Lights On Tampa began in 2005 with community leaders asking themselves self-evaluating questions about its downtown:

--What are our key assets from which to build?
--Are these different from our PERCEIVED assets?
--What are the national trends?
--Of these, what will complement our assets, focus and abilities?
--What can we make work?
--What will people “get”?
--What can we do well?

The answers to these questions were surprising and included an awareness that:
--Tampa is surrounded by water making sky and light conditions unique
--Much of downtown Tampa’s existing architecture isn’t bland, but an open palette and conducive to “new ways of seeing”
--Technology is a clean & growing industry in west central Florida
--People “get” technology; if you give them a “wow” in the arts, they’ll “get that” too
--If you do something, do it well; if you do it well, do it big

The VISION that came forth was to market and present Tampa as a city that welcomes new ideas and provides a platform for experimentation in and through the arts. This presents an OPPORTUNITY to define what we are and a CHALLENGE to define what we are not…

The RESULTS have been rewarding and trendsetting.
Program History

Lights On Tampa 2006

The first Lights On Tampa opened with 8 installations. Over 20,000 people filled the streets of downtown Tampa on the coldest night of the year. Of the eight, two remain as permanent fixtures in downtown Tampa, and continue to be seen by millions yearly.
Lights On Tampa is for everyone and provides free access to artistic excellence.

...more people attend arts and cultural events in community venues such as open air spaces, schools and places of worship than in conventional art venues such as concert halls, theatres, museums and art galleries. Although audiences for all events held in both types of venues overlap, about one-fourth of the people who participate in arts and culture do so only in community (FREE) venues.

Lights On Tampa is recognized by Americans for the Arts as one of the first programs in the country to begin exploring new media as an art form; and one of the most significant art programs in the U.S. over the last 50 years.

Cities throughout the country have looked to Lights On Tampa as a model to develop their own program. Some cities include San Francisco, San Jose, Santa Monica, Charlotte NC, New York City, and Scottsdale AZ.
Lights On Tampa 2009 opened with five installations on January 10, 2009. Sites included the Fort Brooke Parking Garage (below), an interactive Super Bowl ring in Cotanchobee Park, the St. Pete Times Forum, and two at the Tampa Convention Center.

For 23 days, approximately 200,000 individuals experienced each installation daily. On-site engagement had two surges: the large public event on the 10th, and Super Bowl festivities taking place just days prior to the city hosting Super Bowl XLIII.

Media coverage for Lights On Tampa 2009 was broad with articles in over 30 print publications, ranging from local, state-wide, national, and international publications. Extensive coverage included over 21 broadcasts, with extensive coverage by News Channel 10 (ABC), Bay News 9, ESPN, and NBC’s Today Show. Radio and electronic coverage was also significant 20+ on-line articles and multiple bloggers covering the events. Lightsontampa.org received more than 500,000 hits, with more than 30% from outside the U.S.
Lights On Tampa 2011 was one of the first major events to take place in the new Curtis Hixon Waterfront Park in February 2011. Focusing on a single site, Lights On presented 4 artworks by 14 artists. Projects included the digital mapping of the Poe Parking Garage, several digital animations, “shadow plays” an interactive dance project, and the Tampa Museum of Art’s new lighted façade by Leo Villareal. Though one of the smallest footprints for a Lights On event, it is frequently referenced as one of the most fun and family friendly due to the concentration of locations and opportunity to interact.
Agua Luces, an initiative of Mayor Buckhorn’s, encompassed the cleaning-up and lighting of five downtown bridges just prior to the city hosting the 2012 Republican National Convention. Partners in the effort included Tampa Electric Company and the Tampa Hillsborough Expressway Authority. The results have been community wide appreciation, ownership and requests to light more.
Lights On Tampa is making a difference…it has, and can serve, as a common connector and visual unifier in our downtown. USF’s CAMLS, SkyPoint, the TECO line streetcar, the Tampa Museum of Art and the Port of Tampa Parking Garage are all examples of private developments that have incorporated light-based art into their infrastructure.
Collectively, over $1 million in private development has been invested in public art for downtown and the Channel District.
**Site:** The Tampa Riverwalk, focusing along what will be the newly completed Kennedy Boulevard Plaza, Curtis Hixon Waterfront Park, Kiley Gardens and MacDill Park.

**Date:** February 20 – 21, 2015 – Lights on Tampa 2015 will kick off Gasparilla Arts Month when downtown Tampa spills over with its celebrations of Gasparilla Arts Festival, Music and Film Festivals respectively.
Lights on Tampa 2015 is about connecting….
…connecting people to place
…connecting place to the arts
…connecting the arts to people

Art and technology are both avenues in which many things travel. Both are direct extensions of what we are and where are as a city.

