

MULTICULTURAL GUIDE

TAMPA BAY

VisitTampaBay.com



+ DISCOVER
the **DISTRICTS**

THAT MAKE UP THE CITY

TAMPA'S TABLE

BEST PLACES TO DINE

LEARN ABOUT OUR
Diversity

HISTORY • CULTURE • DINING

Welcome

To paraphrase the poet Maya Angelou, Tampa Bay's diversity is its beauty and its strength.

From the early 1800s, when Tampa Bay was little more than a military outpost and fishing village, to today's modern metropolis of more than 3 million, this community has drawn its power from its unique blend of cultures and experiences. The arrival of Henry Plant's railroad and Vicente Martinez Ybor's cigar factory in the mid-1880s turned Tampa Bay into a magnet for post-Reconstruction African Americans along with immigrants from Cuba, Spain, Italy, Germany, Eastern Europe, and beyond – supercharging its diversity, industry and creativity.

In the decades that followed, Tampa Bay gave rise to the Cuban sandwich (blending ingredients from those immigrant cultures); launched the careers of legendary performers Cannonball Adderley and Ray Charles; produced sports greats Al Lopez, Tony LaRussa, and Titus

O'Neil; and inspired visual artist Janet Echelman. In the 21st Century, Tampa Bay has become a hub for ground-breaking scientific research, a welcoming home for refugees, and a supportive base for countless tech start-ups – all of which have expanded our cultural melting pot with elements from every corner of the globe.

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

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. We invite you to discover for yourself the many facets of Florida's Most diverse destination. Treasure awaits!



Santiago C. Corrada
President & CEO, Visit Tampa Bay

Learn more

Find tips and recommendations about ways to maximize your experience in Tampa Bay at [VisitTampaBay.com](https://www.visitTampaBay.com)



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In Florida's Most diverse destination, you'll discover the things we all have in common.

Follow us:



@VISITTAMPABAY #UNLOCKTAMPABAY

Contact us:

201 NORTH FRANKLIN ST. SUITE 102
TAMPA, FL 33602
(800)-44-TAMPA

Cultural COLLECTION



GET TO KNOW TAMPA
BAY'S CREATIVE SIDE

A PIRATE'S LIFE

Head to the new *Treasure Seekers* exhibit at the **Tampa Bay History Center** to imagine yourself in the ragged boots of the conquistadors and pirates who made their historic mark on the Tampa Bay area. Embark on a deeper voyage and discover the artifacts these sea dogs left behind in the 1600s, recovered from shipwrecks in Florida waters.

STEP BACK IN TIME

Travel back to the Gilded Age and immerse yourself in the Victorian era with a self-guided tour at the **Henry B. Plant Museum**. Up your trivia game with a tour led by a trained docent and learn more about the contributions of steamship and railroad magnate Henry Plant to the development of Florida and the city of Tampa in the 19th century.

ISN'T IT ROMANTIC?

Fall in love with the amorous artwork coming to the **Tampa Museum of Art**. Japanese contemporary artist Yayoi Kusama's *LOVE IS CALLING*, Robert Indiana's *A Sculpture Retrospective* and Patricia Cronin's *Aphrodite and the Lure of Antiquity: Conversations with the Collection* create a trio of heartfelt exhibitions themed around the concept of love.

LIVING HISTORY

Located just east of Perry Harvey Sr. Park and the Encore! neighborhood, the Robert W. Saunders, Sr. Public Library houses an impressive collection of exhibits addressing the history of Tampa Bay's African American community. Interactive displays examine life during the Civil Rights Era and of Tampa Bay's former Central Avenue business district once thrived nearby. The library is named for a local Civil Rights activist.



THE Diversity OF TAMPA BAY

Among Florida's oldest communities, Tampa Bay has always been home to a unique blend of people and cultures. The native Tocobaga people who settled on the shores of the bay 12,000 years ago were followed over the centuries by Spanish explorers, the Seminole people, freed African-American slaves, Spanish businessmen, and Cuban cigar rollers. In recent decades, Tampa Bay has

welcomed generations of new residents from Asia and the Middle East. From its earliest days as a port city, Tampa Bay has been a multicultural society that has received new members with open arms, adding their distinct flavors to the community best embodied by its home-grown, multi-layered meal, the Cuban sandwich.



AFRICAN-AMERICAN

In the years after the Civil War, Tampa Bay became a home for newly liberated slaves and other African Americans seeking their fortunes. One of those, Fortune Taylor, made a name for herself as one of the largest landowners in Tampa Bay's early days. Today, a street and bridge are named for her. Most African Americans settled on the north side of the growing city, an area that quickly

grew into Central Avenue – a hub for black businesses and entertainment during the years when Jim Crow segregation was the law of the land. African American organizations like the Longshoremen's Union gave rise to influential leaders and power politicians, inspiring future generations of African American leaders to move the community forward.



TAMPA BAY HISTORY MUSEUM; TAMPA MUSEUM OF ART; KEIR MAGOULAS; TAMPA MUSEUM OF ART; WALTER FELCK

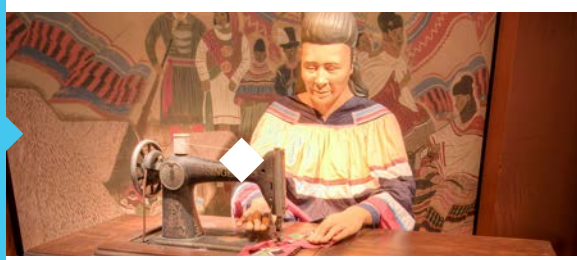
ALL PHOTOS: KEIR MAGOULAS



AMERICAN INDIAN

The Tocobaga people lived on the shores of the bay for 12 centuries before the arrival of European settlers. They gave the region its original name “Tan-pa,” which Spanish explorers later transformed to “Tampa.” Colonization by the Spanish soon wiped out the Tocobaga, who were eventually replaced by tribes moving south of the British colonies of North America. They found refuge in Florida and became the Seminole Nation.

