

# SHINE<sup>®</sup>

ST. PETERSBURG MURAL FESTIVAL

OCTOBER 14 - 23, 2022



# RISE & SHINE

The SHINE St. Petersburg Mural Festival returns for its eighth year October 14-23, 2022, showcasing inspiring murals and vibrant special events by a diverse group of artists from around the world.

**115+ ARTISTS**  
**FROM 17 DIFFERENT**  
**COUNTRIES**



**125 NEW MURALS**  
**CREATED SINCE 2015**

Led by local artists and community members, SHINE illuminates the power of art in public spaces by:

**REVITALIZING AREAS**



**INSPIRING DIALOGUE**

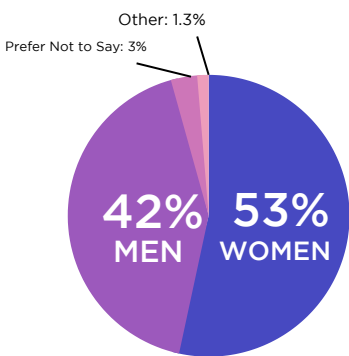


**UNITING COMMUNITIES**

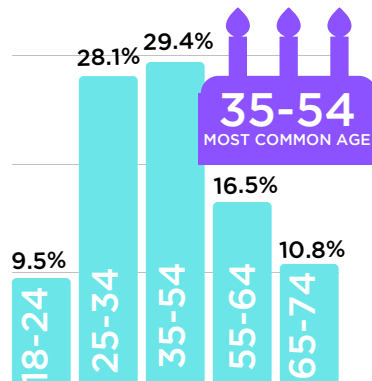


## DEMOGRAPHICS: EVENT ATTENDEES

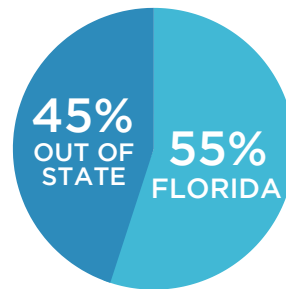
Art in public places draws a wide audience and removes barriers that often limit access to other art forms. All data is from the 2019 Economic Impact Analysis for SHINE.



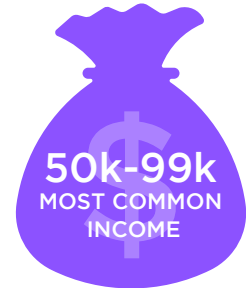
**GENDER**



**AGE**



**RESIDENCE**



**INCOME**

## SOCIAL MEDIA

SHINE has maintained an active web and social media presence since 2015.

**facebook** @SHINEONSTPETE

**62,962 REACH**

**13,000 FOLLOWERS**

**11,000 LIKES**

**Instagram** @SHINEONSTPETE

**49,195 REACH**

**23,000 FOLLOWERS**

**# 18,200+**  
Tagged photos:  
**#SHINEONSTPETE**

## WEB TRAFFIC

[Click Here to View!](#)



**206,105**  
**VIEWS/MONTH**  
(SHINE Season)

**93,441 VIEWS/MONTH**  
(Off-Season)



# SHINE<sup>®</sup> | MEDIA

Click the headlines to see what people are saying about SHINE!

