

From: [Lowack, Brian](#)
To: [Latimer, Jason](#)
Cc: [Scott, Brian](#)
Subject: Records Request
Date: Wednesday, September 17, 2025 8:43:11 AM

Jason,

In response to the records request below, here are the responsive records.

Request Information

Customer Name: Jennifer Ring

Assigned Staff: Jason Latimer

Status: New Request

Create Date: 9/14/2025 9:53:09 PM

Record(s) Requested: All email correspondence between Pinellas County Commissioner Brian Scott and Visit St. Pete-Clearwater President/CEO Brian Lowack that references "Creative Pinellas," dated between July 28, 2025, and September 13, 2025.

Thanks,

Brian Lowack

President & CEO

O 727-464-7213 **C** 727-480-5228

Visit St. Pete-Clearwater

8200 Bryan Dairy Rd. Ste. 200 Largo, FL 33777



All communication with VisitSPC is subject to public disclosure.

From: Scott, Brian <brscott@pinellas.gov>
Sent: Friday, September 12, 2025 2:59 PM
To: Lowack, Brian <BLowack@visitspc.com>
Subject: RE: Arts Tourism Grant Program

Perfect, thanks Brian. Have a great weekend.

Brian

From: Lowack, Brian <BLowack@visitspc.com>
Sent: Friday, September 12, 2025 2:05 PM
To: Scott, Brian <brscott@pinellas.gov>; Eggers, Dave <deggers@pinellas.gov>; Latvala, Christopher <clatvala@pinellas.gov>; Scherer, Chris <cscherer@pinellas.gov>; Nowicki, Vince <vnowicki@pinellas.gov>; Robinson-Flowers, Rene <rflowers@pinellas.gov>; Peters, Kathleen <kpeters@pinellas.gov>; Russ Kimball <russ.kimball@sheratonsandkey.com>; Kate Gannon <kate.gannon@sheratonsandkey.com>; Doreen Moore <doreenm@trsinc.com>; Clyde Smith <gm@bilmarbeachresort.com>; Chuck Prather <chuck@thebirchwood.com>; Phil Henderson <phil@starlitecruises.com>; Trisha Rodriguez <trisha@clearwaterferry.com>; Dylan Hubbard <dhubbard@hubbardsmarina.com>; copley.gerdes@nm.com; Rector, Bruce <bruce.rector@myclearwater.com>; Dave Gattis <dave.gattis@cityofbelleairbeach.com>
Cc: Burton, Barry <bburton@pinellas.gov>; Williams, Blaine H <bhwilliams@pinellas.gov>; Coffey, Amanda S <acoffey@pinellas.gov>
Subject: Arts Tourism Grant Program

Commissioners and TDC members,

Given the initial direction to reallocate TDT funds to Visit St. Pete-Clearwater to administer an arts tourism grant program, I want to make sure you are aware that our team is preparing for this change and will act quickly. Below is a high-level program proposal.

Proposed Arts Tourism Grant Program

Visit St. Pete-Clearwater, in coordination with the St. Pete Arts Alliance, Clearwater Arts Alliance, and Creative Pinellas will create a competitive arts tourism grant program with the goal of increasing visibility and awareness of Pinellas County as a premier arts destination, while also creating new arts and cultural experiences for visitors. Working directly with the County's three local arts agencies will provide unique and qualified expertise to ensure the program capitalizes on the county's rich arts and cultural offerings, while creating a transparent program that produces measurable results and return on investment.

While it is too early to determine all eligible entities and programs, it is envisioned that the below are some that may be eligible for inclusion in the program:

Entities

Arts alliances
Arts councils
Municipal cultural affairs departments
Arts centers

Programs

Arts events of all disciplines (ie: performing, visual, culinary, etc.)

Arts performances

Prominent art installations

Arts tours

This framework is intended to leverage the skillsets and expertise of both Visit St. Pete-Clearwater and the creative community to stand up and execute a competitive program that accomplishes the goals of both arts and tourism. Immediately following the decision of the BCC, staff will engage the three arts alliances to begin program development. A proposed program will be brought to the Tourist Development Council for input, and ultimately the Board of County Commissioners for approval.

Please feel free to contact me with any questions you may have.

Brian Lowack

President & CEO

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