

TAMPA BAY

Multicultural Guide

DISCOVER THE HISTORY

Embrace Tampa Bay's
roots and culture

ALL ARE WELCOME

Map out your journey
through our 9 districts

**Minority-Owned Businesses •
Multicultural Meetings • Events**

Carlos Pons

DELIGHT *EFFORTLESSLY*



TAMPA BAY
FLORIDA

With miles of dazzling waterfront, authentic culture, cuisine and nightlife, Tampa Bay has a million ways to play. All with an easy, laidback vibe.

VISITTAMPABAY.COM



Since its inception, Tampa Bay has flourished because of the diversity of its people. From the early 1800s, when our destination was a little more than a military outpost and fishing village, to the present day's booming metropolis. This community has thrived because of a blend of people and cultures that have created the unique and memorable experiences that make Tampa Bay Florida's top destination for visitors and meetings.

Cuban cigar rollers and African American musicians helped lay the foundation for the heart of Florida's Gulf Coast, which remains a magnet for fortune-seekers who add their unique flavors to the mix of local life.

The arrival of Henry Plant's railroad and Vicente Martinez Ybor's cigar factory in the mid-1880s turned Tampa Bay into a thriving area for immigrants from Cuba, Spain, Italy, Germany, Eastern Europe, and beyond – supercharging its diversity, industry, and creativity.

Our development has come with trials and lessons, but we have grown stronger as a community through those struggles. We celebrate our diverse community year-round with festivals, parades, and restaurants that fuse the best part of our kaleidoscope of cultures into unique creations.

Wherever you're from, we know you will easily find yourself reflected in the people you meet here. While here, you will experience languages, rituals, and cultures you've never known. Simply put, its multicultural charm is Tampa Bay's most significant treasure. Treasure Awaits!

A stylized, handwritten signature in blue ink, likely belonging to Santiago C. Corrada.

SANTIAGO C. CORRADA

President and CEO, Visit Tampa Bay



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STAY in Touch

Take it Online

What to see, where to stay, what to do, where to eat... Find tips and recommendations for ways to maximize your experience in Tampa Bay at VisitTampaBay.com.



DIGITAL GUIDES

Read more from the digital versions of our traditional print pieces, such as the *Destination Guide*, *Multicultural Guide* and *Visit Tampa Gay Guide*.

BLOG

Discover the stories that make Tampa Bay the most diverse destination in Florida and be inspired to create your own story where treasure awaits.

EVENTS

See everything that's happening in Tampa Bay so you can plan the perfect time to visit.

ABOUT THE COVER ARTIST

Carlos Pons is a local painter and multimedia artist whose work reflects the illusion of reality and the human experience. His art is recognizable through the dramatic sceneries, rich vibrant colors, and his unique way of depicting people and culture.

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WATCH THE VIDEO

Tampa Bay's earliest days mirrored the success of its people. Today, we experience a modern city with a foundation laid by Cuban cigar rollers on Seventh Avenue, legendary Black musicians of Central Avenue, and rich lands from the Tocobaga people. Tampa Bay's distinctive history of settlers whose influence is reflected in today's community that is rich in diversity and honors the past while remaining firmly rooted in the present.





ALL ARE WELCOME

FROM ITS EARLIEST DAYS, Tampa Bay has thrived on the diversity of its people. Cuban cigar rollers and Black musicians helped lay the foundation for a modern metropolis that remains a magnet for fortune seekers from across the country and around the world. Every newcomer adds their own unique flavor to the mix of local life. Wherever they come from, visitors easily find themselves reflected in the people they meet here. They also experience languages, rituals and cultures they've never known. Italian and Spanish-speaking visitors may even get to read about the city in their native tongue thanks to *La Gaceta*, the country's only trilingual newspaper. Simply put, multicultural charm is Tampa's greatest treasure.

The city's diversity gives Tampa Bay an energy unlike any other in the world. The beat that reverberates from the streets and the water no doubt served as inspiration when Ella Fitzgerald wrote her breakout single, "A Tisket, A Tasket," when Ray Charles penned his first song and when the twist dance craze took the country by storm. Feel this energy in everything from nightlife and local music to live theater and culinary masterpieces.

While you're in Tampa Bay, embrace this eclectic vibe by trying something new. The streets are lined with culture and all are welcome to expand their minds and partake in new tastes. This diversity is celebrated year-round with festivals, parades and restaurants that fuse the best part of Tampa's kaleidoscope of cultures into unique creations.





Tampa Pride



Omega Psi Phi Fraternity, Inc.

Speaking of welcoming everyone, Tampa elected—in a landslide victory—Mayor Jane Castor, the first openly gay mayor of a major southeastern city. You'll see her at the annual Tampa Pride in March, with the annual Tampa Pride Diversity Parade winding through Ybor City and the Tampa International Gay & Lesbian Film Festival in October, which has been showcasing LGBTQ+-focused stories for more than 30 years. "One comment that I hear more than anything is how friendly this city is and how accepting we are of everyone," says Mayor Castor. "I don't know if you could boil a city's reputation down to one sentence that would be better than that."

Come as you are and you will no doubt be welcomed with open arms. Tampa Bay's diverse blend of people and cultures is the foundation of its success as a welcoming community open to new ideas and new visitors. "You will feel special," says Grace Yang of the Asian Pacific American Bar Association. "You will feel that attention and love."

Tampa International Airport





INDIA FESTIVAL TAMPA BAY

India Festival Tampa Bay is a festival of arts and dances in which nearly 1,000 participants from four years to senior citizens showcase their talents and participate in dance competitions. The event has recorded over 12,000 visitors each year, and with many exhibitors and food stalls, IndiaFest Tampa Bay is Florida's largest India Festival.



TAMPA BAY CARIBBEAN CARNIVAL

Hosted at Perry Harvey Sr. Park in downtown Tampa, the Caribbean Carnival features a wide array of live music, phenomenal street food passed down from generations, and a spectacular street parade with flowing costumes, feathered head pieces, and the most vibrant colors you've ever seen.

DISCOVER THE DISTRICTS

DOWNTOWN



TAMPA'S CORE IS VIBRANT, thriving, and growing. Among the big-city buzz of rich cultural attractions and restaurants serving scrumptious fare is the natural beauty along the Tampa Riverwalk. Whether you're grabbing an evening bite or looking for something fun to do with the kids, downtown Tampa has something to offer. There's no better way to catch a Florida sunset than with the city's picturesque skyline as a backdrop.



Tampa Theatre

CAN'T MISS!

