

Monday Morning Memo
May 26, 2009

Partnership Matters

Tampa Downtown Partnership Upcoming Events:

- **The Tampa Electric Company Downtown Debriefing Series continues on Wednesday (5/27) with a look at Kiley Gardens.** Architect Dan Kiley's Tampa Work Uncovered. A Panel Discussion on Kiley Gardens featuring Morris Lopez with Par Development; Chuck Jablon with Skanska USA Building Inc. and Chris Vela with The Urban Charrette. This event starts with networking and registration at 7:30 a.m. followed by breakfast and the program from 8:00 a.m. to 9:00 a.m. The location is the St. Pete Times Forum (401 Channelside Drive) Parking is available in the VIP West lot between the Tampa Marriott Waterside Hotel & Marina and the Embassy Suites Downtown Convention Center. To register online, [click here](#)
- **The Tampa Downtown Partnership will be hosting a free netconference** titled Strategic Marketing: The Truth About Gender and Generational Commuting Trends – and Its Consequences on Wednesday, May 27 from 2:00 to 3:15 PM. While traffic may be standing still, changes in gender and generational commuting trends are not. These changes will provide significant marketing challenges and opportunities in transportation. This session will help you understand those trends as you develop your long-range plan and your strategic marketing approaches. Anyone interested in regional transportation and mobility issues is encouraged to attend. Contact [Karen Kress](#) to RSVP by May 22.
- **Hurricane season is quickly approaching. Are you prepared?** The Tampa Downtown Partnership will hold its very popular Hurricane Preparedness program on Wednesday, June 3rd. This event features Holley Wade of Hillsborough County Emergency Management. This event will take place starting at 8:30 a.m. at TECO Plaza (702 N. Franklin Street). This is a LIMITED SEATING EVENT. It is FREE to attend. Those interested MUST RSVP by [clicking here](#).
- **The Tampa Downtown Partnership will host its 23rd Annual Meeting & Luncheon on June 17th** at the Tampa Convention Center. This is always a very popular event. Incoming chairman, Mr. Keith Greminger of Gensler, will take the reins from current chairman, Mr. Chuck Davis of MetLife. To register for this event, [click here](#).

Opportunities

DOWNTOWN BUSINESSES HERE ARE A FEW OPPORTUNITIES YOU DON'T WANT TO MISS:

- For downtown merchants, restaurants, service providers, cultural and entertainment venues, **the Partnership is launching the Downtown Tampa Summertime Savings Card program.** This is a "show your card" and save program for downtown patrons. The program is FREE to participate. The due date for forms to be returned in June 5th. Find out more by [clicking here](#).

- If you are in need of some assistance in learning how to manage cash flow, financing, marketing, and other topics related to running your business, then **consider attending the upcoming Tampa Bay Area Business Expo**. This is your opportunity to gain some useful knowledge about topics you deal with everyday. To find out more about this June 11th event taking place at the Tampa Convention Center, [click here](#).
- **Downtown small businesses looking for a loan should read a story recently published by the Tampa Bay Business Journal** regarding a new SBA Loan program focus. To read the story, [click here](#).
- **The USF Business Center is staging a competition for entrepreneurs**. The competition has a prize of \$25,000. To find out more, [click here](#).
- Need some advertising? **The Tampa Downtown Partnership is now selling advertising space on its Tampa Girl video site on HiLife Tampa.com!** Available space runs only \$100 for a month's worth of exposure. Check out where your business could be located by [clicking here](#). To find out more, call (813) 221-3686 and ask for Paul Ayres.

The Greater Tampa Chamber of Commerce wants downtown businesses to be aware of the recent call for entries by Enterprise Florida for the **Governor Business Diversification Awards program**. Details about which award categories there are and when submissions are due can be found by [clicking here](#).

NAIOP Tampa Bay will hold a Job Creation Summit on Wednesday (5/27). This event will feature a panel of local experts discussing the current job market and efforts underway to simulate the local economy. The cost for this event is \$40.00 per person. It begins at 7:15 a.m. It will be held at Pepin Hospitality Centre (4121 N. 50th Street). For more details and to register call (813) 886-0245.