Today, the Seminoles remain the dominant Native American culture in Florida. While keeping their culture alive, they also operate the Seminole Hard Rock Hotel & Casino on tribal land east of downtown.



International Indian Film Academy Awards



ASIAN-AMERICAN

The original Asian residents of Tampa Bay were a small population of Cuban Chinese, who joined the flow of immigration from the island in the 1880s. A century later, the region began experiencing strong growth in new residents from South Asia – India, Pakistan, Sri Lanka and Bangladesh – often in conjunction with educational opportunities at the University of South Florida. In 2014, Tampa Bay became the only U.S. community to host the International Indian Film

Academy Awards. As a center for refugee resettlement, Tampa Bay has become a safe haven for immigrants from wars in the Middle East and Central Asia, as well.



Glazer Children's Museum



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HISPANIC



CIGAR CAPITAL



Spanish factory owners employed thousands of Cuban masters who rolled millions of cigars a year by hand in more than 200 factories spread across the region. Those formative decades of the 1880-90s gave rise to the Cuban sandwich, a worldwide culinary staple invented to feed cigar rollers.



Spanish explorer Pánfilo de Narváez and his crew were the first Europeans to reach Tampa Bay when they sailed from Cuba seeking riches on the west coast of “La Florida” in 1528. Narváez returned to Cuba empty handed. More than 300 years later, Spanish-born businessman Vicente Martinez Ybor relocated his cigar factory from Key West to Tampa Bay, turning a small fishing village into a multicultural melting pot practically overnight.



Cuban-inflected Spanish remains Tampa Bay's second language. Our Hispanic heritage includes new additions from Puerto Rico, Mexico, Brazil and nearly every country in Central and South America.



The original Cuban sandwich

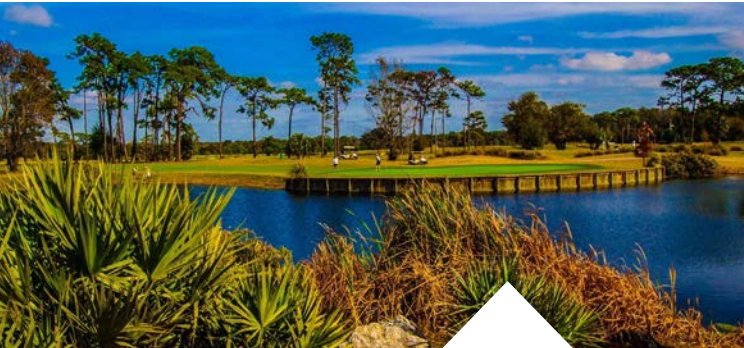
CENTRAL AVENUE

Born out of “The Scrub,” the sandy area north of downtown settled by African Americans after the Civil War, Central Avenue became the heart of black enterprise and entertainment during the decades when Jim Crow segregation was the law of the land. The bustling corridor included black-owned businesses, restaurants, and clubs. It’s where music legends Ray Charles, Cannonball Adderley, and Ella Fitzgerald got their starts traveling the “Chittlin’ Circuit.” The last Central Avenue business closed in 1974 as the neighborhood gave way to urban renewal and the construction of Interstates 275 and 4.



Historic PLACES

With roots going back more than 150 years, Tampa Bay celebrates its history as a place of aspiring immigrants and inspired artists. Visitors can share in that history by walking in the footsteps of those who made it.