The scenic Tampa Riverwalk winds from Armature Works and Water Works Park, along the Hillsborough River, through the heart of Downtown to the cruise port and Channel District. If a leisurely walk isn't on your itinerary, catch a ride on the **Pirate Water Taxi** to various stops along the Riverwalk. Culturally minded visitors can take in the amazing collection at the **Tampa Museum of Art**, or catch a Broadway show and other live performances at the **Straz Center for the Performing Arts** and **Tampa Theatre**. Stay the night in the stylishly chic **Hyatt Place/Hyatt**

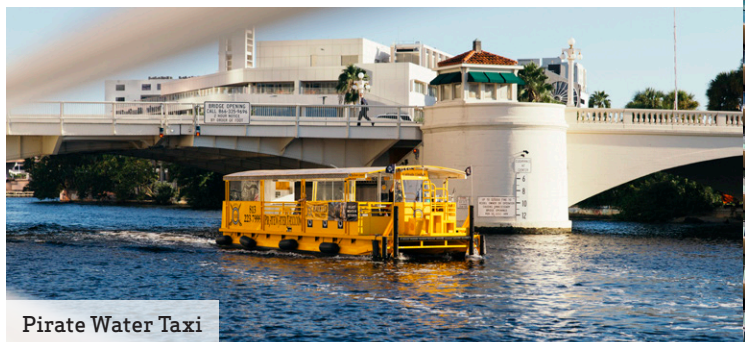


Tampa Museum of Art

House Tampa Downtown, which is just as vibrant as the city itself. If you're looking for travel tips and local Tampa Bay treasures, add the **Unlock Tampa Bay Visitors Center** to your itinerary.

LOCAL FLAVORS

Head over to the *izakaya*-style **Haiku Tampa** for expertly handmade sushi, then grab some gooey, freshly made cookies for dessert at **Bake'n Babes** and finish up the night sipping a cocktail at **Six** rooftop bar at **JW Marriott Tampa Water Street**.



Pirate Water Taxi

TAMPA RIVERWALK PASS

The scenic Tampa Riverwalk continues to expand its features, and now the **Tampa Riverwalk Attraction Pass** makes it easy to explore with savings for **seven** unique attractions. Learn more and purchase your pass at RiverwalkPass.com



CAN'T MISS!

The **Florida Aquarium** offers family fun among the flora and fauna of Florida and beyond, including hands-on touch exhibits and other encounters. Take a look at 12,000 years of achievement at the **Tampa Bay History Center** and enjoy the fare of the landmark Columbia Restaurant at the adjoining **Columbia Café**.



Tampa Bay History Center

CHANNEL DISTRICT & WATER STREET

THE CHANNEL DISTRICT SKYLINE touches the clouds with high-rises filled with residents, shops and restaurants. This pedestrian-friendly community of Tampa Bay has everything you need, from chic waterfront eateries to popular family attractions and recreation areas. Water Street Tampa, a \$3 billion development, will keep the Channel District buzzing for years to come.



The Florida Aquarium

LOCAL FLAVORS

Sparkman Wharf offers a wide array of amazing outdoor dining and drink options—including the award-winning **JOTORO**, **LightHaus Beer Garden**, **The Battery** and **Noble Rice**. Among the eateries in funky shipping containers are **Gallito**, a twist on Mexican street food, and **Dang Dude**, a creative take on umami flavors with familiar favorites.



Noble Rice

SOHO & HYDE PARK



THE SOHO/HYDE PARK DISTRICT is a vibrant neighborhood full of charm along with chic and hip nightlife. SoHo's walkability makes it ideal for strolling and window-shopping past boutiques up and down South Howard Avenue, from which the district takes its name. Hyde Park boasts the same pedestrian-friendly environment. The proximity to exquisite Bayshore Boulevard adds even more class and luxury to the area.



Bulla Gastrobar

CAN'T MISS!

Unique retail offerings with a mix of national, regional and local brands draw shoppers to **Hyde Park Village**. Craft a DIY candle with thousands of scent combinations at **The Candle Pour** to create the perfect souvenir.



Hyde Park Village

LOCAL FLAVORS

Head to Hyde Park Village to grab a table at **Forbici**. This new modern Italian restaurant offers up a mix of classic dishes designed for you to share with your friends and family. **Bulla Gastrobar** is the place for foodies looking to satisfy their cravings with ever-changing tapas, beers and wines. Fresh ingredients await at **Psomi**, where you can savor delectable plates rooted in Greek influences. Delight in a culinary journey at **Rose Bar** and immerse yourself in flavors influenced by Latin, French Asian and African American cuisine.

Forbici



WESTSHORE & MIDTOWN

THE WESTSHORE DISTRICT IS FULL OF PLACES

for serious shopping and fancy feasting. Find two shopping malls to satisfy your needs for fashion, dining and nightlife. The accessible Westshore area also has the allure of mirrored high-rises and polished five-star restaurants. Tampa International Airport and Raymond James Stadium anchor this bustling borough.



Midtown Tampa

CAN'T MISS!

Pulling together Westshore and Downtown with an energetic, contemporary neighborhood, **Midtown** is a city within a city with 1.8 million square feet of shopping, dining, entertainment, and hospitality space. New shops and restaurants are regularly opening in Midtown, making it a destination you must experience.



International Plaza & Bay Street



Oystercatchers

LOCAL FLAVORS

Enjoy upscale shopping and delectable dining options at **International Plaza & Bay Street**, featuring high-end stores and fun, innovative restaurants like **Whiskey Cake**. Take in the views of Old Tampa Bay from **Oystercatchers** while enjoying irresistible seafood. At **Midtown Tampa** you can take in stunning views from the rooftop restaurant **Sal Y Mar** while enjoying Mediterranean and Spanish-inspired cuisine. Satisfy your sweet tooth with hand-painted artisan chocolates from **William Dean Chocolates**.

YBOR CITY



Ybor City Museum State Park

TAMPA BAY'S HISTORICAL AND CULTURAL ROOTS lie in Ybor City. Many of the buildings along 7th Avenue (La Séptima) echo the charming brick exteriors of converted cigar factories, in homage to the area's celebrated history as the Cigar Capital of the World. But cigar making is only a part of this multifaceted district's present and future. Today you will discover a diverse culinary scene along the brick streets and iron balconies that welcome revelers day and night.



TECO Streetcar



CAN'T MISS!

Hop on the **TECO Line Streetcar** and enjoy a free ride into historic Ybor City just over a mile from Downtown. Take your time browsing the local cigar shops like **Tabanero Cigars**, **Sweetheart Cigars** and **J.C. Newman Cigar Co.**—including the new on-site museum—to find the perfect accompaniment to your evening stroll through

these treasured streets. Experience a bakery and social bar at **Roast Deli** during the day and inside you can discover a speakeasy, **Madame Fortune Dessert + HiFi Parlour** that entices your taste buds with Caribbean soul food.

LOCAL FLAVORS

Tantalize your taste buds with new flavors all around Ybor City. The oldest restaurant in Florida, **Columbia Restaurant** is a must-see, both for its cultural significance and incredible food. Get a taste of Sicily at **Casa Santo Stefano** Sicilian restaurant, and a coffee in the Cuban-inspired bistro at **Café Quikiriqui**. Discover elevated southern comfort food with flair at **7th + Grove**. Savor Tampa's craft beer scene with grain and hops at **Coppertail Brewing**, **Bastet Brewing** and **BarrieHaus Beer Co.** local craft beer favorites. Finish the night with specialty drinks and a show at the high-energy dueling piano bar **Showbar**.



TAMPA BASEBALL MUSEUM

Explore Tampa Bay's 135 years of baseball heritage at the **Tampa Baseball Museum**. In 1878, a Tampa baseball team was formed and less than a decade later, the cigar industry arrived in Ybor City. Along with the prosperous trade, Cuban immigrants came with a deep love for the game. Baseball was their universal language.



