

**Monday Morning Memo**  
**January 26, 2009**

## **Partnership Matters**

### **Opportunities**

**The Tampa Bay Super Bowl Host Committee wants area residents to “Put Your Game Face On” as Super Bowl XLIII approaches.** The Host Committee rolled out its “Super Host” public hospitality campaign, a multimedia campaign designed to rally area residents to put Tampa Bay’s best face forward in celebration of the game. The campaign will include several elements across a variety of mediums thanks in part to Host Committee Official Partner Media General and Media Partner CBS Radio. Promotional television spots showcasing Tampa residents with their game faces have aired on WFLA News Channel 8, in addition to humorous radio spots hitting the airwaves of all six CBS Radio stations. Eight CBS Outdoor billboards across Hillsborough and Pinellas counties will remind area residents to keep their game faces on throughout their travels in the Bay area. Downtown residents and workers have a great opportunity to impact the reputation of Tampa Bay when thousands of visitors will descend on the core for the pre-game festivities. Please be accommodating and welcome our new friends from visiting cities with a smile!

Bus Rapid Transit, or BRT, is coming to Tampa. With limited stops, higher frequency, modern station stops and advanced technology, it's an entirely different kind of bus service. And here's your chance to be part of the decision-making process! **HART is holding an Agency/Community Working Group info session on the BRT project** on Tuesday (1/27) at 2:00 p.m. in the HART administrative offices (1201 E. 7th Avenue in Ybor City). As the project nears construction, the working groups will play an advisory function, bringing forward community concerns and ideas, reviewing project recommendations, and facilitating community coordination. The North/South Line, the first to be built, will run on Fletcher and Nebraska Avenues to downtown Tampa. The second line, an East/West route, will run from East Tampa to the airport. HART will be looking at route alternatives, station locations, and other important factors. It's a great opportunity to take part in the planning of your public transit service.

**The Homeless Coalition of Hillsborough County needs your help.** An army of volunteers is needed to reach out to all corners of the County to count our homeless neighbors. Volunteers are needed for 4-hour shifts between 4 a.m. and 11 p.m. on Thursday, February 26. Volunteers will be assigned to 3-person teams and given a specific geographic area with identified locations to conduct the count. Attendance at one training session is required. This is a worthwhile effort because this count will allow the Homeless Coalition acquire much needed funding from the federal government for agencies in the community who assist the homeless. Downtowners have an opportunity to impact the community by participating in this count. To learn more, [click here](#).

**The Raymond James Gasparilla Festival of the Arts needs volunteers!** If you are looking for an opportunity to help the community with one of the biggest festivals in downtown, then [click here](#) for details on what is required. This is an excellent way to engage in the community.

**The United Way of Tampa Bay is asking downtown businesses to help stop hometown hunger.** A new campaign called TGIF (Take Goods In Friday) has been launched to encourage businesses to collect food items, which then can be given to the United Way for distribution to area food banks. Find out how your business can help stop hunger by [clicking here](#).

### **Studies and Reviews**

**With the economy currently in a downturn, where can you turn for accurate information?** Turn to the Sykes College of Business at the University of Tampa. The college has published a special report to help explain and analyze the nation's current economic crisis. To view the report, [click here](#).

Last Friday (1/23), **Mayor Pam Iorio stood at Tampa's City Hall Plaza to announce the City's Gold-level Certified Green Local Government designation** by the [Florida Green Building Coalition \(FGCB\)](#). Tampa, the second city in Florida to achieve this designation, joins Tallahassee, Orange and Sarasota Counties as the local governments in the state to achieve the gold level.

Commercial real estate firm **Colliers Arnold released its 4<sup>th</sup> quarter commercial office market report for the Tampa Bay area.** To view the report, [click here](#).

The Tampa Downtown Market is asking for your help! If you have ever been to the Tampa Downtown Market, **please take the time to complete a very brief survey regarding your personal experience.** This survey will be used to help future growth at the Market and determine ways to better serve the downtown community. To take the survey go to [www.tampadowntownmarket.com](http://www.tampadowntownmarket.com) and click on the "Market Survey" box on the home page.