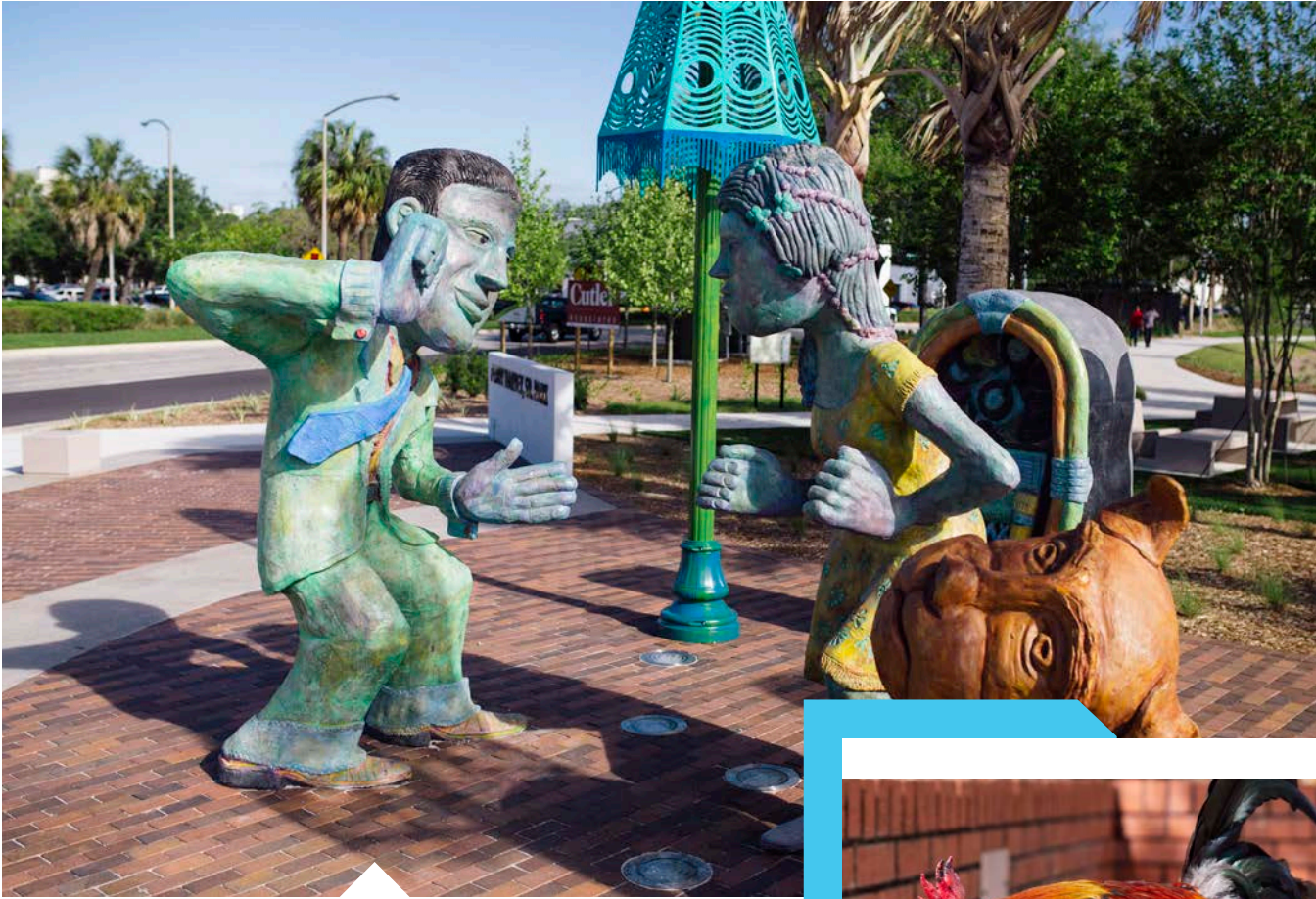


ROGERS PARK GOLF COURSE

Situated on the Hillsborough River, the land for this historic golf course is named after African American businessman G.D. Rogers. In 1922, Rogers founded Tampa’s Central Industrial (Life) Company and later opened Rogers Hotel and Dining Room on Central Avenue, both of which became important meeting places within Tampa’s black community. Perhaps his most noteworthy gift was land he donated for use as a park and later a golf course (built by noted golfer Willie Black and a group of black caddies) to serve the African American community. Racial segregation laws meant black golfers could caddy but not play at Tampa Bay’s other courses. Golf greats including Charlie Sifford (the first African American to play on the PGA tour), Lee Elder, Jim Dent and other legends played there. In 2008 Rogers Park Golf Course was inducted into the National Black Golf Hall of Fame and in 2015 was listed in the United States National Register of Historic Places.

JOSÉ MARTÍ PARK

Walk through the gates of this Ybor City park and you are standing in Cuba – no passport required. The property was given to La Gente de Cuba in the 1950s to honor the nation’s 19th Century revolutionary hero, and they still own it.



PERRY HARVEY SR. PARK

Originally opened in 1979 and named for the head of the powerful Longshoremen’s Union, this park was redeveloped in 2015-16 along the former Central Avenue corridor and commemorates its history. The redevelopment followed the rebirth of the neighboring Central Park Village housing complex into Encore! Both projects embrace the role Tampa Bay’s black community played in the history of American music. At the park’s south entrance, enormous sculptures embody the invention of “The Twist” dance craze by Tampa Bay’s Hank Ballard.



Don't Feed the Chickens



Living history struts and crows in Ybor City, where wild chickens have ranged freely for a century. Look, but don’t touch – they’re protected.

COLUMBIA RESTAURANT

The oldest restaurant in Florida, the Columbia has been a pillar of Ybor City community since 1905. Now on its fifth generation of family ownership, the sprawling restaurant covers an entire city block and seats more than 1,700 diners. Nightly flamenco performances highlight the community’s deep connections to the Spanish and Cuban immigrants who built Ybor City in the 1880s.

DISCOVER *the* DISTRICTS

TAMPA BAY'S DISTINCT DISTRICTS
CAPTURE THE PULSE OF THE CITY

DISCOVER *the* DISTRICTS



DOWNTOWN

Tampa Bay's urban core is vibrant, thriving and growing. In addition to serving as the hub for business and government, downtown is so picturesque that it's been featured in major motion pictures. Among the big-city buzz of rich cultural attractions and charming restaurants serving scrumptious fare is the beauty of **Curtis Hixon Waterfront Park** on the Riverwalk, home to diverse

MUST SEE

The **Tampa Riverwalk** connects hotels, restaurants, parks and museums like gems on a string. Take advantage of the city's bike-share program and stroll pass the historic Fortune Taylor Bridge to get to any of the other downtown destinations.

BY DAY

The **Perry Harvey Sr. Park** offers a glimpse of Tampa Bay's African American history. Travel back in time to discover the role African American leaders had on the community.



Tampa Bay Lightning Fans

Tampa Museum of Art

activities from Oktoberfest to yoga in the park. Whether you're grabbing an evening bite, looking for something educational to do with the kids or taking in a **Tampa Bay Lightning** game, downtown has something to offer. And there's no better way to catch a gorgeous Florida sunset than with the scenic skyline as a backdrop.

VisitTampaBay.com

- | | |
|------------------------|-------------------------------------|
| 11 Downtown | 15 Seminole Heights/Tampa Heights |
| 12 SoHo/Hyde Park | 16 North Tampa |
| 13 Ybor City | 17 West Tampa |
| 14 Westshore/Airport | |



Glazer Children's Museum

BY NIGHT

American Social Bar & Kitchen: Waterfront dining and a stunning view of downtown's glittering towers make American Social the ideal place for patrons to enjoy a gourmet bounty of seasonal modern American fare.