Ybor History Museum Casitas



J.C. Newman Cigar Co.

J.C. NEWMAN CIGAR CO.

Ybor City's history has been paved in the bricks along La Séptima (Seventh Avenue), where Cuban torcedores (cigar rollers) still make hand-rolled cigars, as they have since 1885. At the industry's peak a century ago, Tampa Bay's 200 factories and workers produced more than 500 million cigars a year, earning the community the nickname "Cigar City." Today, Ybor City is home to **J.C. Newman Cigar Co.**, America's oldest family-owned cigar company, and the last operating factory in Cigar City. Visitors can tour the factory or even try their hand in the newly offered hand-rolling classes.



Tampa Baseball Museum

LA CASITA

When cigar factories were the primary industry in Tampa Bay, casitas were provided to cigar workers during their employment in the factories. The two-bedroom casitas housed the workers' families, sometimes even grandparents. When visiting the casitas at the **Ybor History Museum**, visitors can learn about the nail outside of the door, which was meant to hold a loaf of Cuban bread that was delivered fresh each morning, and so many more engaging facts about the early dwellings of cigar workers.

SEMINOLE HEIGHTS & TAMPA HEIGHTS

THE SEMINOLE HEIGHTS AND TAMPA HEIGHTS NEIGHBORHOODS are in the middle of a tremendous rebirth as incredible crucibles of culinary delight. These beautiful neighborhoods have attracted the interest of Tampa Bay's most creative chefs and brewers. No matter what you're craving, you're sure to find something to tease your taste buds.



CAN'T MISS!

Prep for a blast from the past with old-school arcade games and craft brews at **Lowry Parcade**. There's also the mural at **Sea Maids Creamery** that serves as a reminder, from Equality Florida to the Heights community, that all are welcome here.



LOCAL FLAVORS

Armature Works is the talk of the town! Here, you'll find a food hall with unique offerings to please any palate—including the Southern-inspired steak house **Steelbach**—plus artisan gifts to fit any style. **Rooster & the Till** serves award-winning dishes with an ever-changing tasting menu. At **Gangchu**, indulge in crispy fried chicken and other Korean street-food-inspired options. Make room for the native Floridian fare at the can't-miss dining spot **Ulele**. Try a fabulously odd cocktail at **Mandarin Heights**, where they craft drinks at their cocktail laboratory. **Angry Chair Brewing** is known for its inventive stouts but has also won awards for its IPAs.

NORTH TAMPA



Busch Gardens® Tampa Bay

THE ATTRACTIONS OF NORTH TAMPA offer plenty of family-friendly fun. With quaint neighborhoods and the University of South Florida, North Tampa offers many of the features you'd expect to find in a college town—but not many college towns can claim to have the tallest roller coaster in the state of Florida! North Tampa also features lovely parks and trails, including **Flatwoods Wilderness Park**, which boasts a seven-mile paved loop.

CAN'T MISS!

ZooTampa at Lowry Park, an award-winning conservation organization, offers visitors exciting, up-close adventures with rare and endangered wildlife from Florida and around the globe. **MOSI, the Museum of Science and Industry**, has educational fun for the whole family, with the aim of furthering interest in and understanding of science. **Adventure Island** lets you enjoy the twists and turns of waterslides and other splash-filled aquatic attractions in a lush, tropical paradise. Push your limits at **Busch Gardens® Tampa Bay**, which features some of the most thrilling roller coasters in the country. The first-of-its-kind amenity in the

ZooTampa at Lowry Park



MOSI



states, **Epperson Lagoon** is a 7.5-acre crystal-clear lagoon providing the ultimate beach paradise. Swim, rent paddleboards and kayaks, ride the inflatable Slidezilla, play family lawn games and sip on drinks at the swim-up bar.

LOCAL FLAVORS

Get your Southern-style supper fix at **Hip Hop Crab Bar** and experience sizzling stir-fried dishes and crimson stews with from **Flaming Mountain Chinese Grill & Skewer Bar**. To cool off after a day in the sun, grab the most innovative milkshake you've ever had at **The Yard Milkshake Bar**.

WEST TAMPA

WEST TAMPA HAS MANY DIMENSIONS, but the most prominent is the simple urban charm and elegance. Before it was incorporated as a town in 1895, the once predominantly Spanish-speaking area thrived as a hub for the cigar industry. West Tampa's Al Lopez Park also offers fresh air and lush foliage right across from the home of the Tampa Bay Buccaneers.

CAN'T MISS!

If you're visiting in March, you'll want to swing by **George M. Steinbrenner Field** to catch a New York Yankees Spring Training game. Take in the fresh air and natural flora of **Al Lopez Park**, named after the first Tampa native to play Major League Baseball and to be enshrined in the National Baseball Hall of Fame.

LOCAL FLAVORS

Fill up on Cuban and Spanish staples at the family-run **La Teresita Restaurant**, then head to iconic **Alessi Bakery** for pastries, specialty cakes and other desserts. Don't miss **Burnz Restaurant Bar & Grill** with authentic Caribbean, Latin and classic soul food. For something more laid back, **West Tampa Sandwich Shop** serves up—you guessed it—scrumptious sandwiches, then sample the local brews at **Cigar City Brewing**.



Alessi Bakery



Steinbrenner Field

EAST TAMPA



Dinosaur World

TAMPA BAY'S EAST HILLSBOROUGH DISTRICT boasts plenty of opportunities for adventure, inside and out. The Brandon area features innovative dining options that will tickle your taste buds. Plant City offers the picturesque comforts of a small town, is the Winter Strawberry Capital of the World and is home to a pastoral vineyard-and-brewery combo at **Keel Farms**.



Mama's Soul Food

LOCAL FLAVORS

Council Oak Steaks & Seafood at the **Seminole Hard Rock Hotel & Casino** cannot be beat for surf and turf that will make your mouth water. **Dave & Buster's** is the ultimate eat-and-play combo and with a tap list rivaled only by its arcade game options there's no better place to entertain a crowd. Embrace southern classics at **Mama's Soul Food**, with dishes made-from-scratch and served with genuine southern hospitality.



Topgolf Tampa

CAN'T MISS!

Topgolf Tampa lets you hit the links with friends in an innovative, fun atmosphere with plenty of bar bites and beverages to satiate your appetite. Want to entertain the kids with a journey they'll never forget? Take a walk among the life-sized beasts at **Dinosaur World**. Looking to up your adrenaline levels? **iFly** indoor skydiving gives you all the thrills of the real thing in the safety of an incredible indoor facility.

CHINESE NEW YEAR

A variety of both traditional and modern dances, martial arts demonstrations, and live music are on display at Water Works along the Tampa Riverwalk—including the iconic Lion dance and a Peking opera performance. Traditional Chinese instruments—like the seven-stringed guqin and large, violin-like erhu—are also featured.



MARTIN LUTHER KING JR. PARADE

The Martin Luther King Parade Foundation, Inc., welcomes local grade school and collegiate marching bands from across Florida. These bands are joined by large floats, motorcycle displays, horses, exciting cars, and dynamic dance groups.



