

**From: Peter Schreyer, CEO/Executive Director  
Crealdé School of Art**



**Date: June 15, 2020 (Delayed due to Covid-19)**

**To: Wes Hamil, Director of Finance, City of Winter Park  
Peter Moore, Budget and Performance Measurement Manager  
Kyle Dudgeon, Manager, Economic Development/CRA**

**Re: 2019-2020 Six Month Report for the Hannibal Square Heritage Center and  
Proposal for 2020-2021**

Now in its 13<sup>th</sup> year of operation, the Hannibal Square Heritage Center, under the leadership of Heritage Center Manager Barbara Chandler and Crealdé Executive Director Peter Schreyer, has continued to inspire residents and former residents of the C.R.A. district and has garnered ongoing praise and national support.

As in the past Crealdé respectfully requests a renewed \$40,000 grant to help with Heritage Center salaries and operations. As you will see on the budget, Crealdé funds all educational programs and exhibitions with a wide range of public and private grants and fundraising. As requested last year, Crealdé and the Heritage Center team hope that the City of Winter Park will follow through with repainting the upstairs exhibition area which has become worn due to heavy use from our programs and exhibitions. We have blocked out the entire month of August 2020 for this to take place. All artwork will be removed and Crealdé's curator has selected a simple off-white color that will be most suitable to our exhibitions.

**The Mid-Year Report for October 2019 to March 2020 and Funding Request for 2020-2021 includes the following documents:**

- 2019 full year and first quarter 2020 comprehensive progress report (see below)
- 2019 Hannibal Square Heritage Center actual expenditures and the 2020 budget
- June 10 Board of Directors-approved minutes from most recent meeting
- Updated Board of Directors roster
  
- 2020-21 Attendance Projections (Exhibit "B")
- 2020 Crealdé Exhibition and Special Events Planning Calendar (includes HSHC)
- 2020 Tourism Marketing Plan and Educational Outreach
- 2019-20 Marketing: Exhibition Invitations to Power, Myth, and Memory and highlighted media coverage

## **2019 - 2020 Report**

During its 12th full year of operation (2019), the Hannibal Square Heritage Center (HSHC) achieved many successes, led by Barbara Chandler, Hannibal Square Heritage Center Manager. Overall attendance for the HSHC was 6,836.

- a. The HSHC shows a continued strong economic impact, as measured by patron surveys. 93% of all out-of-town attendees were first time visitors. Average spending among 73 survey respondents was \$142 per person, which continues to be high considering that all Crealdé exhibitions and special events remain free of charge. Applied to total attendance, the total spending was \$1,461,341.
- b. The HSHC hosted many events, groups, and tours including the Winter Park Library Let's Talk Diversity, Equality and Inclusion, Rollins College and Valencia College classes, the Equal Justice Initiative, Bridging the Color Divide, and Leadership Winter Park. Special events included the 3rd annual Juneteenth Celebration, held in partnership with the Winter Park Public Library.
- c. The HSHC hosted the tenth annual Hannibal Square Heritage Center Folk & Urban Art Festival. The free outdoor festival was a celebration of blended cultures through art and entertainment, drawing over 1,000 guests. In addition to the artwork demonstrations and sales by Florida artists, the festival delighted visitors with the cultural traditions of Central Floridians, including African storytelling, Zydeco music, Japanese crafting workshops and African doll-making for children, as well as performances by youth percussionists and dancers.
- d. 17 elders were chosen for the second phase of *The Sage Project: Hannibal Square Elders Tell Their Stories*. Interviews were conducted by HSHC Chief Historian Fairolyn Livingston and portraits were taken by Documentary Photographer Peter Schreyer. HSHC Historian and Docent Mary Daniels provided field assistance, helping connect elders and their families to the project.
- e. In its first year of installation, the HSHC received excellent feedback for its audio kiosk with braille buttons which enables the visually impaired to listen to the history and a sampling of the stories presented in the *Heritage Collection: Photographs and Oral Histories of West Winter Park*.
- f. The HSHC continued to offer the free Hands-On After-School Art Classes for an average of 25 children per week, in three different age groups from September through May in partnership with the Winter Park Community Center.
- g. The HSHC continued to offer the free Art Sampler for Winter Park seniors, in partnership with the Winter Park Community Center. A second class was added due to the popularity of the class funded by Marilyn and Sherman Miller. The combined classes served up to 24 seniors for 49 weeks in 2019.
- h. Crealdé's book, *The Hannibal Square Heritage Collection*, which won the *Samuel Proctor Award* from the Florida Historical Society and "recognizes outstanding oral history projects whose content is substantially about Florida," continues to sell well through the HSHC.
- i. Crealdé produced three visiting exhibitions in 2019 at the HSHC: *Andrew Grant: Elements*, from February to April; *The Sage Project II: Hannibal Square Elders Tell Their Stories*, from May to September; and *Soul Utterings: Creative Works by Kiangna Jinaki and John Mascoll*, from September through December. For the first quarter 2020, hosted *Power, Myth, and Memory*, from February to May (see attached press.)
- j. A free, bi-monthly quilt-making class was taught by artist Laura Austin, funded by a private family foundation.
- k. Crealdé Marketing team launched a new HSHC website with new brand, improved content, and visitor capture. Media coverage for HSHC exhibitions included *Orlando Arts Magazine*, *Winter Park/Maitland Observer*, and *Forum Magazine*. The HSHC is one of three must-visit Winter Park sites in the Lonely Planet Guide. To view *The Townie Tourist* video coverage, visit <https://youtu.be/SXbWND0psQ4>

