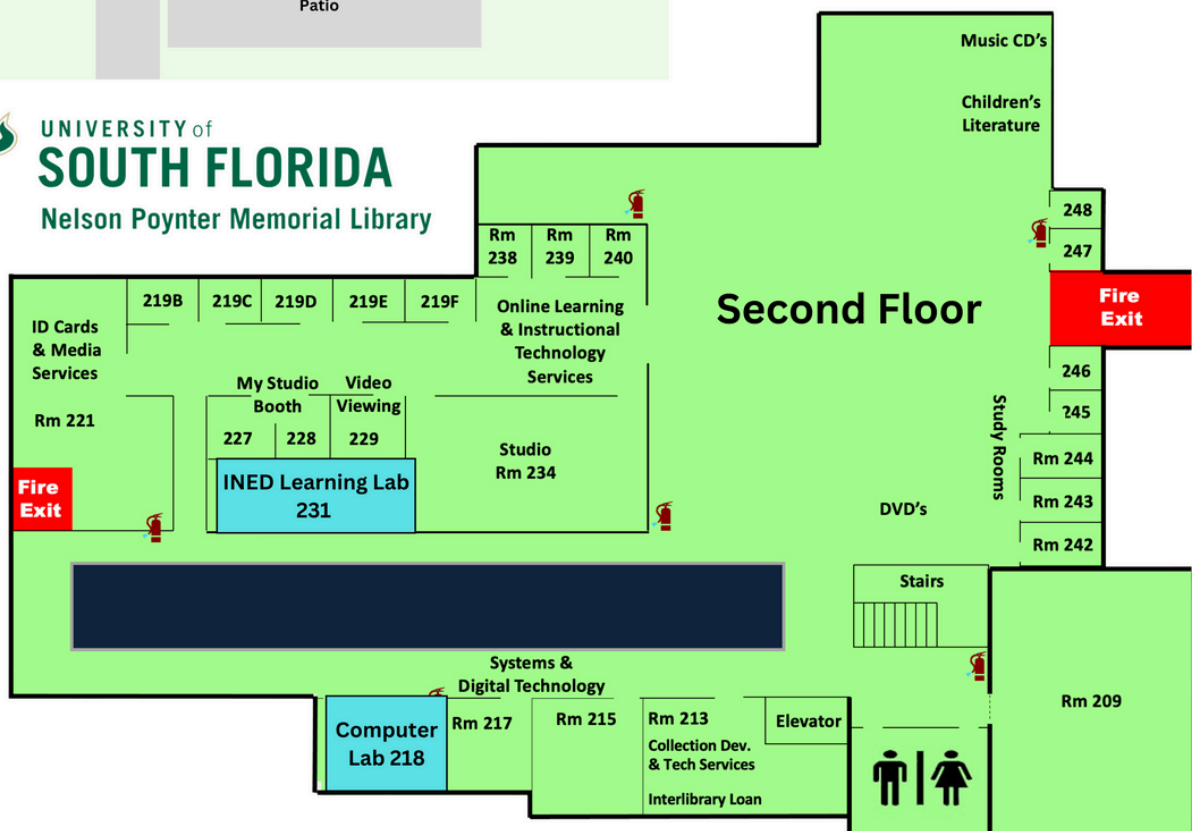


# ARTS BUSINESS ACADEMY SUMMIT 2024

## Library Maps



 UNIVERSITY of  
**SOUTH FLORIDA**  
Nelson Poynter Memorial Library





# ARTS BUSINESS ACADEMY SUMMIT 2024

## Session Information

[Click Here for  
Workshop Assignments!](#)

## Art & Technology



### **Terry Marks - Moderator CEO, St. Petersburg Arts Alliance**

Terry Marks is the Chief Executive Officer at the St. Petersburg Arts Alliance. Her rich experience in business, education, and the arts has shaped her into a powerhouse for economic development in St. Petersburg's creative community. As CEO at the St. Petersburg Arts Alliance, she champions adequate & sustainable funding, builds relationships between members of our diverse community, and advocates for art & artists.