MULTI-CULTURAL MEETINGS

THE HEART OF FLORIDA'S GULF COAST is a mecca of sunshine and opportunity for all cultures. Tampa Bay is known for its distinctive cultures and backgrounds that have shaped the city we know today and is displayed through the diverse groups and meetings that are held. Accessibility, affordability, and amenities are what make this stellar destination the perfect place to unlock the potential of your next meeting. Our rich history is showcased throughout the city as we continue to honor the past by breathing new life into the old. From the exquisite dining experiences to unique leisure and recreational activities and state-of-the-art venues, Tampa Bay invites you to meet confidently.



Phi Beta Sigma Fraternity, Inc.

Tampa was such a perfect place for us to reset and restart our organization's in-person conferences after being virtual for three years. And the Visit Tampa Bay staff was nothing short of tremendous in supporting our vision of what we wanted our attendees to experience. We received raving reviews for our conference!

Ralph Cleveland
American Association
of Blacks in Energy
President and CEO



Omega Psi Phi Fraternity, Inc.

Caribbean Carnival



Visit Tampa Bay has elevated tourism and the greatness of a meeting experience. Kappa Alpha Psi Fraternity, Inc. is witnessing firsthand how the city is embracing diversity and inclusion with action.

The fraternity feels honored and welcomed to bring the 86th Grand Chapter Meeting to Tampa Bay, Florida.

John F. Burrell
Executive Director of
Kappa Alpha Psi Fraternity Inc.



Kappas at Busch Gardens*

SORORITIES & FRATERNITIES

From local Black Greek chapter events to national conferences, Tampa Bay welcomes all. The National Pan-Hellenic Council, or the Divine Nine, plays a part in Tampa Bay's diverse culture as well as the nation. We invite all organizations in the Divine Nine to discover the treasures of Tampa Bay.

- Kappa Alpha Psi Fraternity, Inc.
- Omega Psi Phi Fraternity, Inc.
- Phi Beta Sigma Fraternity, Inc.
- Delta Sigma Theta Sorority, Inc.
- Alpha Kappa Alpha Sorority, Inc.



Buffalo Soldiers



India Festival Tampa

AFRICAN AMERICAN ORGANIZATIONS

Tampa Bay has become a hub for African American organizations that consistently bring their meetings and events to the destination. Each of these organizations' events, whether happening once or consecutively, continues to bring the Tampa Bay community together.

- Ancient Egyptian Arabic Order Nobles of the Mystic Shrine
- American Association of Blacks in Energy
- National Association of Buffalo Soldiers & Troopers Motorcycle Club
- National Association of Real Estate Brokers

ASIAN AMERICAN & PACIFIC ISLANDER ORGANIZATIONS

The Asian community of Tampa has had a significant presence in the destination which includes residents from India, Bangladesh, Pakistan, and more. Our diverse Asian American population is represented through the distinctive AAPI groups and conferences hosted in Tampa Bay.

- Telangana American Telugu Association
- Florida Association of Physicians of Indian Origin

LATIN AMERICAN ORGANIZATIONS

Tampa Bay's Latin culture is displayed throughout the entire city. This continues to be showcased with gatherings and events hosted throughout the year.

- Latin American Conference of Transformation
- Latin American Motorcycle Association

FAITH-BASED ORGANIZATIONS

The welcoming community of Tampa Bay provides facilities to host events of all sizes and faiths. Our cooperative spirit and support create a destination that all attendees will love to visit.

- National Baptist Convention, USA, Inc.
- Church of God In Christ Auxiliaries in Ministry

Take a Look Inside The History Vault



VISITORS DON'T NEED A PASSPORT to experience Tampa Bay's international influence that tells a unique story that is rich in culture and tradition. The history of this extraordinary destination spans the globe that includes Spanish, Cuban, Italian and German immigrants whose ingredients became the framework for the creation of the famous Cuban Sandwich. Tampa Bay has become a melting pot of cultures that are represented throughout the streets of Historic Ybor City, paved along Perry Harvey Sr. Park and sprinkled down the dazzling Hillsborough River.

From the Tocobaga Indigenous settlers in the first century to Henry B. Plant creating Tampa's industrial foundation and Vicente Martinez-Ybor creating a home for innovators and craftsmen that would soon give Tampa Bay the title of cigar capital of the world. Today, the heart of Florida's Gulf Coast is home to over 130 nationalities including Irish, Puerto Rican and Asian Americans whose Chinese-Cuban ancestors migrated to Tampa in the 1880s.



Tampa Bay History Center

Leaders Row at Perry Harvey Sr. Park



THE EARLY SETTLERS

Reach further back in time to Tampa Bay's first indigenous settlers. The Tocobaga and Timucua were among the first groups to make this thriving city their home. For thousands of years before the arrival of European explorers, other native groups such as the Seminoles of Coacoochee became a part of the foundation of Tampa. The influence of each of these groups can be found in museums such as the **Tampa Bay History Center**, historical landmarks and even in some native-inspired dishes at the popular restaurant, **Ulele**.

CUBA WITHOUT A PASSPORT

Take a stroll down the historic Seventh Avenue in Ybor City and envision a time remembered with cigar rollers on every corner, live music with the smell of café con leche and fresh Cuban bread in the air. Visitors can still grab a delicious café con leche and watch the craft of cigar rolling at J.C. Newman, America's oldest family-owned cigar factory.

The rich history of the Latin Quarter is alive through the landmarks that are still standing, such as "Casitas", homes of the Cuban cigar rollers.

"Casitas" were built by Vicente Martinez-Ybor, founder of Ybor City, to house cigar workers and their families in the late 1800s. Cubans lived beside Italians who lived beside the Spanish, creating a blend of cultures that lives within Tampa Bay.

