



THE OFFICIAL E-NEWSLETTER OF THE 2012 TAMPA BAY HOST COMMITTEE

## WHAT'S THE DIFFERENCE?

■ During the last few weeks, there's been a lot of buzz in Tampa Bay about the new Convention logo. The release of the logo has the Tampa Bay community asking, What's the difference, what does this mean to Tampa Bay, and why are there two logos?

To understand the answer to each of these questions, it's important to understand the difference between the two organizing committees operating locally in Tampa Bay.



The Committee on Arrangements, commonly referred to as the "COA," is the Tampa Bay-based sub-committee of the Republican National Committee

working to orchestrate the Republican National Convention. They are focused on enhancing the Republican National Committee's experience and exposure surrounding the Convention. COA's CEO, Bill Harris, has said, "We are planning a world-class Convention that leverages cutting-edge technologies to provide accessibility, community and engagement for people across the country."

### The COA's Mission: Promote the Republican National Convention.

- Sub-Committee of Republican National Committee
- Coordinates with Political Campaign of Republican Nominee; Partisan
- Aggrandize Republican Nominee
- Execute all Elements of Convention Production, Staging, Media & Logistics
- Visit the COA online at [www.gopconvention2012.com](http://www.gopconvention2012.com)

While each committee has a different mission, both plan to put on a great show in August 2012. ■



The 2012 Tampa Bay Host Committee, simply called the "Host Committee," is a team of Tampa Bay area residents

working to enhance the positive impact of the Convention on Tampa Bay. The Host Committee is a 501(c)3, non-profit agency and is not involved in any political activity. Pinellas County resident and Chief Operating Officer of the Host Committee, Matt Becker, said, "The Host Committee will be promoting Tampa Bay. Our objective is to use the platform of the Convention to showcase Tampa Bay to the delegates, the national media and to the world in August 2012."

### The Host Committee's Mission: Promote Tampa Bay.

- Florida Not-for-Profit Corporation & Presidential Nominating Convention Host Committee
- Not Involved in Political Activity; Non-Partisan
- Project Favorable Image of Tampa Bay Area
- Execute Tampa Bay Programs, Recruit Volunteer, Utilize Local Business, Confirm Sponsors
- Visit the Host Committee online at [www.2012tampa.com](http://www.2012tampa.com).

## True or False:

### A Response to Convention Myths

"I've heard that the local residents should stay away from Tampa Bay restaurants during the week of the Convention because they'll be too busy."

## FALSE!

**Fact:** The Republican National Convention will take place during the week of August 27 – 30, 2012. The Convention will be in session at the St. Pete Times Forum from about 6 p.m. until 10 p.m. each day. During that time frame, most of the visitors, delegates and media will be working or attending the Convention.

The Host Committee will encourage the community to continue to go out and enjoy Tampa Bay restaurants and attractions.



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## HARDHAT TOUR AT THE FORUM

■ Prior to opening day for the Lightning, VP of Operations, Mary Milne graciously provided a tour of the newly renovated St. Pete Times Forum to COO, Matt Becker and Director of Special Events & Volunteers, Amanda Whitelaw.

Noteworthy renovations include the addition of a 11,000 square foot outdoor patio on the Terrace Level overlooking downtown Tampa; opening the arena bowl to the main concourse; an updated Lightning team locker room; new concession stands, concourse flooring and seats for every fan! That's not all, performance stages and more are being added. Virtual renderings of the project are available for fans at [tampabaylightning.com](http://tampabaylightning.com).

The new and improved Lightning experience is one that everyone in the community should go see. Congratulations to the Lightning and St. Pete Times on the fine job that they have done. ■



■ Matt Becker and Amanda Whitelaw tour the St. Pete Times Forum while renovations were underway.

## COMMUNITY PARTNERS



■ Clearwater Beach



■ Beach Drive, Downtown St. Petersburg

■ Community leaders throughout Pinellas and Hillsborough Counties have jumped on board to support the 2012 Tampa Bay Host Committee. The formation of four key leadership committees, focused on Business, Community, Communications and Hospitality is well underway. Key partners include Tampa Bay & Company, Visit St. Pete/ Clearwater, Tampa International Airport, St. Petersburg-Clearwater International Airport, Clear Channel, Media General, local chambers, area alliances, universities, Tampa Bay sports teams and many more. Each of these partners is giving their time, their expertise and their input to the successful execution of Host Committee plans. The Host Committee thanks each of these community partners for their continued service and collaborative support. It is with this collaborative spirit that Tampa Bay will shine in August 2012. ■

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