

**Monday Morning Memo**  
**February 23, 2009**

**Partnership Matters**

The Tampa Downtown Partnership has completed a project to add aesthetic interest and public art to a normally unnoticeable part of the urban landscape. **A total of 65 traffic signal boxes located throughout the downtown area received a special art treatment this month.** These large steel cabinets are situated on street corners and intersections and are highly visible to both pedestrians and motorists. To help bring some cultural splendor to the public realm, the Tampa Downtown Partnership used UV-protected vinyl clings with images from *Lights on Tampa 2006 and 2009*, the City of Tampa's public art exhibit, to wrap the faces of the utility boxes. Images on the boxes include work by artists Janet Echelman, Jorge Orta, Erwin Redl, Sabile Weissinger and Friedrich Foerster. The 65 traffic signal boxes are located in the downtown core and the Channel District, both of which are located within the boundaries of the Downtown Special Services District.

**Opportunities**

**The Raymond James Gasparilla Festival of the Arts organizers needs the help of downtown volunteers.** This annual event brings over 250,000 people to downtown during a two-day period. More than 300 of the best artists will be arriving who will require assistance as well. To sign up, or for more information, go to [www.gasparilla-arts.com/volunteer/index.htm](http://www.gasparilla-arts.com/volunteer/index.htm). There you'll find descriptions about the areas in need and time slots available. Most positions require only three hours so being a volunteer doesn't have to take up your entire day!

**Has someone you know started a business recently that stands out from the rest?** Ernst & Young has an awards program called Entrepreneur of the Year. Submissions are now being accepted. Get details by [clicking here](#).

**Tampa Preparatory School's Summer Programs brochure will be available soon.** Check out all the exciting opportunities for students to engage in Athletic, Academic and Enrichment pursuits. If you have a child beginning Tampa Prep next year, this is a great opportunity for him/her to acclimate to Prep by sending them to Camp Terrapin or Sports Camp! If you just can't wait, download all the Summer Programs materials online at [www.tampaprep.org/summer](http://www.tampaprep.org/summer).

If you or someone you know is a military veteran who has sustained physical injuries and have been looking for ways to get into shape or stay in shape, then **check out the upcoming adaptive rowing program.** This program will kick off March 3<sup>rd</sup> and 4<sup>th</sup>. Details are available by clicking here.

Hillsborough students in grades 9-12 are invited to submit a 60-second **Public Service Announcement video addressing the importance of protecting our drinking water resources** and the Hillsborough River system. The deadline is March 6, 2009. The grand prize is \$1,000! Visit [ww.tampgov.net/water](http://ww.tampgov.net/water) for information, rules and guidelines, and entry forms.

**If you want to help the environment, then plan now to take part in the Great American Clean Up.** Hillsborough County will hold the event on April 18<sup>th</sup>. Details are available by clicking [here](#).

### **Studies and Reviews**

**The Tampa Downtown Partnership recently hired the Urban Charrette to help create a water taxi trial service design and action plan.** After much stakeholder input and lots of research, the idea looks like it could float. To view the final report, [click here](#). You can also read what [The Tampa Tribune](#), [St. Petersburg Times](#), [Tampa Bay Business Journal](#) and [WMNF radio](#) had to say about the idea. Stay tuned to for news on implementation of the recommended next steps. For those who want to take advantage of our waterways immediately, contact [White Lightning Excursions](#) or [The Fun Boat](#) to make arrangements for your next on-demand water taxi trip or a more leisurely ride on the River. The skyline looks spectacular from the water – get out and see downtown from a new angle.

Curious about the progress being made with the Tampa Riverwalk? **Sign up for the bi-weekly newsletter [Currents](#).** The newsletter will inform subscribers on progress, events, happenings, grand opening, and special announcements about the Tampa Riverwalk.

**[StageWorks Theatre](#), the local theatrical company, announced recently that they had their most successful fundraising event ever!** The total amount raised was \$54,000. These funds will go directly to the company's construction cost associated with the theater build out at Grand Central at Kennedy. At the current rate, construction is set to begin in June of this year. Stay tuned to Monday Morning Memo for more news about StageWorks and their efforts to add to downtown's growing cultural tapestry.

**Much of the activity regarding large groups to Tampa come from sporting events.** A central part of the activity for these sporting events takes place in downtown Tampa. The Tampa Bay Sports Commission is reporting a record year of activity. Read about what happened by [clicking here](#).