HARLEM OF THE SOUTH

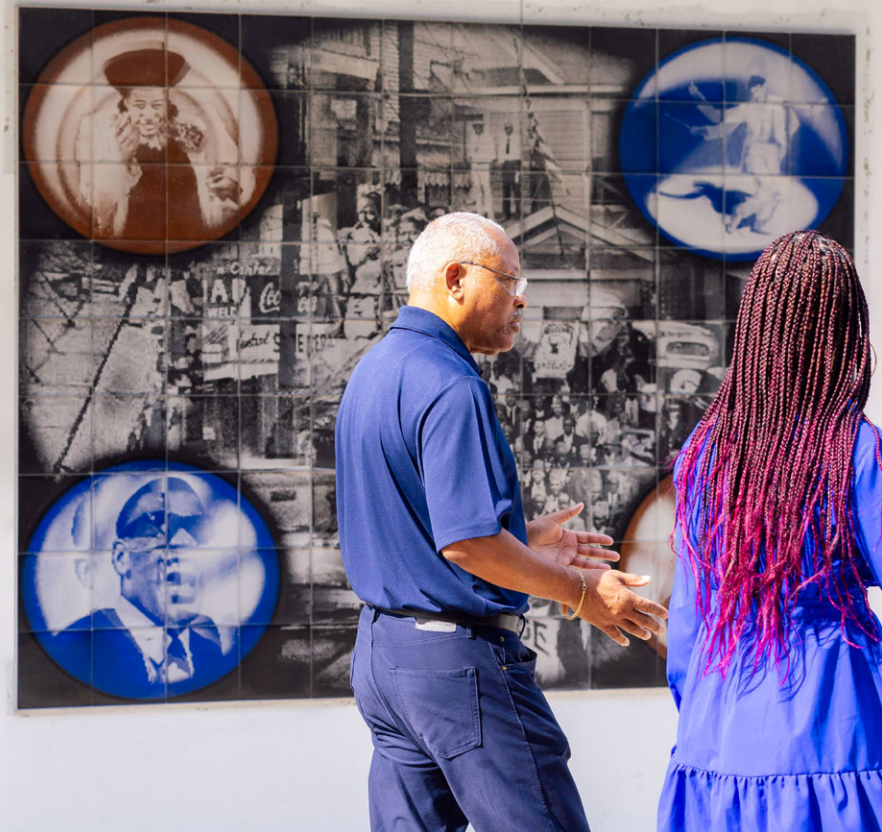
Step out of the Latin Quarter and onto the jazzy Central Avenue, a mecca for Black musicians, Civil Rights leaders and the heart of Tampa Bay's African American community. **Perry Harvey Sr. Park** tells the story of the African American influence through music and bustling businesses that lined the Central Avenue district. The "Chitlin Circuit" drew in famous musicians such as Cab Calloway, Ella Fitzgerald and Ray Charles.



J.C. Newman Cigar Factory

Perry Harvey Sr. Park

CENTRAL AVENUE HEYDAY





HISTORICAL MONUMENT TRAIL

On a walk through a new city, it's nice to have something to guide you along your path and highlight some local history along the way. That's where the **Historical Monument Trail** comes in. Thirty bronze and marble busts honor local people and cultures instrumental in the history of this incredible place. Here are stories from a heroic WWII physician, Clara C. Frye to a suffragette who created a fund to aid widows and children to Florida's first native-born governor, who was an early champion of civil rights. Not only is this a great way to learn history, it's inspiring to stand face-to-face with these great citizens. Equally inspiring is the range of public artwork that follows the flow of the river.



Walk through a towering modernist entryway composed of steel, become entranced by a 200-foot-long span of colorful glass panels, be mesmerized by a wall that changes color as you pass by, pique your curiosity by the enigmatic 23-foot-tall face of a woman and find hundreds of images blended together in a photographic quilt that reflects the beauty of the river.

**LEARN
MORE
ABOUT THE
MONUMENT
TRAIL**





JOSE MARTÍ PARK

The park at the corner of 8th Avenue and 13th Street is owned by the people of Cuba. For nearly six decades, it was the only piece of Cuban-owned land in the United States until the Cuban Embassy in Washington, D.C., in 2015. The park is fenced and locked at night. Visitors during the day will find a statue of Martí along with marked plots of earth from different parts of the island where landscaping grows.

Martí lived in exile during the years he fought for his homeland's freedom from centuries of Spanish rule. He made frequent visits to Tampa Bay, where thousands of Cuban cigar rollers and Spanish factory owners like Vicente Martinez Ybor – the neighborhood's founder and namesake – provided essential moral and financial support to Martí and his cause.

Martí called Tampa Bay “el pueblo fiel” (the faithful town).



GET DOWN

WITH THE

ARTS

Imagine Museum

GREAT ART ABOUNDS IN TAMPA BAY!

From stunning visual displays to passion-fueled performances, you'll find plenty to applaud when you visit the area's art-filled attractions and venues.



Phoebe the Flamingo at Tampa International Airport

IMAGINE MUSEUM

You'll be swept away by works ranging from whimsical to wondrous at this museum dedicated to glass art. The awe-inspiring showcase captures the countless shapes glass can take. The museum's masterpieces embody centuries-old techniques practiced by legendary artists from around the world. Lose yourself in the endless reflections of Anthony James' *Portal Icosahedron* or delve into the life-like beauty of nature scenes delicately rendered in glass. Let this museum spark your own imagination!

TAMPA MUSEUM OF ART

Designed by architect Stanley Saitowitz, the TMOA is an ultramodern jewel box housing a trove of artistic treasures from ancient Greek art to Postmodern pieces. Start your visit by pondering Spanish sculptor Jaume Plensa's towering bust of a woman just outside the north entrance. Inside, galleries boast the most captivating works from the museum's permanent collection alongside world-class traveling exhibits. After dark, the building itself becomes a work of art as the multi-hued lights of Leo Villareal's hypnotic *Sky (Tampa)* illuminate the south facade.



Miguel Ascare
 1968-1970
 An untitled work by Miguel Ascare from the
 Jorge M. Pérez Collection, 2015.

TAMPA MUSEUM OF ART

Time for Change: Art and Social Unrest in the Jorge M. Pérez Collection, looks at how artists explore conflicts and contradictions of contemporary society, as well as analyzes historical events and reframes them within the present.

ART ON THE RUNWAY

Amazing artworks surround you from the moment you touch down at Tampa International Airport. Between your airside and rental car, you can explore a vast collection of creative visions crafted from glass, metal, wood and other materials. Whether they feature flocks of birds, dancing kites or fluidly curling ribbons, most works evoke the breathtaking thrill of flying and the unparalleled beauty of Florida's natural environment. Matthew Mazzotta's massive *HOME* sculpture even takes you underwater to marvel at the majesty of a larger-than-life feeding flamingo. There can be no doubt: you've arrived in Tampa Bay!



Straz Center for the Performing Arts



Tampa Museum of Art

STRAZ CENTER FOR THE PERFORMING ARTS

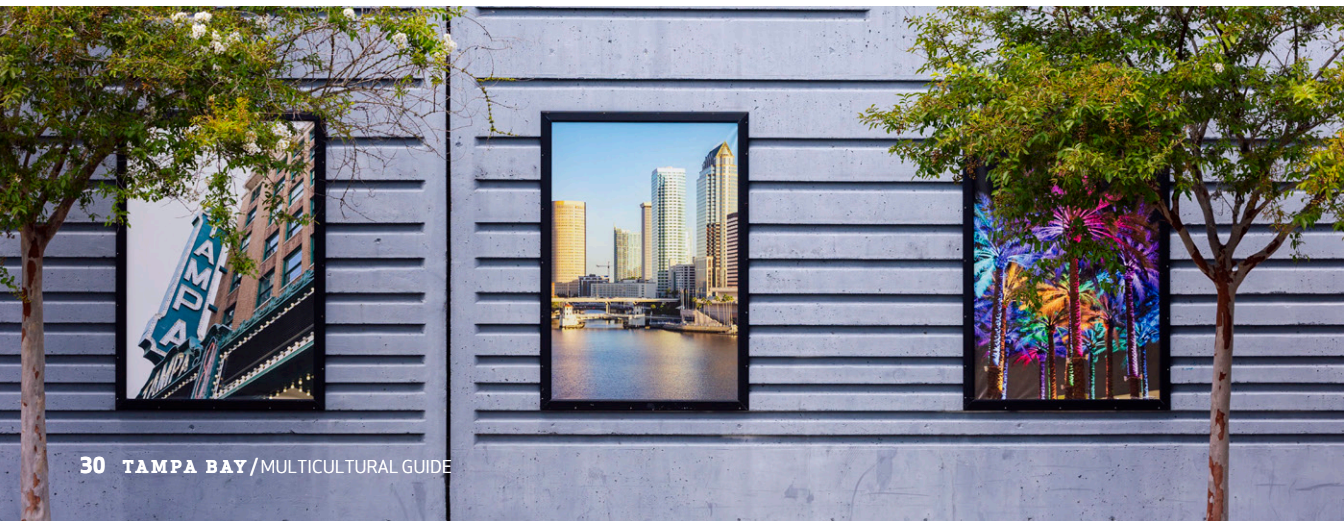
Broadway's most popular shows take to the stage at the Southeast's largest performing arts complex. The five stages also are home to Opera Tampa, the Florida Symphony Orchestra, and Jobsite Theater, the in-house repertory company. An all-new riverfront stage on the Tampa Riverwalk lets audiences bask in a pleasant Tampa Bay evening while enjoying a concert and a cocktail from **SIP**, the Straz's snazzy outdoor bar housed in a vintage Airstream.