## Exhibit “B”

### Operations, Programming Overview and Attendance Goals

Crealdé Arts, Inc. (Crealdé) is a Florida not-for-profit corporation that has leased the Hannibal Square Heritage Center from the City of Winter Park for a term of years. Crealdé has agreed to perform certain operational and managerial responsibilities in conjunction with its tenancy of the Hannibal Square Heritage Center. Crealdé will operate and program a majority of the Heritage Center on behalf of the City of Winter Park through 2038.

The Heritage Center is a partnership project between the City of Winter Park, the Community Redevelopment Agency and Crealdé. The Heritage Center is a tribute to the past, present and future contributions of Winter Park’s African American community. Through innovative programming in arts and humanities, the Heritage Center will become a neighborhood focal point, archive, and home to the Heritage Collection: Photographs and Oral Histories of West Winter Park. Through exhibitions and diverse educational programs it will inspire all Central Floridian’s and visitors to Winter Park and make them more aware of, respect, explore and participate in their own community’s history and heritage.

**Hours of Operation** for viewing and docent tours of the Heritage Collection and traveling exhibitions. During the open hours, the Heritage Center will be staffed by a Docent Manager hired and managed by Crealdé who will be responsible for security, facilitating tours of the collection, the training of volunteer docents, and sales of artwork, books, and gift cards.

Tuesday – Thursday 12:00 PM– 4:00 PM

Friday 12:00 PM – 5:00 PM

Saturday 10:00 AM– 2:00 PM

### Programming Overview and Attendance Goals October 1, 2019 – September 30, 2020

#### Ongoing Displays and Permanent Exhibitions:

- **Tours of Heritage Collection** of more than 150 museum-quality framed photographs and oral histories provided by community docents.
- **The Sage Project Phase I and II: Hannibal Square Elders Tell Their Stories** photographic documentary and oral histories of 33 west Winter Park residents, ages 80 to 106.
- **Historic time lines** of West side history as it parallels national African American events researched by Fairolyn Livingston and Dr. Ron Habin located in the front galleries of the Heritage Center.
- **The Heritage Collection/Oral History Program** will be available on a regular basis to copy historical photographs, conduct interviews, and take portraits of the contributors.
- **DVD Viewing Area** showcasing exhibition-related and mission-related videos.
- **Celebrating Community Pride in Hannibal Square Mosaic Mural** in Shady Park, reinstalled at the new Community Center, facing Shady Park.