### **Seeing is Believing**

**The [Glazer Children's Museum](#) has begun construction.** The site of the new museum is along Ashley Drive on the edge of [Curtis Hixon Park](#), which is under redevelopment and next door to the [Tampa Museum of Art](#), also under construction. The Glazer Children's Museum is the third development in downtown's current cultural rebirth. Just last month the new Tampa Bay History Center opened to rave reviews. All indications point to both the Tampa Museum of Art and the Glazer Children's Museum adding additional "wow" factors to downtown when complete and open.

**The City of Tampa's latest Development TV show "First Look At Tampa's Redevelopment"** is now on [its website](#), which is the Winter 2009 edition. This edition highlights some of the latest Downtown Tampa growth as well as development and plans for the Tampa Heights Riverfront CRA area. You will find both Hi Band and Lo Band versions as well as the older archived programs.

## Special Services District

**ATTENTION ALL DOWNTOWN RETAIL, RESTAURANT, CULTURAL/ENTERTAINMENT, HOSPITALITY VENUES:** The Tampa Downtown Partnership will hold the first of a series of meetings on March 3<sup>rd</sup> at the Tampa Theatre. This meeting is your opportunity to come and be updated on what events are coming downtown, Tampa's Downtown Guides, new discount card program and more. The event will begin at 3 p.m. at the Tampa Theatre (711 N. Franklin Street). For more details, [click here](#).

Before we know it the [SEC Men's Basketball Tournament](#) will be in town. **HART, the regional authority is getting set for this big event.** During this major competition HART will offer special service on its InTown Trolley System. View the map by clicking [here](#).

For the third consecutive year, **the Tampa Downtown Partnership is presenting Tampa BayCycle**, an initiative that encourages commuters to cycle to work, school, for errands or play during the month of March, Florida's Bike Month. More than 1,150 cyclists – from enthusiasts to casual riders to novices – participated last year. Gearing up for this year's BayCycle events, Downtowners are **invited to attend a free "street skills" lunch and learn session** on March 6 at noon at the Tampa Bay Performing Arts Center. For details and to rsvp, contact [Karen Kress](#).

Hey bicycle enthusiasts, if you love bicycle racing then you are going to love the Tampa Downtown Partnership's newest event. **On March 21<sup>st</sup> the Partnership will launch the First Annual Tampa Twilight Criterium and Festival.** Not familiar with what a criterium is or the festival that will be included? Then check out the details on [www.tampacrit.com](http://www.tampacrit.com). This is definitely something for everyone to enjoy!

## Creative Urban Core

**The Florida Museum of Photographic Arts will have a closing party for the Getty Images on Thursday (2/26).** Featured musical act is Paul Wilborn and Blue Roses. Don't miss this great event. Get details by clicking [here](#).

**The Gasparilla Film Festival is now selling tickets online** for this year's festival. You can purchase tickets to various panels, screenings and parties. Visit the [festival's website](#) for details.

**ATTENTION ARTISTS:** The Tampa Bay Performing Arts Center is making a call for artists to create artwork for the upcoming Best of Tampa Bay event. Get details by clicking [here](#).

**Knights Off Broadway, Tampa Prep's Annual Broadway Cabaret, promises to be an event you won't want to miss.** Featuring Tampa Prep students and faculty performing with Broadway veterans Caroline Daly, Jeremiah Miller and Cary Shields, this year they present "A Connecticut Yankee" for two performances. Friday, Feb. 27th is open to the public and is a "pay as you will" format. Saturday, Feb. 28th is their patron

evening featuring a dessert reception with cast members for \$75 per person. Call or e-mail Melanie Rodriguez (mrodriguez@tampaprep.org) to reserve your seat today.

On Friday (2/27) from 7:00 p.m. to 9:00 p.m., **Nola Garrett will be launching her first book of poetry, THE DYAMITE MAKER'S MISTRESS, at Indigo Coffee Trading Company (514 N. Franklin St).** Garrett will be joined in the reading by Peter Meinke, poet; Don Morrill, poetry editor of TAMPA REVIEW; Gianna Russo, editor of Yellow Jacket Press; and other friends. Garrett will read from her book, a collection of 27 sestinas, and sign copies. The event is free and open to the public. Nola Garrett, who lives in Palm Harbor, is Faculty Emeritus of Edinboro University of Pennsylvania. Her poems and essays have been published in ARTS & LETTERS, CHRISTIAN CENTURY, GEORGIA REVIEW, FIELD, POETRY NORTHWEST, and TAMPA REVIEW. Her awards include Scholarships from the Bread Loaf Writing Conference, the West Chester Poetry Conference, and a Residency at Yaddo.