DALI MUSEUM

Soak in the brilliance as you are surrounded by an unparalleled collection of works by renowned artist Salvador Dalí. Enjoy an afternoon wandering through the awe-inspiring building and interactive gardens and then grab a bite of authentic Spanish cuisine at **Café Gala**.

AMALIE ARENA

The biggest names in music routinely make their way to Amalie Arena. When it's not hosting the back-to-back Stanley Cup champion **Tampa Bay Lightning**, the arena transforms into a world-class indoor concert venue. Come for the pulse-pounding sound of a blowout show, then return a few days later for an evening of jazz or classics. Whatever music suits your mood, you'll find it here.



TAMPA

Murals



Faces of West Tampa

Commissioned by the City of Tampa's Art Programs Division, Faces of West Tampa lies at Salcines Park in the neighborhood of West Tampa. The project features many prominent residents of West Tampa who were significant in the development and history of the area.

By: illsol studio
1705 N. Howard Ave. in West Tampa



Viva la Ybor

A colorful celebration of Ybor City. This mural features Ybor founder, Vicente Martinez-Ybor, as well as other Ybor sights like the Historic TECO streetcar and wild chickens.

By: Chico Garcia
1903 E 7th Ave, Tampa



Kaleidoscope: A Heritage of Color

The vibrant mural features five influential figures in Tampa's history. Individuals depicted in the mural are: Robert "Bob" Saunders, Luisa Capetillo, Jose Marti, Hugh Macfarlane, and Fernando Figueredo.

By: Edgar Sanchez Cumbas & Guillermo Portieles
1700 N. MacDill Ave



Ray Charles

Legendary musician, Ray Charles, actually lived in Tampa, and throughout his travels, always considered Tampa his permanent address. This piece celebrates unity and the greatness of Tampa Bay icons.

By: Matt Kress
1000 N. Florida Ave



P
Public
Parking

William F. Poe
Garage

Tampa

useum

POE PARKING GARAGE

"Stay Curious" by artists Bask and Tes One celebrates and promotes the creative culture of Tampa Bay. By applying a meaningful message and a design that accentuates the structure's form and access points, the Poe Garage is re-introduced to the community as a landmark unto itself and a clear indication of its arrival into the Tampa Arts District.

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Translations Available



THE Thrill OF IT ALL



A TRIP TO TAMPA BAY is bound to be full of great culture, history and food, but the best vacation itineraries don't skip on excitement and thrills. Live life a little more extreme and get the fear center of your brain lighting up at these four attractions that will have you zipping, flying, dropping and sliding your way through Tampa Bay.

BUSCH GARDENS® TAMPA BAY

Welcome to the thrill capital of Florida. With more large coasters and thrill rides than any theme park in the Sunshine State, Busch Gardens® Tampa Bay is a must-visit for those who like a day of screaming from high places. From classics such as **Kumba** and **Montu**, both of which will twist and turn you into a human pretzel, to the all-new coaster king, **Iron Gwazi**, which is the world's fastest and steepest hybrid coaster. Will your scream just go back into your mouth down a 91-degree drop? Probably.

Busch Gardens® Tampa Bay





Adventure Island

ADVENTURE ISLAND

A relaxing float down a lazy river is nice, but you go to a waterpark for the slides—and the wilder the better. Adventure Island has some amazing slides, such as **Colossal Curl**, the ultimate family thrill slide complete with funnel and wave elements, or, a fan favorite, **Vanish Point**, a slide that literally pulls the mat from under you as the bottom drops out. For even more thrills, splash down **Rapids Racer**, a dueling waterslide, and **Wahoo Remix**, a new spin on an old classic.

EMPOWER ADVENTURES

Ziplines are a fantastic way to see Florida's natural beauty with a touch of adrenaline. Empower Adventures, located in the stunning **Mobbly Bayou Wilderness Preserve**, is a great location for the experience. High above the bayou, try the two-and-a-half-hour zipline adventure that will have you zooming above the palm trees. Or, when the sun goes down, take a moonlight zip tour.



Empower Adventures



ZooTampa at Lowry Park

ZOOTAMPA AT LOWRY PARK

Seeing endangered, threatened and vulnerable animals up close is already thrilling, but ZooTampa at Lowry Park raises the excitement with **Roaring Springs**. The perfect way to cool down for the whole family, this boat ride sends you down a three-story drop and creates an epic splash. If you somehow didn't get wet enough the first time, walk up the boardwalk and get drenched when the next boat plummets down the drop.

iFLY TAMPA

Jumping out of an airplane might seem thrilling to some, but that first step out of the aircraft is more terrifying than anything else. The best part of skydiving is that weightless fall, and at iFly Tampa, you can do just that. Powered by powerful fans that force air through a proprietary wind tunnel, iFly propels guests of all ages (3 to 103) on a cushion of air that simulates skydiving. Their fantastic staff will get you oriented and flying safely, so you can spend more of your vacation enjoying airtime.

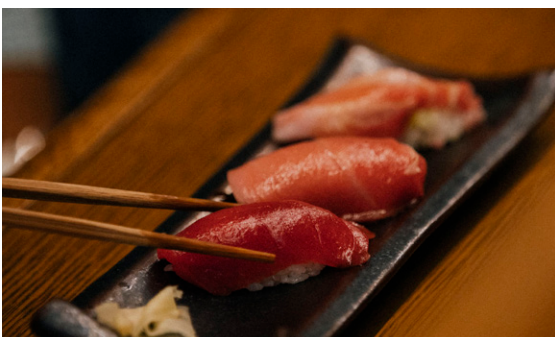


iFly Tampa

DINE EFFORTLESSLY

Tampa Bay's cuisine is just as unique and rich as our culture. Sip on lavish libations at our waterfront bistros and bars. Take a bite into culinary diversity. Discover our fine dining or farm-to-table restaurants and enjoy fresh seafood and authentic Spanish dishes.