<ul style="list-style-type: none"> <li>• <b>Hannibal Square Memory Wall</b> by Pennsylvania-based folk artist Mr. Imagination (outdoors).</li> <li>• <b>Richard Hall, Tuskegee Airman Life Sculpture</b> by international artist Rigoberto Torres (outdoors).</li> <li>• <b>Indoor Public Art pieces</b>, from our permanent collection including <i>A Community Picnic</i> by Ruby Williams, a bronze sculpture by Teresa Hewitt, work by Smithsonian folk artists Mary Proctor and O.L. Samuels, and several prints and quilts from past artists residencies and exhibitions.</li> <li>• A display of <b>senior's and children's art work</b> from our outreach classes.</li> <li>• <b>Hannibal Square Walking Tour with Fairolyn Livingston</b></li> <li>• Hannibal Square Heritage Collection <b>Audio Kiosk for the Visually Impaired</b></li> </ul> <p><b>Visiting Exhibitions and Tours</b></p> <ul style="list-style-type: none"> <li>• <i>Cynthia Slaughter, Documentary Photographer: On Love and Loss</i> (September through January, 2021)</li> <li>• <i>The Painted Stories of Jane Turner</i> (January through May, 2021)</li> <li>• <i>Preserving the Past and Looking Toward the Future</i> (June through August, 2021)</li> <li>• <i>Artists of the Hannibal Square Heritage Center Folk &amp; Urban Art Festival</i> (working title, September through December, 2021)</li> <li>• Throughout the year, special receptions, tours, and open houses will be held with other Winter Park and Central Florida-based not for profit and cultural organizations.</li> <li>• Volunteer training and appreciation events.</li> <li>• In case of center closure, virtual exhibitions will be available online.</li> </ul>	
<b>Total Exhibitions and Tours</b>	4,000
<b>Hannibal Square Heritage Center Folk &amp; Urban Art Festival</b>	1,000
<b>Traveling Exhibitions and Programs Originating at the Heritage Center</b>	TBD
<b>Juneteenth Celebration</b>	200
<b>Historical and Community Research:</b>	
<ul style="list-style-type: none"> <li>• Heritage Collection research and oral histories</li> <li>• Donations to community archive of photographs, documents, and small artifacts.</li> </ul>	25
<b>Arts and Humanities Classes:</b>	
<ul style="list-style-type: none"> <li>• Continuation of the free, 8-week, hands-on art sampler classes for children during the school year (32 weeks).(15 per week)</li> </ul>	480
<ul style="list-style-type: none"> <li>• Continuation of the free, year-round, hands-on art sampler classes seniors (45 weeks). (20 students in two classes)</li> </ul>	900
<ul style="list-style-type: none"> <li>• Tuition-driven visual art classes for adults and children from Crealdé's extensive curriculum in photography, drawing, and painting. (five sessions of 8-week class sessions per year, up to 6 separate courses offered each session).</li> </ul>	125

<ul style="list-style-type: none"> <li>• “What Heritage Means to Me” program for 4th – 8th graders includes virtual instruction and reflection for public school children in Orange County through United Arts Arts of Central Florida Access Grants program.</li> </ul>	50
<ul style="list-style-type: none"> <li>• Free children’s art workshops at the Winter Park Sidewalk Art Festivals and others</li> </ul>	TBA
<ul style="list-style-type: none"> <li>• Quilting Guild with Lauren Austin</li> </ul>	TBA
<b>Total Projected Attendance</b>	<b>6,780</b>

**Attendance tracking notes:**

- Attendance is tracked according to methods set up by Orange County Cultural Tourism Grant: Visitors to all exhibitions are counted once per visit.
- Visitation is tracked by the Heritage Center Manager through a sign-in book for individuals and Public Impact Forms for groups. Special events attendees are counted at the door.
- Students from the free drop-in outreach classes are counted each time they attend a class session.
- Students in Crealdé’s tuition-driven classes are one time per 8-week session.
- Festival and field trip participation is tracked through Public Impact forms completed by our art instructors.

## **2020 Exhibitions & Special Events Planning Calendar**

**All exhibitions, festivals, and related events are free and open to the public. Exhibitions are organized by the Crealdé Curator of Exhibitions, Barbara Tiffany, unless otherwise noted.**

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### **ALICE & WILLIAM JENKINS GALLERY**

#### **Recognizing Established Artists from Florida, the Nation and Beyond**

Formally opened in 1980, the mission of the Alice & William Jenkins Gallery is to exhibit the work of noted and established Florida artists, as well as to introduce national and international artists to the Central Florida region. Each of the three annual exhibitions is professionally designed by Crealdé's Curator of Exhibitions or a guest curator.

### **SHOWALTER HUGHES COMMUNITY GALLERY**

#### **Celebrating the Art of Crealdé's Community**

Established in 2000, the Showalter Hughes Community Gallery highlights four to five exhibitions annually, featuring work by students, faculty, emerging artists and outreach programs. The gallery also has lecture seating for 80 guests.

### **HANNIBAL SQUARE HERITAGE CENTER**

#### **VISITING EXHIBITION GALLERY**

#### **Exploring Heritage and Folklore through the Visual Arts and Humanities**

Established in 2007 by Crealde School of Art, in partnership with the City of Winter Park, the Hannibal Square Heritage Center pays tribute to the past, present and future contributions of Winter Park's historic African-American community. The visiting exhibition gallery hosts three annual exhibitions and related events that explore local history, cultural preservation, the African-American experience, and Southern folklore through educational and visual arts mediums including documentary photography, sculpture, painting, print and textiles.