The Florida Planning and Zoning Association (FPZA) will hold its 57th Annual Conference in Tampa, June 10-13, 2009 at Hyatt Regency Tampa. The Florida Planning and Zoning Association (FPZA) is a statewide nonprofit organization comprised of people dedicated to planning and developing a quality Florida. It is also Florida's oldest professional planning organization. This year's conference theme is Urban Places Rural Spaces: Planning for Tomorrow. For more information about this conference, [click here](#).

Studies and Reviews

Commercial Real Estate firm GVA Advantis released its first quarter 2009 commercial office space report. To view the report, [click here](#).

A recent review of downtown residential revealed some impressive figures. **As of May, the downtown Tampa area has a population of 2,237 residents** occupying 1,439 units in 16 different urban communities. The findings also uncovered that there are a total of 2,809 units total in downtown Tampa with 1,370 available to be occupied. These findings show that several residents are sharing units as roommates. Also reported are when downtown residential developments were made available. Here is a breakdown:

Year	2005	2006	2007	2008	2009
Number of Units	131	88	1396	422	675

The findings were made possible by Lifsey Real Estate & Holdings, Inc.

Michael Kilgore, vice president of marketing and customer experiences at the Tampa Bay Performing Arts Center, has been cited by The Broadway League for Outstanding Achievement in Road Marketing. The award was presented to Kilgore at the Touring Broadway Awards ceremony during The Broadway League’s annual spring road conference. The Outstanding Achievement in Road Marketing Award honors an individual who has demonstrated quantitatively successful marketing results in the touring Broadway community. League road members and affiliate press agents were invited to nominate an industry professional who best exemplifies this trait, taking into consideration the nominee’s marketing goals and his/her success in meeting those goals. Way to go!

Seeing is Believing

Downtown Tampa will have its own bike shop! City Bike Tampa opens this June at 212 E. Cass Street with the following services:

- Rentals
- Tours
- Sales
- Parts
- Accessories and service

Contact them at 888-48-4BIKE or www.citybiketampa.com.

Check out the latest places Tampa Girl has visited on the HiLife TV! You may be surprised what you discover. To view the videos, [click here](#). Then, after you view the videos, share with us your comments!

The Tampa Riverwalk is catching on. More people are noticing its impact on downtown. Dan Mahurn of SunTrust Bank and the person heading up efforts to see the Riverwalk continue its growth submitted a commentary in The Tampa Tribune. Read what Mr. Mahurn had to say by [clicking here](#). Then, go explore the Riverwalk for yourself.

Downtown Tampa continues to experience improvements. **One project that will impact downtown’s roadways in the near future is the UCAP Project.** UCAP stands for Utility Capital Improvement Projects. The necessary work that will be performed will result in a modernizing of Tampa’s aging water pipe system. Make sure you know what’s taking place where and when by visiting the [UCAP Web site](#).

The City of Tampa continues its popular television show “First Look.” This show examines growth and redevelopment in throughout the City. To view the latest episode, [click here](#).

Special Services District

What do you think of the first season of the Tampa Downtown Market? The Market closed May 15th, but organizers want your honest feedback and comments. A survey is now on the [Market's website](#). To take the survey make sure to look for the green box in the lower left corner called "End of First Season Survey." Results from the survey will help shape the return of the Market in October. The survey will remain on the site until Friday (5/29).

Speaking of the Tampa Downtown Market, **read a recent story that *The Tampa Tribune* wrote about the Market's first year by [clicking here](#).**

Just Ride Bicycles, Inc. is now offering bicycle repairs and rentals delivered to your door within the downtown area. Brand new 2009 TREK bikes are used for the daily and weekly rentals. Call (813) 503-9460 or email justridebicycles@yahoo.com for more information.

The newest City of Tampa electronic newsletter; *Transition to Transit* is designed to keep you up-to-date on mass transit and light rail initiatives in our region. *Transition to Transit* is your up-to-date and reliable resource for staying informed on mass transit and light rail initiatives that enhance mobility, generate economic development, improve the environment, and promote a better quality of life. The first issue will be sent out soon. To subscribe, please [visit the TampaGov Web site](#) email subscription signup page, select "Mass Transit" and type in your email address.