Noble Rice



NOBLE RICE

Located in Sparkman Wharf, experience an array of dynamic flavors at Noble Rice with a modern Japanese menu featuring sushi, ramen, small plates and omakase options as well as a full bar focused on Japanese whisky and sake.



7TH + GROVE

Located in the heart of Ybor City, 7th + Grove's menu is rich in flavor and culture. Perfect for the comfort food connoisseur searching for fresh authentic taste with a down home flair 7th + Grove delivers an elevated southern menu, warm ambiance, and creatively crafted cocktails.



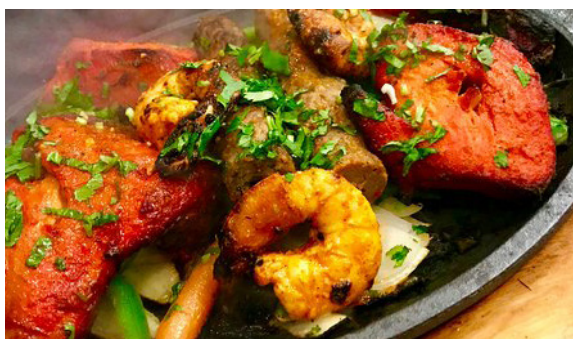
LA SEGUNDA BAKERY & CAFE

La Segunda Bakery & Cafe has satisfied customers with authentic Cuban bread since 1915. The Cuban bread is used to create the beloved Cuban sandwich and delicious guava pastries, and much more. This Tampa Bay staple carries the tradition of high-quality ingredients and a passionate heritage.



ROSE BAR TAMPA

At Rose Bar, the culture of Tampa Bay is celebrated via multiple artistic mediums. With a variety of influences from, Latin, French, Italian, Asian, Caribbean, Mediterranean, and African American cultures, guests experience an immersive culinary journey with each visit.



SPICE KITCHEN 2.0

Spice Kitchen is bringing the authentic flavors of North Indian cuisine to Tampa Bay. The atmosphere is inspired by the grandeur of Indian festivals and weddings. The menu includes okra fries, garlic naan, and minced lamb wrapped in flaky flatbread.



WE VEGAN CAFÉ

Located in South Tampa, We Vegan Cafe is serving up cafe favorites the plant-based way. Enjoy breakfast, lunch, and sweet treats made with the finest ingredients and are always dairy, egg, and soy free.



KONAN'S BBQ

A world of classic BBQ awaits at Konan's. Enjoy an assortment of smoked meats, including chicken and ribs. Their family-sized meals are perfect for groups, and you don't want to miss the selection of southern sides.



JERK HUT ISLAND GRILLE & BEACH CLUB

Embrace the integration of multinational culinary techniques with Jamaica's tropical produce, fresh seafood, meats and poultry. Step into Jerk Hut and experience laid back culinary adventure.



PSOMI

Psomi is an experience of fresh food made with premium, local ingredients amid a quintessential Greek island ambiance. With an emphasis on all that is Greek, Psomi offers an eclectic cocktail menu, an exclusive natural and organic Greek wine list, and homestyle Greek food.



COLUMBIA RESTAURANT

Since 1905, Florida's Oldest Restaurant™ has been serving award-winning Spanish/Cuban cuisine and an internationally acclaimed wine list. For 118 years the 5th generation family owned, and operated restaurant has been serving the Columbia's Original Cuban Sandwich and the famous "1905" Salad®.

ANNUAL EVENTS

JAN CHINESE NEW YEAR CELEBRATION

Enjoy a variety of both traditional and modern dances, martial arts demonstrations, and live music at Water Works Park. Performances include the iconic Lion dance and a Peking opera performance. East and Southeast Asian cuisines are represented along with Chinese arts, crafts, and traditional New Year's souvenirs.

GASPARILLA PIRATE FEST

Gasparilla Pirate Fest returns every January, bringing the spirit of pirates past and glittering treasures for visitors and locals to plunder. The 4.5-mile parade route is followed by over a hundred floats winding through historic Bayshore Blvd and downtown Tampa, creating the third-largest parade in the United States.

TAMPA BAY BLACK HERITAGE FESTIVAL

Enjoy 10 days of events celebrating Black art, food, music, and culture. The festival traditionally begins the weekend before and concludes the weekend after the Dr. Martin Luther King, Jr. holiday with events taking place all over Tampa Bay. Each day of the 10-day experience provides both children and adults with an opportunity to increase their awareness of African and African American culture and history.

MARTIN LUTHER KING JR. PARADE

The City of Tampa's Martin Luther King Parade is a fun, exciting and family-friendly event celebrating the life and legacy of Dr. Martin Luther King, Jr. The celebration grows every year and has proven to be a great forum to present the beautiful diversity of the Tampa Bay area.



FEB FIESTA DAY

Fiesta Day takes place on 7th Avenue in the heart of Ybor City. This free family-friendly street festival celebrates the rich immigrant culture that made Ybor City what it is today featuring tons of food, arts and crafts, live music, and more.

MAR FOOD FROM THE SOUL FESTIVAL

This fun-filled day includes excellent entertainment and cuisine from African, African American, Asian, Caribbean, Hispanic and Indigenous caterers, food trucks, start-ups, and restaurants worldwide. Relax with friends while you enjoy the cultural cuisine, shop original art and handmade jewelry from an array of vendors.

TAMPA PRIDE AND DIVERSITY PARADE

The annual Tampa Pride and Diversity Parade takes place every March in historic Ybor City. The day is kicked off with a festival of vendors and performances while thousands gather to see floats, bands, and businesses celebrate the LGBTQ+ community.

APR TAMPA BAY CARIBBEAN CARNIVAL

Experience a spectacular display of costumes, music, and culture at the Tampa Bay Caribbean Carnival. The day is packed with festivities including a street parade, concert, a steel pan jamboree, a vending village and more.

FESTA ITALIANA

Celebrate the rich Italian culture and heritage of Tampa Bay during Festa Italiana. Held in the heart of Historic Ybor City in the spring, this event has festivities and delicious food for the entire family to enjoy, including Bocce & Bellinis and Winefest of Italy.



FORD INTERNATIONAL CUBAN SANDWICH FESTIVAL

MAY

The Cuban Sandwich Festival has been taking place each spring since 2012 in Tampa, Florida. This community festival celebrates the rich cultural heritage of Florida and features delicious Cuban sandwiches prepared in non-traditional styles. Throughout the event there are live performances, contests and unique vendors.

ASIAN AMERICAN PACIFIC ISLANDER HERITAGE FESTIVAL

In honor of Asian American and Pacific Islander Heritage Month, the City of Tampa celebrates by inviting the community to enjoy cultural performances, information-resource tables, food trucks and more.



JUNETEENTH

JUN

The Tampa Bay Juneteenth Coalition and the City of Tampa join forces to raise the Juneteenth flag over Old City Hall, recognizing Juneteenth's historical significance. The expanded arts and cultural vendor festival includes a significant vendor presence that provides attendees with a chance to support local artists and businesses.