### **9<sup>th</sup> DIRECTOR'S CHOICE VIII**

**January 11 – April 25**

**Opening reception: Saturday, January 11, 5 – 8 pm, Showalter Hughes Community Gallery**

This exhibition features the recent work of artists from Crealdé's diverse faculty, including artists long associated with the school as well as new additions. Media include painting, drawing, photography, ceramics, sculpture, and jewelry. For more than four decades, Crealdé's faculty of more than 50 working artists has represented some of Central Florida's most influential arts educators and accomplished visual artists.

### **18<sup>th</sup> UNITY HERITAGE FESTIVAL IN HANNIBAL SQUARE OPEN HOUSE**

**Sunday and Monday, January 19 to 20**

This annual City of Winter Park festival celebrates the life of Dr. Martin Luther King Jr. and promotes family heritage. The two-day festival takes place in Shady Park across from the Hannibal Square Heritage Center in Winter Park. Sunday entertainment features music by local gospel bands and Monday includes a special program honoring Dr. King with ongoing musical artists. Special activities include children's games, career booths, as well as retail and local food vendors. The Hannibal Square Heritage Center offers extended hours during the festival for visitors to learn about the history of Hannibal Square and the permanent and visiting exhibitions.

### **POWER, MYTH, AND MEMORY IN AFRICANA ART: SELECT PIECES FROM THE C. J. WILLIAMS COLLECTION**

**January 31 – May 16**

**Opening reception: Friday, January 31, 7 – 8:30 pm in the Alice and William Jenkins Gallery and 8 – 10 pm Hannibal Square Heritage Center Visiting Exhibition Gallery**

*Power, Myth, and Memory in Africana Art* is a partnership exhibition with other Orange County arts organizations, including the Orange County Regional History Center, which commemorates the 100th anniversary of the 1920 Ocoee Massacre. The works displayed will demonstrate how artists of African descent have found power and resilience in a racially unjust world.

Charley Williams' Winter Park-based collection spans the twentieth century and moves into the twenty-first with artists' work never before presented to the Orlando area public. Because it focuses on African, Haitian, and African American art, it provides audiences with the opportunity to explore pan-African ideas that manifest themselves into the lives of three different places. Focusing on power, myth, and memory, we have that ability to see the importance of ritualistic ideas such as the "dream-soul," animals as mediators, religious rituals, burial practices, and the importance of ancestors.

The artwork presented in *Power, Myth, and Memory* has extraordinary technical, historical, and symbolic weight that deserves the same respect given to traditional, western art. The exhibition features works by legendary outsider artists including Smithsonian-collected Sister Gertrude Morgan, Nellie Mae Rowe, Purvis Young, Mary T. Smith, Clementine Hunter, and David Butler, as well as Ransom McCormick, Roy David Annisey, and other historic African masks, chairs, and fertility objects. These artists lift themselves up through faith, pride, and traditional practices thereby establishing diverse ways of transcending subjugation and finding strength.

Curator Kristin Congdon, Ph.D., has devoted her career to the study of outsider art and Curatorial Advisor and Haitian painter Patrick Noze has extensive knowledge of his country's art. A panel discussion will include Collector Charley Williams, Curator Kristin Congdon, and Curatorial Advisor and Haitian artist Patrick Noze, moderated by Hannibal Square Heritage Center Manager Barbara Chandler. Sunday, February 23, 2019, 2 pm.





*Chicken, painting by Remeau Cameau*



*Fine Food and Beverage, painting by Bernice Sims*

**9th ANNUAL FREE FAMILY FESTIVAL**  
**Saturday, March 7, 2020 – 10 am – 2pm**

Crealdé's popular open house is a day of free fun, art, and play on Crealdé School of Art's lakeside campus. Children enjoy pony rides, face painting, and bounce house fun in the midst of the Contemporary Sculpture Garden and can choose from a wide selection of hands-on art workshops, including plein-air pastel painting in the garden facing Lake Sterling, darkroom photography, clay animal sculpting, and printmaking. Families have the opportunity to see all the studios, meet Crealdé's professional art faculty, and register for classes.



**11th ANNUAL HANNIBAL SQUARE HERITAGE CENTER FOLK & URBAN ART FESTIVAL**  
**Saturday, April 25, 10 am – 4 pm**

The festival celebrates Central Florida's richly diverse culture through artwork, educational entertainment, and music, featuring the works of more than 25 folk and educational artisans. Previous performers included Shule Adetunde Homeschool Cooperative, dancers from the African Kulcha School, blind vocal performer Daniel Miles, the Guerilla Dancer storyteller, drumming by Mexican folklorist David Penaflo, the Porchdogs Cajun and Zydeco Band, traditional African American fraternity step show by Iota Gamma Fraternity brothers, and Orisirisi African Folklore. Demonstrations included Oxx the Beekeeper, wheel throwing by a Crealdé ceramicist, and Pretty on Purpose, which uses STEM techniques to teach participants how to make beauty products. Previous children's workshops included a Puerto Rican Vejigante mask making and parade and Japanese writing and origami workshop. A soul food truck offers refreshments and ethnic food. Admission is free.