Recognizing that culture and innovation emerges from the community, Lights On provides a foundation for exploration of ideas and put them in the spotlight.

**Artists:** The proposed projects for Lights On 2015 promise to be diverse, engaging and fun. All will be beautiful and mesmerizing. As with all previous Lights On projects, some will be temporary with one or two remaining as permanent contributions to our downtown.
Lights On Tampa Is About

...Families...Action...Excitement...Grace...Interactivity...

“Lights on Tampa” has lifted both the awareness of an unfamiliar artistic medium here, as well as the appreciation for downtown Tampa’s most iconic structures and mundane blank spaces. I feel it’s ongoing presence in permanent installations has subtly and almost unconsciously informed many other new, light based artistic touches in downtown, from the elegant lighting of 5 bridges on the Hillsborough River, to the use of programmable lighting on several new downtown structures.” – Christine Burdick President Tampa Downtown Partnership

“Congrats on the successful launch of Lights On Tampa. I was downtown Saturday night to view the installations and was thrilled to see such a great turnout! I can’t decide which is my favorite!”

“Congratulations to a great kick off to Lights On Tampa. My Family and I enjoyed being out there Saturday night. Your efforts are very much appreciated; I appreciate all you do to make the Arts an exciting part of Downtown.”

“I love, love, love this year’s installations. I’ve been promoting it to my friends and family like crazy. Nice work.”

“Anyone who witnessed “Lights On Tampa” last month gets it…”

“…Downtown Tampa really looks alive. Look forward to see what happens down there in the coming years…”

“…people have really fallen in love with it…its less about seeing something and more about being part of something…”

“I just wanted to drop you a quick note to tell you how much we enjoyed Lights On Tampa – it was cool! My husband and I took the kinds – Colin (8), Olivia (5) and Noah (3 ½ ) and our niece Lily, who is 7.”…As we were walking from the Garage to the Convention Center, my niece shrieked “This is so cool! It’s like were in NEW YORK CITY!” We also loved the disco scene at the Convention Center – the music and disco balls were so fun! Noah, our youngest, was really groovin’ to the music!”

Lights On Tampa’s Commitment to Education

- Lights On Tampa’s Education initiatives emphasize visual literacy, critical thinking, the environment and new, developing technologies
- Educational Partners to date include the University of Tampa, The Florida Aquarium
- **FREE** Educational Programming:
  - A circulation-wide insert in the *Tampa Bay Times*, reaching more than 250,000 and delivered to regional middle schools
  - Downloadable lesson plans and tours
  - Educational handouts and brochures
  - Artist lectures and workshops
  - A downloadable catalogue with scholarly essays*
  - A scholarly panel discussion*
Tampa Area Rankings

• The City of Tampa is the 53rd largest city in the United States, and is the 3rd largest city in the state of Florida

• The population is also highly diverse, making Hillsborough County the number 3 test market in the country

• Tampa and Hillsborough County consistently rank favorably compared to other communities:
  • Top 20 Most Livable Cities in America (Livability.com)
  • One of America’s 50 Best Cities (Bloomberg BuisnessWeek)
  • #4 in the U.S. for Where Americans are Moving Now (Forbes)
  • #4 Best American Cities for Business
  • Tampa ranked as the 3rd best city to find a job
  • 2nd best for your entrepreneurs (Forbes)
  • Top 20 of the most affordable large U.S. metro areas (Forbes)
  • One of the best cities to do business (Kiplinger)
  • Last year (2013), the Tampa Bay area saw unemployment drop from 10.1% to 7.9% -- the 2nd largest improvement among our nation’s metro areas

• Major sports franchises in the region include the Tampa Bay Buccaneers, The Tampa Bay Rays, and Tampa Bay Lightning

• The region has hosted multiple national and international events and is familiar with putting Tampa on a national stage. Events ranging from sporting events, such as the NFL Super Bowl; to cultural such as the International Indian Film Academy Celebration and events of international significances such as the 2012 Republican National Convention have all gone smoothly.

• Cultural events and institutions are well-attended and are a major force in the Bay area market, with annual attendance for cultural events in the downtown alone averages over 2.5 million.
Downtown Tampa’s density and offerings make it an ideal location for Lights On Tampa

- There are a wide range of restaurants and hotels to choose from. All with easy access to Channelside, a popular entertainment district; Ybor City, a national historic district; and Hyde Park, a shopping district.