As reported in the past, the Tampa Downtown Partnership hired the Urban Charrette to help create a **water taxi trial service design and action plan.** After two stakeholder input sessions last month and lots of research, the final report presentation is available by [clicking here](#). A final report will be issued in a few weeks with an action plan outlined at that time

### **Seeing is Believing**

In preparation of the **more than 3,000 national and international media that will descend upon Tampa Bay for Super Bowl XLIII**, the Super Bowl Media Center opened its doors on Sunday (1/25) to begin to welcome radio, TV, newspaper and other media personnel. Several representatives from the Super Bowl Host Committee, Tampa Bay & Company, Visit St. Petersburg/Clearwater and the Tampa Downtown Partnership will staff the Media Center during the week leading up to Super Bowl XLIII on Sunday (2/1). Throughout the week, representatives will have the opportunity to interact, and even interview, with media in an effort to market Tampa Bay as a premier destination to viewers, listeners and readers in thousands of markets across the United States and throughout the world.

**Want to check out some of the Super Bowl activity yourself?** Then join the Partnership on Friday (1/30) for a “Pre-Game Warm-up Walk” to catch a piece of the action. Part of the [Do the Local Motion campaign](#) is to leave in groups from Lykes Gaslight Square at noon.

**Five Guys downtown location at SkyPoint Condominiums (777 N. Ashley Drive) opens on Tuesday (1/27).** Not familiar with Five Guys? This highly popular venue is well known for its incredible burgers. Check out [Five Guys Web site](#) for menus and other information.

New restaurants, residential developments and retailers are all the latest to be added to downtown’s growing list of amenities. **Now add in high speed tour boating!** White Lightning is unlike any other thrill ride in Tampa Bay. In fact, it takes place in the bay! High speed tours of the area maybe just what you need to have a truly urban thrill. Learn more about this new tour service in downtown by [clicking here](#). Learn about the \$10 per month “splash pass,” which gives unlimited use of all services that include the jet boat adventures, river eco-tours, sunset cruises and downtown water shuttle. [Click here](#) to take advantage of their new Splash Pass.

### **Special Services District**

**Although the actual game won’t be played downtown, there will be lots of Super Bowl-related activity here.** The [City of Tampa website](#) will be posting everything people need to know about events, street closures, public parking availability, HART’s In-Town services, etc. There are numerous shuttles planned for this week and organizers are expecting lots of people coming downtown to catch a piece of the action. Give yourself extra time to get in and out of downtown. HART is enhancing their [In-Town Trolley service](#). You can also utilize [taxis, electric carts](#), a bike or your own two feet to get around.

This is Super Bowl week and downtown is poised to be in the center of it all! Many of the events planned leading up to the big game take place in downtown. Others are taking place throughout the Bay area. One of these events is the **Taste of the NFL**, which is being held at Tropicana Field located in downtown St. Petersburg. This event features 32 of the best chefs from each NFL city. Downtown Tampa is proudly represented at this event by the [chef at Mise en Place, Marty Blitz](#). Learn more about Taste of the NFL by [clicking here](#).

For now the discussion maybe Super Bowl, but on February 2<sup>nd</sup> preparation will turn to the SEC Men’s Basketball. The Tampa Bay Sports Commission wants to remind all Downtowners that the next few months in downtown will be very busy and one of the big events coming up is the **SEC Men’s Basketball Tournament**. Get the details about this great sporting event by [clicking here](#).

Downtown continues to attract new restaurants. **Café Volo & Market opened on January 19<sup>th</sup>**. Frank Bordieri & Joe Zanni bring to downtown not only a new restaurant, but sell ready to eat take home dishes for Downtowners to enjoy at home. Café Volo & Market is located at 400 North Tampa Street, Suite 100 (Former location of Lucky Dill). Call (813) 374-8900 or check out the restaurant’s Web site at [www.cafevolo.com](http://www.cafevolo.com).

