

WHY ARE WE IMPLEMENTING THE ONE MORE CAMPAIGN?

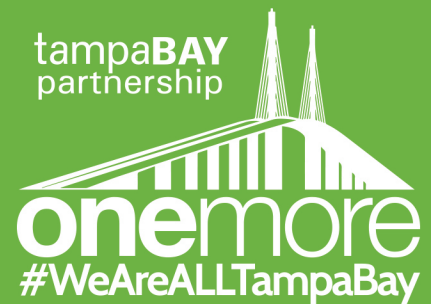
"We Are ALL Tampa Bay" is more than a slogan. It is the DNA of the Tampa Bay Partnership.

We are the regional economic development organization for Tampa Bay, and we are making a huge impact on vital regional issues; however, there is much more work to be done!

The One More campaign will help us engage many more key leaders and make our collective voice stronger than ever.



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tampaBAY
partnership

onemore
#WeAreALLTampaBay

WHAT IS THE ONE MORE CAMPAIGN?

One More is an opportunity for current Tampa Bay Partnership investors to make a significant impact on our organization and ultimately our region.

We believe that each of you know at least "One More" regional leader who should invest in the Partnership. We ask that you find your one more and help us bring in new investors in 2014.

WHAT IS THE POTENTIAL IMPACT OF ONE MORE?

The impact of one more investor will be game-changing. **The Tampa Bay Partnership** currently has 150 investors, but there is potential for this campaign to double our current membership and increase our funding drastically. A few exciting examples:

\$750,000 WILL BE
RAISED

if 100 percent of current investors bring in **One More** investor at the base investment level of **\$5,000**.

\$555,000 WILL BE
RAISED

if 50 percent of current investors bring in **One More**, with half of the new investors at the **\$5,000** level and half at the **\$10,000** level.

\$395,000 WILL BE
RAISED

if 25 percent of current investors bring in **One More** investor (with 20 at the **\$5,000** level, 12 at the **\$10,000** level, 5 at the **\$25,000** level, and 1 at the \$50,000 level).

I AM WILLING TO HELP, BUT WILL IT REQUIRE A LARGE TIME COMMITMENT?

No! All we ask is that you think of one leader you know who is currently not involved in the Partnership and help us connect with them and encourage them to invest. The Tampa Bay Partnership staff will do the work, but we ask you to open the door and help us make a personalized ask to your one more.

WHAT WILL THE PARTNERSHIP DO WITH THESE ADDITIONAL INVESTORS AND RESOURCES?

We will accelerate our efforts to promote Tampa Bay through our Ambassador and Digital Ambassador Program, and will enlarge membership in these programs to over 500 participants.

We will expand our leadership and advocacy work on the core regional transportation network, with a specific focus on: TIA expansion plan, Green Light Pinellas, the proposed Westshore intermodal center, and the Howard Frankland Bridge.

We will expand our ability to impact key emerging issues such as: workforce/education and transportation efforts in Hillsborough and Polk counties.

#WeAreALLTampaBay