Hillsborough County's Transportation Task Force will be holding a series of meetings in May and June across the county, along with the Metropolitan Planning Organization, Hillsborough Area Regional Transit, Florida Department of Transportation, the Tampa Bay Area Regional Transportation Authority and the three cities. The meetings are being held to discuss various transportation planning efforts that are ongoing and how to implement and fund them in Hillsborough County. The meetings are being held in conjunction with the Transportation Task Force's current work on recommendations for funding multi-modal improvements for the county. Improvements being discussed include light rail, bus rapid transit systems, roadway projects, and bicycle/pedestrian improvements. The Transportation Task Force intends to make a final recommendation to the County Commission this fall. An issue the Task Force will consider is a recommendation for sales tax for voter referendum in 2010. For a complete schedule and more information, [click here](#).

If you find yourself parking on street at meters fairly often, you may want to **take advantage of the [City's iPark card](#)**. It acts as a "debit" card for parking. Users pre-load money on their iPark card. When parking, the user turns on the card, selects the zone where they are parking and authorizes the card to start paying for parking. Its that simple! When they return to their car, the driver simply presses the "off" button. The iPark card will display the zone, amount of time used, the amount paid, and remaining balance on the card before shutting off. For more information, contact the City of Tampa Parking Division at (813) 274-8417.

Creative Urban Core

The Tampa Bay Business Committee for the Arts is entering the third year of its High School Arts Stars program. This is a scholarship program that offers high school students looking to advance their arts at college or art institution. The Tampa Bay Business Committee for the Arts is looking for scholarship supporters. You can learn more about this program by calling (813) 221-2787 or click here for the scholarship corporate commitment form.

The exhibition of works by Jeremy Chandler, the City of Tampa's sixth Photographer Laureate will take place on Friday (5/29). Each year since 2003, the City of Tampa Public Art Program commissions an artist to photograph and respond to life in the city of Tampa. The long-range vision of the Big Picture Photographer Laureate Program is to build a public collection comprised of images that are representative of the life and times in Tampa, by regional, national and international photographers. Photographer Jeremy Chandler focused his portfolio on portraiture. The works will be on exhibit through mid July. This event is free and open to the public, however kindly RSVP to PublicArt@tampagov.net

There is still time to book your reservation for the Tampa Museum of Art's Pride & Passion event! Taking place Friday (5/29), this is not the typical stuffy art museum gala. Pride & Passion is full of hip urbanites and art lovers coming to downtown to support the new Tampa Museum of Art. The event will be held at Rivergate Tower overlooking the construction site. Find out more and get your reservation secure by [clicking here](#).

The Education Channel's Independents' Film Festival is now accepting entries for the 2009 festival. Animation, Documentaries, Shorts, Experimental and Feature Films will be considered for the 16th Annual Showcase of Films. Find eligibility and submission information online go to www.independentsfilmfest.com.

Downtown Happenings

Downtown's Rampello Downtown Partnership School will host "Blazzin B.B.Q." fundraiser on Thursday (5/28). For \$10.00 event-goers will enjoy barbeque from Lee Roy Selmons', relax and enjoy great entertainment. The event begins at 4 p.m. with the performance starting at 5 p.m. Don't miss this opportunity to help out a downtown student. For details, click here.

It's Sunday and you have the entire day to relax. Where can you start your day? **Fly Bar & Restaurant is featuring a new Sunday Brunch to help you kick off your day.** The first brunch will take place Sunday (5/31) starting at 11:00 a.m. and lasting to 3:00 p.m. For more details or to make reservations, call (813) 275-5000.