Currently the restaurant is open Mondays to Fridays 6am-6pm for Breakfast, Lunch and Dinner.

Eating at a downtown restaurant has always been a rewarding experience. Now it can really be a rewarding experience if you are a member of **United Airlines Mileage Plus Dining**. Each time you enjoy a meal at a participating restaurant you earn valuable miles toward your next trip to the destination of your choosing. Make it a point to dine out in downtown, but more importantly, make it rewarding. To find out more about the participating restaurants in the area, [click here](#).

### **Creative Urban Core**

**The Partnership's Tampa BayCycle campaign announces the third annual 'Words for Wheels' contest** leading up to the launch of the 2009 initiative March 1, the beginning of Florida Bike Month. To enter, participants should submit a 100-word essay detailing how winning a bike would change their life. Two winning entries will be selected; each receiving a bicycle, light, helmet and lock. Entries must be received by Friday, February 20. Tampa BayCycle is an initiative that encourages commuters to cycle to work, school or play. For additional information regarding Tampa BayCycle and 'Words for Wheels,' please visit [www.TampaBayCycle.com](http://www.TampaBayCycle.com).

Lights on Tampa opened January 10<sup>th</sup> to the thrill of thousands who came downtown to view the newest exhibit installations. Lights on Tampa will remain in downtown through February 1<sup>st</sup>. One of the installations, the "mood ring" installation at Cotanchobee Park, is interactive with the community. **Take a look at the [Web cam](#) and post a question to ask the mood ring to see what the response is.** You may just be surprised at the answer you get.

**The Tampa Downtown Market is happy to announce that a new organic, hydroponic produce provider will be coming to the Market starting February.** The new vendor is [Urban Oasis Hydroponic Farm](#). Make sure to log onto the [Market's Web site](#) for the latest on which vendors will be there each week.

**ATTENTION CHALK ARTISTS:** On March 19-21 a public art display of **chalk drawings will cover the sidewalks in Hyde Park Village**. The Tampa Bay Business Committee for the Arts is inviting local and professional artists, as well as individuals, families and companies to participate. Prizes will be given for best drawings. The Chalk Walk will draw people to Hyde Park Village to enjoy art and to help celebrate the local arts community. Find out more about how to apply to be an artist for this event, [click here](#).

### **Downtown Happenings**

It's Super Bowl Week! Get involved in all the action. **Take a look at what's happening downtown by checking out the "Super Bowl XLIII" category on [www.hilifetampa.com](http://www.hilifetampa.com).** Here's a peek at what you'll find:

- Monday (01/26) – [Gerdau Ameristeel Champions Landing](#)
- Tuesday (01/27) – [FMOPA - NFL® HISTORY FROM GETTY IMAGES](#)
- Wednesday (01/28) – [Celine Dion's Taking Chances Tour](#)

- Thursday (01/29) – [blu Kick-Off Party](#)
- Friday (01/30) – [Bud Bowl 2009](#)
- Saturday (01/31) – [Athletes and Angels Party](#)
- Sunday (02/01) – [Ybor City Naval Invasion](#)

There are many exciting things taking place in downtown during the Super Bowl week. **The St. Pete Times Forum has booked a very busy calendar of activities that the entire community can come and enjoy.** Check out what's planned during this super week by clicking here.

**Even with the Super Bowl, downtown is very busy with other activities.** Don't miss a chance to enjoy one of these events or happenings:

- Monday (01/26) – [Monday Wine Night!](#)
- Tuesday (01/27) – [Tampa Bay Lightning Home Game](#)
- Wednesday (01/28) – [Lights On Tampa](#)
- Thursday (01/29) – [Four Seasons Author Series Luncheon](#)
- Friday (01/30) – [Do the Local Motion Lunchtime Group Walk](#)
- Saturday (01/31) – [The Tampa Riverwalk Walking Tour](#)
- Sunday (02/01) – [Comedy Classic Series](#)

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.**

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