SOHO/HYDE PARK

MUST SEE

The stylish **Epicurean Hotel**, a member of **Marriott's Autograph Collection**, features deluxe rooms and the incredible restaurant **Élevage, Edge**, the rooftop cocktail bar and all the relaxation you can handle at **Spa Evangeline**.

BY DAY

Hyde Park Village has numerous premium retail spots and a host of tasty eateries, including **Goody Goody™**, an old-school American diner.



BY NIGHT

Ciccio Water offers California fusion fare, **717 South** serves up Italian and Pacific Rim dishes and **Bern's Steak House** is a Tampa Bay institution—the owner is also integral with **Haven**, a mecca for cocktails and charcuterie.

The Soho/Hyde Park district is a colorful neighborhood full of charm and some of the poshest nightlife in town. There's plenty of old-school class in **Ciro's Speakeasy and Supper Club**, a Prohibition-style speakeasy, complete with secret password required to enter—call for it ahead of time—and a tempting selection of food and cocktails to sample once



Ciro's Speakeasy and Supper Club



Ava's

you arrive. **Ava's** inspired fare draws from the timeless traditions of the rustic Italian countryside. SoHo's walkability makes it ideal for strolling, day or night, up and down South Howard Avenue, from which the district takes its name, and Hyde Park boasts the same ease for foot traffic. The proximity to Tampa Bay's exquisite Bayshore Boulevard adds even more class and luxury to the area.



YBOR CITY

Ybor City is the source of Tampa Bay's historical and cultural roots. Many of the buildings echo the charming brick exteriors of converted cigar factories, owing to Tampa Bay's celebrated history as the Cigar Capital of the World. But cigar making is also a part of this multifaceted district's present and future, with independent cigar rollers keeping the tradition alive and



La Segunda Central Bakery

Cigar City Cider & Mead

craft brewers **Cigar City Cider & Mead** paying homage in their name. Also found among the cobblestone streets and iron balconies are the not-to-be-missed **Gaspar's Grotto** and **The RITZ Ybor** for exciting events.

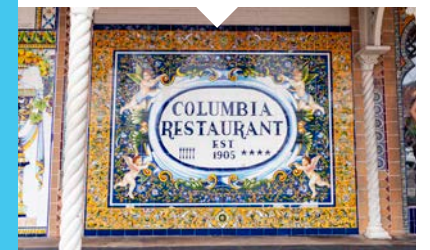
MUST SEE

Learn about Tampa Bay's history as the Cigar Capital of the World while you watch independent cigar rollers at work in several stores along Seventh Avenue.



BY DAY

José Martí Park: Set foot on Cuban soil at José Martí Park. The pocket park, a tribute to the Cuban national hero, has been owned by Cuba since 1956.



BY NIGHT

End the night with live entertainment at the world-famous **Columbia** restaurant. Treat yourself to authentic Spanish cuisine and live Flamenco dance performances.



MUST SEE

Cigar City Brewing produces handcrafted, artisanal ales and lagers in a variety of classic styles that replicate the flavors and history of Tampa Bay.



BY DAY

Start your day off with the official sandwich of Tampa. Head over to the iconic **La Segunda Bakery** and satisfy your taste buds with a delicious Cuban sandwich.

BY NIGHT

Armani's Northern Italian cuisine has panoramic views of Tampa Bay that will inspire you to make another dinner reservation before you leave.

WESTSHORE/ AIRPORT

The Westshore District is full of places for serious shopping and fancy feasting. **International Plaza & Bay Street**, located a half-mile from **Raymond James Stadium**, has all the shops to satisfy your needs for *haute couture*, dining and nightlife, with an architectural design fancy enough to match its retail offerings. In addition to two upscale shopping malls, the accessible Westshore area also has the allure of mirrored high-rises and polished, five-star restaurants, including **Eddie V's Prime**