Downtown restaurants are the place to be this week! The listings of events below are all things taking place at a downtown restaurant. Check out what you will find on the HiLife Tampa events calendar for restaurants along by clicking on a link below:

- Monday (05/25) – [Monday Wine Night!](#)
- Tuesday (05/26) – [Half Price Steak Stimulus Package](#)
- Wednesday (05/27) – [Spring Three Course Dinner Menu \\$37](#)
- Thursday (05/28) – [Thursday's Live Jazz Night](#)

- Friday (05/29) – [Downtown's Official Happy Hour](#)
- Saturday (05/30) – [LIVE FLAMENCO DINNER SHOW](#)
- Sunday (05/31) – [Café Dufrain's NEW Sunday Caribbean Island Waterfront Brunch Buffet](#)

The Greater Florida LEGO Train Club will display models of downtown Tampa buildings, made entirely of LEGO building blocks, in the lobby of 100 North Tampa now to Friday (5/29). Buildings featured include 100 North Tampa, Bank of America Plaza, One Tampa City Center, SunTrust Financial Center, Park Tower, Rivergate Tower, Tampa City Hall and other buildings all detailed with roads and traffic signals. Members of The Greater Florida LEGO Train Club will begin setup Monday, May 18th at 9 am and will be available to answer questions most weekdays from 11 am to 1 pm and 6-7 pm. This event is a fundraiser for the Glazer Children's Museum and Museum representatives will be on hand to answer questions about their facility currently under construction in downtown Tampa.

The Tampa Bay Performing Arts Center is On Sale! Check out these great deals:

- **Save on tickets to ANNIE!** ANNIE, the timeless tale of Little Orphan Annie, is returning to the Tampa Bay Performing Arts Center, June 12-14. You can save \$15 off tickets to see ANNIE when you use promo code WARBUCKS or call the TBPAC Ticket Office at 813.229.STAR to purchase a family four-pack for \$100. Hurry! Offers end June 3. Restrictions apply. These tickets are subject to availability and service charges.
- **Don't forget Broadway Family Night**, Friday, June 12. Receive a free child's (12 and under) ticket with a full-priced adult ticket (available in all price levels and only by phone or window). And come early for free, pre-show family friendly activities!
- **Save on tickets to GREASE!** The one that you want is back! GREASE, Time Magazine's 2007 pick for "#1 musical of the year," is rockin' to the Tampa Bay Performing Arts Center, Aug. 18-23, in this new production direct from Broadway. Take a trip to a simpler time of poodle skirts, drive-ins and T-birds. "Bad boy" Danny and "the girl next door" Sandy fall in love all over again to the tune of your favorite songs: "Summer Nights," "Greased Lightnin'" and "We Go Together" as well as additional songs from the hit movie: "Grease," "Hopelessly Devoted to You" and "You're the One That I Want." Plus, GREASE features American Idol winner Taylor Hicks as "Teen Angel" LIMITED TIME -- SAVE 30% on single tickets Receive 30% off tickets now through May 31! Use promo code DANNY when ordering. Offer is for Tuesday, Wednesday, Thursday and Sunday evening only. Excludes price level 4. Limit 4 tickets. Not applicable to prior sales. Cannot be combined with any other offer. Subject to availability. Service charges apply. Call the TBPAC Ticket Office at 813.229.STAR (7827) or visit TBPAC.ORG
- **FREE Hip-Hop Dance Class!** Announcing a FREE lunchtime hip-hop dance class for adults, Fri. June 5, noon-1 p.m., with hip-hop dance instructor, choreographer and dance team coach Jenn Jones. The Patel Conservatory is offering this free class to remind everyone that more than 70 camps and classes in dance, music and theater begin in June AND 22 classes are just for ADULTS! More information is available on the website by [clicking here](#).

For the past few weeks Monday Morning Memo has been telling you about coolTECH 2009. **Now find out more on the event and who the keynote speaker will be by**

clicking here. Then plan now to be part of coolTECH 2009. The event is being put on by the Tampa Bay Technology Forum at the Tampa Bay Performing Arts Center on June 11th. The 2nd Annual coolTECH is where you'll experience the coolest technology coming out of the Tampa Bay region and beyond. Attendees will experience cutting edge technology, gain insight from industry leaders and take part in interactive voting for the coolTECH Awards. All this and much more will be at [coolTECH 2009!](#)

In and Around InTown

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