

Monday Morning Memo
March 30, 2009

Partnership Matters

Now is the time to book for the upcoming Downtown Development Forum! This year the keynote address will be delivered by Congresswoman Kathy Castor. The congresswoman will discuss how the recently passed stimulus package will have an impact on an urban community such as downtown Tampa. Also, this year's development forum will feature speakers who discuss the current economic situation and how downtown Tampa can expect to fair as we move through this current downturn and prepare for a brighter future. To book for this event online go to events.tampasdowntown.com today! The event is scheduled for April 15th. *This event is sure to fill quickly.*

On April 30th, Tampa Bay CEO Magazine will honor one hundred business leaders who influence the economic development and community at a special Gala Reception at the Quorum Hotel. Honorees will also be featured in a special Tampa Bay 100 edition of Tampa Bay CEO Magazine. Tampa Bay 100 honorees represent the regions leading industries including; technology, healthcare, finance, banking, legal, real estate, manufacturing, professional associations, government, economic development, and higher education institutions. Congratulations to our own Christine Burdick and other Tampa Downtown Partnership members:

BUSINESS

Terry Aidman, Managing Partner, Cherry, Bekaert & Holland L.L.P.
Lee Arnold, Chairman & CEO, Arnold Colliers
Dick Beard, Chairman, Super Bowl Host Committee (past chair)
Brent Britton, Partner, Gray Robinson P.A.
Charles Britton, Regional President, M&I Bank
Benjamin Hill III, Chairman & President, Hill Ward Henderson
Nancy Howe, Publisher, Maddux Business Report
Sherill Hudson, CEO, TECO Energy
Ron Hytoff, President & CEO, Tampa General Hospital
Brian Keenan, President, Fifth Third Bank Tampa Bay
Dr. Steven Klasko, Dean & VP, Health Services, University of South Florida
Rhea Law, Chair, President & CEO, Fowler White Boggs P.A.
Dan Mahurin, Chairman, President & CEO, SunTrust Bank Tampa Bay
Roy McGraw, Former Chairman of Wachovia Bank Tampa Bay
Deanne Roberts, Chair, ChappellRoberts
Gary Sasso, President & CEO, Carlton Fields P.A.
Matt Silverman, President, Tampa Bay Rays
Charles Sykes, President & CEO, Sykes Enterprises

GOVERNMENT

Alan Claypool, Manager, Business Applications, City of Tampa
Rose Ferlita, Board of County Commissioners, Hillsborough County

Pam Iorio, Mayor, City of Tampa

NON-PROFIT/ HIGHER EDUCATION/ ECONOMIC DEVELOPMENT

Christine Burdick, President, Tampa Downtown Partnership

Dr. Judy Genshaft, President, University of South Florida

Judith Lisi, President & CEO, Tampa Bay Performing Arts Center

Stuart Rogel, President & CEO, Tampa Bay Partnership

Ron Rotella, President, Westshore Alliance

Dr. Gwendolyn Stephenson, President, Hillsborough Community College

Tom Stork, President & CEO, Florida Aquarium

Dr. Ronald Vaughn, President, The University of Tampa

For more information on the Tampa Bay 100 or to purchase tickets call 813-830-9501 or [Click Here](#)

Please join the Partnership in welcoming two companies who recently relocated their businesses to Downtown Tampa:

Renaissance Planning Group

400 N. Ashley Dr., Suite 1010

PeakBiety Branding & Advertising

501 E. Jackson St., Suite 200

Opportunities

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.

Review and posting by Partnership staff takes approximately 24 to 48 hours. Once your event has been approved it will be visible on both www.tampasdowntown.com and www.hilifetampa.com.

Studies and Reviews

The Tampa Bay Sports Commission is excited to announce the success of several events that took place throughout the month of February. Combined, these events produced more than 5,300 hotel room nights for a total estimated Delegate Spending of \$6.2 Million. The Tampa Bay Sports Commission works closely with Tampa Bay & Company and the community to attract, promote and organize major amateur sporting

events, as well as grassroots youth sports programs that foster the ongoing development and quality of life for the entire Tampa Bay area.

The City of Tampa invites you to view the Economic Development Activity Report highlighting past, present, and future projects within the CRA areas. [Click here](#) to access current and archived reports on-line.

Seeing is Believing

Local publication “New Heights Magazine” is currently running some exciting stories about downtown Tampa and the surrounding areas. Find out some unique facts and uncover some fun notables about the urban core by reading the [latest issue online](#). Make sure to pay particular attention to pages 35 through 44.

