

**Monday Morning Memo
August 31, 2009**

Partnership Matters

Partnership chairman, Mr. Keith Greminger, has been named to The Florida Aquarium Board of Directors. Keith will be serving a two year term, ending September, 2011. Besides volunteering as chairman of the Tampa Downtown Partnership and now a board member of The Florida Aquarium, Keith works for [Gensler](#).

People are signing up; have you become a fan or a follower? This summer the Partnership joined the social media world. You can now become a fan of the [Partnership on Facebook](#). You can also follow the [Partnership on Twitter](#). Which ever you pick (or pick them both), you will get downtown news faster!

Now is the time to submit your nominations for The Downtown Partnership's Urban Excellence Awards. To download the application, [click here](#).

Opportunities

Hard to believe, but the TECO Line Streetcar is turning seven in October! In celebration of the anniversary, Streetcar Fest will take place on Saturday, Oct. 10th. **Your business can be a part of this family-oriented event by completing the participation form.** The Fest features reduced fare rides on the Streetcar, plus food, entertainment and special deals at restaurants and attractions all along the streetcar line, it's a day full of fun for the whole family throughout downtown Tampa, the Channel District and Ybor City! For more information call Fran Solomon at (813) 223-6831, ext. 1808.

Downtowners, now is your opportunity to get healthy this fall! The YMCA Downtown is holding a challenge called "Clinch an Inch Slim-Down Challenge." Working in teams, your group will meet twice a week for 6 weeks to train together and motivate each other. At the end of the challenge, the team that loses the largest percentage of weight will be designated the winners! Cost is \$50.00 for YMCA members and \$75.00 for non members. A team of 6 each pays \$12.50. You can find out more at a FREE "Cinch an Inch Slim-Down Challenge" information session being held on September 14th at 12:00 pm or September 15th at 5:15 pm. Both info sessions will be held at 100 North Tampa, Ste 2140. During this info session you'll get to meet the team coaches and other potential participants, learn about the specifics of the program and complete your personal profile. Still want more information? Contact the YMCA at (813) 229-1305.

On September 18th enjoy some great hockey and benefit the Tampa Metropolitan Area YMCA! \$10.00 from every ticket sold goes to support the YMCA's Building Strong Kids Campaign. The game is the Lightning versus the Atlanta Thrashers. \$60 Ticket Package Includes: Lower level seat (regularly \$101.75), plus a special Lightning Gift. \$25 Ticket Package Includes: Upper level seat (regularly \$66.75), plus a special Lightning Gift. To order, call Kelvin Woodson at (813) 301-6832 or [click here](#) to download an order form. All reservations must be received by noon on Wednesday, September 16. See you at the game!

Mayor Iorio and football? Oh, yeah! Football season is around the corner and this year Tampa Mayor Pam Iorio has decided to face-off with a few other mayors in Yahoo! Sports Fantasy Football Mayoral Face-off. And guess what? She needs your help to win \$15,000 for Tampa's NFL Youth Education Town at Jackson Heights. All you have to do is select your favorite city in the Yahoo! Fantasy Football Mayoral Face-off poll. Visit: <http://football.fantasysports.yahoo.com/f2/mayoral-faceoff>. Vote TODAY, vote OFTEN and keep voting until September 10 - share the link with your friends and family. After all, it's for the kids. We know Tampa is a great city - now let's show the nation!

Studies and Reviews

The Florida Aquarium is reporting an increase of 6% in attendance from this time over last year! This translates into some impressive stats for the downtown attraction. An additional 8,168 people attended the Aquarium. Additionally, the attraction reported a \$350,000 operating surplus! Get the entire scoop by [clicking here](#).

Downtown businesses make the list of winners in "The 2009 Best of South Tampa." The winners are based on a readers' poll in *The South Tampa News & Tribune*. Downtown winners are:

- Interior Design – Jill Lifsey, District Designs
- Private School – Tampa Preparatory School
- Fast Food – Five Guys Burgers and Fries
- Irish Restaurant – Four Green Fields
- Wings – Hooters
- Fitness Center/Gym – YMCA

John Bell, President and C.E.O. of the Tampa Theatre, was elected to serve on the Board of Directors for the League of Historic American Theatres, a non-profit membership association and professional network dedicated to sustaining America's historic theatres for the benefit of their communities and future generations. John has led the Tampa Theatre since 1985. Since his arrival the number of annual events has grown from 120 to 650, the operating budget has grown from \$230,000 to over \$2,000,000 annually, and the Theatre's artistic and educational programming is regarded as a model for historic theatres nationwide. His day to day work has encompassed direction of programming, policy, finance and operations at the Theatre. He has served on the Board of Directors of the League of Historic American Theatres, is a member of the Tampa Rotary Club, the Florida Facility Managers Association, the Florida Professional Presenters Consortium, the Tampa Cultural Executives Council, and was a founding member of the Ybor City Cultural Heritage Consortium.