- Cultural institutions in the urban core are numerous and strong. They include the Tampa Museum of Art, The Glazer Children’s Museum, the David A. Straz Center for the Performing Arts, The Tampa Bay History Center, The Florida Aquarium and the Tampa Bay Times Forum. These organizations function collectively to bring hundreds of thousands of visitors to downtown. There are over 20 cultural institutions in downtown Tampa, including the historic Tampa Theatre. The Theatre was recently recognized as one of the 21 top wonders in the U.S.

- In early 2015, downtown Tampa will host several key regional events and festivities. Gasparilla Piratefest annually brings hundreds of thousands to Tampa’s urban core. Other events include, The Ringling Bros. and Barnum & Bailey Circus, and the Gasparilla Children’s Parade.

- March is Gasparilla Arts Month when Tampa hosts numerous nationally recognized cultural events including the Gasparilla Arts Festival, Gasparilla Music Festival, Gasparilla Film Festival and now GASP, a Performing Arts Festival.

- With over 57,000 employees, downtown Tampa’s workforce comprises over 11% of Hillsborough County’s total workforce; and Westshore’s business district is easily accessible via main transportation arteries.

- Urban growth continues with $100,000,000 invested in downtown development with nearly 100,000 people living within 3 miles of downtown.

- City of Tampa is investing in infrastructure and quality of life improvements including the Tampa Riverwalk, a major new performance quality park, and many road and utility improvements.
Lights On Tampa 2015
Sponsorship Opportunities

Spotlight Sponsor $50,000
• This premier sponsor of Lights On Tampa will ensure a successful event. Funds will go towards artwork, as well as production of kick-off event, at which the Spotlight Sponsor will be publicly recognized. The Spotlight Sponsor will receive industry exclusivity, logo presence on all marketing collateral material including on-site signage at each installation, press releases, links on social media, web, TV, print and other broadcast advertising, in addition to presence in the Tampa Bay Times Newspaper in Education (NiE) publication (circulation of 160,000). Additional opportunities include logo presence on event giveaways and at VIP Sponsor area the night of the kick-off celebration.

Beacon Sponsor $25,000
• The backbone for the Lights On Tampa is the artwork – this is an opportunity for the Beacon Sponsor to fund the commissioning of the artwork, which includes materials, R&D, artist fees, information for educational publications and video production. Beacon Sponsor will receive prominent recognition on-site, in print collateral, PSAs and NiE. Additional opportunities include logo presence on event giveaways. Also available, Beacon Event Sponsorship which would include the benefits of Beacon Sponsorship as well as logo presence on event giveaways and at VIP Sponsor area the night of the kick-off celebration.

Prism Sponsor $25,000
• The Prism Sponsor offers an opportunity to sponsor the significant number of outreach and education efforts that accompany Lights On Tampa, including:Artist Symposia, outreach events, lesson plans and 160,000 copies of the News in Education inserts Tampa Bay Times. Prism Sponsor will receive prominent recognition in press releases on Artist Symposia, in print collateral, PSAs and NiE.

RGB $10,000 and Glow $5,000
• These opportunities are available for sponsor to take advantage of the celebration and public event to increase the sponsor’s visibility in the Tampa Bay area. Funding will go toward artwork. Listings on collateral, t-shirts, and VIP Badges to public kick-off made available to all sponsors.

These sponsor benefits are only highlights and are not limited to what is listed here. Sponsorship Grid is included in this package. 80% of funds raised are allocated towards the creation of the artwork and Research and Development of new technologies.
Why support Lights On Tampa?

Promotion
• Opportunity to put name on a totally different event and experience
• Is an event-marketing and/or special-event option

Audience
• Extends to broader user-groups, including internet audiences, fanning into different markets

Partnership
• Provides all attendees—visitors, residents, sponsors, businesses and community leaders an avenue to engage each other, as well as interact with innovative cultural forms

Environment
• Complements, does not compete with planned activities of Tampa’s downtown and the Rivewalk

Revenue (Needs)
• Generate $200,000 in cash for installations, events & promotions
Lights On Tampa...
- Provides a diverse, multi-sensory and memorable experience
- Recognizes the direct correlation between economic impact and a fun, engaging experience
- Encourages the exploration of new media technologies
- Provides free access to artistic excellence
- Offers educational components for all age groups
- Is fun, free, and for families
- Has crackle and fizz; is progressive and solid in its planning
- Is having a positive impact to the region
- A public/private partnership between the City of Tampa and the Public Art Alliance, a 501(c)3 nonprofit organization

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