Special Services District

The City of Tampa Parking Division is launching a new monthly on-street meter parking permit program. For only \$27/month, patrons can park at a meter anywhere within the Zone during the workweek. The Zone is within Nebraska, Cumberland, Whiting and Walton. [Click here](#) for a map and more information.

The Partnership led the clean-up project in Downtown Tampa last Saturday (3/28) for the City of Tampa’s Annual Clean City Day, with more than fifty volunteers shifting through downtown streets, collecting 26 bags of litter and debris. Clean City Day is a city-wide effort, with 3000+ volunteers deployed throughout Tampa neighborhoods, performing beautification, clean-up, and recycling projects.

To read about the latest developments in the Channel District, [click here](#). The newsletter discusses the Port Authority’s new 720 car garage, pocket parks, paving of 11th Street, Stageworks Theater and more.

If you didn’t attend the last Downtown Live after Five, you missed a great time! The next Downtown Live after Five is scheduled for April 16th. This is downtown’s time to kick off the weekend a day early and enjoy a free concert and mingle with friends. Or, maybe come to the event and meet new friends! Downtown Live after Five takes place in Poe Plaza (located between Tampa City Center and Hyatt Regency Tampa) from 5:30 p.m. to 8 p.m. For more info, [click here](#).

Governor Charlie Crist recently joined businesses, chambers and associations from across the state to launch **Florida’s Backyard Card incentive program** to give Floridians another good reason to get out and support their local businesses. For more information about the Backyard Economics campaign, or to access downloadable promotional tools to display in your business, visit www.BackyardEconomics.com.

HART announced a series of service changes taking effect on Sunday (3/29). Make sure you are aware of any changes that may affect your daily use of the bus service by [clicking here](#). Many routes serving downtown Tampa will be more frequent

now, including the Route 30 (downtown to Westshore Mall and the Airport) running every 15 minutes.

The Columbia Café in the History Center is officially open, bringing its own heritage alive by replicating the original bar and surroundings and providing the century old traditional menu that made the original Columbia famous. The Columbia originally opened in 1905, with the arrival of Casimiro Hernandez, Sr. from Cuba in Ybor City, serving a menu that is as alive today as ever: Cuban coffee, Spanish bean soup and other Cuban favorites. Future plans include building a docking system adjacent to the History Center, creating the ability to use boats along Tampa's downtown waterways.

HiLife TV is back! Now join Tampa Girl as she explores the urban core in search of the unique places and people that make downtown Tampa a great urban core. To view the latest episodes of HiLife TV, [click here](#). Once you view the episodes you can subscribe to receive notices of future episodes. And while you are exploring downtown on your own, you may just run into Tampa Girl on one of your explorations.

Creative Urban Core

The Urban Charrette invites you to get involved with their latest project: ECO.lution, 2009. The Urban Charrette is a collaborative that seeks to educate and empower the community to support the development of a more livable city. In 2008, ECO.lution was initiated, a project designed to expose the Tampa community to the elements of a livable city through a series of entertaining and educational events.

Hillsborough County Commissioner Rose Ferlita has announced an innovative initiative that could reward the County for being a leader in environmental best practices. At the March 18th Board of County Commissioners meeting, the board unanimously green-lighted her further research into carbon credits, which the County could earn for its practices such as Energy Star facilities, waste-to-energy, and avoided deforestation through environmental land preservation. These credits can be sold through an exchange to industries needing improvements in greenhouse gas reduction. Representatives from Tampa Electric, Peoples Gas, Hillsborough County and the Environmental Protection Commission outlined how this process is accomplished and how Hillsborough County's current green activities can qualify. To watch the meeting presentation, go to: [video link](#). For more information, contact County Commissioner Rose Ferlita's office at 272-5470.

Downtown artist Dominique Martinez of Rustic Steel Creations designed and fabricated a permanent 911 Tribute Sculpture that was unveiled at Steinbrenner Field on March 29, 2009.

Hillsborough Community College-Ybor City Campus presents the 7th annual Ybor Festival of the Moving Image this Wednesday (4/1) through Sunday (4/5). All events take place at the HCC-Performing Arts Building, Palm Ave and 15th Street. The festival celebrates opening night and April Fool's Day, Wednesday, April 1, 6:00 – 9:00 PM, with a vaudevillian-like stage show, live music from Hypnophonic Band, a special outdoor screening of a Buster Keaton classic silent film with a 'post-modern' film score played live, and includes a reception for artists Lori Ballard and Steve Smith,

SIDESHOW WITH POSTAGE DUE, at the HCC art gallery. This event is free and open to the public. This unique film festival offers an exciting spectrum of national and Florida artists presenting original works incorporating motion media into dance, theater, music and site-specific art, plus numerous lectures, multi-media presentations and film screenings. Screenings and lectures are \$5.00, unless otherwise noted. Special performances are \$10.00. Tickets are available day of the show at the box office located in the Performing Arts Building. Master schedule and details www.yborfilmfestival.com (site has continuous updates)

Hey Broadway play lovers...look what's planned for the 2009-2010 Broadway Season at the Tampa Bay Performing Arts Center! To find out what's planned, click [here](#).