Jimmy Johns at 514 N. Franklin Street received a very favorable review from *Metromix Tampa Bay*. The reviewer commented "I had to drive 40 minutes for Jimmy John's. It was worth it." To read the entire review, [click here](#).

Tampa Parks and Recreation Department has won the prestigious 2009 Agency Excellence Award. The award is presented by the Florida Recreation and Parks Association and honors the state's most outstanding parks and recreation agencies for excellence in Parks and Recreation management. The Agency Excellence Award recognizes public parks and recreation agencies who excel in all of the following areas:

parks – development and acquisition; recreation programming including inclusion efforts; aquatic, athletic, leisure and cultural arts; fitness and wellness programming; administration and management; cultural diversity; environmental education; programming which benefits the community; long and short range planning, staff training and development; and involvement of citizens through advisory boards and volunteer programs.

Lights On Tampa's projection *Revamp Ft. Brooke* by German artist team Casa Magica, was selected as one of the best public art works in the United States by Americans for the Arts. A total of 40 works were recognized at the 2009 Americans for the Arts annual convention held in Seattle in June. The works were chosen from more than 300 entries across the country. Americans for the Arts is the leading nonprofit organization for advancing the arts in America.

Seeing is Believing

The TECO Line Streetcar System will soon be expanding into the downtown core with groundbreaking of the extension to Whiting Street scheduled for October, which is estimated to generate an additional 10% annual farebox revenue. The extension will include a new station stop at the corner of Whiting and Franklin Streets. The Tampa Port Authority and Tampa City Council also showed support for the streetcar system recently. The Port Authority agreed to continue it's annual \$150,000 in funding for the upcoming fiscal year, while City Council approved the continuation of revenues from the Streetcar Special Assessment District, an area encompassing non-homesteaded private properties in Ybor City, the Channel District and downtown Tampa. In addition, the Community Development Areas (CRAs) for those three areas help support the system.

Things are happening at The Heights development site. Read what's taking shape by [clicking here](#).

Another project with great future impact on downtown is Encore, the development planned for the site of what was formerly Central Park Village. Find out more about this project and its plans by visiting its Web site www.encoretampa.com.

Special Services District

Welcome back University of Tampa students! Classes begin today.

Don't miss your "ticket to ride!" **Gather your friends together for the Downtown Hippie Hop on September 19th.** You can now check out which restaurants and downtown venues are participating by [clicking here](#). So, dust off your best 60's attire, park the car and catch HART's Intown Trolley Green Line.

Looking for a good read this fall? [Old Tampa Book Company \(507 N. Tampa St.\)](#) is **holding a September Sale** on Saturday, September 12th and Sunday, September 13th from 10 a.m. to 5 p.m. Any book under \$100 is 50% off. There are more than 30,000 books to choose from in fiction, history, Floridiana, philosophy, cookbooks, art,

photography, sports, theater, gardening, music, military, Civil War and more. A percentage of the profits from this sale will be donated to the Friends of the Library.

The Partnership keeps a comprehensive list of hourly and monthly downtown parking options. An easy way to access this recently updated information is to turn on the parking layer on the [Partnership's interactive downtown map](#). By clicking on an individual lot or garage, site visitors can find out the cost, availability, whether it's near the InTown Trolley shuttles, etc. This is a great tool in particular for new employees. **Click here to download a PDF copy of the parking inventory.**

Only 8 days left! Now through Labor Day (9/7) enjoy great savings with the Summertime Savings Card! Make sure to take advantage of great deals from downtown merchants, entertainment venues, retailers and more! Get all the info you need by [clicking here](#). Then, get out there and enjoy downtown Tampa!

The Tampa Port Authority has landed another cruise ship for downtown. In the fall of 2010 Royal Caribbean International will bring the Radiance of the Seas to the Port of Tampa. Read more about what downtown can expect by [clicking here](#).

Downtowners, listen up! **August and September are typically the most intense storm months during the hurricane season**, and although we may not have an impending storm heading our way, the afternoon showers bring plenty of thunder and dangerous lightning. Below are a few tips offered by the National Weather Service for staying safe during dangerous thunderstorms:

- *WHAT SHOULD I DO IF I'M CAUGHT IN THE OPEN DURING A THUNDERSTORM AND NO SHELTER IS NEARBY?* If caught outside in the open during a thunderstorm, CROUCH down on the balls of your feet and cover your ears. This will help minimize your chances of being struck. Do not lie flat on the ground. You want to minimize BOTH the height and your body's contact with the earth's surface.
- *CAN I USE MY CELL PHONE OR CORDLESS PHONE DURING A STORM?* Yes! Both are safe because there is not a direct path between you and the lightning. However, AVOID using a corded phone unless it's an emergency.
- *SHOULD I INSTALL A LIGHTNING PROTECTION SYSTEM ON MY HOME OR BUSINESS?* It depends. Contrary to some popular beliefs, lightning protection systems do not prevent lightning

To read more, visit the [National Weather Service's Lightning Safety website page](#).