***EMERGE: NEW WORKS BY PHOTOGRAPHY, CERAMICS, AND SCULPTURE FELLOWSHIP AND STUDIO ARTISTS***

**May 1 – August 1**

**Opening reception: Friday, May 1, 7 – 9 pm**

**Showalter Hughes Community Gallery**

Emerging artists from Crealdé's Photography and Ceramics/Sculpture Programs share their talent in work produced during their fellowships. The Crealdé Fellowship Program, since 1978, and the Studio Artist Program, since 1996, have mentored an average of 25 students per year through this work-study exchange.

***STORYTELLERS XVIII: DELAND TEENS GIVE US INSIGHT INTO THEIR CHANGING WORLD***

**June 2 – August 1, 2020**

**Opening reception: Saturday, June 20, 10 am – 2 pm, coinciding with the Juneteenth Celebration in Hannibal Square Visiting Exhibition Gallery**

Since 1996, the Crealdé Storytellers Teen Documentary Photography Program has given photography instruction to students ages 13 to 17, providing the opportunity for self-expression while exploring the heritage of their community. From urban Orlando to suburban Apopka to rural Geneva, teens from around Central Florida have completed 18 photographic documentary exhibitions to date, some of which have traveled to Atlantic Center for the Arts in New Smyrna Beach, Museum of Arts & Sciences in Daytona Beach, and the State Capitol in Tallahassee.

Storytellers XVIII takes place in the historic African-American community in DeLand, including the Spring Hill neighborhood. The project, which is the second Storytellers in Volusia County, is a partnership between the African American Museum of the Arts in DeLand, the Greater Union Life Center in DeLand, and Crealdé School of Art.

Project creator and Crealdé Executive Director Peter Schreyer mentored and instructed the students in visual and narrative storytelling using traditional film-based photography. Students witnessed the restoration of the historic Wright Building, former home of the Deland Mercantile Association, which was founded by local businessman J.W. Wright 1921, and is a focal point for historic preservation in the students' community. The program included photo walks through the neighborhood, meeting local historians, and taking field trips to the art studios and galleries at Crealdé, where Schreyer and Photography Fellowship Artists taught the students how to process film and turn negatives into exhibition-quality photographs in the professional wet darkroom. The young photographers also visited Crealdé's Hannibal Square Heritage Center in the historic African-American neighborhood of Hannibal Square in west Winter Park, where they learned about the educational power of collecting oral histories and photographs within your own community.

Storytellers XVIII was unveiled in the fall of 2019 at the African American Museum for the Arts in DeLand before showing at the Hannibal Square Heritage Center. The opening event includes a gallery talk by project creator and instructor Peter Schreyer and an opportunity to meet some of the Storytellers, project partners, and supporting Fellowship Artists at the Hannibal Square Heritage Center.



Storytellers XVIII Teen Documentary Photography Program, from left to right:

*Kristianna in the Doorway of the Historic Wright Building,*  
Photo by Naomi, 2019

*Ms. Althea and the Spring Hill Welcome Sign,* Photo by  
Naomi, 2019

*silver gelatin prints*

## ***JUNETEENTH CELEBRATION IN HANNIBAL SQUARE*** **Saturday, June 20, 10 am – 2 pm**

The fifth annual Juneteenth Celebration in Hannibal Square commemorates the ending of slavery in the United States. On June 19, 1865 nearly two and a half years after the Emancipation Proclamation, Union soldiers, led by Major General Gordon Granger, landed at Galveston, Texas with news that the war had ended and that the enslaved were now free. The celebration will feature musical performances, storytelling, food, and guided tours of the Hannibal Square Heritage Center permanent collection and visiting exhibition. Held in partnership with the Winter Park Public Library and the City of Winter Park.



2018 Annual Juneteenth  
Celebration, featuring  
Tuskegee Airman  
Richard Hall, whose life  
story is part of the  
Hannibal Square  
Heritage Collection.