# ARTS BUSINESS ACADEMY SUMMIT 2024

## Art & Technology



### **Angela Dalton** **Signum Growth,** **Lead Advisor to ARK Invest**

Angela Dalton is the CEO & Founder of Signum Growth Capital, a FINRA-registered broker dealer, and Signum Growth Advisors, an investor, operating at the intersection of mass market culture and new economies that are bubbling up in new digital communities. Areas of expertise include video games, entertainment, and emerging technologies like blockchain and AI. Prior, she served in Tech/Media leadership roles as a Managing Director at UBS, Guggenheim, and Evercore Partners, where she served as Co-Founder and initial investor in Evercore Equities. Signum Growth acts as the Lead Advisor to ARK Invest, and Angela serves as the Co-Founder of the Women in Gaming Zoom (WIGZ), and recently served on the corporate board of FaZe Clan.



### **Veatrice Farrell** **Executive Director,** ***Digital Inclusion Network***

Veatrice Farrell, Director of Digital Inclusion Network has been in this role since April 2023. Digital Inclusion Network is a cross sector collaborative effort and is housed at Community Foundation Tampa Bay as one of its' Impact Initiatives. Ms. Farrell is an employee of Pinellas Education Foundation, one of the Digital Inclusion Network partners. Ms. Farrell was the Executive Director of the Deuces Live, the Florida Main Street on the historic 22nd Street South corridor, for 10 years. Farrell is currently a Board member of the Warehouse Arts District Association and St. Petersburg Arts Alliance.



# ARTS BUSINESS ACADEMY SUMMIT 2024

## Art & Technology



### **Beth Harrison**

#### **Digital Experiences Director, *The Dalí Museum***

Beth manages The Dalí Museum's digital exhibitions and companion apps. She joined the Museum in September 2022. Previously Beth held roles in the emerging tech areas for several cable networks. At HSN, Beth oversaw the development and distribution of interactive video commerce applications. At A&E, The History Channel and Oxygen Media, Beth developed digital experiences for mobile apps, games and interactive TV. Beth holds a BA in Biological Sciences from Denison University and a master's degree from NYU's Interactive Telecommunications Program (ITP) at Tisch School for the Arts.



### **Kristin Hemphill**

#### **Creative Director, *FloridaRAMA***

Meet Kristin, a seasoned creative powerhouse bringing 25 years of design expertise and creative project management finesse to FloridaRAMA. With a rich background in commercial interior design, brand development, and environmental implementation, Kristin has left her mark on some of the world's leading brands. As a certified jeweler, artist, and visionary entrepreneur, she infuses every project with a blend of innovation and artistry, showcasing her unwavering passion for material fusion and the creation of unforgettable environments. Kristin's journey is defined by her commitment to elevating spaces and experiences, leaving a lasting impression wherever her creative spirit takes her.





# ARTS BUSINESS ACADEMY SUMMIT 2024

## Art & Collaboration



### **Joyce Curvin** **Artist**

Joyce Curvin was born and raised in St. Petersburg into a family that encouraged recycling, creativity and nature. She took part in private and group art lessons all through her school and college years with a special emphasis on ceramics and then business. She earned a BBA from Stetson University and later enjoyed a successful career in the creative field of visual merchandising and store design, working both for independent retailers and larger malls. All the while, she continued to create art—experimenting with different mediums and techniques, finally leading to the world of paper mache and mixed media sculpture. She is best known for her dogs, cats, and birds—her Art-Official Pets®. You can find Joyce's work locally at Florida Craft Art Gallery.



### **Duncan McClellan** **Artist and Nonprofit Leader,** ***DMG School Project***

Duncan McClellan's fascination with glass began at age five, when he visited a glass factory in West Virginia. Duncan never forgot the image of the glowing, molten mass being formed by an expert craftsman. After successfully working with leather and clay, he finally had the opportunity to learn to blow glass at a studio in Ybor City, Florida in 1987. Duncan most recently moved from Tampa and now works out of a newly renovated tomato plant in Midtown District of St. Petersburg, FL. Duncan's processes enable him to place imagery on the inside and outside (and in some cases both) of his glass vessels. Currently, his work depicts emotions relating to family, personal growth, and spiritual connections.





