BUILDING MOMENTUM
AMONG STAKEHOLDERS
St. Petersburg Arts Alliance
Murals in Mind

Presented by Brandi Palmer





GOALS

SUMMARY: The goal of this 10-week campaign for the arts and culture non-profit, the St. Petersburg Arts Alliance, is to build awareness and support among community members and leaders, partners and sponsors in the non-profit and education communities to expand the Murals in Mind art and mental wellness project.

- Week 1-4: Identify potential supporters, partnerships, and sources of revenue in the form of product development and sponsorship opportunities for the program.
- Week 5-8: Create a design experience for the project to delight, engage and guide community members and community leaders.
- Week 9-10: Raise awareness for the art in wellness program to improve visibility and stakeholder advocacy to secure additional support and expand the program.



- Propose a guided tour and sponsorship opportunities to promote partnerships with local non-profits, educational institutions, and businesses adjacent to the project.
- Create a marketing/PR strategy including media relations, public and community relations, and social media outreach.
- Design a series of digital and in-person design experiences based on geographic proximity and interest.

Marketing PR Tactics

- Tactic: Design a digital marketing/PR kit and media/social media plan and timeline to be used by the in-house St. Petersburg Arts Alliance marketing team to promote the project.
- Tactic: Create a digital marketing/PR kit that the team can offer to other communities to produce similar programs to expand the scope and scale up the project.



Murals in Mind Digital Marketing Kit







Facebook Post

Designed to be personalized with the name of a community organization and a unique QR code linked to an inperson tour.

Instagram Post

Designed to be personalized with a QR code linking to a featured experience.

Video Intro

Designed as part of the marketing kit for community partners to use to introduce video recordings synched with the project

Designing the Experience



Tactic: Design a series of mini tours of the Murals in Mind experience focused on removing friction and obstacles to experiencing the project.



Tactic: Create a series of tours focused on geographic proximity with themes related to editorial timeliness for the mini tour designs.

PRIDE IN THE ARTS TOUR

Summary: Designed to introduce the Murals in Mind program to the community through the lens of experiences supporting themes of love and PRIDE during the annual St. Petersburg Pride Parade.



BIPOC COMMUNITY TOUR

Summary: Designed to introduce the Murals in Mind program to the BIPOC community through the lens of experiences supporting inclusion and diversity during BIPOC mental health awareness month in July.

The St. Petersburg Arts Alliance invites you to
Visit the Murals | Scan the PixelStix | Experience the Art











Celebrate Community, Culture, Connection

ART HEALS TOUR

Summary: Designed to introduce the Murals in Mind program to members of the community with PTSD and anxiety related to trauma.

This tour is offered in conjunction with Grief Awareness Day on Aug. 30.

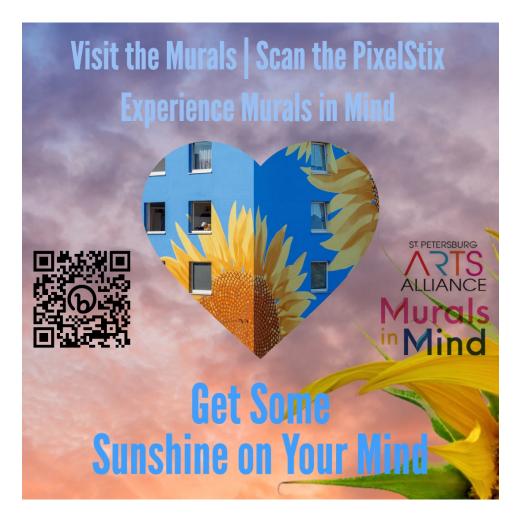


BUS & TROLLEY TOUR

Summary: Designed to introduce the Murals in Mind program as an accessible driving tour to members of the community who wish to view the murals in a group.

Possible bus tour participants include assisted living facilities, schools and colleges with their own buses and activities.

The Star Trolley may be utilized to offer a tour to community leaders as a preview of the experience to share with their audiences.

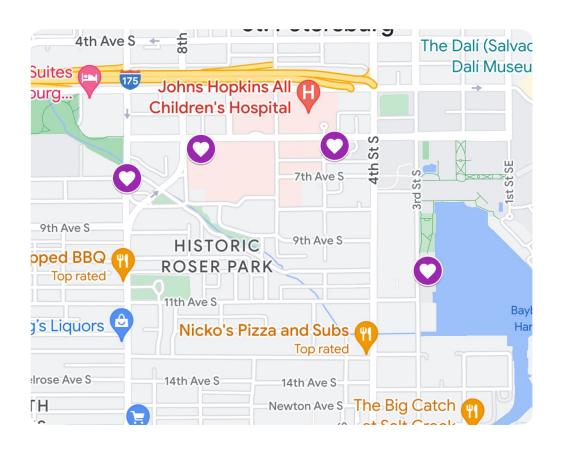


GROWING UP IN THE COMMUNITY TOUR

Summary: Designed to introduce the Murals in Mind program through a press and community partner tour and public event featuring a self-guided walking tour, information booths and community sponsors.

The public event includes a walking tour for community leaders and celebrates World Children's Day on Nov. 20.





Identifying Partners & Support

- GOAL: Identify appetite for a paid guided Murals in Mind mini tour through community outreach.
- Result: Eckerd College and Stetson University has reached out for information on conducting a a bus tour for their first-year students with accessibility challenges.
- GOAL: Identify potential community partnerships and business sponsors for the Murals in Mind mini tours.
- Result: To date, AARP and five other non-profits have offered to support the project. This support satisfies the requirement of a grant supporting the Murals in Mind project and provides the potential to expand the project to other communities.

Outcomes

Community & Partner-Building

- Raised awareness among potential community partners related to the Murals in Mind mini tours. The City of Clearwater (geographically adjacent to the City of St. Petersburg) has expressed interest in developing and expanding the program.
- Developed a series of mini tours with art designed to engage audiences based on interest and proximity resulting in community interest in the mini tours and offers of support.
- Identified and connected with potential sources of support, from the AARP, a local organization (Well for Life) promoting mental health in the BIPOC community, a local assisted living facility (Westminster Communities), a non-profit supporting accessibility in the arts (Creative Clay), and two colleges (Eckerd College and Stetson University College of Law) seeking an accessible community tour for their first-year entering students.