**ST. PETERSBURG IS A CITY THAT HAS USED THE POWER OF PUBLIC ART TO FOSTER COMMUNITY**



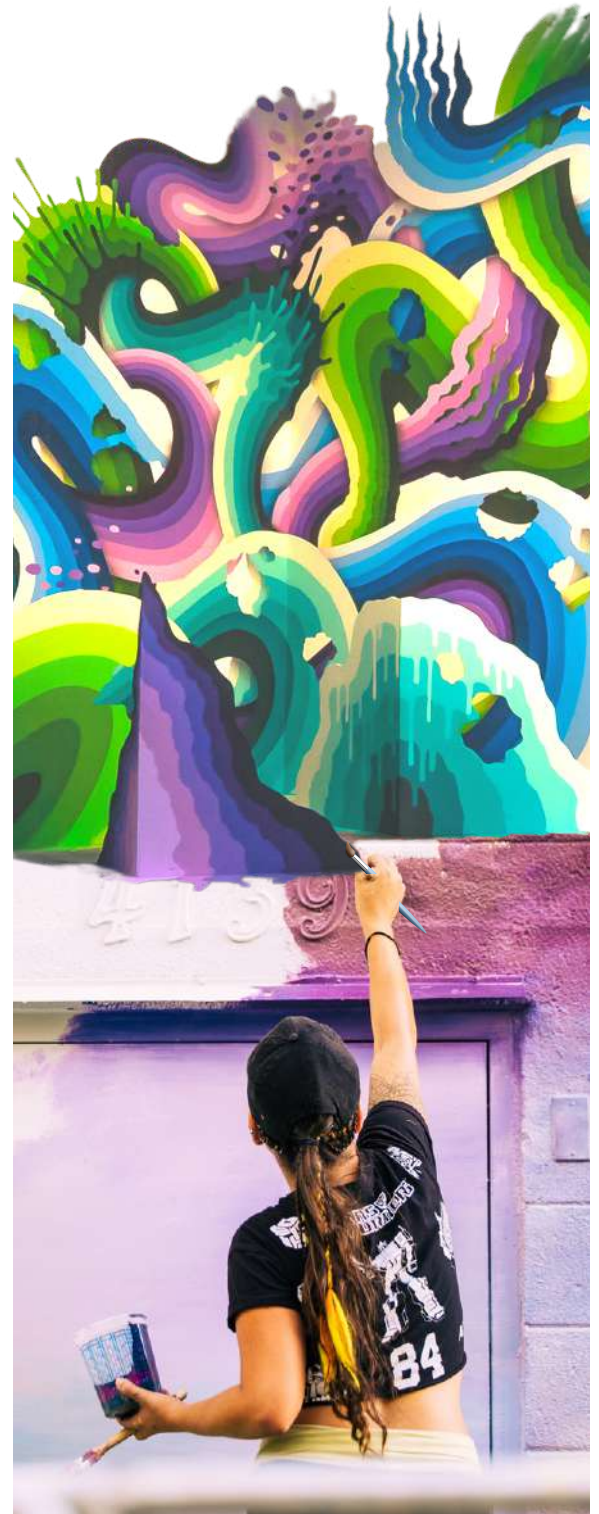
**ST. PETERSBURG'S MURAL CULTURE DEFINES CITY COMMITMENT TO THE ARTS, ARTISTS**



**ARTS AS AN ECONOMIC DRIVER**



**SHINE MURAL FESTIVAL BRIGHTENS UP DOWNTOWN ST. PETERSBURG**



# SHINE®

# IMPACT

## Bright Spot Community Murals

Since 2015, SHINE has produced 20 community murals with local nonprofit organizations, including:



BOYS & GIRLS CLUB



(Click the logos to see the Bright Spot murals!)

# \$61-\$69

SPENT PER DAY BY EVENT ATTENDEES

# 154

ARTISTS COMMISSIONED BY SHINE SINCE 2015

# 500+

OPPORTUNITIES CREATED FOR LOCAL ARTISTS TO SHOWCASE THEIR WORK

## Community Benefits of SHINE Murals:



PROVIDE OPPORTUNITIES FOR PEOPLE TO ENGAGE WITH ART AND ARTISTS



CATAPULT THE CAREERS OF LOCAL ARTISTS



BUILD APPRECIATION FOR NON-TRADITIONAL ART MEDIUMS

# SHINE®

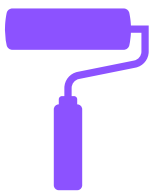
# SPONSORSHIP

SHINE has a radiating impact on our community, and we know that meaningful partnerships make all the difference.

**Here are some of the generous organizations that have supported SHINE in the past:**



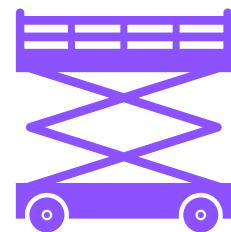
**SHINE Sponsors help us:**



**SUPPLY PAINT,  
ROLLERS, AND  
OTHER MATERIALS**



**CONTINUE TO BRING IN  
ARTISTS FROM  
AROUND THE WORLD**



**RENT LIFTS AND  
OTHER EQUIPMENT**

**Supporting SHINE presents a unique opportunity to:**

- build stronger community ties
- promote your business
- become associated with one of the most exciting public art events in Florida!

## **INVEST TODAY, BENEFIT ALL YEAR!**

Interested in supporting SHINE through a direct or in-kind donation?  
Email Terry Marks at [terry@stpeteartsalliance.org](mailto:terry@stpeteartsalliance.org)!



ST. PETERSBURG MURAL FESTIVAL

**PRODUCED BY**



Terry Marks, Chief Executive Officer

**SHINE DIRECTOR**

Jenee Priebe

**CURATORIAL TEAM**

Michelle Tannu    Chad Mize    Jenee Priebe

**STEERING COMMITTEE**

Wayne Atherholt	JerJuan Green
Amanda Cooper	Kathryn Howd
Jessica Durham	Allison McCarthy
Michelene Everett	Jesse Miller
Jimmy Fashner	Zoe Peters
Lynn Goodwin	Brian Schanck
Mitzi Gordon	Stacia Schrader