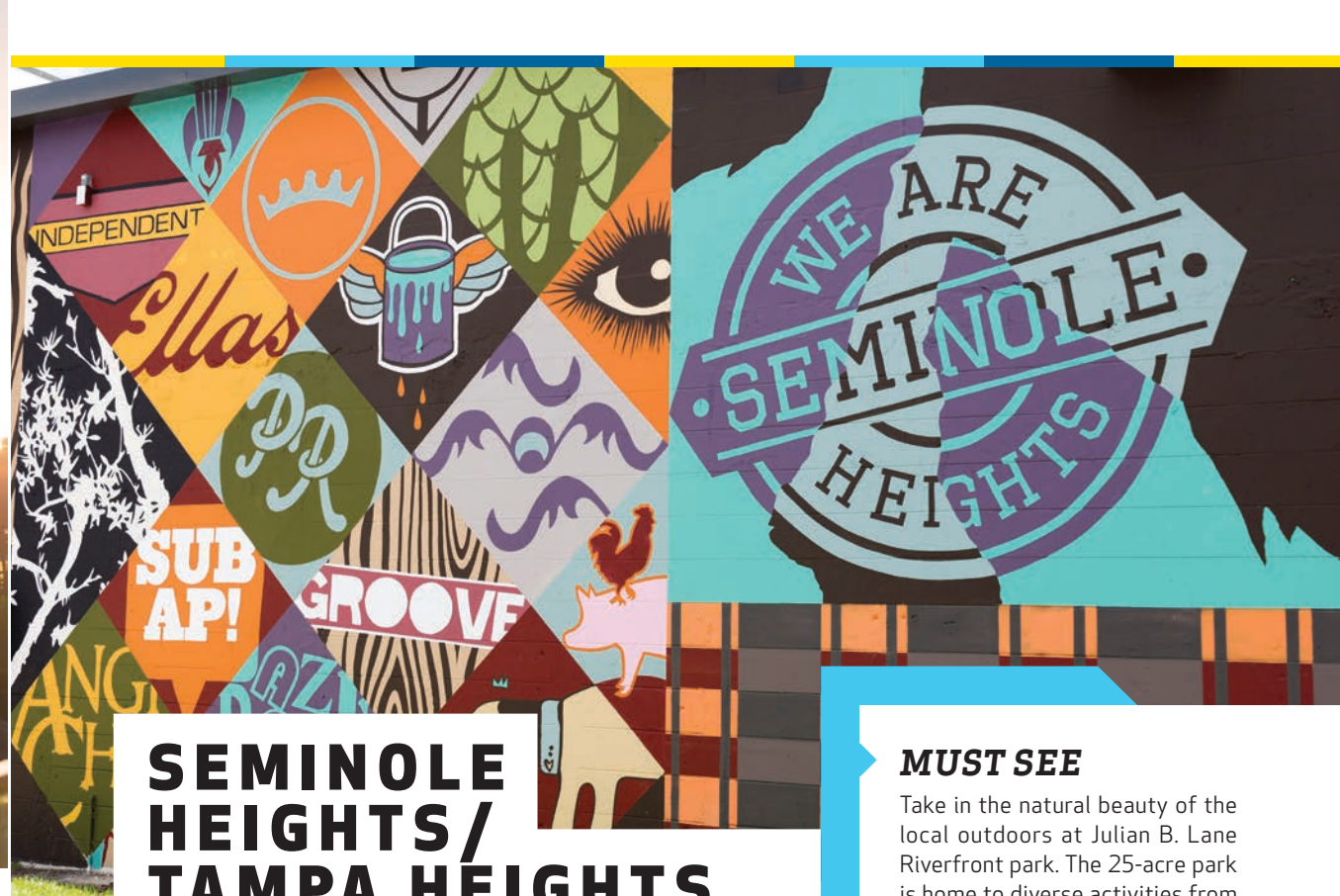


La Segunda



Armani's

Seafood, one of several Tampa Bay institutions serving the best fruit of the sea. Just north of **Tampa International Airport** and outside of the slew of shining structures lies another acclaimed craft brewery, **Six Ten Brewing**, adding a bit of liquid leisure to this bustling borough.



SEMINOLE HEIGHTS/ TAMPA HEIGHTS

The Seminole Heights and Tampa Heights districts are in the middle of a tremendous rebirth and have turned into incredible crucibles of culinary delight. The bohemian-chic neighborhoods have attracted the interest of Tampa Bay's most creative chefs. The result is an



Ulele and Water Works Park

unpolished smorgasbord of foodie oases and breweries. From the rustic interior of **Angry Chair Brewing** to the delicious offerings at **The Eatery at Brew Bus Brewing** (with pairing suggestions for the house brews) and the beer-and-burger bliss of **The Refinery**, the ever-growing Heights District is pleasing palates from all around town. No matter what you're craving, you're sure to find something to tantalize your taste buds.

MUST SEE

Take in the natural beauty of the local outdoors at **Julian B. Lane Riverfront park**. The 25-acre park is home to diverse activities from water sports for adults and a splash pad for the kids to the beautiful art-work surrounding the park.

BY DAY

One restaurant you can't skip is the culinary paradise **Ulele**. This waterfront hotspot serves innovative food and has its own onsite brewery, **Ulele Spring Brewery**.



BY NIGHT

Head to **Ella's Americana Folk Art Café** for comfort food with a little Tampa Bay soul. The menu matches the diverse blend of handmade folk art on the restaurant's walls.



KALEIDOSCOPE: A HERITAGE OF COLOR; KEIR MAGOULAS; STADIUM PHOTO COURTESY OF THE TAMPA BAY BUCCANEERS

MUST SEE

At MacFarland Park, see the Kaleidoscope: A Heritage of Color mural which depicts five influential people in Tampa Bay's history.



BY DAY

Stroll along North Armenia for serious shopping and fancy eating or attend a Buccaneers game at Raymond James Stadium.

BY NIGHT

Enjoy some mouthwatering fare at the altar of meats, Holy Hog Barbeque will leave you feeling full and satisfied.

MUST SEE

Learn about the Indian culture in Tampa Bay at the beautiful Hindu Temple of Florida.



BY DAY

Created by African American caddies, Rogers Park Golf Course is the place to be for golf enthusiasts. Enjoy the Tampa Bay weather and 6,000 yards of scenic views of the Hillsborough River.



BY NIGHT

End your night at Skipper's Smokehouse, the go-to place for a variety of live music in Tampa Bay for more than 30 years. You won't regret it!