College football fans can now buy their 2009 ACC Football Championship tickets online. The championship game will be played on December 5th. Get details by [clicking here](#).

Creative Urban Core

The new Tampa Museum of Art is under construction and making progress. But not all efforts are focused on the building of a new museum. **Todd Smith, executive director, is working hard on filling the new museum with exciting exhibitions as well.** Read more by [clicking here](#).

Tampa Bay Businesses for Culture and the Arts (TBBCA) announces its call for nominations for its Annual Awards Celebration, recognizing local businesses and individuals for their support of arts and cultural institutions. Nominations will be accepted until Thursday (9/3) at 12 p.m. Honorees will be selected based on such criteria as scope of involvement/support, impact of contribution, originality, quality, level/depth of service, and more. The recipients will be honored at the Fifteenth Annual Awards Celebration on Thursday, November 5, 2009, at The Florida Aquarium. For the nomination form and more details, [click here](#).

Brandon League of Fine Arts celebrates their 50th Anniversary with an exhibition at TECO Public Art Gallery now through September 30th. This exciting exhibition by members of Brandon League of Fine Arts [BLFA], which represents many media including oil, acrylic, graphite, printmaking, and watercolor. Many of the members work and maintain artist studios in Brandon but members also live and work in the surrounding communities of Lithia, Plant City, Riverview, Seffner, Sun City and Valrico along with Tampa. The TECO Public Art Gallery is located at 702 N. Franklin Street. It a free gallery and open to the public Monday through Friday 8:00 a.m. to 5:00 p.m.

Downtown Happenings

September Must Dos:

- **StageWorks Theatre kickoffs a new play called “My Children, My Africa!”** The play will take place at the Tampa Bay Performing Arts Center’s Shimberg Playhouse. Opening night is September 3rd and goes through the 20th. Find out more about this play by [clicking here](#).
- On September 13th the **Henry B. Plant Museum will bring back another season of Upstairs/Downstairs at the Tampa Bay Hotel**. Enjoy live theater of single-character vignettes that bring turn-of-the-century Tampa Bay Hotel staff members and guests to life. Performances are 30 minutes. Maggie Stroud starts the season. Check [their website](#) for individual dates.
- Woodstock is alive and well at 40! **The Florida Museum of Photographic Arts will open its “Burk Uzzle’s Woodstock and Other Americana” exhibition on September 17th**. This is a unique look at a culturally rich time in America. Find out more by [clicking here](#).
- **On September 18th the American Victory Ship will kick off its Fall/Winter season of activities with a Harley Davidson BikeFest!** Get all the details about this and other exciting events the American Victory Ship will bring to downtown Tampa by [clicking here](#).
- Speaking of Woodstock, **how about the upcoming Hippie Hop?** Downtown Tampa becomes groovier on September 19th with the Hippie Hop. For only \$15.00 per person you get to enjoy all downtown Tampa has to offer with discounts at several downtown venues, admission to the Florida Museum of Photographic Arts’ “Burk Uzzle’s Woodstock and Other Americana” exhibition and tickets to ride on HART’s Green Line. Get your friends together and reserve now! To do so, [click here](#).
- **The University of Tampa Film Society has announced the 1st Annual Black Box Film Festival**. The festival will showcase the best short films directed by UT Students, as well as feature speakers and panelists from across the country. The festival will run from September 24th-September 26th on campus at UT. In

addition to the festival, the Film Society will present a screening of *Brainjacked* on September 12th at 6:00pm at Reeves Theater and an event on Politics and Media with producer Rod Stoneman on September 21st. For more information please [email](#) Michael Long.

In and Around InTown

Want to help Fido? **During the entire month of September Columbia Restaurant will donate a contribution equal to 5% of your bill to the Humane Society of Tampa Bay** if you select them as the deserving organization. The Flagship restaurant for the Columbia Restaurant is in Ybor City. In addition to the Columbia's restaurant at downtown's Tampa Bay History Center, they also have locations in St. Armands Circle in Sarasota, the historic district in St. Augustine, The Pier in St. Petersburg, Sand Key in Clearwater Beach, and Central Florida's town of Celebration.

601 N. Ashley Drive, Suite 1100, Tampa FL 33602

(813) 221-3686 phone; (813) 229-1328 fax: www.tampasdowntown.com

Be in the know faster by following the Tampa Downtown Partnership on Twitter at www.twitter.com/tampasdowntown or become a fan of downtown Tampa by visiting the Partnership's newly formed [Facebook page](#).