# ARTS BUSINESS ACADEMY SUMMIT 2024

## Art & Collaboration



### **David Ramsey** **Curator/Arts Enthusiast**

David was the curator of the “Clearly Collaborative” Exhibit at Florida CraftArt in 2023. He has been an avid art collector and supporter in St. Pete for over 40 years. During that time, he has been a board member of Florida CraftArt, St. Petersburg Arts Alliance, Museum of Fine Arts, American Stage and the City of St. Petersburg’s Art Commission.



### **Sue Shapiro** **Artist**

Sue began working with clay in 1976 and received a BFA from Massachusetts College of Art. In 1982, Sue established her Clay Studio in St. Petersburg, Florida. She began showing her work at local and national outdoor art shows. Within a few years she was represented by American Craft Galleries throughout the United States. Sue has been working with clay for over 40 years and continues to feel challenged by this versatile material. She experiences excitement most every time the kiln gets unloaded. Inspirations that continue to influence her art work are tile work and carvings from ancient cultures, geometric patterns found in Native American Art, Art Deco, Mid Century Modern Design and Contemporary Architecture.



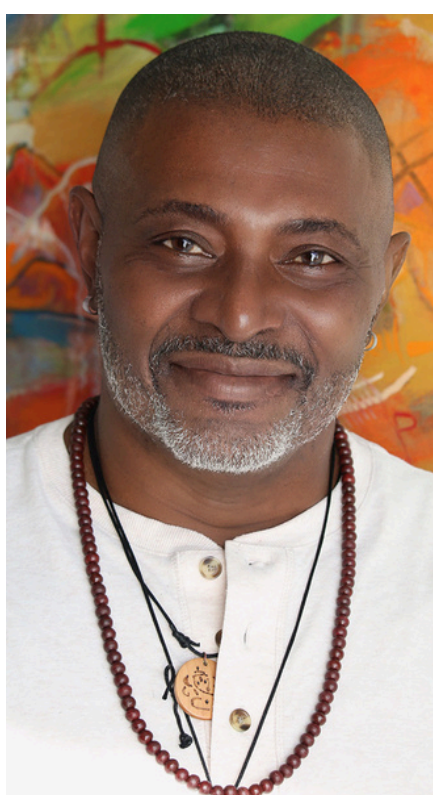
# ARTS BUSINESS ACADEMY SUMMIT 2024

## Art & Wellness



### **Susan Antoinette** **Artist**

Susan Antoinette is a certified teacher of the Neurodiverse & general education in private practice for 25 years as well as a practicing exhibiting abstract artist. She has been a lifelong volunteer, currently serving on the education committee for the St Pete Arts Alliance, the Studio@620, and a former board member of the Warehouse Arts District Association as well as their former Education Chair. Susan is a passionate lifelong learner, traveler, advocate for social and racial justice and developer of environments where everyone thrives.



### **Fred "Rootman" Woods** **Artist**

Fred "Rootman" Woods is an artist with 10+ years of experience and training in several modalities, which help decrease stress, remove blocked energy, and bring awareness to oneself.





# ARTS BUSINESS ACADEMY SUMMIT 2024

## Creating Your Brand and Value



### **Cecilia Lueza** **Artist**

Florida based artist and sculptor Cecilia Lueza is well known for creating vibrant public art across the United States and beyond. Throughout her career, the artist has intensely explored a wide range of artistic media including mural art and monumental sculpture. Lueza creates visually engaging public art that enhances our environment, transforms the landscape, engages the viewer and define a sense of place and identity. Her work showcases deliberate talent, precision and upbeat compositions that explore the visual effects of color and incorporate elements of nature and geometry.