NORTH TAMPA

Busch Gardens® Tampa Bay

The attractions in North Tampa are many and varied, with plenty of family-friendly fun. Interwoven between suburbs and several neighborhood microcosms, you'll find big attractions such as Tampa Bay's theme parks and the **University of South Florida**, ranked among the top 50 schools in the nation for research. But the local college campus isn't the only place for education

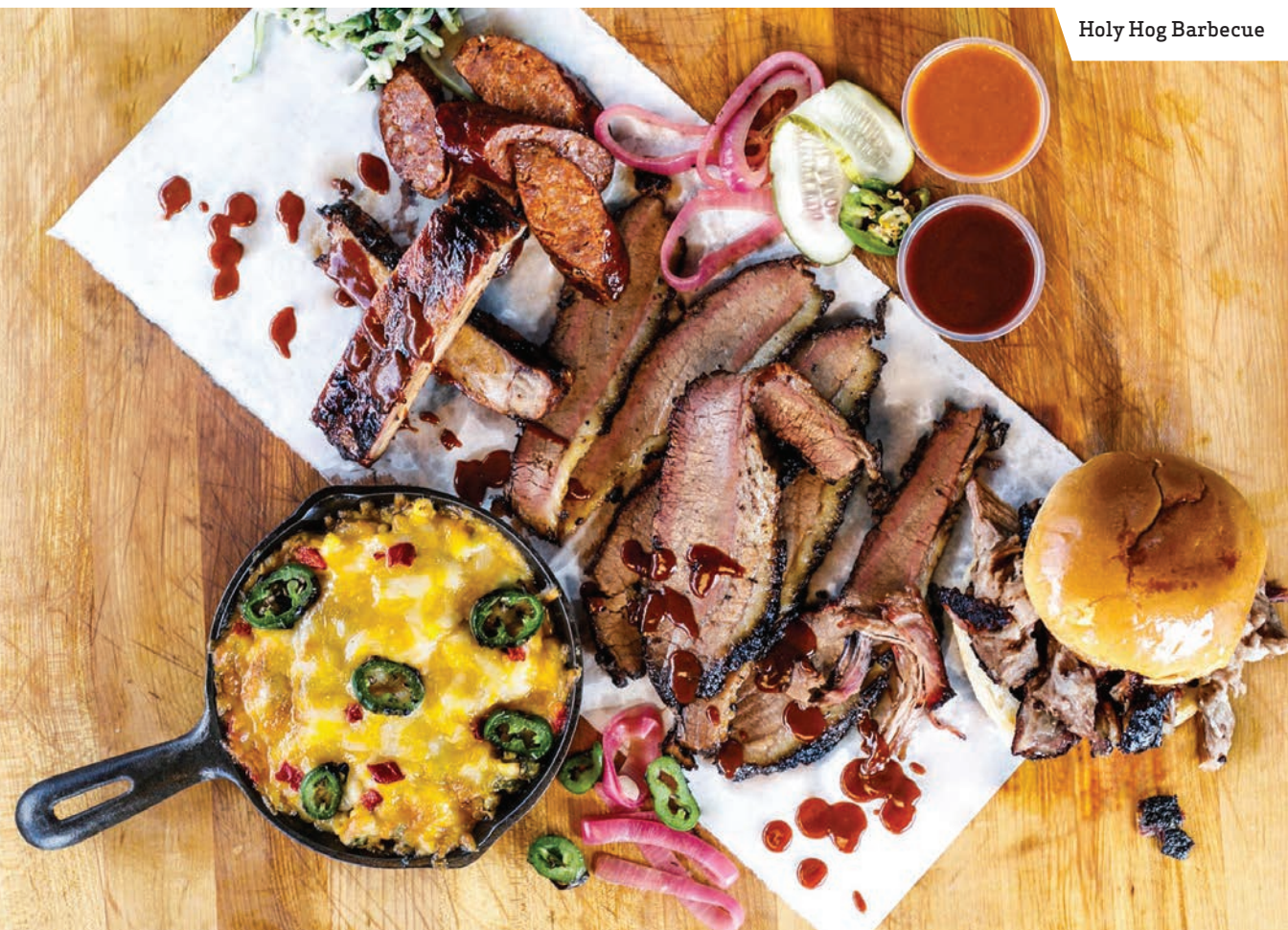


University of South Florida



Flatwoods Wilderness

and fun. The North Tampa District offers many of the features you'd expect to find in a college town. Of course, not many college towns can claim to have the tallest roller coaster in the state of Florida. Beyond the thrill-seeking and yearning to learn, North Tampa also features lovely parks and trails, including **Flatwoods Wilderness**, which in addition to many off-road paths, boasts a seven-mile paved loop, perfect for hiking, cycling or in-line skating.



Holy Hog Barbecue

Culinary MASTERPIECES

Turn your visit to Tampa Bay into a palate-pleasing culinary journey across cultures and flavors.

Start at Ybor City's Columbia Restaurant, where Cuban and Spanish cuisine have been on the menu since Florida's oldest restaurant opened in 1905. Try Caribbean classics like chicken with black beans and yellow rice or savor the blend of seafood in a perfect Spanish paella. A Columbia original, the 1905 Salad, with its mix of ham, Swiss cheese, tomatoes, olives and garlic dressing is the ideal companion to any entrée.

Amid the cozy Arts-and-Crafts bungalows of south Tampa's Hyde Park neighborhood, Bern's Steak House makes its mark every day among the best steak restaurants in the U.S. The dry-aged meat and multi-course meals are accented by offerings from its James Beard Foundation award-winning wine collection, which is the largest private collection in the world.

THE HARRY WAUGH DESSERT ROOM HAS NEARLY 50 DESSERTS."

Top off your dinner with a trip to the elaborate Harry Waugh Dessert Room for macadamia dessert ice cream in a booth made from a California wine barrel.

Nearby, Élevage serves breakfast, lunch and dinner inside the foodie-inspired

Epicurean Hotel. The menus change daily, but one thing is consistent: Chef Chad Johnson's contemporary twists on classic recipes. Johnson also leads the kitchen at Haven, where small plates and charcuterie are complemented by an extensive selection of wines and whiskeys.

On a bend in the Hillsborough River, Ulele boasts Tampa Bay's best sunset along with a menu bursting with Florida seafood and farm-to-table staples. An in-house brewery makes beer you can get only here.