### **39<sup>th</sup> ANNUAL JURIED STUDENT EXHIBITION**

**June 26 – September 5**

**Opening reception: Friday, June 26, 8 – 9:30 pm, following the Annual Membership Meeting and Award Ceremony, Alice & William Jenkins Gallery**

This favorite annual exhibition features some of the year's best student work in painting, drawing, photography, ceramics, sculpture, jewelry, and fiber arts. Works are selected by Crealdé's program managers and awarded by a guest juror. Opening reception follows the Annual Membership Meeting and award ceremony, 7-8 pm.



### **36<sup>th</sup> ANNUAL CUP-A-THON**

**Friday, August 7, 7 – 10 pm**

**Saturday, August 8, 7– 10 pm**

**Showalter Hughes Community Gallery**

For nearly four decades, this summer social, hosted by Vincent Sansone, Ceramics Studio Manager and Senior Faculty Member, brings smart shoppers and collectors to the main campus to browse through hundreds of one-of-a-kind ceramic cups, bowls, and other vessels handmade by Crealdé instructors, artists, students, and friends. As the tradition goes, buy a cup or goblet and it will be filled. Proceeds benefit upgrades to the Ceramics studio and kilns.







Ceramic and fiber art collaborations.

**38<sup>th</sup> ANNUAL SUMMER ARTCAMP EXHIBITION**  
**August 15 – September 12**  
**Opening reception: Saturday, August 15, 5 – 7 pm**  
**Showalter Hughes Community Gallery**

Since 1982, Crealdé has presented an annual exhibition featuring works of art from the 400 Summer ArtCamp participants, ages 4 – 17.

The exhibition includes collaborative and individual works in painting, drawing, printmaking, sculpture, and photography. Curated by Crealdé's Summer ArtCamp Faculty.

***WHAT IS THAT YOU EXPRESS IN YOUR EYES? THE INSPIRED WORKS OF ALBERTO GÓMEZ***  
**September 25, 2020 – January 16, 2021, Opening reception: Friday September 25, 7 - 9 pm**  
**Alice and William Jenkins Gallery and Showalter Hughes Community Gallery**

Internationally-exhibited Alberto Gómez has participated in more than 25 solo and group exhibits and has works in many private and corporate collections in the US and abroad. In 2002 he received the Simon Bolivar Prize as Central Florida's Best Latin American Artist. Born in Bogotá, Columbia, Gomez is a figurative artist, painter and master print maker who became a U.S. citizen in 2011 and has created 31 large scale murals throughout the United States.

His style of painting is realistic with regards to the objects and people, often mixing the past, present and future in one painting depicting people, figures and daily life while addressing the spiritual, social, philosophical, historical and political events. As the result of a Crealdé commission and a collaborative community project, Alberto Gomez created a social justice themed mural for the Hope CommUnity Center in Apopka in 2006. Gomez has participated in more than 25 solo and group exhibits and has works in many private and corporate collections in the United States and abroad. Crealdé has commissioned the artist to create a large three-panel mural on the history of immigration in the United States, which will debut during this exhibition and will be shown at the two-day Orange County Arts & Cultural Affairs' FusionFest (end of November, 2020, exact date TBD).



*Sounds*, acrylic on wood, 4' x 16'

**CYNTHIA SLAUGHTER, DOCUMENTARY PHOTOGRAPHER: ON LOVE AND LOSS**

**September 1, 2020 - January 16, 2021, Opening reception: Friday September 18, 7 - 9 pm  
Hannibal Square Heritage Center Visiting Artists Gallery**

In a day and age when news of tragedies and dramatic events are consumed by the next news sound bite, the power of still documentary photographs allows the public to slow down and enter more deeply into the lives of those effected by these events.

In this series of moving black and white photographs, Cynthia Slaughter shares a deeply intimate documentary on her 94-year-old mother, Etna Pearle Butler, a retired farmworker in the celery fields of Sanford, Florida, where she has been a resident since 1950. Her images chronicle her current life of devoted service to her faith, her family, and her local community.

Additionally, Slaughter invites viewers into her home in Orlando's Orlovista neighborhood in the aftermath of Hurricane Irma in 2017. Slaughter tells the visual story of her life after 35 years of memories were wiped away and her home was deemed unlivable by FEMA.

Cynthia Slaughter is a Studio Artist in documentary photography at Crealdé School of Art where she has studied since 2010 and participated in Crealdé documentaries including St. Augustine at 450 and The Lake. She is currently mentored by Peter Schreyer.



*From left to right:  
Living Beyond Brokenness, digital  
black & white photograph  
Trust in the Midst of It All, digital black  
& white photograph*

## HANNIBAL SQUARE HERITAGE CENTER

### TOURISM MARKETING PLAN AND EDUCATIONAL OUTREACH



#### Tourism Marketing Plan

Crealdé's 2018-19 marketing efforts resulted in a 42% increased registrations on its new website with at least a 35% increased minority and new attendance at all CT-funded events in the past year.