### **Matthew McGee** **Actor**

Matthew McGee has been a sought-after, award-winning character actor for over 25 years, appearing at numerous regional venues and Walt Disney World. Recently, he was named Staff and Readers' Pick for Best Actor in Creative Loafing's Best of the Bay issue and earned a Theatre Tampa Bay Award for Outstanding Leading Actor in a Musical. In addition to his performance work, Matthew has served as an arts administrator in various roles, including Artistic Director of Show Palace Dinner Theatre and Community Outreach Director at freeFall Theatre.



# ARTS BUSINESS ACADEMY SUMMIT 2024

## Improv



### **Davina Reid**

#### **Actor**

Davina Reid is a local actress and teaching artist at American Stage, specializing in long form Improv. Davina enjoys teaching improv because of the in-the-moment storytelling that occurs when two people join the stage, let go and have fun. She is also a member of SAG-AFTRA with credits listed on IMDb.

## Getting Your Art Into Retail Environments



### **Pamela Joy Trow**

#### **Artist**

Pamela Joy Trow is an award-winning artist, designer, entrepreneur, and educator. She transforms her work into a product line, selling through retailers and museum shops across the country and beyond. Committed to supporting the artist and crafting community, Pamela developed the workshop series "Getting Your Art Into Retail Environments." This initiative provides valuable insights into wholesale opportunities, empowering artists to transform their art into product lines and expand their revenue streams. With genuine passion and dedication, Pamela strives to inspire others to pursue their creative dreams.





# ARTS BUSINESS ACADEMY SUMMIT 2024

## Art & Social Justice



### **Erica Sutherlin - Moderator** **Executive Director - *The Studio@620***

Erica Sutherlin is a multi-hyphenate: filmmaker/writer/theatrical director/producer. Erica, recently, accepted the new position of Artistic Executive Director of the Studio@620. She embraced her passion for the performing arts at an early age while growing up in St. Louis, MO. She holds a Master of Fine Arts in Film and Television Production from the prestigious University of Southern California's School of Cinematic Arts. Erica earned a Bachelor of Arts in Theater Performance from Southern Illinois University/Edwardsville.



### **Debbie Yati Garrett** **Founder & Creator,** ***ART FROM THE SOUL D.Y.G.***

Debbie Yati Garrett is a mother, artist, entrepreneur, art instructor, filmmaker, director, writer, actress, and designer. Originally from New York City, she attended Pratt Institute in Brooklyn, New York, and Eckerd College in St. Petersburg, Florida. At Eckerd, Debbie was awarded the Visual Arts Honor. As a mixed medium artist, she works and teaches in a variety of mediums including fiber, ceramics, quilting sewing, crafting, painting, and drawing. Debbie is the founder and the creator of ART FROM THE SOUL D.Y.G. She specializes in creating jewelry, garments, and home decor with Adinkra symbols as the core of the works. ART FROM THE SOUL D.Y.G is a shared business with her daughter Joy Garrett.



# ARTS BUSINESS ACADEMY SUMMIT 2024

## Art & Social Justice



### **Polita Cohen Glynn** **Filmmaker & Director,** ***Merfolk Media Alliance***

Polita Cohen Glynn is a filmmaker and director of Merfolk Media Alliance. As a writer/producer, she creates films and stories which explore ideas about social justice and equity with a focus on history, cultural diversity and nature. She's received art awards from the State of Florida, Sundance Institute, St. Pete Arts Alliance, Creative Pinellas and Florida Humanities. She is currently working on Underground History, a documentary and a series of spoken word art films which explore stories of erased communities in St. Petersburg and the Tampa Bay region.



### **Jake-Ann Jones** **Performing Artist & Writer**

Jake-ann Jones' writing for stage includes Portrait of The Artist as A Soul Man Dead (Penumbra Theater), Under Frank Observation (New York Theater Workshop), and Magic Kingdom (New Georges). She began her career as a performing artist working with writers, composers, and directors including Butch Morris, Laurie Carlos, Robbie McCauley, and Greg Tate, at venues including New York Shakespeare Festival, Dixon Place, and Penumbra Theatre. The 2022 Artist Laureate for Creative Pinellas, she's been developing her music and media work Brother Fire, Sister Fly; the author of the biography Sometimes Farmgirls Become Revolutionaries, she is co-founder of Pinellas Diaspora Arts Project and Afroflorida Media Collective. She organizes the Tampa Bay Afrofuturism Festival and is a program director for the nonprofit youth project Artz 4 Life.





