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Media Contact:

Paul Ayres

Tampa Downtown Partnership

813/221-3686, ext. 104

**SUMMER DISCOUNT PROGRAM LAUNCHES JULY 1ST
WITH 61 PARTICIPANTS**

TAMPA, Fla. (June 29, 2009) — The Tampa Downtown Partnership is launching a summertime discount savings card to encourage downtown workers, visitors and residents to patronize retailers, restaurants, service providers as well as entertainment and cultural venues during the summer months.

The program is called the “Summertime Savings Card.” This program is the redevelopment of a highly popular “show your card and save” discount program the Partnership operated several years ago. The original program was called the “Freedom Savings Card.”

All downtown merchants, restaurants, service providers, cultural and entertainment establishments were invited to participate in the “Summertime Savings Card” program at no charge.

A brochure has been created listing the names, addresses, telephone numbers and the discount being offered at the sixty-one (61) participating establishments in the program. A detachable discount card is included with the brochure and can be stored in the consumer’s wallet or purse. The customer will receive the discount at the participating establishment by showing the card. The consumer retains the card to use over and over again at participating venues.

The brochure also includes a map provided by HART. The map gives information about the two downtown rubber-tire trolley lines – green and purple lines – as well as the TECO Line Streetcar System. The map will be an aid to the consumer to help locate the participating business. There is additional information included regarding parking in downtown and the use of the electric shuttle service providers.

Customers will be able to identify participating venues easily because each venue has been provided a window slick to display stating that they are a participating merchant.

The “Summertime Savings Card” program is valid July 1, 2009 through September 7, 2009 – Labor Day. Brochures and the detachable cards are free and can be obtained by visiting one of the 61 participating venues; by requesting a brochure from Tampa’s Downtown Guides; visiting the offices of the Tampa Downtown Partnership or stopping by one of the distribution points throughout downtown Tampa. A PDF copy of the list of these distribution points is available by [clicking here](#).

A total of 20,000 brochures have been produced of which 3,450 brochures will be directly mailed to residents of downtown and Harbour Island. The Partnership will also distribute

packets of 100 brochures to businesses in downtown with 50 or more employees. The remainder of the brochures will be available through the distribution points mentioned.

Downtown businesses participating in the program have been asked by the Tampa Downtown Partnership to report the number of people who utilize the discount program in order to track its effectiveness.

Keith Greminger, 2009-2010 chairman of the Tampa Downtown Partnership, believes the "Summertime Savings Card" program furthers the Partnership's goal of promoting downtown Tampa as a diverse community offering a wide-variety of venues for people to enjoy. "We want people to recognize downtown as an activity center. We want people who work and now live here to learn what amenities are available directly in the core as well as how they can utilize public transportation." Mr. Greminger stresses that urban centers are different than other areas of town because the use of a car is not always the easiest way around. However, for those who do drive into downtown Tampa, Mr. Greminger points out that the map does highlight public parking garages. "The 'Summertime Savings Card' program shows that the downtown area is really a collection of unique experiences for everyone to enjoy. And now that everyone is looking for a deal, downtown Tampa has some of the best offers going" concluded Greminger.

The Tampa Downtown Partnership is a private, not-for-profit 501(c)(6) organization that administers the Special Services District (SSD) Program. In addition to Tampa's Downtown Guides and Clean Team, the Tampa Downtown Partnership works to promote downtown through marketing, business development, transportation and beautification efforts. The Partnership has a long history of supporting downtown's revitalization, a broad constituency, and strong relationships with many community stakeholders. For more information about the Tampa Downtown Partnership, telephone (813) 221-3686 or visit the Partnership's web site at www.tampadowntown.com.

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