



About this press kit project

During my senior year of college I decided to work with several local non-profit groups. I found one group, Creative Tampa Bay, Inc. through a symposium that I attended.

I contacted Karen Raihill, the person in charge of public relations for the startup group in Tampa. I created a press release, fact sheet and brochure for her press kit.



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FOR IMMEDIATE RELEASE

**CREATIVETAMPABAY SALONS TAKE FLIGHT
BASED ON DR. FLORIDA'S "RISE OF THE CREATIVE CLASS"**

TAMPA, Fla. (April 20, 2004) – Have you ever seen a man walking down the street with tattoos, body piercings and bright blue hair? What were your first reactions? Did you think he was trouble? Or did it occur to you that he may be the greatest innovator of the today's technology? He is part of the creative class.

The creative class surrounds you everywhere. In fact, over 30 percent of the entire workforce is part of this group that is the driving force of economic growth. CreativeTampaBay, Inc. recently began an initiative to attract and maintain the creative class in the Tampa Bay area.

CreativeTampaBay, Inc. took flight after featured guest speaker Dr. Richard Florida challenged a room full of Tampa Bay area business members to build an economy that thrives on creativity. He presented his book, "The Rise of the Creative Class," which challenges cities to develop business principles that attract talented people who are innovators in the worlds of technology, research and education, architecture and design, and arts and entertainment.

The non-profit organization took its grassroots in 2003 when prominent Tampa Bay business members Michelle Bauer, Amie Devero, Karen Raihill, Deanne Roberts, Deborah Talbot and Sigrid Tidmore took Dr. Florida's challenge to create an organization that turns Tampa Bay into a creative community.

“Tampa’s economic competitiveness in the next decade will depend on the quality of talent we keep and attract, plus our ability to market ourselves as a place where innovations and new ideas are embraced,” said Deanne Roberts, the owner of Roberts Communications.

“CreativeTampaBay was formed to promote the rise of the creative class.”

CreativeTampaBay, Inc. meets every month in local points of thriving in creativity. The socials, which are called salons, give local community members an opportunity to engage in intellectual conversations while being surrounded by a stimulating environment.

The salons also serve as a driving force to following Dr. Florida’s principles. He pushes a people climate, versus a business climate. “The bottom line is that cities need a people climate more than they need a business climate. This means supporting creativity across the board—in all of its various facets and dimensions—and building a community that is attractive to creative people, not just to high-tech companies,” Florida said.

CreativeTampaBay, Inc. encourages business members attending the salons to have forums about the creative class. The salons invite people to talk about the challenges posed by the community’s rich diversity. One of their guiding principles is to embrace diversity and to invest in the infrastructure that fosters creativity.

CreativeTampaBay, Inc. invites the public to the free after hours social. “CreativeTampaBay, Inc. is everyone’s opportunity to get together and find ways to work as a team to cultivate the creative class in Tampa Bay,” Roberts said. “This is a game we have to play as a team.”

For more information about CreativeTampaBay, Inc. monthly salons, log on to:
www.creativetampabay.com.

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CREATIVETAMPABAY SALONS FACT SHEET

What: CreativeTampaBay. Inc. Salon: A free social for Tampa Bay area business and community members.

When: 5:30 p.m. to 7:30 p.m. on first Wednesday of every month

Where: Various locations throughout the Tampa Bay area that promotes creativity. Location is determined one month prior to salon.

Who: The creative class, which includes business members, community members and creative people.

Why: CreativeTampaBay salons are conducted to promote creativity and discuss issues and concerns of building a creative economy in Tampa Bay.

Features: Guest speaker: Roy Kaplan of the National Conference for Community and Justice; free museum tours; cash bar; and ongoing panel discussions.

CREATIVE PRINCIPLES

Be authentic.

Identify the value you add and focus on those assets where you can be unique. Dare to be different.



Invest in and build on quality of place.

Be aware of features such as arts and culture, open and green spaces, vibrant downtowns and centers of learning and how they can be built and strengthened.

Remove barriers to creativity, such as mediocrity.