OKTOBERFEST TAMPA

OCT

Celebrate with German cheer, dancing, singing, and cold beer along the Hillsborough River downtown at the Curtis Hixon Waterfront Park. Oktoberfest Tampa is a time to unwind and make new friends, learn new customs, and sing a few songs.

VIVA TAMPA BAY HISPANIC HERITAGE FESTIVAL

During National Hispanic Heritage Month (September 15 to October 15) you can attend this family friendly event to enjoy delicious Latin foods, festivities, local band performances dedicated to Hispanic Heritage, and recognition of Tampa Bay's most influential Hispanic leaders.

FORD TASTE OF LATINO & HISPANIC HERITAGE FESTIVAL

FORD Taste of Latino & Hispanic Heritage Festival celebrates Hispanic heritage with Latin food, wine, art, and music. This free family- friendly event includes the Parade of Flags, top Latino Lideres/Leadership Awards, and the Top Latino Chef Contest.

INDIA FESTIVAL TAMPA BAY

NOV

India Festival Tampa Bay is a festival of arts and dances in which nearly 1,000 participants showcase their talents and participate in dance competitions. Celebrate Tampa Bay's vibrant Indian community with food, Bollywood dancers and live entertainment.

TAMPA GREEK FESTIVAL

A unique weekend of food and culture, this South Tampa festival invites friends and neighbors to enjoy freshly prepared dishes, invigorating music, and lively dancing.

CONGA CALIENTE FESTIVAL

Tampa Bay's premier Hispanic festival, Conga Caliente celebrates Hispanic arts, customs, and traditions from around the world. Held at Al Lopez Park in November, the festival brings entertainment, food, art and more for all to enjoy.

CIGAR HERITAGE FESTIVAL

DEC

Anyone and everyone can join the fun and ambiance of Ybor City for a day of activities celebrating the rich cigar heritage that once made Tampa the "Cigar Capital of the World." Attendees can enjoy an array of cigars, food, music, and connect with a community of cigar lovers from around the world!



Kappa Alpha Psi Fraternity Inc. event at Julian B. Lane Riverfront Park



Martin Luther King Jr. Parade in Ybor City



Buffalo Soldiers



Omega Psi Phi at Tampa Convention Center



Dr. Xernona Clayton

Caribbean Carnival in Perry Harvey Sr. Park



IN TAMPA BAY, the blend of people and cultures is the foundation of our success as an embracing community open to new ideas and visitors. Every day in Tampa Bay, we welcome visitors and conventions across the cultural spectrum. We have proudly hosted the Imperial Sessions of the Prince Hall Shriners, thousands of Bikers at the United Bikerz Jamboree, the Buffalo Soldiers, and so many more groups of all sizes. Our destination's premier facilities have also hosted many medical meetings, including the Florida Association of Physicians of Indian Origin and the Philippine Nurses Association of America, and an array of faith-based meetings, including the Church of God and Christ.

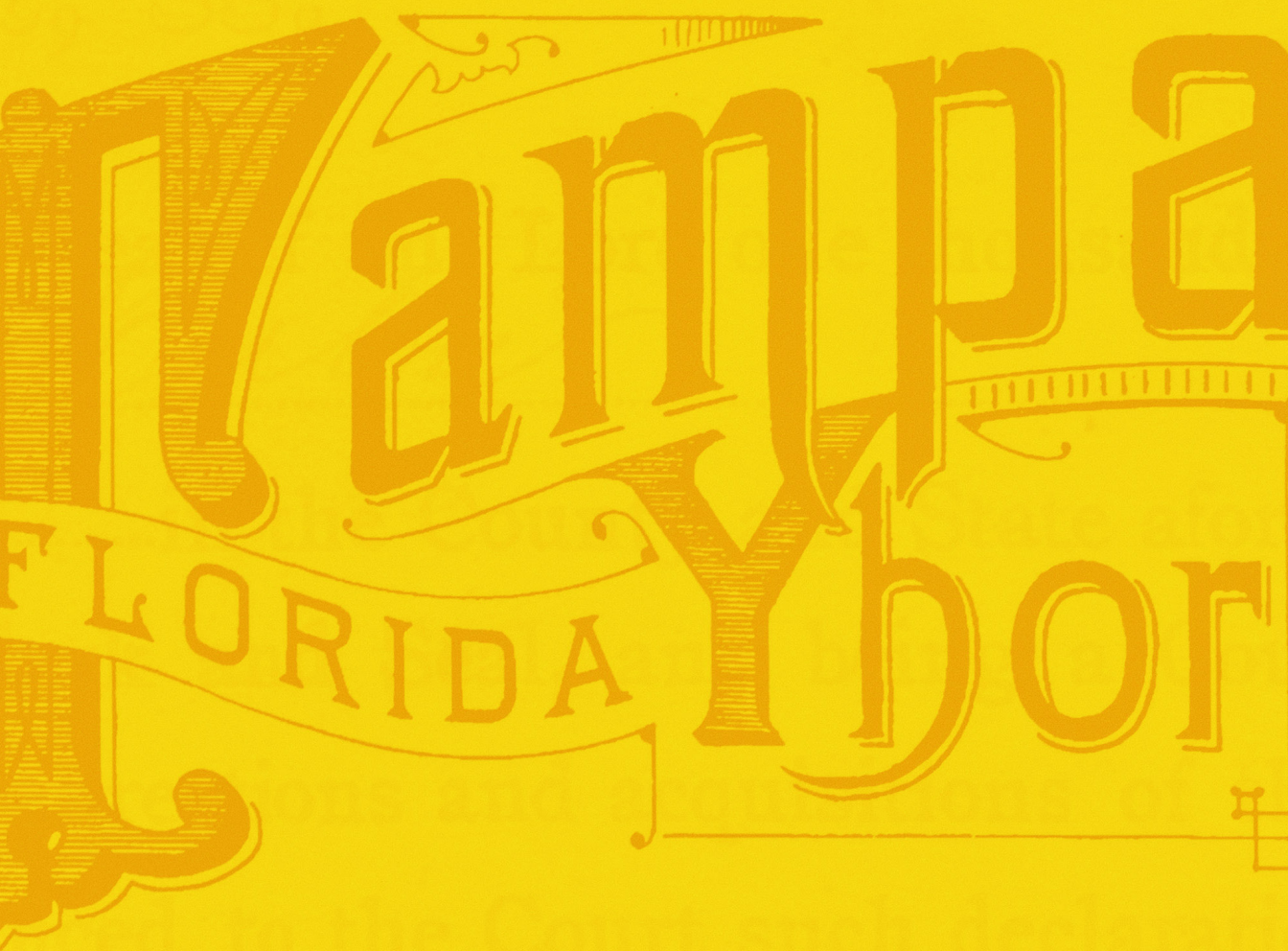
Our community is the ideal place to unlock the potential of your attendees and your next meeting. Discover the diversity and welcoming spirit of Tampa Bay for your organization.

A handwritten signature in blue ink that reads "Sherri Brown". The signature is stylized with a heart symbol above the 'i' in Sherri and a flourish at the end of Brown.

-SHERRI BROWN, M.A

Vice President of Multicultural Sales and Development,
Visit Tampa Bay





90

1900

VISIT



TAMPA BAY

TREASURE AWAITS

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