#### 2020 SEASON MARKETING OBJECTIVES

- 1) Strengthen the Crealdé and HSHS brand.
- 2) Increase first-time local patrons, targeting African American and Latin American visitors specifically.
- 3) Attract visitors from outside the four-county area.
- 4) Strengthen attendance from the Crealdé's database of students, members and general patrons.

#### TARGET AUDIENCE

49% of HSHC patrons have a master's or doctoral degree. The HSHC's out-of-town tourists consist of 11% Florida residents, 22% from out-of-state, and 6% international. 64% female and 58% ages 35 to 64, trending with Orange County's high-growth age group of 25 to 50. 27% of patrons are over age 65. 45% are African-American/black, 35% Caucasian/white, 8% identify as Hispanic/Latin American, 7% Caribbean/Islander, 3% Asian, and 3% are multiracial.

In addition to targeting tourists and the largest growing Central Floridian sector ages 25 to 50, Crealdé will continue its focus on "making the arts accessible to everyone" by continuing to offer free programming and reaching out to African American and Latin American populations by raising awareness through a balanced marketing mix as follows:

#### RADIO/TV

In 2018-19 Crealde had 35% increases in attendance largely attributed to radio advertisements with 98.1 Salsa y Mas and Star 94.5, funded in part by a Diverse Marketing grant through United Arts of Central Florida. In 2020, the organization will continue with these stations and add 104.5 The Beat, and WRUM 100.3 Rumba, and Univision TV stations (through PR), reaching target populations throughout Central Florida. Ads will continue on WUCF Jazz, which reaches Central Floridians as far as Brevard and Volusia. WUCF radio and TV have provided ongoing editorial and WUCF is an ongoing sponsor of the HSHC Folk & Urban Art Festival.

#### PUBLIC RELATIONS, VLOGS, AND LISTINGS

Crealdé has a growing media list of 300 contacts and receives strong print and online publicity, such as the Towny Tourist, Bungalower, the Daily City, and other vlogs. The marketing team will enhance its coverage potential by building relationships with ONYX Magazine, El Sentinel, La Prensa, Univision, Yes Magazine (national), Essence Magazine (national), Ebony Magazine (national), AARP Magazine (national) and National Public Radio. Listings include OrlandoAtPlay.com, Visit Orlando, Visit Florida, Orlando Weekly, Orlando Sentinel, AAA, Lonely Planet, Trip Advisor, Roadtrippers, and Yelp.

## PRINT

Paid print and online ad buys will target locals through the Observer, Orlando Weekly, and Orlando Arts Magazine, which also reaches tourists with a distribution that includes higher-end I-Drive hotels. The marketing team will leverage its memberships with Visit Orlando, Visit Florida (one of the most highly-visited tourist web portals), and the Tallahassee-based African American Heritage Preservation Network.

## SOCIAL MEDIA

Pay-per-click advertising with Facebook to segmented audiences including those outside the four-county area, African-Americans (Atlanta market), and Latin Americans. Events will be shared on Crealdé's Facebook and Instagram, which has a growing and highly engaged following.

## CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Crealdé and Hannibal Square Heritage Center e-newsletter is sent weekly to more than 8,000 subscribers with a successful 20 percent open rate. The marketing team will optimize the contact list by investigating a marketing platform upgrade and will seek best practices to improve how the organization collects and utilizes contact information.

## WEBSITE/COLLATERAL

The marketing team promotes all exhibitions and events on crealde.org, and is currently restaging and upgrading the Hannibal Square Heritage Center website to be more user-friendly and connect visually with Crealde's website. Collateral includes print invitations, program guides, posters and flyers.

All exhibitions are promoted with high quality printed mailed invitations, including residents within Winter Park's CRA district. E-invitations will be shared with partnering entities.

An average of 10,000 Crealdé Program Guides featuring the exhibitions are produced three times per year, distributed to key outlets for maximum tourist exposure via chambers of commerce, visitor bureaus, museums and galleries and mailed to 5,000 households three times annually.

Posters and flyers are produced for HSHC events.

## PROMOTIONAL PARTNERS

Partners for 2020 include the Orange County Regional History Center, the African American Museum of Art in DeLand, Orange County Arts & Cultural Affairs (FusionFest), and several other community partners.

## TIMELINE:

In general, PR and advertising (print, radio), solidifying opening event details and engaging partnering organizations takes place three months prior to event. Gallery and campus signage, invites, e-newsletter, social media, PR follow-ups, and posters/flyers are implemented one month prior and up to the event date.