Those carriers include intolerance, disconnectedness, sprawl, poverty, bad schools, exclusivity and social and environmental degradation.

Take personal responsibility for change in your community.

Honor the creativity in every person. This helps retain the creative qualities in each individual.

CREATIVE CREW

2004 Board of Directors

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Communications Karen Raihill
Public Policy Amie Devero
Events Michelle Bauer
Website Sigrid Tidmore
Strategic Partnerships Deb Talbot
Initiatives Melinda Chavez

CREATIVE CONTACT

We want to hear your ideas and initiatives. Contact us via e-mail or go online to our website. We want to hear the creative in you.

E-mail: creativetampabay@mindspring.com

Web: www.creativetampabay.com

the
RISE
of the
CREATIVE
CLASS



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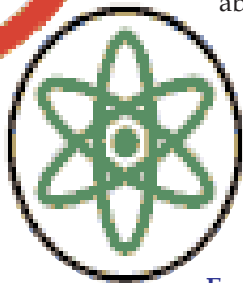
CREATIVE
TAMPABAY

CREATIVE PRINCIPLES

Cultivate and reward creativity. Creativity can happen at anytime, anywhere, and it's happening in our communities right now. Pay attention to all forms of creativity.



Invest in the infrastructure that fosters creativity. Along with arts and culture, pay attention to nightlife, the music scene, restaurants, artists and designers, innovators, entrepreneurs, affordable spaces, lively neighborhoods, spirituality, education, density, public spaces and third places.



Embrace diversity.

People of different backgrounds and experiences contribute a new perspective of ideas, expressions and talents that enrich communities. Be open to this diversity.

Support the connectors. Find new ways to get everyone involved. A creative community comes together as one.

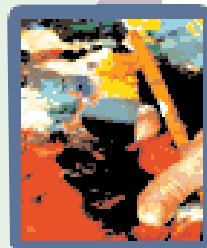
Value risk-taking. Convert a "no" climate into a "yes" climate. Invest in opportunity-making, not just problem-solving. Challenge conventional wisdom to form a new creative environment.

CREATIVE CHALLENGE

What can you do as Tampa Bay business member? Take the creative challenge. As a business member, there are only a few simple steps to take to build Tampa's creative economy.

First, get involved. Every week there are creative events going on through out the Tampa Bay area. Whether it is an art festival, dance recital or lecture hall on an art gallery, be sure to attend. You can find the creative people at these events.

"Active participation in cultural activities creates individual and community meaning."
-Mara Walker, Vice-President, Americans for the Arts



Next, make your business cater to the creative class. Over 30 percent of the entire workforce account for the creative class. Creatives seek value, ethics and taste. If you build the fundamentals of your business around these principles, creative people will come.

Finally, support Tampa Bay, where your business thrives. A creative community comes together as one. Know what's happening around the Tampa Bay. Pay attention to the creative people that work for your business and ones that don't work for you. Be sure to share with Tampa Bay what is unique to you.

CREATIVE WHO?

Creative Tampa Bay is a 501(c) (3) nonprofit organization dedicated to cultivating an environment that encourages creativity.

The organization was founded in 2003 by various members of the community after creative economy guru Dr. Richard Florida spoke at the Tampa Bay Performing Arts Center. He described what it takes to build a vibrant community in today's technology environment.

Florida challenged the Tampa Bay community to come together as one to create a diverse, cultural-enriched economy.

Cities and regions that attract lots of creative talent are those with greater diversity and higher levels of quality of place."

-Richard Florida "Rise of the Creative Class"

CREATIVE GURU

Dr. Richard Florida is the man behind the scenes. Florida travels around the country to emerging cities to speak about the fundamentals of economic change. He then challenges each individual city to build on these fundamental principles to bring in a new class of workers to their city.

The goal for Florida is have the city shift to a creative workplace. Since the creative class accounts for 30 percent of the entire workforce, cities that cater to these people will thrive. They will prosper and will succeed economically.

Florida is a professor at Carnegie Mellon University and a columnist for Information Week. He resides in Pittsburgh.