



TAMPA BAY & COMPANY MILESTONES

401 E. Jackson Street, Suite 2100 ■ Tampa, FL 33602 ■ 813.223.1111 ■ 813.229.6616
www.VisitTampaBay.com

- 1984 • Tampa Bay hosts Super Bowl XVIII, the 1st Super Bowl played in Tampa Bay.
- 1986 • Tampa Bay Convention & Visitors Bureau (CVB) was founded.
- 1990 • Tampa Bay Convention Center opens with a 200,000 sq. foot exhibit hall, 36,000 sq. foot ball room, 36 break rooms, and over 84,000 sq. feet of public space.
- 1990 • Tampa Bay CVB opens its first Visitor Information Center in downtown Tampa where visitors can pick up free, destination guides and inquire about the Tampa Bay area.
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- 1991 • Tampa Bay hosts Super Bowl XXV, the 2nd Super Bowl played in Tampa Bay.
- 1999 • Tampa Bay CVB begins awarding local Academies of Travel & Tourism students with college scholarships through the Hillsborough Education Fund. Today, all of the scholarships are funded through the CVB's annual golf tournament.
- 2001 • Tampa Bay hosts Super Bowl XXXV, the 3rd Super Bowl played in Tampa Bay.
- 2002 • Tampa Bay CVB expands National Tourism Week from a single luncheon to a week of tourism activities.
- 2002 • Tampa hosts the Religious Conference Management Association (RCMA) and guarantees over 5,600 room nights
- 2002 • Tampa Bay CVB moves the Visitor Information Center to Channelside Bay Plaza. The new information center contains a retail store where visitors can purchase Tampa-related merchandise. Tampa Bay CVB also opens a 2nd information center in the Tampa Convention Center.
- 2003 • Tampa Bay CVB is awarded the Mid-Year Meeting & Marketplace award from the International Association of Exhibition Management.
- 2004 • The feature film, The Punisher, is filmed.
- 2005 • Tampa Bay CVB wins its bid for Super Bowl XLIII in 2009, the 4th Super Bowl in Tampa Bay.
- 2006 • Tampa Bay Business Journal names Tampa Bay CVB one of the "Best Places to Work in Tampa Bay."

- 2006 • Tampa Bay CVB brings the largest convention to date, the Shrine of North America Imperial Council Session, to Hillsborough County. This produced more than 30,000 room nights for a delegate spending of more than \$31 million.
- 2006 • Tampa Bay CVB partners with St. Petersburg/Clearwater Area CVB to share one regional account executive for meeting planners in Washington D.C.
- 2006 • Tampa Bay CVB releases merchandise designed by local artist Jules Burt. The product line, known as “Sassy City,” is sold at the Visitor Information Center.
- 2007 • Tampa Bay CVB is rebranded as Tampa Bay & Company with the new moniker, “Economic Development Through Tourism.”
- 2007 • Tampa Bay & Company partners with St. Petersburg/Clearwater Area CVB again to share a 2nd regional account executive for meeting planners in Chicago.
- 2007 • Tampa Bay is awarded the host of the 2011 International Dragon Boat Federation (IDBF) World Dragon Boat Racing Championship. About 6,000 participants and 55 countries will participate in the event scheduled for August of 2011 on Seddon Channel in downtown Tampa.
- 2008 • Tampa hosts the 2008 Women’s Final Four Basketball Championship. It is the championships first time visiting Florida. This championship produced \$19 million in direct Economic Impact in Hillsborough County.
- 2008 • Tampa Bay Business Journal names Tampa Bay & Company one of the “Best Places to Work in Tampa Bay” for the 2nd time.
- 2008 • Tampa Bay & Company partners with St. Petersburg/Clearwater Area CVB again to share a 3rd regional account executive for meeting planners *in South America*.
- 2008 • Tampa Bay hosts the Dr Pepper Atlantic Coast Conference (ACC) Football Championship for the first time
- 2008 • Tampa Bay hosts the National Collegiate Athletic Association (NCAA) Women’s Final Four Championship
- 2009 • Tampa Bay hosts the Dr Pepper ACC Football Championship for the second year in a row
- 2009 • Tampa hosts Super Bowl XLIII, its overall 4th, which drew over 151.6 million viewers and over 630 media outlets from 28 countries; making it the most viewed Super Bowl in history.

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This information is provided by Tampa Bay & Company. For more information, contact Travis Claytor at 813/342-4052. Updated July, 2009.