Travel north to hipster haven Seminole Heights, where diners at Rooster & the Till get a close-up view of their farm-fresh meal in the making thanks to Chef Farrell Alvarez's open kitchen.

Chef Jeannie Pierola's edison: food+drink lab offers new interpretations of everyday food constructed with the skill of a molecular gastronomist. Traditional dishes such as Chicken & Waffles are reimagined into Korean-Fried All-Natural Chicken + Waffles, served with a kimchi waffle, charred baby bok choy, house-pickled vegetables and a gochujang syrup – and that's just for starters.

For more than 30 years, Mise en Place owners Maryann Ferenc and Chef Marty Blitz have passionately practiced their fine-dining craft. Fan



A



B

favorites such as The Willy Moore, L.A. Pizza and Molasses Pecan Crusted Rack of Lamb join new dishes dreamed up by Blitz from the day's shopping.

Alvarez, Pierola, and Blitz are some of the star chefs making flavors soar at Sparkman Wharf, the Channel District's open-air food hall where the meals come food truck-style from brightly painted shipping containers. Tampa Bay's other food hall – Heights Public Market at Armature Works – lets diners mix-and-match their meals from a dozen different options, ranging from Italian and Indian to classic Cuban.

Like the community that supports them, Tampa Bay's chefs are a kaleidoscope of creativity. ❄️

PICTURED:

- A Goody Goody™
- B Columbia Restaurant
- C Mama's Soul Food Restaurant
- D Armature Works

- E Haven
- F Ulele
- G Franklin Manor

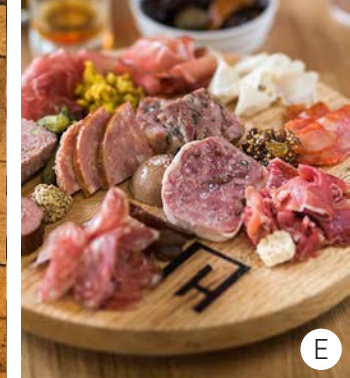
OPPOSITE PAGE: AMY PEZCICARA; 2 AND 3: AMY PEZCICARA; 4: JENNIFER WHITNEY



C



D



E



F



G

A Melting Pot OF FLAVORS

BYBLOS

2832 S. Macdill Ave, Tampa 33629

Located in the heart of South Tampa, Byblos brings a blend of modern and generous Lebanese cuisine, mixed with a local Tampa attitude.

JAMAICA TROPICALE BY JERK HUT

513 Franklin St, Tampa 33602

Known for its upbeat environment, Jerk Hut serves incredible Jamaican cuisine in a variety of ways. You won't regret it!

PERSIA HOUSE KEBABS

1441 E. Fletcher Ave, Tampa 33612

For over 20 years, the Persia House of Kebabs has been serving up mouthwatering Persian cuisine. Before you leave, stop by the marketplace for Middle-Eastern ingredients and artwork to take home.

PLOY THAI

1941 W. Brandon Blvd, Brandon 33511

Located in the Brandon Area, Ploy Thai serves up a light fare of Thai dishes that will tickle your taste buds.

SOHO SUSHI

3218 W. Kennedy Blvd, Tampa 33609

Kick off a great evening with Happy Hour and a diverse selection of sushi rolls at Soho Sushi.

AL'S FINGER LICKING GOOD SOUL FOOD

2302 E. 7th Ave, Tampa 33605

The name speaks for itself. Al's Finger Licking Good Soul Food offers comfort food with a little Tampa Bay soul.

QUEEN OF SHEBA

3636 Henderson Blvd, Tampa 33609

Experience a modern twist of authentic Ethiopian cuisine right in Tampa Bay, at the Queen of Sheba.

THE OPEN CAFÉ

3322 N. 34th St Tampa 33605

An East Tampa institution for soul food, Open Café has down-home flavor with down-home hospitality.

SAIGON DELI

3858 W. Waters Ave, Tampa 33614

The Saigon Deli offers a variety of traditional Vietnamese plates and homemade desserts that will have you leaving full and satisfied.

CURRY LEAVES

4843 W. Kennedy Blvd, Tampa 33609

A recent addition to Tampa Bay, Curry Leaves will greet you with the sweet aroma of exotic spices before feasting on delicious Indian cuisine.

ROUX

4205 S. Macdill Ave, Tampa 33611

Fill up on all the Southern food you can handle at the Roux, located in the center of South Tampa.

MAMA'S SOUTHERN SOUL FOOD

3701 E. Dr. MLK Jr Blvd, Tampa 33610

For over 13 years Mama's Southern Soul Food has been setting the standard for Southern cooking in Tampa Bay. Mama's focus is on serving made-from-scratch true southern fare served with genuine southern hospitality.

RIDES, ANIMALS & SHOWS—OH MY!

Even if you've already been to Busch Gardens® Tampa Bay to ride the world-class thrill rides, or visit more than 300 species of animals, there's always something new. Watch the award-winning ice show, Turn it Up! or hang out with Bert and Ernie, Elmo and other furry friends at Sesame Street® Safari of Fun. Splash around next door at Adventure Island, where you can relax in the lazy river or be swept off your feet in the 70-foot drop slide Vanish Point. This brand-new and exhilarating free-fall waterslide is perfect for cooling down March through October.

WHAT'S New?

by Lindsay Lawson

DISCOVER ALL THINGS AWESOME IN TAMPA BAY

Looking for the latest and greatest activities for your family? Tampa Bay's top attractions keep kids in a happy place with interactive exhibits and exhilarating rides.



hello WORLD kids

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DREAM IT. BE IT.