## NOVEMBER, DECEMBER & PRIOR

- Develop content for media releases, website(s), program guide, invitations, online listings and advertisements.



- Promote 2020 season through online listings, including OrlandoAtPlay, Visit Orlando, and Visit Florida.
- Prepare schedule of ads for radio and print.
- Promote Power, Myth, and Memory with PR, advertising (ONYX, Orlando Arts, radio), and through partnering organizations.

#### JANUARY

- Promote opening event for Power, Myth, and Memory (opens January 31) with mailed invitations, campus and gallery signage, email newsletter, social media, and follow up with media.

#### FEBRUARY

- Promote the 11<sup>th</sup> Annual Hannibal Square Heritage Center Folk & Urban Art Festival (April 25) through PR, advertising (Orlando Weekly, radio), newsletter and partnering organizations.

#### MARCH

- Promote the Storytellers exhibition and the 5<sup>th</sup> Annual Juneteenth Celebration in Hannibal Square through PR, advertising (Orlando Weekly, radio), and partnering organizations.

#### APRIL

- Promote the 11<sup>th</sup> Annual Hannibal Square Heritage Center Folk & Urban Art Festival (April 25) at the Winter Park on social media, with email newsletter, corporate and program partners, and flyers/posters.

#### MAY

- Promote opening event for Storytellers exhibition and the 5<sup>th</sup> Annual Juneteenth Celebration in Hannibal Square (June 20) with invitations, emails, social media, posters/flyers, campus and gallery signage, and follow up with media.

#### JUNE

- Continue to promote opening event for Storytellers exhibition and the 5<sup>th</sup> Annual Juneteenth Celebration in Hannibal Square (June 20) with invitations, emails, social media, posters/flyers, and follow up with media.

#### JULY

- Promote Alberto Gómez and Cynthia Slaughter with PR, advertising (Orlando Arts, radio), and partnering organizations.

#### AUGUST

- Continue to promote Cynthia Slaughter (opens September 11) and Alberto Gómez (opens September 25) with PR, advertising (Orlando Arts, radio), and partnering organizations.

#### SEPTEMBER

- Promote opening event for Cynthia Slaughter (opens September 11) and Alberto Gómez (opens September 25) with mailed invitations, email newsletter, social media, campus and gallery signage, and follow up with media.

#### OCTOBER/NOVEMBER/DECEMBER

- Continue social media promotion of Cynthia Slaughter and Alberto Gómez (including October 19 gallery talk by Alberto Gómez) throughout the run of the exhibitions.

## **Educational Outreach**

“One of the most diverse audiences of any cultural organization in Central Florida,” says Dr. Kristin Congdon, UCF Professor Emerita.

The HSHC is first intended to serve the historically marginalized African American population of west Winter Park, but to make its inspirational programs available to all, admission is free and the facility is handicapped accessible and open five days per week. The center features a permanent educational exhibition inclusive of the visually impaired, neighborhood walking tours, a field trip program, workshops, and artists’ presentations, panel discussions, and events partnering organizations that address topics such as race relations, justice, and preservation. In addition to the marketing efforts targeting African American and Latin American populations, Crealdé’s season includes free public programming:

A panel discussion featuring art collector Charley Williams, Curator Kristin Congdon, and Curatorial Advisor Patrick Noze will be held during the Power, Myth, and Memory exhibition.

The Hannibal Square Heritage Center Folk & Urban Art Festival is a celebration of cultures through art and music. In addition to the artwork demonstrations and sales, the festival delights visitors with educational experiences from the cultural traditions of Central Floridians, such as African storytelling and dance, Caribbean and Zydeco music, Puerto Rican Vejigante mask-making, a Japanese Origami workshop, and the Aztecas Indian headband workshop and musical parade.

Storytellers will open during the 5<sup>th</sup> Annual Juneteenth Celebration in Hannibal Square. This year’s celebration brought nearly 200 guests and was attended by four prominent elected officials.

Alberto Gómez’ exhibition will open with Colombian music and a presentation by Gómez’ close friend John Iron Eagle, Apache Chirikahua. On October 19, Gómez will give a gallery talk on the subject of immigration related to his work. During the run of the exhibition, the commissioned, three-panel mural will be on display outside the Orange County Administration Center as an aspect of Fusion Fest.

The HSHC will continue outreach to youth, seniors and local organizations including the Winter Park Library, the Hope Community Center in Apopka, Office of Community Engagement at Rollins College, AARP, as well as several other local African American organizations.