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Tampa Bay BCA Changes Name with Changing Times

TAMPA, Fla. (July 27, 2009) — While the acronym remains the same, the TBBCA changes its name to Tampa Businesses for Culture and the Arts to reflect its mission.

“The former name, Tampa Bay Business Committee for the Arts, wasn’t inclusive for what the organization has evolved into,” board members agree. “Business Committee for the Arts sounds restrictive and did not reflect that we support cultural organizations like the Tampa Bay History Center, Florida Aquarium or Lowery Park Zoo.”

The TBBCA, also known as the BCA or Tampa Bay BCA, strives to foster relations linking businesses, artists, and arts and cultural organizations in Tampa Bay through cause campaigns, networking events, interactive and educational programs as well as producing economic impact studies.

Every five years the TBBCA commissions a financial firm to produce an economic impact study to determine the effect arts and culture have on Tampa Bay’s economy. The most recent report shows cultural institutions and activities contributed \$521.3 million in revenue for the Bay Area, PricewaterhouseCoopers, 2005.

“Cultural institutions are a significant part of our economic revitalization, playing a role in the process of business attraction and retention and serves to make the Bay Area a thriving place to live,” board members said.

TBBCA’s initiatives to educate, motivate, support and develop arts and culture opportunities within our community are comprised in these cornerstone programs:

High School Art Stars (HSAS)

Last year’s HSAS Scholarships awarded a total of \$17,500 to eight high school seniors to help them pursue their education in the arts. Students who excel in vocal and instrumental music, theatre, dance, visual arts and literary arts compete for scholarships to fund training in an arts educational program or for college tuition.

Chalk Walk

Chalk Walk brings art to the streets of Tampa Bay, literally. Artists from both the local area and surrounding Tampa Bay communities are invited to congregate in a chosen business sector and spend three days drawing chalk murals on public sidewalks. Professional and amateur artists “draw out” the community to this live, free, festival art show, which in turn patronizes area businesses.

Cultural Encounters

Cultural Encounters introduces the public to local cultural institutions and their programs. Members of the community are invited to visit a number of cultural organizations on both sides of the Bay to experience and learn what they have to offer. In addition, TBBCA provides a financial contribution to each cultural organization featured in the Cultural Encounters tour.

Individuals and Business in the Arts Awards Gala

The annual gala recognizes individuals and businesses in Tampa Bay who have provided outstanding support to arts and cultural institutions in the Bay area.

The TBBCA, founded in 1989, is a non-profit and affiliate of the national Business Committee for the Arts, which in 2008 became a part of Americans for the Arts. The TBBCA works closely with businesses, and cultural institutions in Hillsborough and Pinellas counties.

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