# ARTS BUSINESS ACADEMY SUMMIT 2024

## Art & Social Justice



### **Rosalie Smith** **Administrative Services Manager,** **Safe & Sound Hillsborough**

Rosalie Vergara-Smith is the Administrative Services Manager for Safe & Sound Hillsborough, a violence prevention collaborative in Hillsborough County. With 14 years of Legislative Support experience, she works with the Executive Director and Leadership Council to develop strategies for reducing violence using a public health model. Mrs. Vergara-Smith's expertise lies in coordinating multiple law enforcement, judicial, and policy-making agencies to find community-based solutions. In addition to her role with Safe & Sound Hillsborough, Mrs. Smith served on the Hillsborough County Diversity Advisory Board as a representative for Commissioner Gwendolyn Myers. A Tampa Bay resident for 30 years, Mrs. Vergara-Smith is dedicated to her community and volunteers on community panels and projects.



### **Eric Vaughan** **City of St. Petersburg LGBTQ Liaison**

Eric Vaughan is St. Petersburg's LGBTQ+ liaison. With a rich history in community service and activism, Vaughan previously held roles such as the Director of Development for Empath Partners in Care. His work focuses on supporting and advocating for LGBTQ+ rights, improving community outreach, and fostering inclusivity within St. Petersburg. Vaughan's dedication and experience make him a valuable asset in his role as LGBTQ liaison, aiming to bridge gaps and ensure representation for the LGBTQ+ community.



# ARTS BUSINESS ACADEMY SUMMIT 2024

## Pitch Coaches



### **Brooke Beeler** **Chief Visionary and Community Builder,** ***THRIVE DTSP***

Brooke's entire career has been about supporting small businesses. Whether she is the woman behind the curtain, the face of a growing company, or coaching a startup, her heart, passion, and drive are fueled by entrepreneurs. Her encouragement and direction have helped women shift from insecure and directionless to powerful bosses. The operational processes she implemented have helped scale businesses tenfold. Strategic marketing initiatives she shaped have helped firms reach the right people for the right growth and make a lasting brand impact. She is both creative and analytical, a fan of both words and numbers, and has the natural ability to craft messaging, solve problems, and connect resources.



### **Sean Kennedy** **VP of Strategy & Development,** ***Pinellas Ex Offender Re-entry Coalition***

Sean Kennedy is the Vice President of Strategy and Development for People Empowering and Restoring Communities (PERC), an organization focused on affordable housing, harm reduction, workforce development and helping returning citizens reintegrate into their communities. He is also the President of the Board of Creative Clay. Sean is passionate about Pinellas County and making sure all of its people, regardless of ability or circumstance, have the opportunity to live a happy, healthy, and safe life. When not working or volunteering Sean can likely be found on his couch forcing his wife to watch another movie.





# ARTS BUSINESS ACADEMY SUMMIT 2024

## Pitch Coaches



### **Gregg Potter** **Volunteer Coordinator,** ***1 Million Cups***

Gregg is a business broker in the Tampa Bay area helping small business owners with the valuation, exit planning, and sale of their business. He works with both buyers and sellers throughout the entire process to assure a smooth sale and quick closing. When not working with buyers and sellers Gregg is an active member of the small business community. He is a volunteer coordinator for 1 Million Cups at the Greenhouse, an advisor to a number of community organizations, and The St Pete Chamber of Commerce Member of the Year. When not working with the community he can be found on the water, whether power boating or sailing, or downtown enjoying a craft beer with his dog Bella. If you see him on Central feel free to stop and say "Hi"!

## Thank You To Our Scholarship Sponsors!



### **Polita Glynn**



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