### **Downtown Happenings**

**On Tuesday (2/24) Café Dufrain will hold a charity five course dinner each paired with wine to benefit Shriners Hospitals for Children - Tampa** and to celebrate Café Dufrain's 6th Anniversary. Executive Chef, Britt Golson was treated at the Tampa Shriners Hospital from 1987 to 1997 for osteochondromas the most common bone tumors in children. Café Dufrain plans to come to Shriners Hospitals for Children - Tampa and cook for the nurses who were unable to attend the event the next day. Dinner is \$75 per person, of which, \$25 per person will be donated directly to Shriners Hospitals for Children, Tampa. Additional donations to Shriners will also be accepted. To make reservation call (813) 275-9701. To view the menu, [click here](#).

**Take a look at what's happening on [www.hilifetampa.com](http://www.hilifetampa.com).** Here's a peek at what you'll find:

- Monday (02/23) – [Oscar Nominated Short Films - LIVE ACTION](#)
- Tuesday (02/24) – [Convergence...The Journey Continues](#)
- Wednesday (02/25) – [Russian National Ballet Theatre's Giselle](#)
- Thursday (02/26) – [A Body of Water](#)
- Friday (02/27) – [Do the Local Motion Lunchtime Group Walk](#)
- Saturday (02/28) – [Mandy Patinkin: In Concert with Paul Ford on Piano](#)
- Sunday (03/01) – [Smucker's Stars on Ice "On the Edge"](#)

*Looking ahead...*

- **The YMCA Downtown Wellness Center will hold its 9<sup>th</sup> Annual Spin Off** on March 7<sup>th</sup> in MacDill Park on the Riverwalk. Find out all you need to know by clicking here.
- **[The Raymond James Gasparilla Festival of the Arts](#)** returns to downtown March 7<sup>th</sup> and 8<sup>th</sup>.
- **Don't miss [Picnic in the Park](#).** Henry B. Plant Museum invites the community to bring lunch, coolers, chairs and blankets to enjoy an old fashioned picnic in Plant Park on Sunday, March 15<sup>th</sup> from 11:30 am to 2:30 pm. Relax under the shade of the Desoto oak tree in the old gardens of the Tampa Bay Hotel. Enjoy the old fashioned melodies of a Barber Shop Quartet, and admire live models dressed in authentic Victorian clothing. Test

your Victorian sporting prowess with the challenges of hoops and sticks, horseshoes, badminton, checkers, jacks or tiddlywinks.

**The Tampa Downtown Partnership has redesigned the look of its bi-weekly newsletter Weekly What's Happenings.** Now Weekly What's Happenings offers a special "Best Bet" event for each day of the week. Checkout the new look by [clicking here](#). If you are not a subscriber to Weekly What's Happenings, then make sure to subscribe at the bottom of the current issue.

Remember, if you are having an event taking place in downtown or the surrounding area (Tampa Heights, Davis Islands, Hyde Park, Ybor City) that is open to the public then **don't miss an opportunity to get it listed on the HiLife Tampa's online events calendar and the Partnership's online events calendar!** Here is how you do it: To get started, [click here](#). Then, follow these instructions:

1. Click "Add Event"
2. Click "Register"
3. After completing your registration, log in and add your event.

Approval by Partnership staff takes approximately 24 to 48 hours. Once your event has been approved it will be visible on both [www.tampasdowntown.com](http://www.tampasdowntown.com) and [www.hilifetampa.com](http://www.hilifetampa.com).

### **In and Around InTown.**

**Fiesta Day returns to Historic Ybor City on Saturday, February 28th** from 10:00 am to 6:00 pm. Fiesta Day is Ybor City's official day of rest and celebration of its magnificent ethnic heritage and culture! Admission is FREE! Get all the details by clicking here.

Are you looking to get fit, but you need someone to join you? **Why not make your fitness buddy Mayor Pam Iorio?** The mayor has a program called Walking with the Mayor. This free fitness walk takes place at Al Lopez Park, located at 4810 N. Himes Avenue. The next walk is Saturday, March 7th starting at the Hunt Community Center at Al Lopez Park. The walk is from 6:30 a.m.- 11 a.m. (Walk begins at 7:30 a.m.). For more details, click here.

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