Ignite imagination at the **Glazer Children's Museum**, Tampa Bay's interactive learning laboratory where children play, discover and connect to the world around them to develop as lifelong learners and leaders. Whether kids put on a lab coat in the Vet Clinic or leap to stardom in the Twinkle Stars Theater, little learners will play with purpose in more than 170 interactive exhibits within 19 themed areas.



Little learners will play with purpose.

WHIZ KIDS

Ever wonder what it would be like to lie on a bed of nails? Find out at the **Museum of Science and Industry**. MOSI creates opportunities to get excited about science every day by answering the questions kids love asking—why, how and what. In the new exhibit *I Wonder...* kids discover principles of physics, optics, geology and math by moving a giant pendulum using nothing but magnets, playing tug of war and learning about 3D printing.



The kids will never want to leave!



TAKE A RIDE ON THE WILD SIDE

ZooTampa at Lowry Park has been hard at work creating a new boat ride—*Roaring Springs*. Coast toward an adrenaline rush on the three-story splashdown, then explore the native landscape while searching for alligators, Key deer, panthers and black bears. What better place is there to play I Spy than ZooTampa?



JUST KEEP SWIMMING

The **Florida Aquarium** ranks No. 2 in *USA Today's* 10 Best Readers' Choice Award for Best Aquarium for so many reasons. You'll love seeing more than 7,000 animals and plants up close—especially the playful otters and ring-tailed lemurs, colorful sea stars and reef fish, as well as the intriguing sea turtles and sharks. With new 4D movies and Splash Pad access included in admission, the kids will never want to leave. 🐠

ZOOTAMPA: NATT MARIOTT

EVENTS
& FESTIVALS

MARTIN LUTHER KING JR. PARADE

The Martin Luther King Jr. Day Parade is an exciting part of a week of activity, celebrating the life and legacy of Dr. King. Thousands line the streets of a two-mile route winding through East Tampa beginning at Cuscaden Park and ending at Middleton High School.



TAMPA ORGANIZATION OF BLACK AFFAIRS LEADERSHIP BREAKFAST

The TOBA Dr. MLK Leadership Breakfast brings together people from various races, religions, cultures and ethnic origins to share our common interest and values to have equal rights, liberty, fair housing, employment, education, justice, safety, security, prosperity, hea'th and a better quality of life.

FIESTA DAY

This family-friendly, FREE street festival commemorates the Cuban, Italian, Spanish, Jewish, and German immigrants that settled in Ybor City in the late 1800s as the cigar factories thrived. Enjoy ethnic food, arts & crafts, and ethnic music all along 7th Avenue.

Event VENUES

CARROLLWOOD CULTURAL CENTER:

A flexible space in the heart of suburban Carrollwood, just minutes from downtown, this 26,000-square-foot facility offers a host of possibilities from live performance spaces to conference rooms.

BRYAN GLAZER FAMILY JCC:

The historic Tampa Armory has been reborn as a center for community activities in the Hyde Park area west of downtown.



Black Heritage Festival

CIGAR HERITAGE FESTIVAL

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."

THREE KINGS FESTIVAL

Explore that famed journey to Bethlehem with Busch Gardens® Tampa Bay during the Three Kings Celebration. The cultural event showcases Latin flavors of the holiday season, live entertainment that honors the three wise men, and the park's twinkling yuletide lights.

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 free event has festivities and delicious food for the entire family to enjoy.



TAMPA BAY BLACK HERITAGE FESTIVAL

The Tampa Bay Black Heritage Festival features 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.

COALITION INTERNATIONAL NIGHT AT MACDILL AFB

Since 2004, military representatives and their families from 56 coalition nations display their native customs and serve traditional cuisine to show their gratitude to the people of MacDill AFB, U.S. Central Command.

CONGA CALIENTE

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.

FLAN FESTIVAL

A great compliment to Fiesta Day, the Flan Fest allows for sampling plenty of flan, as well as live entertainment, shopping, and recipe contests.

INDIAN CULTURAL CENTER:

Located adjacent to the ornate Hindu Temple of Florida in the Carrollwood neighborhood north of downtown, the Indian Cultural Center forms a nexus for Tampa Bay's growing South Asian community. The center's Magnolia Ballroom offers 16,000 square feet of space, performance spaces and dressingrooms, and a kitchen. The Lotus Gallery provides 5,000 square feet of space for weddings and smaller events.

THE VENETIAN EVENT CENTER:

With 11,000 square feet of space, this property adjacent to St. Mark the Evangelist Catholic Church in the neighborhood of New Tampa offers a range of arrangements and configurations - from 850 seated banquet-style to 1,000 theater-style.

FIND YOUR Reflection

Every day in Tampa Bay, we embrace meetings and conventions from across the ethnic and cultural spectrum. We were the first U.S. community to host the International Indian Film Academy awards, broadcast to billions of Bollywood fans around the world. We have hosted repeated Imperial Sessions of the Prince Hall Shriners as well as gatherings of many African American sororities and fraternities. From Latin American motorcycle riders

to the National Gay and Lesbian Chamber of Commerce, attendees find themselves reflected in the multi-faceted culture of Florida's Most diverse destination. We welcome everyone with open arms. Treasure awaits.

Discover the diversity and welcoming spirit of Tampa Bay for your own organization.



Sherri Brown
Director of Multicultural Business Development



Kappa Alpha Psi Fraternity



Alpha Kappa Alpha Sorority



Buffalo Soldiers Motorcycle Club

VISIT TAMPA BAY MULTICULTURAL ADVISORY COMMITTEE

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FLORIDA'S MOST **CULTURAL GETAWAY**

Explore where Ella Fitzgerald wrote her breakout single, Ray Charles penned his first song and the Twist dance craze began. Discover the soul of Tampa Bay.



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