Downtown Happenings

Each week the Partnership gives a list of events that every Downtowner should put on their "to do" list. **Did you know that the Partnership creates a bi-weekly events newsletter that gives suggestions on events taking place in downtown for a two week period?** [Weekly What's Happenings](#) is just another example of how Downtowners are finding out about big and small happenings taking place. If you are not a subscriber of Weekly What's Happenings, then [click here](#) to join this growing list of those who want to be in the know.

Take a look at what's happening on www.hilifetampa.com. Here's a peek at what you'll find:

- Monday (03/30) – [Buy 1 get 1 Free Day!](#)
- Tuesday (03/31) – ["Blue Memories" Art Exhibit by Carlos Erazo](#)
- Wednesday (04/01) – [New Exhibit: "My Florida Home: Recent Work by Benjamin Dimmitt"](#)
- Thursday (04/02) – [Thursday's Live Jazz Night](#)
- Friday (04/03) – [The Florida Orchestra presents BRUCKNER: Symphony No. 5](#)
- Saturday (04/04) – [The Tampa Riverwalk Walking Tour](#)
- Sunday (04/05) – [WMNF Presents-Ribbons of Highway/Endless Skyway A Tribute to the Spirit of Woody Guthrie](#)

Planning ahead...

- **Don't miss HARC's upcoming 16th Annual "Oh What at Knight" Gala** planned for April 30th at the Tampa Marriott Waterside Hotel & Marina. The funds raised from this event go to benefit HARC and its vital mission. Get details by [clicking here](#).
- **The Florida Aquarium's 8th Annual Sea Grapes Fine Wine and Food Festival will take place on April 25 from 7:00 p.m. to 10:00 p.m.** to benefit the Aquarium's Center for Conservation, Research and Education. [Click here](#) for information and tickets.
- **"An American Dream," to be performed May 17 at 2 p.m. at TBPAC's Ferguson Hall,** features five unique dance pieces, including the world premiere of "Dream Threads." "Dream Threads" features music commissioned from a Grammy Award winning composer and choreographed by an international choreographer. Students from nationally recognized

programs at the Patel Conservatory will perform the music created just for them and dance, joined by NYC Ballet principal dancers and the Patel Conservatory's Jazz Ensemble. For more details, [click here](#).

In and Around InTown.

Millennium Mentors partners with the Cystic Fibrosis Foundation this Saturday (4/4) for Hoops 4 A Cure taking place at the St. Pete Times Forum starting at 5:00 p.m. Come see the Final 4 games on hi-definition screens with a portion of every purchase benefiting the Cystic Fibrosis Foundation. For more information, [click here](#).

This year, there are three main components that make up ECO.lution. First on April 23rd is **ECO.expo**, a sustainable products show being held at the Ritz Theatre in Ybor city. Next on April 25th is **ECO|festival** at Cotanchobee Park, in Downtown Tampa, and finally our restaurant/gallery hop, **Paint the Town Green** will be held on May 1st throughout the urban core neighborhoods. In addition to these primary events, smaller educational events will also be held around town to allow additional opportunities to learn more about the City and its environments. Complete information including schedule partnership and sponsorship opportunities can be found on our project website: www.Ecolutiontampa.com

Please join the Greater Tampa Chamber of Commerce in honoring our community's military personnel at the annual Military Appreciation Banquet, presented by The Boeing Company, this Thursday (4/2) starting at 6:00 p.m. at the Hyatt Regency Tampa. The event features a keynote address from Major General Jay W. Hood, Chief of Staff, United States Central Command. Register at www.tampachamber.com or contact the Events Department at 813.276.9440 or ccongelio@tampachamber.com.

State Farm Mutual Automobile Insurance Company and the Tampa-Hillsborough Expressway Authority (THEA) announced today a new sponsorship of the Road Ranger program on the Selmon Expressway. This partnership will keep and improve the Road Rangers program on one of Tampa's busiest commuter highways.

601 N. Ashley Drive, Suite 1100, Tampa FL 33602
(813) 221-3686 phone; (813) 229-1328 fax: www.tampasdowntown.com