



OCT. 5TH - 14TH

# SHINE

ST. PETERSBURG  
MURAL FESTIVAL

2017

# SHINE BY THE NUMBERS

## Benefits

This year, SHINE produced 17 new World Class Murals and seven Bright Spots  
SHINE cumulative total: 52 murals in three years  
27 Artists employed in 2017

## Bright Spots– SEVEN Community engagement projects

- **Corner Canvas** -- 12 Traffic Signal Boxes wrapped with art
- **Outside-In Art Gallery** in Behar + Peteranecz Architecture's warehouse and headquarters.
- **THE GOLDEN ONE** - Office building at USF St. Petersburg completely painted in a surround mural.
- **DREAM BIG – BE BIG** mural with Big Brothers Big Sisters & the Florida Department of Children & Family Services
- **READ Mural** at the John Hopkins Middle School
- **CLEAN** – Pep Rally painted laundromat
- **CARMADA** – Painted Car Exhibition

## Mural Walking Tours by Florida CraftArt

**Tour de Shine** bicycle tours by Art Tours

**Documentary Film** on the 22<sup>nd</sup> St. South Legacy Mural project

**Accessible Audible SHINE Mural tour**, bringing Shine to sight and hearing impaired and armchair travelers around the world.

**Media** -- We measure three million impressions that *we can know about* on social media, local television and print media around the world. This number does not include the millions that follow the artists.

We remind all that it is branded the **Shine St. Petersburg Mural Festival**





# SHINE BY THE NUMBERS

## BUDGET

### Income:

\$ 25,000.....	Office of Cultural Affairs Grant
\$100,542.....	Cash Donations including a FL Cultural Affairs grant (\$22,000)
\$125,542.....	Total Income

### Expenses:

\$123,187

### In kind donations

\$15,310 (hotel rooms, meals)  
\$28,375 inkind volunteer value  
1,250 hours @ \$22.70

### Total 2018 Budget:

Approx. \$150,000





# SHINE 2017 SPONSORS | THANK YOU!



SHINE Steering Committee: Wayne Atherholt, Leon Bedore, John Collins, Jessica Durham, Mitzi Gordon, Kathryn Howd, Chad Mize, Margaret Murray, Chris Parks, Stacia Schrader, Michelle Tannu

SHINE Photos by Edel Mohr  
Presentation produced by Milo Reynolds-Dominguez



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